

**2016 ICOM MILANO**  
24<sup>TH</sup> GENERAL CONFERENCE - 3-9 JULY 2016 - ITALY

**CIMUSET Annual Conference  
3-9 July 2016  
Milan, Italy**

as part of the 24th ICOM General Conference

**WHAT ROLE FOR SCIENCE, TECHNOLOGY AND  
INDUSTRY IN CULTURAL LANDSCAPES?**



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**SHORT PROGRAMME**

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**Sunday, July 3****CIMUSET Board Meeting**

17.30-18.30

MiCo | Orange 2 (North Wing – Level -1)

**Monday, July 4****Contemporary Heritage: Shaping the Landscape of Future Memory**

14.00-18.00

MiCo | Orange 2 (North Wing – Level -1)

**Tuesday, July 5****Digital Landscapes and Digital Cultures**

11.00-13.00

MiCo | Orange 2 (North Wing – Level -1)

**Short presentation session**

15.30-18.30

MiCo | Orange 2 (North Wing – Level -1)

**Wednesday, July 6****CIMUSET General Assembly**

11.30-13.00

MiCo | Orange 2 (North Wing – Level -1)

**Work and Industry in the Heritage of Modern Landscapes**

14.30-18.30

MiCo | Orange 2 (North Wing – Level -1)

**Closing words by the new President of CIMUSET**

18.30

MiCo | Orange 2 (North Wing – Level -1)

**CIMUSET Social dinner**

20.00-22.30

Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci

**Thursday, July 7****Off-Site Meeting****Registration****Locations**

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**FULL PROGRAMME**

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**SUNDAY, JULY 3****CIMUSET BOARD MEETING****17.30-18.30****MiCo | Orange 2 (North Wing – Level -1)**

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**MONDAY, JULY 4****CONTEMPORARY HERITAGE: SHAPING THE LANDSCAPE OF FUTURE MEMORY****14.00-18.00****MiCo | Orange 2 (North Wing – Level -1)****Welcome**

Jytte Thorndahl

CIMUSET President | Energimuseet, Bjerringbro, Denmark

**Scene setting from the chair**

Laura Ronzon

Head of Collection and curators | Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci, Milano, Italy

**Keynote speeches**

Yves Winkin

General Director | Musée des Arts et Métiers, Cnam, Paris, France

Catherine Cuenca

General heritage curator | Musée des Arts et Métiers, Cnam Paris, France

*Which scientific and technological past shall we preserve for future generations?***Paper presentations**

Dirk van Delft

Museum Boerhaave, Leiden, Netherlands

*Foodtopia: Museum Boerhaave and the first artificial hamburger*

Linda Leskinen

University of Helsinki, Helsinki, Finland

*The most beautiful road in Finland – The landscape of a modern society and the construction of the Tarvo motorway*

Jytte Thorndahl

Energimuseet, Bjerringbro, Denmark

*Wind turbines as part of the cultural landscape in Denmark*

Anwesha Chakraborty

University of Bologna, Bologna, Italy

*Scientific temper or scientific heritage: some reflections on the role of history (or lack thereof) at the National Council of Science Museums, India*

Wen-Ling Lin

University of Leicester, Leicester, United Kingdom

*Engaging with contemporary social issues – The challenges and complexity for a national natural science museum*

Bernard Blache

Association AMCSTI (Association des musées et centres pour le développement de la culture scientifique technique industrielle), France

*Particular landscapes of science museums*

### **Closing paper**

Anthony Bud Rock

President and CEO | ASTC (Association of Science - Technology Centers), United States

*An historic opportunity for science centers and collection based museums*

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## **TUESDAY, JULY 5**

### **DIGITAL LANDSCAPES AND DIGITAL CULTURES**

**11.00-13.00**

**MiCo | Orange 2 (North Wing – Level -1)**

#### **Scene setting from the chair**

Paolo Cavallotti

Head of Digital | Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci, Milano, Italy

#### **Keynote speech**

Kajsa Hartig

Nordiska Museet, Stockholm, Sweden

*Re-aligning digital for the responsive and participatory museum*

#### **Paper presentations**

Tilly Blyth

Science Museum, London, United Kingdom

*The material of the digital: interpreting and participating in technoscientific heritage*

Ann Cronin

University of Otago, Dunedin, New Zealand

*Revenge of the nerds... Rebooting industrial heritage in the digital age*

Johanna Vähäpesola

Museum of Technology, Helsinki, Finland

*Displaying digital culture*

Yoshikazu Ogawa

National Museum of Nature and Science, Tokyo, Japan

*The new role of museums in encouraging continuous learning in the contemporary digital age*

## Closing roundtable

## SHORT PRESENTATION SESSION

15.30-18.30

MiCo | Orange 2 (North Wing – Level -1)

## Short presentations #1 | Work and Industry in the Heritage of Modern Landscapes

### Chair

Irena Marušič

Museum Councillor, Technical Museum of Slovenia, Ljubljana, Slovenia

### Presentations

Judith Coombes

Museum of Applied Arts and Sciences, Sydney, Australia

*Partnering to engage: steam and the cultural landscape of Thirlmere*

Mette Kristine Slynborg

Sydvestjyske Museer, Ribe, Denmark

*Cultural heritage in planning*

Serge Langeweg | Mijke Harst - Van den Berg

Museumplein Limburg, Kerkrade, Netherlands

*The heritage of coal mining in the Netherlands: when memory becomes history*

Anna Schaefer

Archimedes Exhibitions GmbH, Berlin, Germany

*Dolní oblast Vítkovice – From steelworks to cultural and science centre*

Kostis Kalapothakis

Piraeus Bank Group Cultural Foundation, Athens, Greece

*The Museum as the vehicle of communication between technology, industry and cultural landscapes: the case of the network of Museums of the Piraeus Bank Cultural Foundation*

Juliette Raoul-Duval

Musée des Arts et Métiers, Cnam Paris, France

*A new conception of reserve store for scientific and technical heritage – Cooperation between museums and territory development policy: a challenge for a landscape*

## Short presentations #2 | Digital Landscapes and Digital Cultures

### Chair

Paolo Cavallotti

Head of Digital | Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci, Milano, Italy

### Presentations

Hong Liao

China Science and Technology Museum, Beijing, China

*The research on learning with digital technologies in exhibitions*

Yuhua Liu

China Science and Technology Museum, Beijing, China

*Communication of "Circles of Friends": function and application of WeChat in science and technology museums*

Tania Basterrica

Museum of Archaeology and History Francisco Fonck, Viña del Mar, Chile

*Technological social network for cultural heritage*

Ximing Pan

China Science and Technology Museum, Beijing, China

*Let the digitization of museum beyond the significance of text*

## Short presentations #3 | Contemporary Heritage: Shaping the Landscape of Future Memory

### Chair

Laura Ronzon

Head of Collection and curators | Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci, Milano, Italy

### Presentations

Stacey Freeman

Arizona State University, Tempe, United States

*Sustainability in museums: local approaches for community impact*

*Departmental museums of communication in Russia's cultural landscape*

Olga Krasnyak

Yonsei University, Seoul, South Korea

*The role of collaboration between museum professionals and educators in the teaching history of science and technology courses*

Jane Insley

UCL Institute of Education, London, United Kingdom

*Towards invisibility - three dimensional models and institutional memory*

Nina Borisova

The A.S.Popov Central museum of communications, Saint Petersburg, Russia

Maria Esther Valente | Isabel Henze  
 Museu de Astronomia e Ciências Afins, Rio de Janeiro, Brasil  
*The Museum of Astronomy and Related – MAST: Sciences in the landscape of São Cristóvão neighborhood*

Jeng-Horng Chen  
 National Cheng Kung University, Tainan, Taiwan  
*The Visitors' behavior of an experimental project for reviving scientific instruments in a new science museum*

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**WEDNESDAY, JULY 6**

**CIMUSET GENERAL ASSEMBLY**

**11.30-13.00**

MiCo | Orange 2 (North Wing – Level -1)

**WORK AND INDUSTRY IN THE HERITAGE OF MODERN LANDSCAPES**

**14.30-18.30**

MiCo | Orange 2 (North Wing – Level -1)

**Paper presentations – Part 1**

**Scene setting from the chair**

Kalle Kallio

WORKLAB President | Finnish Labour Museum, Tampere, Finland

**Paper presentations**

Indrani Bhattacharya

University of Calcutta, Calcutta, India

*Darjeeling Himalayan Railway – Dream, development, promotion and integration in the cultural landscape*

Chao-Shiang Li

University of Birmingham, Birmingham, United Kingdom

*Industrial heritage making in Taiwan: the hybrid landscape of modernity and colonial narrative*

Veronica Ortega Ortiz

Autonomous University of Hidalgo, Pachuca, Mexico

*Semiotic and ethnographic approachment to industrial heritage*

Jana Golombek | Torsten Meyer

Deutsches Bergbau-Museum, Bochum, Germany

*The industrial heritage of the Anthropocene*

## **Paper presentations – Part 2**

### **Scene setting from the chair**

Renè Capovin

Head of project and research area | Musil, Museum of Industry and Labour, Brescia, Italy

### **Paper presentations**

Kalle Kallio

The Finnish Labour Museum, Tampere, Finland

*The Good, the Bad and the Ugly: Labour heritage in Tampere*

Christopher Burgess

People's History Museum, Manchester, United Kingdom

*What future for museums of and for the people?*

Kift Dagmar

LWL-Industriemuseum, Bochum, Germany

*Landscape with people. The "Heritage-isation" of the Ruhr area*

Bruno De Corte

Independent Historian, Industrial Archaeologist, Antwerp, Belgium

*Integrating the industrial landscape through the regional narrative – The heritage of industry and labour and the landscape in the Rupel area*

### **CLOSING WORDS BY THE NEW PRESIDENT OF CIMUSET**

**18.30**

**MiCo | Orange 2 (North Wing – Level -1)**

### **CIMUSET SOCIAL DINNER**

**20.00-22.30**

**Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci**

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## **THURSDAY, JULY 7**

### **OFF-SITE MEETING**

**8.00-19.00**

#### **Meeting point**

**8.00**

**Cadorna FN – Piazzale Luigi Cadorna/Via Marco Minghetti/Via Paleocapa**

#### **Morning Visit**

**9.00-12.30**

**Villaggio Crespi, Crespi d'Adda (BG)**

**Taccani Hydroelectric powerplant, Trezzo d'Adda (MI)**



## **Transfer to Cedegolo (BS)**

### **Lunch**

14.00-15.00

### **Afternoon presentation and visit**

15.00-17.00

#### ***Chair***

Massimo Negri

Director | EMA-European Museum Academy

#### ***Lecture***

Michael Jakob

Curator, The Swiss touch in landscape architecture

#### ***Presentation***

Fabrizio Trisoglio

Scientific Responsible, Fondazione AEM, A2A Group

#### ***Visit***

Museum of the Hydroelectric power, Cedegolo (BS)

and to the exhibition "The Swiss touch in landscape architecture"

## **Transfer back to Milan**

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### **REGISTRATION**

We kindly ask you to notify your participation by filling out this [form](#) and indicating your attendance to the different session, to the social dinner of Wednesday, July 6, and to the off-site meeting Thursday, July 7 to better organise all the programme

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### **SOCIAL MEDIA**

Facebook    **Icom General Conference**    and    **CIMUSET Events**  
Twitter      **@ICOMilano2016**  
Instagram   **@ICOMilano2016**

**#ICOMilano2016**

**#CIMUSET**

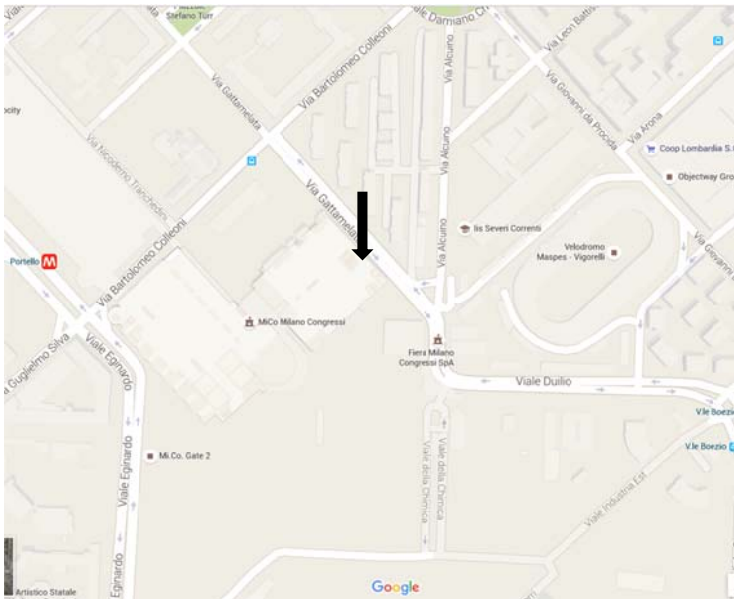
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## LOCATIONS

### MICO

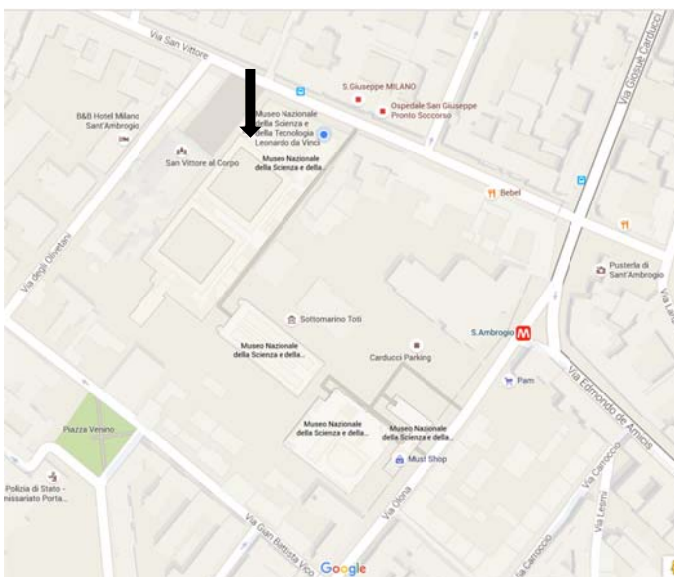
Via Gattamelata 5 – Gate C14  
20149 Milano  
MM5 Portello

### Session Room | Orange 2 (North Wing – Level -1)



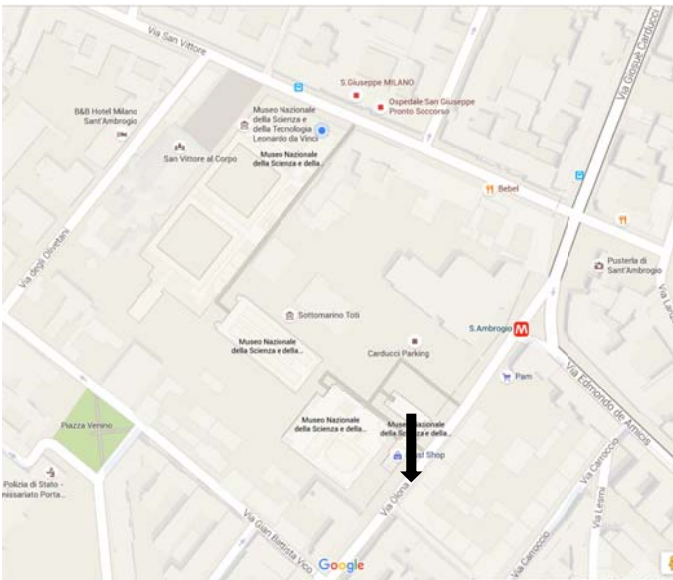
### MUSEO NAZIONALE DELLA SCIENZA E DELLA TECNOLOGIA LEONARDO DA VINCI

Via San Vittore 21  
20123 Milano  
MM2 Sant'Ambrogio



***For the dinner only***

Via Olona 6/bis  
20123 Milano  
MM2 Sant' Ambrogio



**MEETING POINT**

Cadorna FN – Piazzale Luigi Cadorna/Via Marco Minghetti/Via Paleocapa  
MM1 Cadorna  
MM2 Cadorna

