



ICOM MPR 2017 Conference Schedule

Date Time	Sunday, 10/01 (Amsterdam Museum)
14:00-17:00	Registration and Museum visit on your own, All attendees
15:00-17:00	ICOM MPR Board Meeting (Location to be decided – at hotel or Amsterdam Museum), MPR Board Members
17:00-18:30	Welcome Drinks
Evening	ICOM Board Dinner, ICOM Board Members

Date Time	Monday, 10/02 (Rijksmuseum)
09:00-10:00	Registration
10:00-10:30	Welcome Welcome by officials and representatives
10:30-11:15	Keynote Speech 1 – Museums and the City Franz van der Avert
11:15-11:45	Coffee/Tea Break
11:45-13:00	Museums and the Community: case studies (3 papers)

	11 :45-12 :05	Allison Wycoff/Yasuhiro Sekiya	Transforming public space through Arts Participation
	12 :05-12 :25	Thomas Ameye Ooststraat	Living in a Museum
	12 :25-12 :45	Yu-Chien Chang/ Yu-Cheng Hsiao	Yilan as a Living Museum
	12 :45-13 :00	All	Q&A
13:00-14:00	Lunch		
14:00-15:00	Keynote Speech 2 – Digital Transformation Jasper Visser		
15:00-15:30	Digital Media Case Study: Rijksmuseum (Linda Volkers and Marieke Zekveld)		
15:30-16:00	Coffee/Tea Break		
16:00-17:00	Keynote Speech 3 – Museums and their Causes Ricardo Piquet and Alexandre Fernandes		
17:00-18:00	Drinks and Guided Tour		
18:30-19:30	Canal District Boat Tour		

Date Time	Tuesday, 10/03 (2 Locations)	
09:00-09:15	Welcome by Officials/representatives	
19:15-10:30	Digital Marketing Sessions Location A: Digital Marketing Pecha Kucha Session; Location B: Digital Marketing Case Studies (descriptions below)	
11:15-12:45	Location A : Digital Marketing Pecha Kucha Session Each paper has 7 minutes	
	A	Pepijn Lemmens Online dossiers, storytelling and content marketing
	A	Adele Magnelli Enhancing artworks using augmented and virtual reality
	A	Simona Jurackova We got Social!
	A	Patricia Martins Connecting Museums?
	A	Ursa Vodopivec Enriching Communications Forms by Computer Vision and Intelligent Robots
	Location B: Digital Marketing Case Studies Each paper has 20 minutes	
	B	Joy Chih-Ning Hsin Adventure of reality and imagination: The Mobile Museum of NMH
	B	Patrizia Schettino Now I want to buy a ticket to India – immersive media
	B	Irena Ruzin People Smart Sculpture – 4D virtual urban arts – artists, museum, community using digital
10:30-11:15	Breakout Discussion	

11:15-11:45	Coffee/Tea Break	
11:15-12:45	Marketplace of Ideas : Pecha Kucha Sessions Group A / B: each paper has 7 minutes	
	A	Peter Stohler My Museum isn't working
	A	Lloyd Makonya Battling for visibility; Digital transformations, case of Mutare Museum
	A	Lidija Cvetić Probing the heritage, case study: "Museum of slatko – home of family Cvetić
	A	Deborah Ziska How the National Gallery of Art inspired a citywide celebration of African American heritage and culture
	B	Marit Teerling The Museum as an intersection: The city of Mannheim (Germany) celebrates the birthday of the bicycle
	B	Dr. Davit Poghosyan Expanding Museum. Working at different public spaces and designing different public spaces as museums. Case studies from Armenian museums and cities.
	B	Dr. Eric Olivera Marko Stojanovic House as University Museum invitation for artistic extreme actions
	B	Carolyn Akariza Nduba-Mwenda The African oral history tradition
	B	Clement Mbugua Kuria National Museums of Kenya's digital transformation as a case study
	B	Mojtaba Ebadi Fath Marketing of war museums to say the unspeakable (Case study: Holy defense museum of Tehran)
12:45-13:00	Information about Museum visits	
13:00-14:00	Lunch	
14:00-18:00	Museum excursions on several topics	

18:00-19:30	Drinks and snacks at the Van Gogh Museum
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Date Time	Wednesday, 10/04 (Eye Film Museum)		
09:00-09:15	Welcome by representatives of the Eye Film Museum		
09:15-10:15	Museums and their Cause(s): case studies (3 papers)		
	09 :15-09 :25	Dr. Carol Scott	The next challenge: Marketing the social agenda of museums
	09 :25-09 :45	Fyona Das	'Prachtnacht' event ('Beautiful night' event)
	12 :25-12 :45	Dr. Matthias Henkel	Museums as places of truthfulness. On the ethics of institutional communication in the era of digital transformation
	12 :45-13 :00	All	Q&A
10:15-10:45	Coffee/Tea Break		
10:45-11:30	Keynote Speech 5 – Museums and the Media Sonya Gavankar		
11:30-12:30	Museums and the Media: case studies (3 papers)		
	11 :30-11 :50	Eunice Baez	Curiosity and contemporary art: a program for media outreach
	11 :50-12 :10	Linda Volkers	The New Newsroom
	12 :10-12 :30	Frederike van Dorst	Welcome to the world of photographer Ed van der Elsen
12:30-13:00	Business Meeting and information on afternoon Museum visits		

13:00-14:00	Lunch
14:00-18:00	Museum excursions focused on several topics
18:00-23:00	Farewell party at Reinwardt Academy

Date Time	Thursday, 10/05 – Excursion for International guests – cities to be announced
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