

Involving New Museums, New Partners and New Incentives in Exhibition Making and Exchange

PROGRAMME

Tuesday, 23 September, Helsinki

- 16:30-18:00 Registration and information at the Hotel Presidentti, Eteläinen Rautatiekatu 4
18:30-20:00 Reception/Exhibition opening at the Espoo City Museum, Exhibition Center WeeGee, Ahertajantie 5,
(Bus transport from the hotel)

Wednesday, 24 September, Helsinki

- 08:00-15:30 Registration and information at the National Museum of Finland, Mannerheimintie 34, Helsinki
09:00-09:30 Welcoming words
- **Juhani Kostet**, Dr., Director General, National Board of Antiquities
 - **Anne-Catherine Hauglustaine**, Dr., Director General, ICOM international
 - **Carina Jaatinen**, President of the ICEE, Director of Development, National Board of Antiquities
 - **Eero Ehanti**, President of the ICOM Finland, Project Manager, Finnish Museums Association
- 09:30-12:00 **Involving New Museums and New Partners in International Exhibition Exchange**
Moderator **Carina Jaatinen**, President of the ICEE, Director of Development, National Board of Antiquities

The community of museums cooperating together on touring exhibition activities is often quite close-knit and based on established relationships. For those who only are planning to go international, it is often difficult to know where to start and how to find suitable partners. Furthermore, many exhibitions on tour are planned for museums with large premises and with considerable budgets. Yet the majority of the museums are of small or medium size, and increasingly, even larger museums are facing budget constraints and a reduction of resources.

Are there ways to widen the scope of our activities and to involve new and even smaller museums? Can we develop innovative methods in exhibiting and exhibition production to make the international exhibition exchange accessible to museums with smaller resources? With what kind of specific skills or characteristics can smaller museums contribute? How can bigger museums profit from it? What are the economic perspectives for each party? And what are the specific challenges for different types of museums?

Hitting the nail on the head - are travelling exhibitions the right answer to the right question?

Or how travelling exhibitions help the museum meet its future challenges

Key note speech by

- **Dr James M Bradburne**, AADipl, Director General, Fondazione Palazzo Strozzi, Florence, ITALY

The strategic position of the touring exhibition activities for Museums in Europe (TBC)

A statistic overview

- **Guido Guerzoni**, Dr., Professor, University of Bocconi, ITALY

International vs. national experiences

Needs and future on developing the touring exhibition activities in Sweden

- **Stefan Johansson**, Expert & Head of Method Development, Swedish Exhibition Agency, SWEDEN

12:00-13:00 **LUNCH**

13:00-15:30 **MARKET PLACE OF EXHIBITIONS AND IDEAS**

Moderator: **Gevorg Orbelyan**, Deputy Director, Yerevan History Museum, Armenia

The ever popular Market Place of Exhibitions is a platform where participants are invited to present their most current touring exhibitions and to share ideas about how to involve new museums and new partners into the international exhibition exchange.

- 16:30-17:00 Bus to Exhibition Center WeeGee, Ahertajantie 5, Espoo
17:00-18:00 Reception at the KAMU/Espoo City Museum
18:00-19:30 Walks behind the scenes in the 5 museums of the Exhibition Center
19:30-21:30 Bus to Tampere (Hotel check in)

Thursday, 25 September, Tampere

- 08:00-16:00 Registration and information at the Museum Centre Vapriikki, Alaverstaantie 5, Tampere
- 09:00 Welcoming words by **Marjo-Riitta Saloniemi**, Director of Vapriikki
- 09:10-12:45 **Cross-sector Museum Collaborations and Co-operative Projects**
Moderator **Marlies Kleiterp**, Head of Exhibitions, Hermitage Amsterdam
Increasingly, Museums are exploring different cross-sector collaborations in order to reach wider audiences and to capture synergies. This multidisciplinary approach can bring together museums with completely different mandates and visions such as art and science museums, science and history museums or art galleries and children's museums. Come hear a series of case studies reflecting different approaches to cross-sector co-productions and collaborations in museums.
- Removing the Walls: Cross-disciplinary Integration in Museums
There are increasing examples of the integration of previously-separate disciplines of art, science and history in museum exhibitions, programs, and even facilities.
- **Robert "Mac" West**, President, Informal Learning Experiences, Denver, CO, USA
- The Past, Present and Future
Vapriikki's co-operation in international touring exhibitions with various museums and organizations
- **Marjo-Riitta Saloniemi**, Director, Museum Centre Vapriikki, Tampere, FINLAND
- Designing a visitor's journey as a laboratory of extra-muros exhibitions
The example of the renovated Olympic Museum : master plan, multiple networks and cases studies.
- **Frederique Jamolli**, Head of International Cultural Development, Olympic Committee, The Olympic Museum, SWITZERLAND
- Science Gallery as an example of amazing exhibitions where science and art collide
- **Michael John Gorman**, CEO, Science Gallery International, Dublin, IRELAND
- Aztecs in Australasia: International exhibitions, museum practice and intercultural understanding.
This paper presents the preliminary findings from a research project that investigates the impact of the touring exhibition *Aztecs - Conquest and Glory* for both the museum professionals involved and the audiences in New Zealand and Australia
- **Lee Davidson Dr.**, Senior Lecturer, Museum & Heritage Studies, Victoria University of Wellington, NEW ZEALAND
- Networking exhibitions: A campaign for a common marketing of one idea in 20 events.
A case study that focuses on a project (The Wittelsbacher exhibition) that connects sponsors – both private and governmental – with museums, events and travel agencies with a common campaign for almost one entire year.
- **Christoph Lind** Deputy Director, Head of exhibitions, Reiss-Engelhorn-Museen Mannheim, GERMANY
- 12:45-13:45 Lunch
- 13:45-16:00 Tours behind the scenes in the Museum Centre Vapriikki
- 18:00-20:00 Reception at the Finnish Labour Museum Werstas, Vaino Linnan aukio 8, Tampere

Friday, 26 September, Mänttä

- 07:30-09:30 Bus to Serlachius Museums, Mantta (Coffee at Art Hotel Honkahovi)
- 09:45-12:00 Welcoming words, **Pauli Sivonen**, Dr., Director of Serlachius Museums
Behind the scenes tours at the Museums Gustaf, R. Erik Serlachiuksenkatu 2 and Gösta, Joenniementie 47
- 12:30-13:30 Lunch at Gösta
- 13:30-15.30 **Theatre and Cinema as Muses for Exhibition Development**
Moderator: **Pauli Sivonen**, Dr., Director of Serlachius Museums
Like the theatre and the cinema, Museums aim to tell compelling stories to wide audiences. How can techniques or devices used in the theatre and cinema inform our way of planning and producing exhibitions? Can

collaborations with theatre and film professionals really improve the drama and visual appeal of our exhibitions? Come hear about different ways the theater and cinema have provided inspiration to museum professionals developing exhibitions of all sizes.

Aristotle goes museums – dramaturgy in the service of exhibition design.

A discussion on the use of dramatic storytelling in modern exhibitions and an analysis of different strategies of successful exhibitions like Paper Devil (Serlachius Museum, Mänttä, Finland), Dialogue in the Dark (many venues internationally) and Peopling the Palaces (Venaria reale, Turin, Italy).

- **Mikko Myllykoski**, Experience Director, Science Centre Heureka, FINLAND

Theatre and cinema as incentives in exhibition making. General introduction and key facts, exhibition typology using these processes and concrete examples, professional evolution and consequences on exhibition production.

- **Christine Drouin** Directrice de la production des expositions, La Cinémathèque française, Paris, FRANCE

An exhibition in another light: drama deepens the message.

- **Päivi Viherkoski**, Head of Development, Serlachius Museums, FINLAND

15:30-15:50

Presentation of the ICEE 2015 conference venue

- **Christopher Till**, Director, the Apartheid Museum Johannesburg, SOUTH AFRICA

15:50-16:30

ICEE Business meeting, future topics and closing remarks

16:30-17:30

Transportation to Rapukartano

18:00-21:00

Dinner, evening program including option for traditional Finnish Sauna

21:00-22:30

Bus to Tampere

Friday 27, Tampere -> Helsinki

08.30-11.00 est. Transportation from Tampere to Helsinki (Final stop at the Railway Station)

13:00-16:00 Optional Post Conference Museum Walks in the heart of the City, hosted by ICOM Finland

FOR REGISTRATION AND MORE INFORMATION, PLEASE GO TO

<http://icee.fi>

Or contact

Practical arrangements

Questions concerning registration, accommodation, travel etc.

Please contact:

[icee2014\[at\]tavicon.fi](mailto:icee2014[at]tavicon.fi)

CONFERENCE PROGRAM
COORDINATION

Conference program coordination

Marlies Kleiterp

Hermitage Amsterdam, P.O. Box
11675, 1001 GR Amsterdam, The
Netherlands

Tel. +31 (0) 205308755

Fax +31 (0) 206200105

[M.Kleiterp\[at\]hermitage.nl](mailto:M.Kleiterp[at]hermitage.nl)

Chair of the Organizing Committee

Carina Jaatinen

Chair of the ICEE

Deputy Director of Development,

National Board of Antiquities

Tel. +358401286005

[carina.jaatinen\[at\]nba.fi](mailto:carina.jaatinen[at]nba.fi)

Updated 10 July 2014