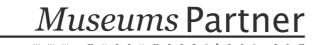
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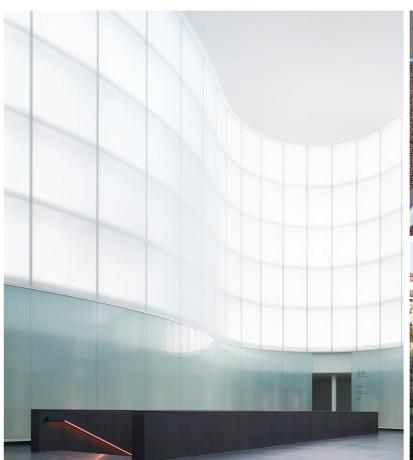
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# COMMUNICATING, CONNECTING & INNOVATING WITH STYLE

2016 ICEE Annual Conference July 4–7, 2016, Milan, Italy









# MONDAY, JULY 4TH, 2016

Milano Congressi, Room Amber 5 (South Wing - Level +2)

#### 14:00-14:15

#### **Welcoming Remarks**

Prof Dr. Anne-Catherine Robert-Hauglustaine, Director General, ICOM Carina Jaatinen, Chairperson, ICEE and Head of Exhibitions, Espoo City Museum, Finland

# 14:15-15:00

# **Keynote Presentation I—**How to make a Design Museum attractive in a design oriented city

Arturo Dell'Acqua Bellavitis, President, Triennale Design Museum, Milan, Italy

# 15:00-15:30

**Coffee break**—Generously Sponsored by MuseumsPartner

### 15:30-17:00

### Session 1: Communicating in Style

Moderator: Anne-Marie Raymond, Secretary, ICEE, and Advisor, Strategic Initiatives, Canadian Museum of History, Gatineau, Canada

### New Styles in Audience Engagement/Exhibition Design

Hillary Spencer, Assistant Director, Global Business Development, American Museum of Natural History, New York, USA and Alanna Davidson, Touring Exhibitions Manager, National Museums of Scotland, Edinburgh, Scotland

# Exploring History Through a Life-size Graphic Novel: The Making of Deadly Skies—Air War, 1914–1918

Caroline Dromaguet, Manager, Exhibitions and Strategic Initiatives, Canadian War Museum, Ottawa, Canada

# A history of the world in 100 objects: tailoring content for audiences at home and abroad

Amanda Mayne, International Engagement Manager, and Olivia O'Leary, International Engagement Manager, The British Museum, London, United Kingdom

# TUESDAY, JULY 5TH, 2016

Milano Congressi, Room Amber 5 (South Wing - Level +2)

### 11:00-11:05

# **Opening Remarks**

#### 11:05-13:00

# Session 2: Innovating with Style

Moderator: Antonio Rodriguez, ICEE Board Member and Consultant, Traveling Exhibitions & International Programs, Strategic Partnerships and Alliances, Washington D.C., USA

# Inspired by Fashion: Thinking Outside the Box to Deliver Powerful Temporary Exhibitions

Manon Delaury, International Partnerships Director, Nomad Exhibitions, Edinburgh, Scotland

# Experiential Marketing and Design: How To Keep It Up With Touring Exhibitions?

Agnès Ruiz, Export Marketing Manager, Cité des sciences et de l'industrie (Universcience), Paris, France and Kinga Grege, Touring Exhibitions Manager, Muséum national d'Histoire naturelle, Paris, France

# Museums are Leading the Fashion?! Investigation into the New Style of Contemporary Museum Exhibitions

Feng-Ying Ken, Associate Professor and Head of the Graduate Institute of Conservation of Cultural Relics and Museology, Tainan National University of the Arts, Tainan City, Taiwan and Shin-Chieh Tzeng, Assistant Professor, Graduate Institute of Conservation of Cultural Relics and Museology, Tainan National University of the Arts, Tainan City, Taiwan

#### Fashion at the Museum

Yoonji Kim, Curator, World Jewellery Museum and Adjunct Professor of Kyunghee University, College of Fine Arts, Art Theory, Seoul, Korea

#### 13:00-14:00

#### Lunch

# 15:05-15:50

# Session 3: Connecting with Audiences in Style—Part I

Moderator: Marlies Kleiterp, ICEE Board Member and Head of Exhibitions, Hermitage Amsterdam, Amsterdam, Netherlands

# NaFilM: Interactive Exhibitions as a Means of Informal Film Education for the Public

Terezie Krizkovska, Founder of NaFilM, Faculty of Arts, Charles University, Prague, Czech Republic and and Adela Mrazova, Founder of NaFilM, Faculty of Arts, Charles University, Prague, Czech Republic

# Design in Time: "Geneva at the Heart of Time" by Capital Museum–Beijing in collaboration with Museum of Art and History–Geneva & Vacheron Constantin

Laura Zani, Executive Advisor, Musée d'art et d'histoire de Genève, Geneva, Switzerland

#### 15:50-16:10

Coffee break—Generously Sponsored by MuseumsPartner

### 16:10-17:30

# Session 3: Connecting with Audiences in Style-Part II

# Creating the experience of Alexander McQueen: Savage Beauty

Rachel Murphy, Senior Exhibitions Manager, Victoria and Albert Museum, London, United Kingdom

# Kids Deserve Good Design Too

Megan Smith, Project Director, Wegmans Wonderplace, National Museum of American History, Smithsonian Institution, Washington D.C., USA

# Connecting Audience at the Heart of China's Museum Boom

Yu Zhang, Museum Consultant, Neuilly-sur-Seine, France and Laishun An, Secretary General of Chinese Museums Association, Beijing, China

# WEDNESDAY, JULY 6TH, 2016

Milano Congressi, Room Amber 1 (South Wing - Level +2)

#### 11:30-11:35

# **Opening Remarks**

#### 11:35-12:20

# **Keynote Presentation II—**Innovation: Planning for The Future of Exhibitions

Myriam Springuel, Director, Smithsonian Institution Traveling Exhibition Service, Washington, D.C., USA

# 12:20-13:00

### **ICEE Business Meeting and Elections**

# 13:00-14:00

Lunch

# 14:05-15:00

### Marketplace of Exhibitions and Ideas-Part I

# Pre-registration required

Moderator: Gevorg Orbelyan, ICEE Board Member and Deputy Director, Yerevan History Museum, Armenia

# 15:00-15:30

**Coffee break**—Generously Sponsored by MuseumsPartner

### 15:30-16:30

# Marketplace of Exhibitions and Ideas-Part II

Pre-registration required

# 16:30-17:30

Storytelling Workshop with izi.Travel

# THURSDAY, JULY 7TH, 2016

# A morning of offsite visits and tours, followed by an afternoon tour and reception at MUDEC— Museo delle Culture

ICOM MPR, ICOM's International Committee for Marketing and Public Relations will join the ICEE for the afternoon programme at MUDEC.

# 10:00-12:00

#### Cultural Tours and Walks in the city

Pre-registration for both tours is required via Eventbrite

#### Option 1: Pirelli HangarBicocca

Pirelli HangarBicocca is located at 2 Via Chiese, 20126 Milano, Italy

A tour of Pirelli HangarBicocca, a unique non-profit foundation born in Milan in 2004 from the conversion of an industrial plant into an institution devoted to the promotion and production of contemporary art.

#### Option 2: Navigli Tour

The meeting point for the Navigli tour is the Piazza XXV Aprile, 20154 Milano, Italy

A guided walking tour focused on the history of the Milanese Navigli network of historic canals. The tour will invite participants to discover the site of the old infrastructure, the ancient city harbour and will be led along its waterfront. The tour will also include a visit of the Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci.

### 12:00-15:00

# Lunch and time on your own

### 15:00

# Afternoon Session and Reception at MUDEC—Museo delle Culture.

MUDEC is located at via Tortona 56, Milano, Italy

MUDEC is an initiative of the City of Milan to establish a center dedicated to interdisciplinary research on world cultures and a place for dialogue on contemporary themes by the mediums of visual, performing and sound art, as well as design and costume. http://www.mudec.it/eng/

# 15:05-16:00

### **Welcoming Remarks**

Paola Cappitelli, Head of Development and International Relations, MUDEC

### Presentation of MUDEC business model

Simona Serini, MUDEC Manager

# Presentation of the winners of the ICEE & izi.TRAVEL Audio Guide Creation Contest

#### 16:00-17:30

#### Guided Tours of MUDEC with museum staff

# 17:30-19:30

### **ICEE & MPR Networking Reception**

Pre-registration required via Eventbrite

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