



ICOM 24th General Conference: Museums and cultural landscapes

3-9 July 2016, Milan, Italy

The next ICOM General Conference is just six months from now.

Early bird registration is closing later this month (January 28th 2016), so please save the date and start planning for your participation in Milan's exciting conference

(<http://network.icom.museum/icom-milan-2016/registration/how-to-register/>).

CAMOC's separate programme will unfold between the 4th and 7th of July. CAMOC has already established a number of very interesting partnerships with other International Committees (namely ICOFOM & MINOM, ICR, ICAMT) for the preparation of three different joint sessions and one more partnership with ICOM-COSTUME for the planning of a fashion walk in the city of Milan (scheduled in the evening of July 6th). On Thursday July 7th, CAMOC will organise a day's trip to Bologna, together with colleagues of ICR, to visit Palazzo Pepoli, the Museum, the city centre and other museum venues.

CAMOC's separate sessions will be developed under the umbrella theme of the General Conference "Museums and Cultural Landscapes".

Below you will find three different texts announcing the thematic orientation of these sessions. We invite proposals for sessions 2 (jointly organised



with ICAMT) and 3 (jointly organised with ICR).

Joint Session 1 (organised together with ICOFOM and MINOM) will have a different format and so will be based on panels of invited speakers rather than a Call for Papers. ▶

CAMOC & ICOFOM & MINOM

Monday, July 4th, 2016
14:00-18:00

JOINT SESSION - 1 “Museums and Urban Cultural Landscapes”

Cultural landscapes and urban landscapes are quickly changing, moving on to different conceptual frameworks. The aim of this joint session of ICOFOM, CAMOC and MINOM is to bring together experts in city museums, urban museum issues, new social challenges, and international museology trends, reflecting on how cultural urban landscapes affect the museum meaning and its relationship with the present societies.

The session will be based on the General Conference’s theme, the Siena Charter, and the ICOM/ UNESCO draft recommendation for museums, focusing on contemporary social and cultural urban issues that city museums must be prepared to face and to manage.

Siena Charter: <http://icom.museum/news/news/article/siena-charter-proposed-by-icom-italy-at-its-international-conference-museums-and-cultural-landsc/>

Unesco recommendation: http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CLT/images/en_CL_4101.pdf

The “sense of place” is one of the key concepts of the Siena Charter, which highlights the blur boundaries between tangible and intangible heritage. Rapid, and sometimes irreversible changes in urban landscapes all over the world demands from museums a constant attention to cultural, social and geographical movements that affects peoples’ lives and their relationship with space, time and memory. If this is true for any type of museums, it is especially relevant for city museums, as cities are the ever-growing centres of human life, with all its consequences still to be fully acknowledged.

CAMOC is “a forum for people who work in or are interested in museums about cities, urban planners, historians, economists, architects or geographers, all of whom together can share knowledge and experience, exchange ideas and explore partnerships across international boundaries.” (<http://camoc.icom.museum/index2.php>)

ICOFOM is “in charge of researching, studying and disseminating the theoretical basis of museology as an independent scientific discipline, critically analysing the main trends of contemporary museology.” (<http://network.icom.museum/icofom>)

MINOM is an international organization affiliated to ICOM. “Based broadly on a concern for social and cultural change, MINOM brings together individuals who are dedicated to active and interactive museology. It is open to all approaches which make the museum an instrument for identity building and development within the community.” (<http://www.minom-icom.net/about-us>).

Presentations

The papers that are going to be presented in this session are expected to reflect on the questions given below:

- How can city museums promote the creation of “landscapes communities” (Siena Charter) that are aware of their identity, its relevance and thus attentive to the importance of the cultural landscape preservation and sustainable development?
- To what extent the Siena Charter’s idea of (urban) cultural landscapes affects museums’ new scope of responsibility towards society ▶

and (urban) communities?

- How can city museums be an active partner in the management and care of their urban cultural landscape, including their symbols, tangible or intangible? Will this perspective affect the notion of city museum?
- The joint 2015 draft by ICOM and UNESCO recommends that museums should protect and promote cultural and natural diversity, as a major challenge of the 21st century. How can city museums face the changing reality of world cities, being an agent for sustainable development and for intercultural dialogue?
- What can city museums do to encourage community participation throughout the decision-making, implementation and enforcement processes, promoting engagement and peace, in this new conceptual framework?

The joint session will cover individual oral papers and round-tables.

DRAFT PROGRAMME

Monday, July 4th

14:00 - 14:15 Opening Speeches

Keynote Speakers

14:15 – 14:35 CAMOC keynote speaker

14:40 – 15:00 ICOFOM speaker

15:05 – 15:25 MINOM speaker

Debate / Q&A

15:45 – 16:15 *Coffee Break*

Short Presentations

16:15 – 16:30 ICOFOM presentation

16:30 – 16:45 CAMOC presentation

16:45 – 17:00 MINOM presentation

Q&A

Debate Session

17:15 – 18:00 Final debate session with 4 to 6 speakers designated by CAMOC, ICOFOM and MINOM and a moderator

CAMOC & ICAMT JOINT SESSION

Tuesday, July 5th, 2016
15:00-18:00

CALL FOR PAPERS - 2

“Museums between their collections and their environments”

The role of museums in relation to the cultural landscapes has nowadays been changing: traditionally institutions performing duties related predominantly to their own collections, museums, now aim at taking a more active role, engaging with the cultural heritage and communities being part of their surrounding cultural landscapes.

Extending museums responsibility from their collections to their environments and communities poses huge challenges, both in terms of redefining their very concept and strategies and in terms of their resources. It also opens a number of possibilities: for establishing closer relations with museums environments, for partnerships between

museums of different types, or between museums and other institutions undertaking research and producing knowledge related to cultural landscapes, for representing something new and also sometimes unexpected to citizens themselves.

In line with the Siena Charter, this shift in museums' role can be understood as important both for the future of cultural landscapes and for the future of museums. Extending the museum functions represents an “extraordinary resource for the protection, care and interpretation of the landscape as well as a resource for the museums themselves that, by performing duties not limited to their own collections, might further increase and enhance as ►

well as stimulate the growth of their own heritage of knowledge and expertise". (*Siena Charter, Point 5*)

Thus, the focus of the CAMOC/ICAMT session will be widening the responsibility of museums from their collections to entire cultural and urban landscapes where they are situated. The participants will address possible conceptual and partnership strategies to approach this shift, challenges it represents for the museum architecture, human and logistic resources, as well as possible methodologies to apply in connecting museums with their places and communities.

The session will also explore the territories of possible exchange and future collaborations between museum architecture/museum techniques/museum display experts and city museum experts.

Presentations

The papers to be presented at this session should address matters common to the CAMOC and ICAMT fields of activity, while being within the main theme framework of museums and cultural landscapes. Here we give some of the questions to focus on:

- How can city museums adapt their strategies and architecture to address the need for research and interpretation beyond their collections?
- How can museums work within and beyond institutional partnerships to recognize, value and safeguard the identifying features of particular landscapes?
- Which challenges does active involvement of the citizens in the management of their cultural and urban landscape pose to city museums and their architecture/exhibition techniques?
- How to research, interpret and safeguard cultural and urban landscapes, as they are living, dynamic and evolving by default? How can museums keep up with this dynamics both strategically and in terms of their architecture/logistics/human resources?

- The use of cultural mapping: an emergent methodology to explore connections between museums, communities and their places.

The joint session will consist of two sets of oral presentations. We aim at 10' – 15' long contributions. Please send us an abstract of up to 350 words, as well as your short biography (no more than 100 words).

Abstracts should include:

- Paper title
- Name and affiliation of the author
- ICOM membership number, committee
- Email address
- Any special technical requirements (for example a Mac or PC for accompanying images, video)

Deadline for abstract submission: March 15th 2016

Contact persons: Layla Betti and Jelena Savic at
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Nana Meparishvili: *info@georgianhouse.ge*

DRAFT PROGRAMME

Tuesday, July 5th – Location: MUDEC, Milan

14:45-15:00 – Opening Addresses (welcome greetings and guided tour to the museum)

15:00-15:30 Keynote 1 + Q&A

- 4 10-minute presentations
- 15-20' Q&A
(or 4 10-minute presentations, each followed by 5' Q&A)

16:15-16:30 *Coffee Break*

16:30-17:30 Session 2

- 4 10-minute presentations
- 15-20' Q&A
(or 4 10-minute presentations, each followed by 5' Q&A)

18:15-19:15 Urban walk in the Tortona district ▶

CAMOC & ICR JOINT SESSION

Wednesday, July 6th, 2016
14:00-18:00

CALL FOR PAPERS - 3 “Museums and Landscape Communities”

Cities and regions are evolving within an endless interaction. The change of the urban cultural landscapes and in general of the urban life has an undeniable effect on the regions surrounding the cities. Meanwhile, the alternative models brought for the management and protection of cultural landscapes on a regional level also inspire practises developed by cities for the creation of more desirable urban cultural landscapes.

In recognition of the important relation between cities and regions concerning the topic of “museums and cultural landscapes” ICR and CAMOC are co-organizing a joint session in the frame of the 24th ICOM General Conference.

Following the definition of the UNESCO World Heritage Centre “the term ‘cultural landscape’ embraces a diversity of manifestations of the interaction between humankind and its natural environment”. Thus cultural landscapes may be urban or rural and include agricultural landscapes, gardens and parks as well as historic sites and areas of cultural and historic associations and significance.

Museums should promote the creation of “landscape communities” aware of their identity, involved in their preservation, participating in their sustainable development.

The Siena Charter

This session wants to explore ways that city and regional museums are getting involved in the protection, care, interpretation and development of the landscape surrounding them. It is specifically looking for the role of museums as an active agent in the creation of so called “landscape communities”

which the Siena Charter defines as a “diffuse and active network” that assumes a responsibility for a cultural landscape.

A joint session of CAMOC and ICR will open the gates for future collaborations between regional and city museums for the protection and care of cultural landscapes, while bringing together presentations focusing on museum’s role in the creation and empowerment of landscape communities.

Presentations

The papers that are going to be presented in this session are expected to reflect on the questions given below:

- How can city and regional museums integrate the concept of cultural landscape into their work? And how can they deal with the fact that landscapes might be objects of continuous change? (Even if there are not any sites listed as cultural landscapes by UNESCO WHC?)
- What is or could be the role of regional and city museums in the creation and strengthening of landscape communities at rural, urban or regional level?
- What can museums do to involve landscape communities in decision-making processes concerning the future of their cultural landscapes?
- What can regional and city museums do to strengthen sustainability for a better appreciation and continuity of the interaction between humankind and its natural environment?
- What are the different ways of engaging landscape communities in museums’ work?
- How museums can represent landscape communities and connect them to other NGOs, ►

initiatives, local and regional authorities taking part in the planning processes of cultural landscapes? And how (if at all) can city and regional museums help various communities so that their voices are being heard by planning authorities?

The joint session will cover 10-15 minute oral papers. Please send us an abstract of no more than 350 words, as well as a short biography (no more than 100 words). Abstracts should include:

- Paper title
- Name and institution of the author (with ICOM membership number for ICOM members)
- Email address
- Any special technical requirements (for example a Mac or PC for accompanying images, video)

Deadline for abstract submission: March 15th 2016

Contact persons: Layla Betti and Jelena Savic at Milan2016.camoc.icom@gmail.com

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Wednesday, July 6th

11:30-11:45 Opening Speeches

11:45-13:00 Session 1

11:45-12:00 ICR Presentation

12:00-12:15 CAMOC Presentation

12:15-12:30 ICR Presentation

12:30-12:45 CAMOC Presentation

12:45-13:00 Q&A

13:00-14:00 Lunch

14:00-15:15 Session 2

14:00-14:15 CAMOC Presentation

14:15-14:30 ICR Presentation

14:30-14:45 CAMOC Presentation

14:45-15:00 ICR Presentation

15:00-15:15 Q&A

15:15-15:45 Coffee Break

15:45-17:00 Session 3

15:45-16:00 CAMOC Presentation

16:00-16:15 ICR Presentation

16:15-16:30 CAMOC Presentation

16:30-16:45 ICR Presentation

16:45-17:00 Q&A

17:00-18:00 Plenary Discussions*

17:00-17:45 Panel Discussion: 1 participant from CAMOC and 1 participant from ICR

17:45-18:00 Q&A

TRAVEL GRANTS

To encourage colleagues to participate in CAMOC's activities, we announce four Travel Grants (three grants of € 500 and one of € 1000) for ICOM members who want to take part in the Milan Annual Conference.

Preference will be given to young members from developing countries.

Applicants must be:

1. Less than 40 years old;
2. An Individual member of ICOM and preferably of CAMOC for a minimum of 2 years as of the grant application date;
3. Actively working for the museum field for a minimum of 2 years, as of the application date. The awardees will also be exempted of the conference fee. The awardees will be required to write a report about the Annual Conference for publication in the CAMOC Newsletter (CAMOCnews) & website. Note that the report must be in English.

To apply, send a C.V. with a cover letter explaining your cause. Applications should be submitted to the CAMOC's contact persons before **March 15th 2016**.

The successful applicant will be informed by April 15th 2016.

* The aim of the plenary discussion is to summarise all the presentations and provide a synopsis/digest of the presentations and their contribution.