



2021 ICOM ICEE ANNUAL CONFERENCE *REIMAGINIG EXHIBITION EXCHANGE*

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

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

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 for 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 down 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 *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, virtual tours to exhibitions and museum collections in Switzerland and other countries around the world.

Schedule at-a-glance

Time (EST) and (CET)	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 (CET)	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 (CET)	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 (CET)	Marketplace of Exhibitions (Presentations)	Special Presentation I	ICEE General Meeting Conference Closing Remarks Breakout Rooms
11:30 AM to 12:00 PM (EST) 5:00 PM to 5:30 PM (CET)		Special Presentation II	
12:00 PM to 12:30 PM (EST) 6:00 PM to 6:30 PM (CET)	Marketplace Networking (SpatialChat)	Virtual Tours	

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 for registered attendees.

Registration Links

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for DAY ONE Sessions
on Tuesday, September 28](#)

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

[Click HERE to register
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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)

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on 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 throughout 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

- (Presentation title to be confirmed). 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 the opportunity to network with institutions who may be interested in hiring an exhibition or collaborating in 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 5-minute pitches on exhibitions for which registered presenters are seeking venues or a partner or multiple 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/>

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DAY TWO
Wednesday,
September 29

9:00 am to 12:30 pm EST (New York)
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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 the 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 what 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

- Keynote & Special Guest: (To be announced)

Panel

- (Presentation title to be confirmed) 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).
- (Presentation title to be confirmed) Mgr. Veronika Mědlíková, 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).
- (Presentation title to be confirmed) Isabel Salgado Gispert, Former ICOM ICEE Board Member, ICOM ICEE Advisory Committee Member; Director of the Exhibitions. Collection Area, Culture and Science, "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 with 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.

Introduced by: [To be confirmed]

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DAY THREE
Thursday,
September 30

9:00 am to 12:30 pm EST (New York)
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Session III: Reimagining Operations and Practices

The abrupt changes caused by the pandemic in the operational environment of museums, science centers and exhibition developers 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 the need to develop 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 & Special Guest

- 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 HamidReza Ghanbari Hamedani, Director of Museum Services Development, Research and Planning, Mohsen Ghanooni, Head of Conservation Department, Cultural Institution of Bonyad Museums (Iran), and Mitra Saeedi, Conservator of the World Art Museum (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; 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.

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[on Thursday, September 30](#)

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