

# ICEE O ICFA

SPAIN 2018

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SPAIN 2018

Cultural Heritage Transition and Transformation



## Conference Programme



2018   
EUROPEAN YEAR  
OF CULTURAL  
HERITAGE  
#EuropeForCulture

11-17 November 2018

CaixaForum Madrid | CaixaForum Barcelona, Spain





## MADRID

### Sunday, November 11

Foyer  
CaixaForum Madrid  
Paseo Prado 36, Madrid 28014

#### – 19:00-20:00 Welcoming Reception

Introductory remarks by:  
Isabel Salgado, Director of Exhibitions, Cultural Area, “la Caixa” Foundation

Antonio Rodríguez, Chairman, ICOM ICEE

Christoph Lind, Chairman, ICOM ICFA

#### – 20:00-21:00 Private Visit to the Pharaoh, King of Egypt Exhibition

Introductory remarks by Isabel Salgado, Director of Exhibitions, Cultural Area, “la Caixa” Foundation; and Amanda Mayne, ICOM ICEE Board Member and International Engagement Manager, The British Museum, London, United Kingdom

### Monday, November 12

#### Joint ICEE ICFA Sessions

Auditorium  
CaixaForum Madrid  
Paseo Prado 36, Madrid 28014

#### – 08:30-10:30 Check-in

#### – 09:00-09:15 Welcoming Remarks

Antonio Rodríguez, Chairman, ICOM ICEE

Christoph Lind, Chairman, ICOM ICFA

Ignasi Miró, Director of Cultural Area, “la Caixa” Foundation

Suay Aksoy, President, ICOM

Mónica Ruíz Bremon, Secretary, ICOM Spain

#### – 09:15-10:00 Keynote Presentation I Spreading Culture All Over Spain

Ignasi Miró, Director of Cultural Area, “la Caixa” Foundation

Introduction by Antonio Rodriguez, Chairman, ICOM ICEE

#### – 10:00-10:30 Coffee Break

#### – 10:30-12:30 Session 1: Cultural Heritage for Social Engagement

Session Chair: Anne-Marie Raymond, ICOM ICEE Secretary; Advisor, Strategic Initiatives, Canadian Museum of History, Gatineau, Canada

**“Such Is the Story That Comes Down to Me”: The Words of Sally Hemings’s Son Tell Her Story at Monticello**

Leslie Greene Bowman, President, Thomas Jefferson Foundation, Charlottesville, Virginia, USA; and Geneviève Anglo-Morneau, Creative Director, GSM Project, Montreal, Canada

**Sizzling in the Intersections:**

**Songlines Tracking the Seven Sisters**

Sarah Ozolins, Head, International and Domestic Engagement, and Dr. Margo Neale, Head of Centre of Indigenous Knowledges, National Museum of Australia, Canberra, Australia

**Bringing History to Life in the Middle-East: Dubai’s New Shindagha Museum**

Eve-Lyne Cayouette Ashby, Content Director and Creative Director, GSM Project, Montreal, Canada; and Shatha Al-Mulla, Architect and Project Manager, Dubai Municipality, Dubai, United Arab Emirates

**Dealing with a Social Issue through a Museum Exhibition: Exhibition of Afghan Refugee Labour Children Artworks in Malek National Library and Museum of Iran**

Negar Sagharichi, Exhibition Designer, Malek National Library and Museum, Tehran, Iran

#### – 12:30-13:30 Lunch Foyer of CaixaForum Madrid Generously sponsored by Nomad Exhibitions

#### – 14:00-16:00 Self-guided Visit to the Thyssen-Bornemisza Museum Paseo del Prado, 8, Madrid 28014

*The Thyssen-Bornemisza is only a few minutes’ walk from the CaixaForum Madrid. Access to the Thyssen-Bornemisza is free on Monday afternoons. Participants are invited to explore the galleries on their own.*

#### – 15:30-16:00 Coffee Break

#### – 16:00-18:00 Session 2: Cultural Heritage, Display and Preservation

Session Chair: Amanda Mayne, ICOM ICEE Board Member; International Engagement Manager, The British Museum, London, United Kingdom

**Visualizing Language: Oaxaca in L.A. Exploring Identity, Migration, and the Shared Cultural Experience Between Los Angeles and Mexico**  
Lourdes Ramos, President and CEO, The Museum of Latin American Art, Long Beach, California, USA

**The Preservation of the Endangered Archaeological Patrimony of the Sukur World Heritage Site**

Chinwe Abara, Director, Arts and Crafts Department, National Council for Arts and Culture, Abuja, Nigeria

**The Role of Dialogue in “Encounters”: Estonian National Museum Practices**  
Kristjan Raba, Head of Exhibitions, Estonian National Museum, Tartu, Estonia

**Cultural Artworks Exhibition Curating and Practice: The Case of Oil Painting – The Mandolin Player**  
Wan-Yu Wu, Conservator, and Yu-Jing Wang, Associate Specialist, (Substitute Presenter: Sheryl LAI, Specialist), Chimei Museum, Tainan City, Taiwan

#### – 18:00-20:00 Evening Reception

Foyer, CaixaForum Madrid  
*Light refreshments provided*

### Tuesday, November 13

Auditorium  
CaixaForum Madrid  
Paseo Prado 36, Madrid 28014

#### – 08:30-9:30 Check-in

#### – 09:00-09:05 Announcements

#### – 09:15-10:00 Keynote Presentation II Engaging New Audiences Through Exhibitions: The Experience of the Prado Museum on the Edge of its Bicentenary

Karina Marotta, Head Coordinator of Conservation, Museo Nacional del Prado, Madrid, Spain

Introduction by Christoph Lind, Chairman, ICOM ICFA

#### – 10:00-10:30 Coffee Break

#### – 10:30-12:30 Session 3: Cultural Heritage in the Digital World

Session Chair: Hanneke Kik, ICOM ICEE Board Member; Project Manager, National Museum of Antiquities, Leiden, Netherlands

**Digital Museum Visitor Experience: Defining Your Strategy – Case Study from the New Mexico Department of Cultural Affairs**

Sarah Hill, Senior Consultant, Lord Cultural Resources, Toronto, Canada

**Bringing Archaeology to Life... and to New Audiences**

Anne Elisabeth Thibault, Director of Exhibitions and Technology Development, Pointe-à-Callière, Montreal Archaeology and History Complex; and Geneviève Anglo-Morneau, Creative Director, GSM Project, Montreal, Canada

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

**The Use of WeChat and Other Social Media by Chinese Museums**

Yu Zhang, Museum Consultant, Yu Culture, Paris, France

#### – 12:30-13:30 Lunch Vilaplana Restaurant, CaixaForum Madrid, 4th floor Generously sponsored by Nomad Exhibitions

#### – 13:30-14:00 Special Presentation The Power of Advocacy: How to Make the Case for Your Cultural Heritage

Antonio Rodriguez, Chairman, ICOM ICEE; Senior Advisor, International Programs and Touring Exhibition, Washington DC, USA

#### – 14:00-15:30 Session 4: Creating Legacy Through Cultural Heritage

Session Chair: Petra Rotthoff, ICOM ICEE Board Member; Director of Exhibitions, MuseumsPartner, Innsbruck, Austria

**Van Gogh Dreams: A Journey into His Mind**

Nikola Elting, Director of Museum Affairs, Van Gogh Museum, Amsterdam, Netherlands

**Exhibiting Conflicted Heritage: Welcome to Jerusalem**  
Gregor H. Lersch, Head of Exhibitions, Jewish Museum Berlin, Berlin, Germany

**Peruvian International Exhibitions: A Legacy for the World**  
Patricia Arana, Fundación Miguel Mujica Gallo, Lima, Perú

**Developing Lasting Exchange Programs: The 150th Anniversary of Japan-Italy Relations**  
David Gramazio, Head of Asia-Pacific, and Rosella Menegazzo, Guest Curator, MondoMostre, Rome, Italy

**Creating Legacy through the Act of Display**  
Kali Tzortzi, Assistant Professor in Museology, University of Patras, Patras, Greece

#### – 16:30-18:00 Private Visit to Museo Nacional Del Prado Ruiz de Alarcon Street, 23, Madrid 28014

*Visit will include a tour of museum collection storage for a limited number of participants and a guided visit to two temporary exhibitions: ‘Bartolomé Bermejo’ and ‘The Fountain of Grace’ for all participants. Pre-registration required via Eventbrite for collection storage tour.*

### Wednesday, November 14

#### Morning Joint ICEE-ICFA Activities

#### – 09:15-11:00 Guided Visit to Museo Nacional Centro de Arte Reina Sofia Santa Isabel Street, 52, 28010 Madrid

Participants to meet in main lobby at 9:15am. Welcoming remarks by Deputy Director, João Fernandes. Guided tours will be provided in English and Spanish.

*\*Please note that participants travelling on to the ICEE sessions in Barcelona via train will not be able to store their suitcase at the Reina Sofia. Participants should allow enough time to go back to their hotels to get their suitcase before making their way to the train station.*

#### – 11:00-12:00 Light Lunch at Café NuBel, Museo Reina Sofia Main Entrance – Calle de Argumosa, 43, Madrid (Nouvel Building) Generously sponsored by MuseumsPartner

### Wednesday, November 14

#### Afternoon ICFA Individual Activities Sessions

#### – 12:00-13:00 ICFA Free Time

#### – 13:00-16:00 ICFA Individual Sessions Goethe Institute Calle Zurbarán, 21, 28010 Madrid

Session Chair: Christoph Lind, Chairman, ICOM ICFA; Director, Reiss-Engelhorn-Museum Kunst und Kulturgeschichte, Mannheim, Germany

**Museums and Exhibitions, 1949 – 2007: An ICOM Itinerary from Paris to Rome**  
Giuliana Ericani, Past Chair, ICOM ICFA; Board Member, ICOM Europe, Padua, Italy

**The Open Restoration Project in the Borodino Panorama**  
Irina Gribova, Museum-panorama The Battle of Borodino, Moscow, Russia

**Seitaro Kitayama and the Reception of Western Art: Modification of its Meaning through Presentation**  
Kanae Aoki, Curator, The Museum of Modern Art, Wakayama, Japan

**CIS Heritage: Traditions for the Future**  
Galina Andreeva, Chief Advisor, Decorative Arts Museum, Moscow, Russia

**The Landgraves of Hesse-Darmstadt and the Museum Today**  
Anja Geldermann, Curator, Landesmuseum Darmstadt, Darmstadt, Germany  
Museums, Castles, Palaces and

**Parks Form a Landscape: The Kassel Cultural Infrastructure**  
Gisela Bungarten, Deputy Director, Museumslandschaft Kassel, Kassel, Germany

#### – 16:00-17:00 For ICOM ICFA Members: ICOM ICFA General Meeting & Closing Remarks

### Wednesday, November 14

#### Afternoon ICEE Individual Activities Travel & Off-Site Visit

#### – 13:00-16:30 ICEE participants travel by train from Madrid to Barcelona and check in to hotels and accommodations Atocha Railway Station Glorieta Carlos V S/N, 28045, Madrid

ICEE Participants travelling with the group to meet at Atocha Railway Station at 13:00 and depart on 14:00 train to Barcelona.

*Train tickets are generously sponsored by Red Phoenix, Fine Art Transportation, China*

#### – 18:00-20:30 Evening Programme at Museu Nacional d’Art de Catalunya (MNAC) Palau Nacional, Parc de Montjuïc, s/n, 08038 Barcelona

Guided visit in the MNAC galleries.

Welcoming remarks by Pepe Serra, Director, MNAC

## BARCELONA

### Thursday, November 15

Aula 1  
CaixaForum Barcelona  
Av. Francesc Ferrer i Guàrdia, 6-8, Barcelona 08038

#### – 08:30-10:30 Check-in

#### – 09:00-09:30 Welcoming Remarks

Antonio Rodriguez, Chairman, ICOM ICEE

Ignasi Miró, Director, Cultural Area, “la Caixa” Foundation

Teresa Reyes, Vice-President, ICOM Spain

#### – 9:30-10:30 ICEE Individual Sessions: Cultural Heritage and Innovation

Session Chair: Hillary Spencer, ICOM ICEE Treasurer; Director, Nomad Exhibitions, Brooklyn, USA

**Who am I? Creating Identity Through Exhibition-Making**  
Geneviève Anglo-Morneau, Creative Director, GSM Project, Montreal, Canada

**Americans: A Curated Confrontation to American Cultural Legacy**  
Haley Clouser, Graduate Student, Art History and Museum Studies, Virginia Commonwealth University, Richmond, Virginia, USA

**Botswana Post’s Philately Museum: Poised to Become a National Legacy Builder and Heritage Preserver**  
Renée Eisen-Khonat, Philately Art Advisor & Acting Philatelic Museum Curator, BotswanaPost, Gabarone, Botswana

#### – 10:30-11:00 Coffee Break

#### – 11:00-12:00 ICEE Individual Sessions: Cultural Heritage and Innovation (continued)

**The C’s of Modern Museums – Contemporary, Challenging, Community, Controversial and Collaborative**  
Robert M. West, President, Informal Learning Experiences, Denver, Colorado, USA

**Heritage and Art in Accessible Exhibitions**  
Doris Couto, Independent Curator, Federal University of Rio Grande do Sul, Porto Alegre, Brazil

**The Liquid Museum: A Museum that Seeks to Adapt to Its Community**  
Juan Gonçalves, PhD Candidate, Faculdade de Belas-Artes da Universidade de Lisboa, Lisbon, Portugal

#### – 12:00-13:00 Business Meeting: A Dialogue with the ICEE Board

#### – 13:00-14:00 Lunch at CaixaForum

#### – 14:00-15:00 Private Visit to the Exhibition Velázquez and the Spanish Golden Age

Introduction by Isabel Salgado, Director of Exhibitions, Cultural Area, “la Caixa” Foundation

#### – 15:00-16:00 Marketplace of Exhibitions and Ideas (Part I)

Moderators: Gevorg Orbelyan, ICOM ICEE Board Member; Deputy Director, Yerevan History Museum, Yerevan, Armenia

Laura Zani, ICOM ICEE Board Member; Fundraising and International Relations Advisor, Museum of Art and History of Geneva, Geneva, Switzerland

*The 2018 Marketplace of Exhibitions and Ideas is generously sponsored by Nomad Exhibitions*

#### – 16:00-16:30 Coffee Break

#### – 16:30-17:30 Marketplace of Exhibitions and Ideas (Part II)

### Friday, November 16

#### ICEE Post Conference Workshop

Aula 1  
CaixaForum Barcelona  
Av. Francesc Ferrer i Guàrdia, 6-8, Barcelona 08038

#### – 08:30-10:30 Check-in

#### – 09:00-09:15 Welcoming Remarks

#### – 09:15-10:00 Keynote Presentation Models of Creating Interactive Science Center Experiences and Exhibitions – What Works, What does not at Heureka, the Finnish Science Center

Tapio Koivu, CEO, Heureka, the Finnish Science Centre, Vantaa, Finland

#### – 10:00-10:30 Coffee Break

#### – 10:30-12:00 Panel: Lessons Learned in Creating Collaborations and Learning Experiences

Moderator: Yousef Khacho, ICOM ICEE Board Member; Head of Exhibitions, Qatar Olympic and Sports Museum, Qatar Museums, Doha, Qatar

**Death in the Ice: The Mystery of the Franklin Expedition. A Travelling Exhibition Collaboration**  
Marie Trouis, Advisor, Touring Projects, Canadian Museum of History, Gatineau, Quebec

**“la Caixa” Foundation and The British Museum: A Long Term Collaboration and Partnership Greater than the Sum of its Parts**  
Isabel Salgado, Director of the Exhibitions, Cultural Area, “la Caixa” Foundation; Former ICOM ICEE Treasurer (2013-2016); Member of ICEE Advisory Committee,

Barcelona, Spain; and Amanda Mayne, ICOM ICEE Board Member; International Engagement Manager, The British Museum, London, United Kingdom

**China – A Personal Guide: Opportunities and Challenges**  
Tim Pethick, CEO, Nomad Exhibitions, Edinburgh, Scotland

**CONVIVENCIA: A Jewish, Muslim and Christian Art Collection’s Adoption by Dallas, Texas; Teaching with the Keir Collection at the Dallas Museum of Art**

Virginia M. Curry, Doctoral Fellow, Edith O’Donnell Institute of Art History, The University of Texas at Dallas, Dallas, Texas USA

**Other Words, Other Worlds: An Exploratory Case Study into the Use of Gender Neutral Language in Museums**

Joanna Munholland, Curator and Archivist, Sam Waller Museum, The Pas, Manitoba, Canada

#### – 12:00-12:45 Lessons Learned from the Be SpectACTIVE! Project: Citizenship Empowerment and its Implications for Museums and Exhibitions

Lluís Bonet, Director, Cultural Management Program, University of Barcelona. Barcelona, Spain

#### – 12:45-13:00 Closing Remarks

Antonio Rodriguez, Chairman, ICOM ICEE

#### – 13:00-14:00 Lunch at CaixaForum

#### – 15:00-18:00 Special Visit to CosmoCaixa and ECSITE/ICEE Networking Event Carrer d’Isaac Newton, 26, 08022 Barcelona

Welcoming remarks by Anna Sanahuja, Director, CosmoCaixa

15:00-16:00 Coffee & Welcoming remarks by Anna Sanahuja, Director, CosmoCaixa.

16:00-18:00 ECSITE and ICEE Networking time. Following the networking event, participants will be granted free admission to explore the Science Centre.

Participants will need to make their way to the CosmoCaixa via taxi or public transit. Please allow up to 45 minutes travel time.

### Saturday, November 17

#### ICEE Post-Conference Visits

*We invite conference participants to explore the abundance of museums and cultural institutions in Barcelona on their own.*

*Conference participants will receive free admission to the CaixaForum and CosmoCaixa for the duration of the weekend when they show their conference badge.*