2017 ICEE Preliminary Conference Programme
(WEB VERSION)

Monday October 16
2017 ICEE PRE-CONFERENCE WORKSHOP
Perspectives, Practicalities and Priorities: Touring Exhibitions in Today’s World
Raúl Juliá – Banco Popular Theater, Museo de Arte de Puerto Rico
Museo de Arte de Puerto Rico, 299 Avenida de Diego Santurce.

8:30am  Shuttle departs La Concha Hotel for Museo de Arte de Puerto Rico

8:30am - 9:00am  Registration & Light Breakfast
Museum Atrium

9:00am - 9:20am  Opening Remarks
Antonio Rodríguez, Chairman of the Board, ICOM ICEE and Independent Consultant, Washington D.C., USA
Lourdes Ramos, ICEE Board Member and President and CEO, Museum of Latin American Art (MOLAA), Long Beach, California, USA
Dana Andrew, 2017 ICEE Pre-Conference Workshop Coordinator, Independent Museum & Gallery Consultant and Executive Director, ICOM UK

9:20am - 9:45am  Networking: Getting to Know Each Other
Facilitator: Dana Andrew

9:45am -10:45am  Workshop Session 1: International Case Studies
Let’s Get this Show on the Road: A Model to Traveling a Successful Exhibition from Start to Finish
Christina Schwartz, Head Registrar, Smithsonian Institution Traveling Exhibition Service (SITES), Washington D.C., USA

National Touring in Scotland – A Mechanism for Improving Domestic Audience Engagement
Alanna Davidson, Touring Exhibitions Manager, National Museums Scotland, Edinburgh, United Kingdom

Designing an International Strategy to Facilitate Cultural Diplomacy Objectives
Sarah Ozolins, International Programs Manager, National Museum of Australia, Canberra, Australia

10:45am - 11:15am  Coffee Break
Museum Atrium
11:15am - 12:15pm  **Behind the Scenes: Museo de Arte de Puerto Rico**  
*Guided Tours with Museum Staff*

12:15pm - 1:15pm  **Networking Lunch**  
*Museum Atrium*

1:15pm - 2:00pm  **Interactive Session: Developing Partnerships and Touring Exhibitions for the Region**  
Facilitators: Amanda Mayne, ICEE Board Member and International Engagement Manager, British Museum; and Dana Andrew, 2017 ICEE Pre-Conference Workshop Coordinator, Independent Museum & Gallery Consultant and Executive Director, ICOM UK

2:00pm - 3:00pm  **Workshop Session 2: Partnerships, Collaborations and Alliances for Success**  
Moderator: Dana Andrew  
Lourdes Ramos, ICEE Board Member and President and CEO, Museum of Latin American Art (MOLAA), Long Beach, California, USA  
Christopher Till, Director, Apartheid Museum, Johannesburg, South Africa (Invited)  
Marlies Kleiterp, ICEE Advisory Committee Member, and Head of Exhibitions, Hermitage Amsterdam, Amsterdam, Netherlands  
David Parietti, Cultural Promotion Senior Project Manager, Olympic Foundation for Culture and Heritage, Lausanne, Switzerland (Invited)

3:00pm - 3:30pm  **Coffee Break**  
*Museum Atrium*

3:30pm - 4:30pm  **Workshop Panel Discussion: Forces of Change**  
Moderator: Antonio Rodríguez, Chairman of the Board, ICOM ICEE and Independent Consultant, Washington D.C., USA  
Marta Mabel Pérez, Interim Executive Director, Museo de Arte de Puerto Rico  
Amanda Mayne, ICEE Board Member and International Engagement Manager, British Museum, London, UK  
Angeles Ramos, Executive Director & Chief Curator, Museo Del Canal Interoceánico de Panamá  
Ivana Vojt, Curator, The Museum of African Art, Belgrade, Serbia (Invited)

4:30pm - 5:00pm  **Workshop Closing Remarks**  
Dana Andrew and Antonio Rodríguez

5:00pm - 5:30pm  **Special Presentation: Introducing the ICOM International Committee for Museum Definition, Prospects and Potentials Committee**  
Jette Sandah, Chair, ICOM MDPP  
Introduction by Petra Rotthoff, ICEE Board Member and Director of Exhibitions, MuseumsPartner, Elsdorf, Germany

5:30pm - 8:30pm  **Evening Programme**  
Salsa Night & Rumbón Evening  
*Museum Atrium, Museo de Arte de Puerto Rico*  
Light refreshments will be served.

8:30pm  Shuttle departs Museo de Arte de Puerto Rico for La Concha Hotel
Tuesday October 17
2017 ICEE Conference: *Exhibitions Without Borders*
Raúl Juliá – Banco Popular Theater, Museo de Arte de Puerto Rico
Museo de Arte de Puerto Rico, 299 Avenida de Diego Santurce.

8:30am Shuttle departs La Concha Hotel for Museo de Arte de Puerto Rico

8:30am - 9:00am **Registration & Light Breakfast**
*Museum Atrium*

9:00am - 9:30am **Opening Remarks**
Carlos Ruiz, Executive Director, Institute of Puerto Rican Culture
Marta Mabel Pérez, Interim Executive Director, Museo de Arte de Puerto Rico
Amy Bornkamp, Board Member, ICOM US
Antonio Rodríguez, Chairman of the Board, ICOM ICEE and Independent Consultant, Washington D.C., USA

9:30am - 11:00am **Session I: Audience Engagement**
Moderator: Hanneke Kik, ICEE Board Member and Project Manager, National Museum of Antiquities, Leiden, Netherlands

*Bittersweet Harvest: The Bracero Program, 1942-1964 as a Case Study for Audience Engagement through Traveling Exhibitions*
Katherine Krile, Assistant Director of Exhibits, Smithsonian Institution Traveling Exhibition Service (SITES), Washington D.C, USA

*'Saltwater in Their Veins*: Re-Examining Maritime Identity in the Cayman Islands
Natalie Urquhart, Director, The National Gallery of the Cayman Islands, Cayman Islands

*Romantic Scotland in China: Understanding Audiences, Enhancing Diplomacy, Harnessing Technology*
Rebecca Bailey, Head of Education and Outreach, Historic Environment Scotland, and President, International Confederation of Architectural Museums United Kingdom

*Powerful Engagements: Collaboration and Co-Creation with Audiences in National Museum of Australia Exhibitions*
Vicki Northey, Manager, Exhibition Projects and Interpretation, National Museum of Australia, Australia

11:00am - 11:30am **Coffee Break**
*Museum Atrium*

11:30am - 12:15pm **Keynote Presentation I**
*All of Canadian History in 4000 square meters – A First for Canada and an Innovative Case Study for the World*
Jean-Marc Blais, Director General and Vice-President, Canadian Museum of History, Gatineau, Quebec, Canada

Introduction by Anne-Marie Raymond Secretary of the Board, ICOM ICEE and Advisor, Strategic Initiatives, Canadian Museum of History, Gatineau, Canada

12:15pm - 1:15pm **Working Lunch**
Guest Speaker: José R. Izquierdo II, Director of [Puerto Rico Tourism Company](https://www.prtc.pr.gov/en/)
*Museum Atrium*

1:15pm - 2:30pm **Marketplace of Exhibitions and Ideas - Part I**
Moderator: Gevorg Orbelyan, ICEE Board Member and Deputy Director, Yerevan History Museum, Yerevan, Armenia
2:30pm - 2:45pm  Coffee Break  
*Museum Atrium*

2:45pm - 3:45pm  **Marketplace of Exhibitions and Ideas - Part II**

3:45pm - 4:00pm  **Special Presentation: The Institute of Puerto Rican Culture and its National Collection**  
Laura Quiñones Navarro, Assistant Registrar, Institute of Puerto Rican Culture  
Introduction by Lourdes Ramos, ICEE Board Member and President and CEO, Museum of Latin American Art (MOLAA), Long Beach, California, USA

4:15pm  Shuttle departs MAPR for Institute of Puerto Rican Culture

4:45pm - 5:45pm  **Behind the Scenes**  
*Tour of the National Collection*  
*Institute of Puerto Rican Culture, Calle Beneficencia, San Juan*

6:00pm  Group departs Institute of Puerto Rican Culture for La Fortaleza  
(15-minute walk through San Juan historic district)

6:30pm - 8:30pm  **Evening Programme**  
*La Fortaleza, Official Residence of the Governor of Puerto Rico*  
*63 Calle Fortaleza, San Juan*  
Private visit and reception hosted by Beatriz I. Rosselló, First Lady of Puerto Rico. Light refreshments will be served.

8:30pm  Shuttle departs La Fortaleza for La Concha Hotel, San Juan

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**Wednesday October 18**  
**2017 ICEE Conference: Exhibitions Without Borders**  
*Raúl Juliá – Banco Popular Theater, Museo de Arte de Puerto Rico*  
*Museo de Arte de Puerto Rico, 299 Avenida de Diego Santurce.*

8:30am  Shuttle departs La Concha Hotel for Museo de Arte de Puerto Rico

8:30am - 9:00am  **Registration & Light Breakfast**  
*Museum Atrium*

9:00am - 9:30am  **Opening Remarks**

9:30am - 10:15am  **Keynote Presentation II**  
*Museums, Soft Power and Cultural Diplomacy in a Changing World*  
Gail Lord, President and Co-founder, Lord Cultural Resources, Toronto, Canada  
Introduction by Antonio Rodríguez, Chairman of the Board, ICOM ICEE and Independent Consultant, Washington D.C., USA

10:15am - 10:45am  **Coffee Break**  
*Museum Atrium*

10:45am - 12:15pm  **Session II: Cultural Diplomacy**  
Moderator: Amanda Mayne, ICEE Board Member and International Engagement Manager, British Museum, London, UK  
*Cosmopolitan Ambassadors: Touring Exhibitions, Cultural Diplomacy and the Intercultural Museum*  
Leticia Pérez Castellanos, Professor, Museology Postgraduate Program, Escuela Nacional de Conservación, Restauración y Museografía; Mexico City, Mexico; and Lee...
Davidson, Senior Lecturer, Museum & Heritage Studies, Victoria University of Wellington, Wellington, New Zealand.

The Border is Closed
Ivana Vojt, Curator, The Museum of African Art (MAA), Belgrade, Serbia

Exhibition Cultural Relations in Action: An Introduction to the Work of the British Council
Gemma Hollington, Director of Exhibitions, British Council, London, United Kingdom

12:15pm - 1:15pm
Networking Lunch
Museum Atrium

1:15pm - 2:45pm
Session III: Media & Technology
Moderator: Hillary Spencer, ICEE Board Member and Assistant Director, Global Business Development, American Museum of Natural History, New York, USA

Influence of New Media Technologies on the Success of Museum Exhibitions
Sofia Widmann, Marketing Manager, PARTNER Culture+Projects, Austria

Let's YouTube: Changing Channels. How can a temporary exhibition about a dynamic subject like YouTube stay dynamic and engaging for a diverse audience?
Leontien Lems and Karen Drost, Specialist Programmes and Partnerships, and Specialist Interactive Presentations, Curator of Exhibitions, Netherlands Institute for Sound and Vision, The Netherlands

Assistive Technology in Exhibitions
Solimar Salas, Education Director, Museo de Arte de Puerto Rico, Puerto Rico

How to Create a 21st Century Transport Museum
Dávid Vitézy, General Director, Hungarian Museum of Science, Technology and Transport, Budapest, Hungary

2:45pm - 3:15pm
ICEE Business Meeting
Anne-Marie Raymond Secretary of the Board, ICOM ICEE and Advisor, Strategic Initiatives, Canadian Museum of History, Gatineau, Canada

Antonio Rodríguez, Chairman of the Board, ICOM ICEE and Independent Consultant, Washington D.C., USA

3:15pm - 3:45pm
Coffee Break
Museum Atrium

4:00pm
Shuttle departs MAPR for Museo de Arte Contemporáneo (MAC)

4:30pm - 6:15pm
Behind the Scenes
Tour of the Museo de Arte Contemporáneo (MAC), San Juan Ave. Juan Ponce de León, esquina Ave. Roberto H. Todd, Parada 18, Santurce

6:30pm
Shuttle departs MAC for Bayamón

7:00pm - 8:30pm
Evening Programme
Municipality of Bayamón
Tour of Municipality of Bayamón, including visits to the Museo de Arte de Bayamón, the historic district and artist studios

8:30pm
Shuttle departs Bayamón for La Concha Hotel, San Juan
Thursday October 19
2017 ICEE Conference: *Exhibitions Without Borders*
Offsite visits to Ponce and Caguas

8:30am  Shuttle departs La Concha Hotel for Museo de Arte de Ponce (MAP)

10:00am - 10:30am  **Coffee and Welcoming Remarks**  
Speaker: Alejandra Peña, Executive Director, Museo de Arte de Ponce

10:30am - 12:00pm  **Behind the Scenes**  
Tour of Museo de Arte de Ponce  
2325 Boulevard Luis A. Ferre Aguayo, Ponce

12:00pm - 1:00pm  **Lunch**  
MAP Restaurant

1:00pm - 2:00pm  **Free Time: Explore Nearby Attractions in Ponce**

2:30pm  Shuttle departs Ponce for Caguas

3:30pm - 5:30pm  **City Tour**  
Explore the city of Caguas, including visits to the Museo de Arte de Caguas, the Museo del Tabaco and the Centro de Bellas Artes de Caguas

5:30pm - 7:00pm  **Conference Closing Toast**  
Centro de Bellas Artes de Caguas  
Calle Ruiz Belvis, Caguas

7:00pm  Shuttle departs Caguas for La Concha Hotel, San Juan

**Post-Conference Optional Tours**

Post-conference optional tours will take place from Friday Oct 20 to Sun Oct 22 and require additional registration. Tours are focused on Cultural Heritage, Biodiversity, and Creative Economies. Suggested locations include:  La Fortaleza and San Juan National Historic Site in Puerto Rico, El Yunque National Forest, Bacardi Rum Distillery, and Fundación Casa Cortes

Due to the impact of Hurricane Irma across the island, we cannot provide registration information at this time as we are waiting for the tour operators to confirm the schedule of these outdoor activities. We will provide registration links and additional information in the next few days.