



2021 ICOM ICEE ANNUAL CONFERENCE

September 28 – 30, 2021

REIMAGINING EXHIBITION EXCHANGE

CONFERENCE PROGRAMME

*In Collaboration with
The Museum of Art and History of the City of Geneva (MAH)
and ICOM Switzerland*

■ Expositions temporaires: Arts et métiers de la soie
Musée d'Art et d'Histoire de la Ville de Genève

■ Recensement de l'état des collections d'art

■ Ouvrir une fenêtre de 10 à 15 heures

■ Plan de la ville

■ <http://mah.ch>

■

■ Collections: archéologie, sciences, arts appliqués
Musée d'Art et d'Histoire de la Ville de Genève

■ Expositions temporaires

■ Ouvrir une fenêtre de 10 à 15 heures

■ Plan de la ville

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■ La Maison, l'effacement du Musée

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2021 ICOM ICEE Annual Conference

Reimagining Exhibition Exchange

September 28 – 30, 2021

*In Collaboration with the Museum of Art and History of the City of Geneva (MAH)
and ICOM Switzerland*

Registration Free of Charge

Simultaneous translation English – Spanish – English will be provided

The 2021 ICOM ICEE Annual Conference will be held online from Tuesday, September 28 to Thursday, September 30, 2021, in collaboration with the [Museum of Art and History of the City of Geneva \(MAH\)](#), and [ICOM Switzerland](#). The safety of our members, participants, partners, and collaborators is our top priority. With the ongoing uncertainties of the global pandemic, along with travel restrictions and limited funds for travel, we are aware that it will be difficult for many to join an in-person conference. This is why the organizing committee has decided on a fully digital conference.

From unique presentations to a variety of networking opportunities, the 2021 ICEE Annual Conference will provide participants with a global digital platform to connect and share ideas and experiences with museum professionals from around the world.

[Click HERE to register
for DAY ONE Sessions
on Tuesday, September 28](#)

[Click HERE to register
for DAY TWO Sessions on
Wednesday, September 29](#)

[Click HERE to register
for DAY THREE Sessions on
Thursday, September 30](#)

The Conference Theme

More than a year after the global pandemic forced institutions to shut their doors, museums, science centers, and exhibition developers around the world are still trying to figure out ways to keep their exhibition offerings relevant to their missions, feasible with reduced budgets, and accessible to audiences. *Reimagining Exhibition Exchange* goes beyond a review and adaptation of logistics and procedures. It involves rethinking the way audiences engage with exhibition content, examining opportunities and challenges brought about by technology and digital infrastructures, and discussing new approaches to developing more sustainable exhibitions. Reimagining new strategies for exhibition exchange also includes the need for improved business models, enhanced working environments, and stronger collaborations between institutions. What realistic, practical steps can museums take to embrace change? What can museum and exhibition professionals do when institutions are slow to change?

For its 2021 Annual Conference, the ICEE reflects on the future of exhibition exchange in a post-pandemic world, examining the powerful ways in which exhibitions contribute to reimagining the role of museums in an increasingly competitive cultural marketplace. We invite colleagues from all over the world to explore the *Reimagining Exhibition Exchange* in a post-pandemic world through the lens of three sub-themes: *Technology, Audience Engagement, and Operations and Practices*.

The Digital Conference Schedule

The digital conference schedule features three days of keynote speeches, panel sessions, networking opportunities, and virtual tours of exhibitions and museum collections in Switzerland and other countries around the world.

Schedule at-a-glance

Time (EST) and (CEST)	Day ONE Tuesday, September 28	Day TWO Wednesday, September 29	Day THREE Thursday, September 30
9:00 AM to 10:45 AM (EST) 3:00 PM to 4:45 PM (CEST)	Welcoming Remarks Session I Keynote Presentation Panel and Q&A	Daily Announcements Session II Keynote Presentation Panel and Q&A	Daily Announcements Session III Keynote Presentation Panel and Q&A
10:45 AM to 11:00 AM (EST) 4:45 PM to 5:00 PM (CEST)	Networking Virtual Break (SpatialChat)	Networking Virtual Break (SpatialChat)	Networking Virtual Break (SpatialChat)
11:00 AM to 11:30 AM (EST) 5:00 PM to 5:30 PM (CEST)	Marketplace of Exhibitions (Presentations) Marketplace Networking (SpatialChat)	Special Presentation I	ICEE General Meeting
11:30 AM to 12:00 PM (EST) 5:30 PM to 6:00 PM (CEST)		Special Presentation II	Conference Closing Remarks
12:00 PM to 12:30 PM (EST) 6:00 PM to 6:30 PM (CEST)		Virtual Tours	Breakout Rooms

The time zone for all conference sessions is Eastern Standard Time (EST). The conference programme displays all sessions in both Eastern Standard Time (EST) (New York) and Central European Standard Time (CEST) (Geneva). All conference sessions will be delivered via Zoom and recorded for later access by registered attendees.

Registration Links

[Click HERE to register
for DAY ONE Sessions
Tuesday, September 28](#)

[Click HERE to register
for DAY TWO Sessions
Wednesday, September 29](#)

[Click HERE to register
for DAY THREE Sessions
Thursday, September 30](#)

Conference Programme

DAY ONE
Tuesday,
September 28

9:00 am to 12:30 pm EST (New York)
3:00 pm to 6:30 pm CEST (Geneva)

[Click HERE to register
for DAY ONE Sessions
Tuesday, September 28](#)

Conference Opening Remarks

- Antonio Rodríguez, Chairman, ICOM ICEE, Member of ICOM ICWG, ICOM SAREC, ICOM SPC, and ICOM US Board (ex-officio); Senior Advisor, International Programs and Touring Exhibition, Washington DC, USA.
- Sami Kanaan, Administrative Councilor of Geneva in charge of the Department of Culture and Digital Transition of the City of Geneva.

Session I: Reimagining Technology

The physical presence of visitors in exhibition galleries and the digital experience of virtual audiences can no longer be considered separately. During the pandemic, technology emerged as a lifesaver for many institutions around the world as an immediate way to connect museums with audiences through compelling, immersive, and personalized experiences. How can museums assess which digital investments will be sustainable in the long run? What best practices can guide museums' adoption of digital technologies at low cost?

Session Chair: Amanda Mayne, ICOM ICEE Board Member; International Engagement Manager, The British Museum (United Kingdom).

Keynote Presentation

- Marc-Olivier Wahler, Director, Musée d'art et d'histoire Geneva (MAH), (Switzerland).

Panel

- *Museums in the Age of Experience.* By Professor Sarah Kenderdine, Lead, Laboratory for Experimental Museology (eM+), Director & Lead Curator: EPFL Pavilions (formerly ArtLab), EPFL (Switzerland).
- *The Museum Experience in Digital World: The Case of Turkish Museums.* By İlkim Eda Tonuç, Associate Professor; Zaliha İnci Karabacak, Associate Professor; and Hülya İz Bölükoğlu, Professor –TOBB University of Economics and Technology (Turkey).
- *Robot. The Human Project.* By Francesca Cavola, Project Specialist, Development & International Relations, 24 ORE Cultura (Italy).

The keynote presentation and panel will be followed by a brief Q&A session discussion.



Marketplace of Exhibitions

The Exhibitions Marketplace is intended to provide members of ICOM and the ICEE with opportunities to network with institutions that may be interested in hiring an exhibition or collaborating on a future exhibition project. We welcome the presentation of all newly developed exhibitions and exhibition ideas currently in development.

The Marketplace includes a series of twenty-four 5-minute pitches on exhibitions for which registered presenters are seeking venues or partners. Pitches will be grouped by exhibition type within the 90-minute session. Presenters may have the opportunity to pitch more than one exhibition; however, all projects must be kept within the allocated 5-minute time slot for each organisation. The final list of presenters and exhibitions will be announced before the session.

After the presentations, participants are invited to join a virtual group video chat via SpatialChat for a digital networking experience. For more information about this platform, please visit <https://spatial.chat/>

[Click HERE to register for DAY ONE Sessions](#)
[Tuesday, September 28](#)

DAY TWO
Wednesday,
September 29

9:00 am to 12:30 pm EST (New York)
3:00 pm to 6:30 pm CEST (Geneva)

[Click HERE to register](#)
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[Wednesday, September 29](#)

Session II: Reimagining Audience Engagement

The isolating impact of COVID-19 has changed the way people interact with museums and science centers, especially exhibitions and educational programs. While some audience groups turned to online content and virtual programming as a way to find relief from pandemic-related isolation and stress, others looked for meaningful learning experiences for children and adults. At the same time, social and political drivers of change reinforced the need to discuss the roles museums play in embracing social justice as well as diversity, equality, and accessibility. How have museum audiences changed because of the pandemic? Will these changes remain relevant after museums return to normal? How do you ensure your exhibitions remain relevant and connected to audiences and stakeholders?

Session Chair: Hillary Spencer, Treasurer, ICOM ICEE; Chief Executive Officer, Bishop Museum of Science and Nature (USA).

Keynote Presentation

- Melissa Mohr, Director of Education Figge Art Museum (USA)



Panel

- (Presentation title to be confirmed). By Anne-Catherine Robert-Hauglustaine, Director General, National Air and Space Museum of France; Former ICOM ICEE Chairwoman, Former ICOM Director General.
- *The New Generation of Museumgoers*. By Javier Iturralde de Bracamonte, Visiting Professor, Universitat Politècnica de Valencia (Spain).
- *The Power of The Museum of Decorative Arts in Prague*. By Veronika Mědílková, Production of Exhibitions Abroad & Loans, The Museum of Decorative Arts in Prague (Czech Republic).

The keynote presentation and panel will be followed by a brief Q&A session discussion.

Special Presentations

- *MAH: The Future is Coming Early*. By Bertrand Mazeirat, Chief Curator and Head of Exhibitions and Public Programs, Musée d'art et d'histoire Genève (Switzerland).
- *An Opportunity for Innovation: What We Have Learned from Staying Open When Nothing Else Was*. By Isabel Salgado Gispert, Former ICOM ICEE Board Member, ICOM ICEE Advisory Committee Member; Director of the Exhibitions and Collection. Culture and Science Area, "la Caixa" Foundation (Spain).

Virtual Tours

The 2021 ICEE virtual conference programme includes self-guided virtual tours to some of the finest cultural and science institutions in Switzerland and around the world. We hope this digital access will somehow compensate for the impossibility of travelling to Geneva as we originally planned. Lively videos of art & history, science, and other exhibitions will be offered every day as self-guided activities.

[Click HERE to register for DAY TWO Sessions](#)
[Wednesday, September 29](#)

DAY THREE
Thursday,
September 30

9:00 am to 12:30 pm EST (New York)
3:00 pm to 6:30 pm CEST (Geneva)

[Click HERE to register](#)
[for DAY THREE Sessions](#)
[Thursday, September 30](#)

Session III: Reimagining Operations and Practices

The abrupt changes in the operational environment of museums, science centers, and exhibition developers caused by the pandemic call on us to rethink the way we work. From reduced staff and financial limitations to revised logistics and remote work, we are trying to create more effective strategies to continue our work in exhibition exchange. Improved business models, enhanced working environments, stronger collaborations between institutions, and sustainable and eco-friendly exhibitions are some of the ways our members have



been reimagining their operations and practices. What business models, partnerships, strategies, procedures, and practices has your museum established to keep exhibition development, production, and touring logistics working? Has your institution tried any that did not work?

Session Chair: Julie Leclair, ICOM ICEE Board Member; Director, Travelling Exhibitions, Ingenium - Canada's Museums of Science and Innovation, (Canada).

Keynote Presentation

- Dr. Tobia Bezzola, Director, Museo d'arte della Svizzera italiana, (Switzerland), President, ICOM Switzerland.

Panel

- *Collections and Mutual Confidence: Long-Term Collaboration with Pointe-à-Callière in Montreal.* By Merja Laukia, Director of Collections and Exhibitions, Musée des Confluences (Lyon, France).
- *Redesigning and Reimagining the Museum Development Concept: Changes in Evaluation of Museum Collections of the Cultural Institution of Bonyad Museums (CIBM) During Covid-19 Pandemic.* By Mitra Saeedi, Conservator of the World Art Museum; HamidReza Ghanbari Hamedani, Director of Museum Services Development, Research and Planning; and Mohsen Ghanooni, Head of Conservation Department, Cultural Institution of Bonyad Museums (Iran).
- *Concept and Sketches for a Low-Cost Travelling Museum Exhibition Typology.* By Sandro Debono, Associate Lecturer in Museum Studies, University of Malta (Malta).

The keynote presentation and panel will be followed by a brief Q&A session discussion.

ICOM ICEE General Meeting

- Moderated by Antonio Rodríguez, Chairman, ICOM ICEE; and Hanneke Kik, Secretary, ICOM ICEE.
- Special Guests: Martina Lehmannová, Managing Director, ICOM Czech Republic; Alžběta Horáčková, Scientific programme coordinator, ICOM Czech Republic; Ivana Goossen, Director, Kunsthalle Praha; and Anna Povejšilová, Membership & Development Manager, Kunsthalle Praha, partner institution for the 2022 ICOM ICEE Annual Conference.

Conference Closing Remarks

- Laura Zani, Former ICOM ICEE Board Member, ICOM ICEE Advisory Committee Member; Executive Advisor in Charge of International Relations and Fundraising, Musée d'art et d'histoire Geneva (MAH), (Switzerland).
- Antonio Rodríguez, Chairman, ICOM ICEE, Member of ICOM ICWG, ICOM SAREC, ICOM SPC, and ICOM US Board (ex-officio); Senior Advisor, International Programs and Touring Exhibition, Washington DC, USA.

[Click HERE to register for DAY THREE Sessions](#)
[Thursday, September 30](#)

The conference programme may be subject to changes.
For questions, please contact the ICEE team at programs.icee.icom@gmail.com.

Cover image: Remy Gindroz, courtesy of MAH
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