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

14:45-15:00

Adaptive Reuse of Industrial Sites in Greece
by Kaelleigh Herstad, USA

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

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

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

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

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

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

16:45-17:45
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)
Chair by Marlen Mouliou, GREECE
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>16:45-17:00</td>
<td>Proposal for the 2014 CAMOC conference theme: Interpreting the role of migration in industrial and post-industrial society by Helen White, UK</td>
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<td>- Collaboration in intercultural and interreligious dialogue of Russian museums for sustainable development by Natalia Maslakova, RUSSIAN FEDERATION</td>
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<td>17:00-17:15</td>
<td>The New Local History by Rainey Tisdale, USA</td>
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<td>- A city museum in a changing world by Maria Sinitsyna, RUSSIAN FEDERATION</td>
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<td>17:15-17:45</td>
<td>Discussion</td>
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<td>- The object is a matreshka. A model of visitor interpretation process in the city, from the home to the museum by Patrizia Schettino, ITALY</td>
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<td>18:00</td>
<td>Welcome to Göteborg at Dickson Palace, Mayor of Göteborg</td>
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<td>- Architectural Heritage: Africa, golden age by Christian Nana Tchuisseu CAMEROON</td>
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**THURSDAY 7 AUGUST 2014**

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<th>Time</th>
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<tr>
<td>09:00-09:45</td>
<td>Keynote speech: Jan Jörnmark</td>
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<td>09:45-12:15</td>
<td>Session 3 on Theme 3 (“Museums” across the city: museum experiences beyond the museum walls) Chaired by Rainey Tisdale, USA</td>
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<td>- Preserve historical buildings as a city museum - New Taipei's Municipal Tamsui Historical Museum as a case study by Jenny-Chiu, TAIWAN</td>
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<td>09:45-10:00</td>
<td>Interpreting industrial heritage and city museums by means of sociology of memory by Mattia Gusella, ITALY</td>
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<td>- Landscape of Cement Industrial Cities - Technoscape as local landmark by Masaaki Okada, JAPAN</td>
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<td>10:00-10:15</td>
<td>Making a Museum Matter: Windhoek City Museum by Aaron Nambadi &amp; Grace Pujatura, NAMIBIA</td>
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<td>- Saacke attack – long before graffiti came to town by António Feio &amp; José Luis Tavares, PORTUGAL</td>
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<td>10:15-10:30</td>
<td>Company event, museums and the Industrial Heritage by AjengAyu Arainikasi, INDONESIA</td>
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<td>10:30-11:00</td>
<td>Coffee break</td>
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<td>11:00-11:15</td>
<td>Re-cycle Italy. New lifecycles for urban landscapes by Layla Betti, ITALY</td>
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<td>- To look at both sides of the coin. Gender as a tool when looking at the industrial society by Marie Björk, SWEDEN</td>
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<td>11:30-11:45</td>
<td>Making culture count: The role of museum leadership in city revitalization by Gabrielle Peacock, CANADA</td>
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<td>- The social and cultural dimensions in urban densification. Stockholm Meat Packing District in transition by Mari Ferring &amp; Eva Dahlström Rittsél, SWEDEN</td>
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<td>11:45-12:15</td>
<td>Discussion</td>
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<td>12:15-13:15</td>
<td>Lunch break</td>
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<td>13:15-14:30</td>
<td>Ignite session Chaired by Chet Orloff, USA</td>
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<td>- Swedish memorials - in memory of an Industrial city - 20th century heritage by Sanja Peter, SWEDEN</td>
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<td>- The intangible cultural heritage in the industrial areas of Uddevalla by Christine Fredriksen &amp; Lennart</td>
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FRIDAY 8 AUGUST 2014

08:30-09:30 CAMOC Board Meeting
10:00-10:45 Keynote speech: Lasse Fryk
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
10:45-11:00 Curating the Global City – beyond museum walls
  by Ellie Miles, UK
11:00-11:15 The souvenir shop links: Discovering Porto’s Industrial Heritage
  by Jelena Savic, BOSNIA AND HERZEGOVINA/ FBAUP & PORTUGAL
11:15-11:45 Coffee break
11:45-12:00 Bicicululture – pedalling through the history of New Belgrade
  by Marija Djorgovic, SERBIA
12:00-12:15 Across the city: hybrid museum-like experiences beyond the museum institution
  by Marlen Mouliou, GREECE
12:15-12:30 Engaging a community through a child
  by Yolanda Cool, AUSTRALIA
12:30-12:45 Making local, learning global
  by Nicole van Dijk, THE NETHERLANDS
12:45-13:15 Discussion
13:15-14:30 Lunch break
14:00-14:30 Insight Hammarkullen
  Gloria Esteban and Björn Ohlen will guide delegates to Hammarkullen by tram for a workshop.

SATURDAY 9 AUGUST 2014

OPTIONAL POST-CONFERENCE TOURS & WORKSHOPS

08:00 Departure from Göteborg
09:00 Arrival at Saab Car Museum
  Coffee and presentation

10:00 Discussion about the challenges and future plans of the museum

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.

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. 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.

11:30 Short tour of the Innovatum Science Centre and the connection with the Saab Car Museum

12:00 Departure to Borås, Simonsland
13:30 Lunch

Arrival at the Textile Museum and the Fashion Centre, Borås
(Note: public transport are frequent to Göteborg and Landvetter airport and takes an hour)

13:30 Presentation:
The textile industry and the Borås area.
The ideas behind the Textile Fashion Centre.
The Textile Museum of Sweden and its new identity.

14:00 Discussion about the challenges and future plans of the Fashion Centre

This tour looks at the challenge of making Simonsland a vibrant neighborhood where tradition and innovation can meet again.

A new venue for heritage, fashion,
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