

CAMOC Annual Conference 2014 Göteborg, Sweden

INDUSTRIAL HERITAGE, SUSTAINABLE DEVELOPMENT, AND THE CITY MUSEUM

6 – 8 August 2014
9 August 2014 (optional post-conference tours)

Conference Partners:

CAMOC
Göteborg City Museum

Region Västra Götaland/Västarvet
ICOM/ Sweden

TICCIH-Sweden/ SIM (The International Committee for the Conservation of the Industrial Heritage)

PROGRAMME

TUESDAY 5 AUGUST 2014

IMPORTANT NOTE

The Copenhagen Museum Workshop
has ben cancelled

*Adaptive Reuse of Industrial Sites in
Greece*
by Kaeleigh Herstad, USA

14:45-15:00 *Paper, Wool and Hats: three
Portuguese museums in the post-
industrial urban development*
by Joana Monteiro, PORTUGAL

WEDNESDAY 6 AUGUST 2014

10:00 Registration of delegates
Welcoming refreshments

15:00-15:30 **Coffee break**

11:00 A visit at the Museum of Göteborg -
Guided tour

15:30-15:45 *Industrial heritage as the second
breath. Modernization and
development of the old industrial area
- the Industrial landscape park
"Demidov-park"*
by Margarita Kuzovkova, RUSSIAN
FEDERATION

Light lunch

13:00-13:15 **Welcoming speech by Thomas
Martinsson, chair of Göteborg
cultural department**

15:45-16:00 *Ecological City*
by Susanne Anna, GERMANY

13:15 **Short introduction by Mats Sjölin,
CAMOC's Chair**

16:00-16:30 Discussion

13:15-13:45 **Keynote speech: Anders Houltz**

16:30-17:45 **Session 2 on Themes 2, 4 and others
(New technologies for
documenting and presenting
industrial heritage / Interpreting
the role of migration
in industrial
and postindustrial society)
Chaired by Marlen Mouliou, GREECE**

13:45-14:15 **Presentation by ICOM - Sweden:
Stefan Bohman**

14:15-16:30 **Session 1 on Theme 1: The role of
cultural heritage—tangible and
intangible—in postindustrial urban
development
Chaired by Suay Aksoy, TURKEY**

16:30-16:45 *Presenting and Interpreting
the Industrial Heritage and Planning
of Cities Using the Platform
of a Virtual Museum,
the Museum of the City*
by Chet Orloff & Sarah Newlands, USA ▶

14:15-14:30 *Nottingham: City of Lace?*
by Graham Black, UK

14:30-14:45 *Regeneration and Renewal: The*

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16:45-17:00 *Proposal for the 2014 CAMOC conference theme: Interpreting the role of migration in industrial and post-industrial society*
by Helen White, UK

- *Collaboration in intercultural and interreligious dialogue of Russian museums for sustainable development*
by Natalia Maslakova, RUSSIAN FEDERATION

17:00-17:15 *The New Local History*
by Rainey Tisdale, USA

- *A city museum in a changing world*
by Maria Sinitsyna, RUSSIAN FEDERATION

17:15-17:45 Discussion

- *The object is a matreshka. A model of visitor interpretation process in the city, from the home to the museum*
by Patrizia Schettino, ITALY

18:00 **Welcome to Göteborg at Dickson Palace, Mayor of Göteborg**

- *Architectural Heritage: Africa, golden age*
by Christian Nana Tchuisseu CAMEROON

THURSDAY 7 AUGUST 2014

09:00-09:45 **Keynote speech: Jan Jörnmark**

09:45-12:15 **Session 3 on Theme 3 ("Museums" across the city: museum experiences beyond the museum walls)**
Chaired by Rainey Tisdale, USA

- *Preserve historical buildings as a city museum - New Taipei's Municipal Tamsui Historical Museum as a case study*
by Jenny-Chiu, TAIWAN

09:45-10:00 *Interpreting industrial heritage and city museums by means of sociology of memory*
by Mattia Gusella, ITALY

- *Landscape of Cement Industrial Cities - Technoscape as local landmark*
by Masaaki Okada, JAPAN

10:00-10:15 *Making a Museum Matter: Windhoek City Museum*
by Aaron Nambadi & Grace Pujatura, NAMIBIA

- *Saacke attack – long before graffiti came to town*
by António Feio & José Luis Tavares, PORTUGAL

10:15-10:30 *Company event, museums and the Industrial Heritage*
by AjengAyu Arainikasi, INDONESIA

14:00-14:30 Discussion

10:30-11:00 **Coffee break**

14:30-16:45 **Session 4: Industrial heritage and the Swedish museumscape**
Chaired by Mats Sjölin, SWEDEN

11:00-11:15 *Re-cycle Italy. New lifecycles for urban landscapes*
by Layla Betti, ITALY

14:30-14:45 *To look at both sides of the coin. Gender as a tool when looking at the industrial society*
by Marie Björk, SWEDEN

11:15-11:30 *Meatpacking and Garment Manufacturing in Post-industrial Edmonton*
by Catherine C. Cole, CANADA

14:45-15:00 *The Modern Heritage of Västra Götaland - Moderna Västra Götaland*
by Carina Carlsson, SWEDEN

11:30-11:45 *Making culture count: The role of museum leadership in city revitalization*
by Gabrielle Peacock, CANADA

15:00-15:15 *The social and cultural dimensions in urban densification. Stockholm Meat Packing District in transition*
by Mari Ferring & Eva Dahlström Rittsél, SWEDEN

11:45-12:15 Discussion

12:15-13:15 **Lunch break**

15:15-15:45 **Coffee break**

13:15-14:30 **Ignite session**
Chaired by Chet Orloff, USA

15:45-16:00 *Swedish memorials - in memory of an Industrial city - 20th century heritage*
by Sanja Peter, SWEDEN

- *From a public bath to a Temple of the Muses - the new life of the building as Sofia History Museum*
by Mariana Marinova, BULGARIA

16:00-16:15 *The intangible cultural heritage in the industrial areas of Uddevalla*
by Christine Fredriksen & Lennart ▶

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	Bornmalm, SWEDEN	10:00	<i>Discussion about the challenges and future plans of the museum</i>
16:15-16:45	Discussion		
18:00-20:00	Sanja Peter will guide delegates in a combined harbor tour and workshop		<i>This tour focuses on how to make the transition from a commercial museum to a socially oriented museum, and how to find models that include commercial, voluntary, and public interests in the operation of a local museum.</i>
FRIDAY 8 AUGUST 2014			
08:30-09:30	CAMOC Board Meeting		
10:00-10:45	Keynote speech: Lasse Fryk		Located by the Göta river waterfalls, the City of Trollhättan has been a site of industrial production since the early 20th century. Since the Second World War, car manufacturing has dominated the city's industrial landscape. The SAAB Car Museum was, until December 2011, a privately operated company museum. When SAAB Automobile Company filed for bankruptcy, the City of Trollhättan acquired control over most of the museum's artifacts. Today the museum is operated by the City of Trollhättan and the region of Västra Götaland.
10:45-13:00	Session 5 on Theme 3 ("Museums" across the city: museum experiences beyond the museum walls) Chaired by Catherine C. Cole, CANADA		As a company museum, the Saab Museum focused mainly on the product, representing different car models produced since 1947. Rather than retell the company's history, the museum now aims to contextualize the automobile industry within a larger discussion about automobility and social development in the city since the 1950's.
10:45-11:00	<i>Curating the Global City – beyond museum walls</i> by Ellie Miles, UK		
11:00-11:15	<i>The souvenir shop links: Discovering Porto's Industrial Heritage</i> by Jelena Savic, BOSNIA AND HERZEGOVINA/ FBAUP & PORTUGAL		
11:15-11:45	Coffee break		
11:45-12:00	<i>Bikeculture – pedalling through the history of New Belgrade</i> by Marija Djorgovic, SERBIA		
12:00-12:15	<i>Across the city: hybrid museum-like experiences beyond the museum institution</i> by Marlen Moulou, GREECE	11:30	<i>Short tour of the Innovatum Science Centre and the connection with the Saab Car Museum</i>
12:15-12:30	<i>Engaging a community through a child</i> by Yolanda Cool, AUSTRALIA	12:00	<i>Departure to Borås, Simonsland</i>
12:30-12:45	<i>Making local, learning global</i> by Nicole van Dijk, THE NETHERLANDS	13:30	Lunch
12:45-13:15	Discussion		<i>Arrival at the Textile Museum and the Fashion Centre, Borås</i> (Note: public transport are frequent to Göteborg and Landvetter airport and takes an hour)
13:15-14:30	Lunch break		
14:30-17:30	Insight Hammarkullen Gloria Esteban and Björn Ohlen will guide delegates to Hammarkullen by tram for a workshop.	13:30	<i>Presentation:</i> The textile industry and the Borås area. The ideas behind the Textile Fashion Centre. The Textile Museum of Sweden and its new identity.
SATURAY 9 AUGUST 2014			
OPTIONAL POST-CONFERENCE TOURS & WORKSHOPS			
08:00	Departure from Göteborg	14:00	<i>Discussion about the challenges and future plans of the Fashion Centre</i>
09:00	Arrival at Saab Car Museum <i>Coffee and presentation</i>		<i>This tour looks at the challenge of making Simonsland a vibrant neighborhood where tradition and innovation can meet again.</i>
			A new venue for heritage, fashion, ►

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textile and design is emerging in the old industrial area of Simonsland, in central Borås. The Textile Fashion Center is a creative center for culture, science, innovation, and business built around the area's traditional history as a center of textile and fashion. The textile machines of Simonsland - cradle of Sweden's textile industry - stopped making noise a long time ago. Yet the neighborhood's old buildings remain. Today Simonsland is internationally recognized as a center of textile and garment enterprises. The collaboration

of the Textile Museum and the University of Borås has produced the Textile Fashion Center, which merges enterprise and heritage.

15:30

Coffee

16:00

Guided tour of the Textile Museum of Sweden and the Textile Fashion Centre.

17:00

Departure from Borås

18:00

Arrival in Göteborg



Göteborg, Sweden. Photo: Stefan Isaksson/imagebank.sweden.se