

the program of the 23th Conference is responsabilitie of the Committes and other ICOM bodies

	COMMITTEE	WITH	PERIOD	10
				SATURDAY
IC's				
1	AVICOM	14/8 - AM - AVICOM + CECA	Morning	
			Afternoon	
			Nigth	
2	CAMOC	CAMOC +ICLM - 13/8, 14/8 CAMOC +MINOM (15/8)	Morning	

			<div>Afternoon</div>	
			<div>Nigth</div>	

3	CECA	14/08 - CECA+ AVICOM Museums (Memory + Creativity = Social change) museum education and creativity; creativity in museum education; memory, social change, and museum education	Morning	10.00-13.00 - Board Meeting
			Afternoon	
			Nigth	
4	CIDOC	14/08 - 15/08 CIDOC+COSTUME +ICMS	Morning	
			Afternoon	
			Nigth	

5	CIMAM	New dynamics in museums: curator, artwork, public, governance	Morning	
			Afternoon	
			Nigth	
6	CIMUSET	12/08, 13/08 e 14/08 CIMUSET +MPR	Morning	

			Afternoon	
			Nigth	
7	CIPEG	CIPEG +UMAC 10-17/07	Morning	
			Afternoon	
			Nigth	

8	COMCOL	ICME + ICMAH - 13/7 COMCOL +MINOM 15/08 The reinterpretation and re(usages) of (older) collections and their value for contemporary society	Morning	
			Afternoon	13:30 – 14:50 - Board meeting
			Nigth	

9	COSTUME	ICMS +CIDOC - 14/7 "Presenting costume: spetacular and everyday"	Morning	
			Afternoon	Student Saturday, Museum of Fine Arts. "Costume in Portraits"
			Nigth	
10	DEMHIST	13,14,15,16/8 - ICFA+ICDAD+DEM HIST+GLASS Places of reflection: museums as connection among cultures, time, people, and social groups	Morning	
			Afternoon	

			<b>Nigth</b>	
11	<b>GLASS</b>	<b>13,14,15,16/8 - ICFA+ICDAH+DEM HIST+GLASS Places of reflection: museums as connection among cultures, time, people, and social groups</b>	<b>Morning</b>	
			<b>Afternoon</b>	
			<b>Nigth</b>	
12	<b>ICAMT</b>	<b>Theme: Sustainable Museums in the tropics</b>	<b>Morning</b>	



			Afternoon	
			Nigth	
13	ICDAD	13,14,15,16/8 - ICFA+ICDAD+DEM HIST+GLASS Places of reflection: museums as connection among cultures, time, people, and social groups	Morning	
			Afternoon	
			Nigth	

14	ICEE	The social effect of a shift in public-private partnership of museums	Morning	
			Afternoon	
			Nigth	
15	ICFA	13,14,15,16/8 - ICFA+ICDAH+DEM HIST+GLASS Places of reflection: museums as connection among cultures, time, people, and social groups	Morning	
			Afternoon	
			Nigth	

16	ICLM	CAMOC +ICLM - 13/8, 14/8 Literature and Cities/Cities and literature	Morning	
			Afternoon	
			Nigth	

17	ICMAH	ICMAH+ICME+CO MCOL - 13/08 Museum Representations of Migration	Morning	
			Afternoon	
			Nigth	

18	ICME	13/08 - ICME+COMCOL +ICMAH Whose Personality of curatorial work in ethnographic museums? The dialectic of creating memory in ethnographic museums	Morning	
			Afternoon	
			Nigth	
19	ICMEMO	General discussion on public policies concerning political memories	Morning	
			Afternoon	
			Nigth	
20	ICMS	14/08 AND 15/08 - ICMS + CIDOC+ COSTUME “Museum security ensures memory and continuity”	Morning	

			Afternoon	16:00 Board meeting ICMS
			Nigth	18:00 Dinner for board members and spouses
21	ICOFOM	15/08 ICOFOM + ICTOP + CIDOC The Special Visitor: Each and Every One of Us	Morning	
			Afternoon	
			Nigth	
22	ICOM CC	The “value” of conservation in the twenty-first century	Morning	

			Afternoon	
			Nigth	
23	ICOMAM		Morning	
			Afternoon	
			Nigth	
24	ICOMON	Financial Education in the monetary museum - contributions for social change"	Morning	
			Afternoon	Afternoon - Board Meeting
			Nigth	
25	ICR	Joint sessions with ICME, COMCOL, ICMAH and ICOM - Korea	Morning	

			Afternoon	
			Nigth	
26	ICTOP	ICOFOM +ICTOP+CIDOC - 15/08	Morning	
			Afternoon	
			Nigth	



27

INTERCOM

Museums and Human  
Rights

Morning

Afternoon

Nigth

28	MPR	12/08, 13/08 e 14/08 CIMUSET +MPR	Morning	Board meeting
			Afternoon	
			Nigth	

29	NATHIST		Morning	
			Afternoon	
			Nigth	
30	UMAC		Morning	

			Afternoon	
			Nigth	
NC's				
31	ICOM NETHERLANDS			
32	ICOM KOREA			
REGIONAL ALLIANCES				
33	ICOM LAC			

34	<b>AFRICOM</b>			
35	<b>ICOM EUROPE</b>		1:30 pm – 3:30 pm Meeting of Regional Alliances 4:00 pm – 6:00 pm Meeting of the Board and Elections of ICOM Europe New Board	
36	<b>ICOM ARAB</b>			
<b>Affiliated Organizations</b>				
37	<b>CAM - Commonwealth Association of Museums</b>			
38	<b>EXARC</b>			
39	<b>MINON</b>	<b>Atividades pré- conferência no MUF e Museu da Maré CIPEG + COMCOL + CAMOC + CECA + ICTOP</b>		

Other Meetings				
40	MoW			
41	ASPAC			
42	BLUE SHIELD			
43	EXARC			
44	IBRAM			

45	<b>IBERMUSEUS</b>			
46	<b>Secretariat</b>			
47	<b>Orientation for First Timers</b>			

48	<b>MEMORIAL LECTURES</b>			
49	<b>FEAMBRA + WFMF - World Fed. Of Museum Friends</b>			
<b>TECHNICAL COMMITTEES</b>				
50	<b>ETHCOM (Ethics Committee)</b>			
51	<b>LEAC (Legal Affairs Committee)</b>			
52	<b>NEC (Nominations and Elections Committee)</b>			9:00 12:10
53	<b>Resolutions</b>			



11	12
SUNDAY	MONDAY
	11:20 - 11:30 CAMOC welcome speeches 11:30 - 12:15 British Council lecturer

<p>13:30 - 19:00 CAMOC Board and Business Meeting</p>	<p>13:30 - 16:40 CAMOC Theme 3 – session 1</p> <p>13:30 - 13:45 Paper 1: Anita Lucchesi, O passado nos canteiros de obra da nova Região Portuária do Rio: A trama do “Meu Porto Maravilha”, BRAZIL</p> <p>13:45 - 14:00 Paper 2: Giorgos Arachovitis &amp; Marlen Mouliou: All about the city. The urban revitalization of a Mediterranean port through museum infrastructure, GREECE</p> <p>14:00 - 14:15 Paper 3: Nadja Tomoum, The Revival of the Egyptian Museum in Cairo, EGYPT</p> <p>14:15 - 14:30 Paper 4: Layla Betti, When urban regeneration meets culture. Notes from Italy, ITALY</p> <p>14:30 - 14:45 Paper 5: Jerneja Batič, Urban Heritage connected. Case study – Roman Emona archeological parks in Ljubljana, SLOVENIA</p> <p>14:45 - 15:15 Q&amp;A</p> <p>15:40 - 16:40 Theme 3 – session 2 cont.</p> <p>15:40 - 15:55 Paper 6: Linda Wigley, Toitū Otago Settlers Museum – a catalyst for change, NEW ZEALAND</p> <p>15:55 - 16:10 Paper 7: Denise Caubarrere, Restauración del Hotel Carrasco, URUGUAY</p> <p>16:10 - 16:25 Paper 8: Dinah P. Guimaraens, Transcultural Living Museum: Rio de Janeiro as World Heritage Cultural Landscape Nominated by UNESCO in 2012, BRAZIL</p> <p>16:25 - 16:40 Q&amp;A</p>

CECA Pre Conference-workshops 10:00 -13:00 Workshop 1 by Gabriela Aidar from Pinacoteca do Estado, Sao Paolo, Brazil "Inclusive educational projects in museums" (in English) Workshop 2, by Ricardo Rubiales from Mexico "Ideas factory: education, experience and conversation" (in Spanish)	
CECA Pre Conference-workshops 14:00 - 17:00 Continuation of workshops 1 and 2	13:25 - 13:40 - Opening Cerimony by CECA 13:40 - 14:10 – Museum Education in Brazil – Adriana Mortara Almeida, CECA-Brazil coordinator 14:10 - 14: 30 – Break 14:30 - 15:00 – Main Session 15:00 - 15:20 – Debate 15:40 - 16:20 –Research Session – 02 presentations (20 minuts each) 16:20 - 16:30 – Debate
	14:00 - 16:00 Annual General Meeting

	<p>A New Dynamic Between Curator and Art Work</p> <p>Keynote: Tania Bruguera, Artist and initiator of Immigrant Movement International (IM International), Havana, Cuba / New York, United States.</p> <p>Case Study 01: Zoe Butt, Executive Director and Curator at Sàn Art, Ho Chi Minh, Vietnam.</p> <p>Case Study 02: (TBC)</p>
	<p>Workshops at MAM Rio</p> <p>Afternoon visits:</p> <ul style="list-style-type: none"> <li>→ Paço de Imperio</li> <li>→ Casa França-Brasil</li> <li>→ Estudio Ernesto Neto</li> <li>→ A Gentil Carioca</li> </ul>
20:00 CIMAM Patrons' Dinner (venue TBC)	Dinner Receptions
	<p>11:20 – 12:10 CIMUSET and MPR</p> <p>Theme 1: Controversy</p> <p>Lecturer : Erminia Pedretti, University of Toronto, Canada</p> <p>Title: Controversies in science museum exhibitions</p>

13:30 - Board Meeting	13:30 – 16:40 Theme 1: Controversy MPR Paper 1 (30 mins) Speaker: Meghan Curran- Shedd Aquarium Chicago USA Title: Using Marketing and Public relations to deal with controversy. Building your museum’s brand reputation with authenticity and transparency BREAK CIMUSET Paper 1 (20 min) Speaker: Jytte Thorndahl, Curator and Vice Director Danish Museum of Energy Title: Presenting climate change at museums CIMUSET Paper 2 (20 mins) Speaker: Danka Šubová, Slovak Museum of Nature Protection and Speleology Title: Controversial Titles of Museum Activities as Marketing Strategy CIMUSET Paper 3 (20 mins) Speaker: Moema Vergara (mast) and Bianca Mandarino da Costa (PPG-PMUS UNIRIO/MAST). Title: The challenge of scientific collection: the studied of Cruls Commission CIMUSET Paper 4 (20 mins) Speaker: Silvania Sousa do Nascimento, Faculdade de Educação-UFMG
	CIPEG +UMAC+MINOM

	<p>13:30 – 15:00 COMCOL Session I: Collections Between different Ideologies</p> <p>Chair: Léontine Meijer-van Mensch, The Netherlands</p> <p>13:30 – 13:35 Introduction</p> <p>13:35 – 13:50 Markus Walz, Germany: Three Models for the Assessment of Older Collections</p> <p>13:50 – 14:05 Gudrun Fritsch, Germany: Käthe Kollwitz's legacy</p> <p>14:05 – 14: 20 Jian Xu, China: A shifting Identification: From Kantofuku Museum to Lvshun Museum</p> <p>14:20 – 14:35 Jillian Carman, South Africa: Creative Curating for today</p> <p>14:35 – 15:00 Discussion</p>

	<p>11:20-12:15 Costume Committee welcome, papers on Brazilian costume history:</p> <p>Rita Andrade: Brazilian dress history through object-based research</p> <p>João Braga: A brief fashion history in Brazil</p>
	<p>1:30-3:00 Ana Luísa Alonso de Camargo: Imperial collection of dress, Petropolis</p> <p>Emilia Duncan: Slaves' clothing in 19th C. Rio de Janeiro</p> <p>Els Lagrou: Adorning the body, Brazil's Indians</p> <p>Frederico Pernambucano de Mello: Vaqueiros' clothing</p> <p>3:15-5:00 Adilson Almeida: Brazilian military uniforms</p> <p>Rita Maia da Silva: Afro-Brazilian carnival costume, Bahia</p> <p>Marcia Rizutto: Empress Leopoldina's burial clothes</p> <p>Vera Lima: dress collection of the Historical Museum</p>
	<p>11.30 Speeches by the presidents of the International Committees</p> <p>John Barnes   DEMHIST</p> <p>Paloma Pastor Rey de Viñas   GLASS</p> <p>Rainald Franz   ICDAD</p> <p>Giuliana Enricani   ICFA</p>
	<p>13.30 Conference Museums, Muses, Memories. Professor Eduardo Subirats   New York University</p> <p>14.00 Papers   Relationship with its community</p> <p>Brazilian experiences</p> <p>14.00 Margot Monteiro and Enos Omena   Recife/PE</p> <p>14.15 Maria Alice Milliet   São Paulo/SP</p> <p>14.30 Aparecida M. S. Rangel   Rio de Janeiro/RJ</p> <p>14.45 Joana Silveira Mello   Rio de Janeiro/RJ</p> <p>15.00 Claudia Barbosa Reis   Rio de Janeiro/RJ</p> <p>15.15 Ruth Levy and Diogo Correa Maia   Rio de Janeiro/RJ</p> <p>15.30 Debate</p> <p>16.00 Lecture: Professor Mario Chagas   Rio de Janeiro Federal University</p>

21.00 - Board Meeting

11:20 - 12:10 - Conferência de abertura GLASS

14h00 Comunicações – Relações com a comunidade  
Experiências brasileiras  
15h30 Debate  
16h00 Palestra de abertura  
16h30 Debate



	<p>13.30-14.00- Introduction to Conference Programme - Stephen Cannon-Brookes</p> <p>14.00-14.40 - IC Theme: History of Museums in Brazil (Prof. MARIA CRISTINA DE OLIVEIRA BRUNO / Museu de Arqueologia e Etnologia da Universidade de São Paulo (São Paulo, Brazil)</p> <p>14:40 - 15:20 - ARCHEOLOGICAL MUSEUM IN VERA CRUZ - YANI HERREMANN (Mexico)</p> <p>15h20/16h00 - SUSTAINABLE BANK MUSEUM IN KARACHI - ASMA IBRAHIM (Karachi, Pakistan)</p> <p>16h10/16h50 - PROJECT FOR THE CONSTRUCTION OF THE ANNEX OF THE ENVIRONMENTAL BUILDING MUSEUM IN RIO DE JANEIRO -MUMA ANDRE LUIZ PRADO, BRUNO SANTA CECÍLIA (Belo Horizonte, Brasil) and MONICA NEVES (Rio de Janeiro, Brasil)</p> <p>16h50/17h30 MUSEUMS AND LEED CERTIFICATION: SOME ISSUES FOR MUSEOLOGICAL REFLEXIONS PAULO ROBERTO SABINO (Belo Horizonte, Brasil)</p>
	11:20 - 12:10 - Conferência de abertura ICDAD
	<p>13:30 -14:00 Palestra</p> <p>14:00 - 16:50- Comunicações – Relações com a comunidade</p> <p>Experiências brasileiras</p>

	13.30-16.40 - Welcome, Opening Remarks, & Introduction (by chair ICEE) (15 min) Key note speaker (45 min) Session 1 - Sponsoring and Fundraising for Museum – the (dis) advantage of special relation ships (3 speakers)
	11:20 - 12:10 - Conferência de abertura ICFA
	13:30 -14:00 Palestra 14:00 - 16:50- Comunicações – Relações com a comunidade Experiências brasileiras

	14:00-16:30: ICLM general meeting and board elections

	<p>13.15 – 14.30 Session I - Chair: Renée Kistemaker</p> <p>13.15 – 13.45 Liane van der Linden, the Netherlands. Heritage as Contemporary Co-Production. Co-owners, co-producers and co-funders.</p> <p>13.45 – 14.00 Katerina Mavromichali, Greece. Creative sustainable heritage and social change: new pathways for intercultural communication.</p> <p>14.00 – 14.15 Natia Khuluzauri, Georgia. The Georgian National Museum presenting cultural minorities of Georgia.</p> <p>14.15 – 14.30 Discussion</p> <p>14.30 – 15.00 Coffee break</p> <p>15.00 – 15.45 Session II- Chair: Marie-Paule Jungblut</p> <p>15.00 – 15.15 Alexandra Bounia, Greece. Migrant and non-migrant communities sharing museums: the experience of Greece.</p> <p>15.15 – 15.30 Ilaria Porciani, Italy. From the memory of forced migration to cooperation and dialogue: a case study.</p> <p>15.30 – 15.45 Discussion</p> <p>15.45 – 16.15 Session III</p> <p>15.45 – 16.00 Diogo de Melo, Brazil. From museums to society: the archaeological ceramics in the city of Belém</p> <p>16.00 – 16.15 Discussion</p>

13:30 – 14:50 ICME Board meeting	13:30 - 14:50 - ICME Session I 15:10 – 16:40 – ICME Session II
	13:30 - 15:00 - Roberto Fuertes - Park for Peace Villa Grimaldi (Parque por la Paz Villa Grimaldi, Santiago, Chile) Angelle Ginebra, Mirabal Sisters House Museum (Casa Museu Hermanas Mirabal, Conuco, Dominican Republic) 15:10 - 16:40 - Valeria Barbuto (Coordinator of Memoria Abierta and of the Latinamerican Network - International Coalition of Sites of Conscience)

13:30 – 15:00 ICMS business meeting	13:30 ICMS annual conference opening by chair Willem Hekman 13:45 Election of new board ICMS, coordinated by election officer Hans-Juergen Harras 15:30 Presentation by Brazilian partner titled “Brazilian situation on the field of cultural heritage protection” 16:00 Presentation TBC
	13:30 - 16:30 Keynote and discussion

	Session of papers - part 1
Board Meeting até as 19hs no máximo	Debates/questions Session of papers - part 2
	16:00 - General Guidelines and check presentations

	2-4 PM ICR Board Meeting
Informal dinner	




	<p>11:20 – 12:10 CIMUSET and MPR</p> <p>Theme 1: Controversy</p> <p>Lecturer : Erminia Pedretti, University of Toronto, Canada</p> <p>Title: Controversies in science museum exhibitions</p>
	<p>13:30 – 16:40 Theme 1: Controversy</p> <p>MPR Paper 1 (30 mins)</p> <p>Speaker: Meghan Curran- Shedd Aquarium Chicago USA</p> <p>Title: Using Marketing and Public relations to deal with controversy. Building your museum's brand reputation with authenticity and transparency</p> <p>BREAK</p> <p>CIMUSET Paper 1 (20 min)</p> <p>Speaker: Jytte Thorndahl, Curator and Vice Director Danish Museum of Energy</p> <p>Title: Presenting climate change at museums</p> <p>CIMUSET Paper 2 (20 mins)</p> <p>Speaker: Danka Šubová, Slovak Museum of Nature Protection and Speleology</p> <p>Title: Controversial Titles of Museum Activities as Marketing Strategy</p> <p>CIMUSET Paper 3 (20 mins)</p> <p>Speaker: Moema Vergara (mast) and Bianca Mandarino da Costa (PPG-PMUS UNIRIO/MAST).</p> <p>Title: The challenge of scientific collection: the studied of Cruls Commission</p> <p>CIMUSET Paper 4 (20 mins)</p> <p>Speaker: Silvania Sousa do Nascimento, Faculdade de Educação-UFMG</p> <p>Title: The public debate on alcohol consumption at a museum</p>

	11:20 - 12:10 - Welcome by NATHIST President (20 m); Welcome From Brazil (20m); News from NATHIST (20m)
	14:30-15:30 lecturer (TBC)  Coffee Break Rapid Fire News from 10 museums (5 minutes)
	Evening Programme (TBC)

13.30 – 17.00: Board meeting	<p>Welcome Address [1:45 pm – 2:30 pm] - Hugues Dreyssée UMAC President/ Universite de Strasbourg - José Lira Chair of 13th UMAC Meeting/ Universidade de São Paulo</p> <p>Session 1 – Changing Values and Evaluating changes [2:30 pm – 4:30 pm] - New Scenarios to evaluate changes in University Museums - Luisa Fernanda Rico Mansard - Universidad Autónoma de Mexico - Mexico - Asutosh Museum of Indian Art: evaluating changes - Supreo Chanda - University of Calcutta - India - University museums evaluation by fuzzy logic - María del Carmen Maza, Graciela Weisinger and Tomás del Carril - Universidad de Buenos Aires/ Universidad del Museo Social Argentino/ Academia Nacional de Ingeniería – Argentina - Nothing ever changes, really - S.C. Scholten - University of Amsterdam - The Netherlands</p>

11th afternoon (15:30 to 18:30) for 25 people	
	Meeting during lunch time

	<p>12:10 as 13:30 - Museum Education and Research and the UNESCO Memory of the World Programme: New Perspectives</p> <p>A representative of ICOM; a moderator from ICOM; one or two UNESCO (MoW) representatives; a representative of the Memory of the World working group Education and Research</p>
<p>13:30 até as 19:00</p> <p>EXARC, a new ICOM Affiliated Organisation, informed that they do not plan open sessions because they do not have the capacity to organise such meetings, but would still like to organise working meeting among themselves. We have indicated the two days for business/administrative meetings to them and maybe you could already include them in your list</p>	

	<p>ICOM's International Observatory on Illicit Traffic in Cultural Goods" (11:20 am - 12:10 pm on Monday 12 August).</p> <p>ICOM's International Observatory on Illicit Traffic in Cultural Goods</p> <p>This year, ICOM is launching an ambitious programme called the International Observatory on Illicit Traffic in Cultural Goods and is delighted to give participants in the General Conference a preview of the project. It will also be an opportunity to discuss ICOM's long-standing role in preventing illicit trade in art and antiquities, namely through the publication of its Red List series. ICOM will present its most recent Red Lists published and in preparation</p>
	<p>11:00 – 11:15 - Distribution of supporting material at the entrance of the meeting room and projection of photos of ICOM events</p> <p>11:15 – 11:25 - Introduction on ICOM - Director General of ICOM</p> <p>11:25 – 11:40 Presentation of the General Conference and its programme</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Show pictures/videos of past events</li> <li><input type="checkbox"/> Stress on networking opportunities so that new-comers and first-timers can double the chances of valuable contacts and immerge easily in the conference programme</li> <li><input type="checkbox"/> Highlight the international and cross-disciplinary aspects</li> </ul> <p>11:40 – 11:55 - 2 -3 “ambassadors” of ICOM tell their personal account of the General Conference</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Tell one of their most significant experience during the Conference: a useful contact, un inspirational speech, an example learned, a personal encounter with the cultures, etc.</li> <li><input type="checkbox"/> Aim at engaging and recruiting people</li> </ul> <p>11:55 – 12:00 Presentation of the ICOM Rio 2013 General Conference</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> What to expect at the Rio edition</li> <li><input type="checkbox"/> Invitation to visit Rio, its surroundings and beyond, with photo slides</li> </ul> <p>12:00 – 12:10 Presentation of ICOM membership and its advantages</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Tangible and intangible dvantages of being an ICOM member</li> <li><input type="checkbox"/> Practical information: FAQ</li> </ul> <p>After 12:10 End of the meeting, ICOM staff will stay in the room to answer questions</p>

16:50 as 19:00 for 20 people	
	<p>12.00-13.30 - Resolving Cultural Property Disputes the Easier Way! Ask a Museums Lawyer.</p> <p>Speakers: Rina Pantalony, New York University; Luisa De Pena, Museo de la Resistencia, Dominican Republic; Rachelle Browne, Associate General Counsel, Smithsonian Institution, USA; Trevor Carmichael, lawyer, Barbados; Jean-Jacques Neuer, lawyer, Paris ;Representative from the World Intellectual Property Organization, Geneva (WIPO); other speaker to be announced</p>
Open Forum 16.50 – 18.50 on Sunday 11 August	



13

**TUESDAY**

9:00 - 12:10 CAMOC & ICLM meeting (day 1)  
9:00 - 10:30 Theme 1 – session 1  
9:00 - 9:15 Paper 1: Luzia Gomes, As Lebrancas de um menino, BRAZIL  
9:15 - 9:30 Paper 2: ICLM choice  
9:30 - 9:45 Paper 3: Gegê Leme Joseph, Literary ‘transmedia storytelling’ for integrated real-virtual city ‘post-museums’, BRAZIL  
9:45 - 10:00 Paper 4: ICLM choice  
10:00 - 10:30 Q&A  
11:00 - 12:00 Ignite session for Themes 1, 2, 3  
11:00 - 11:05 Javier Jimenez Figares, Lessons learnt from urban revitalisation museum projects in Dhahran (Saudi Arabia), Patna (India), Chicago (USA), and Galicia (Spain), CANADA  
11:05 - 11:10 E. G. Daves Rossell, To Make a City a Shrine: Mary Telfair’s Legacy and Cultural Hierarchy in Nineteenth- Century Savannah, Georgia, USA  
11:10 - 11:15 Scott Marsden: Open Conversations - Contemporary Issues and Art Galleries in the City, CANADA  
11:15 - 11:20 Giliberto Francesca, Can the creation of a new museum promote social change? An innovative urban museum for Ivrea as instrument for active participation, conservation and fruition of a shared urban heritage, ITALY  
11:20 - 11:25 Louise Anne D. Marcelino, The Shoe Museum of Marikina City: History, celebrity, and spectacle afoot, PHILIPPINES  
11:25 - 11:30 Eleftherios Skiadas, The City of Athens seen by famous Greek poets and writers, GREECE

13:30 - 16:40 CAMOC Theme 2 – session 2

13:30 - 13:45 Paper 1: J. Gorman, Down by the river where the dead men go: museums in Anacostia in changing times, USA

13:45 - 14:00 Paper 2: Luiz Henrique A. Garcia, Museum Intervention in urban space: history, culture and citizenship, BRAZIL

14:00 - 14:15 Paper 3: Mekaila Rivers, A Better World; Igniting Change in Museums through Performance Interventions, USA

14:15 - 14:30 Paper 4: Rosa Maria Barboza de Araújo, Museum of Sound and Image, BRAZIL

14:30 - 14:50 Q&A

15:20 - 16:40 Theme 2 – session 2 cont.

15:20 - 15:35 Paper 5: Yanni Herreman, Diego Rivera's Museum: The Anahuacalli, MEXICO

15:35 - 15:50 Paper 6: Susanne Anna, Dementia and urban society - a participative project of the Stadtmuseum, GERMANY

15:50 - 16:05 Paper 7: Jorge Bejarano Barco, El caso del Museo de Arte Moderno de Medellin, COLOMBIA

16:05 - 16:20 Paper 8: Marina Piza / Rob Imrie, Cultural life in today's society: the Cree Culture revitalized, CANADA

16:20 - 16:40 Q&A

08:50 - 10:20 – ASSEMBLEIA GERAL DO CECA/Eleições

10:20 - 10:45 – Sessão Principal

10:45 - 11:00 – Debate

13:20 - 14:00 - Artigos Temáticos – 02 apresentações (20 minutos cada uma)

14:00 - 14:10 – Debate

14:10 - 14:30 – Pausa

14:30 - 15:10 — Mercado de Ideias – 04 apresentações (10 minutos cada uma)

15:10 - 15:30 – Debate

15:40 - 16:20 – Sessão de Pesquisa –02 apresentações (20 minutos cada uma)

16:20 - 16:30 – Debate

16:30 - 16: 50 – Pausa

16:50 - 17:30 – Sessão de Melhores Práticas – 02 apresentações (20 minutos cada uma)

CIDOC outreach - CIDOC members are encouraged to attend the meetings of other International Committees

## A New Dynamic Between Curator and Public

Keynote: Stephen Wright, Art writer and professor of the practice of theory at European School of Visual Arts, Angoulême / Poitiers, France.

Case Study 01: Rodrigo Moura, Deputy Director of Art and Cultural Programs at Instituto Inhotim, Belo Horizonte, Minas Gerais, Brazil.

Case Study 02: Ravi Sundaram, Senior Fellow at the Centre for the Study of Developing Societies (CSDS), Delhi, India.

Museum is the world – Panel discussion – Understanding Local Context, MAM Rio

Moderated by Luiz Camillo Osorio, with Ivana Bentes and Marcos Faustini; Lia Rodrigues (choreographer – Favela da Maré) and Heloisa Buarque de Holanda (Universidade dos Ozeanos)

Afternoon visits:

→ Museu de Arte do Rio MAR Rio

→ Casa Daros followed by cocktail reception

## 9:00 - 10:00 Theme 2: Connecting with Communities

Keynote speaker: Claude Faubert

Title: What makes Science and Technology Centres Unique?

## 10:00 - 11:00 Theme 2: Connecting with Communities

Keynote speaker: Seb Chan Cooper Hewitt, Director, Digital and Emerging Media Smithsonian Institution NY

Title: How the internet can build audiences for technology and science museums

## 11:20 - 12:20 Theme 2: Connecting with Communities

Keynote speaker:: Carol Scott, Director Carol Scott Associates, London

Title: Shifting perceptions: how the public view technology and science museums.

13:30 – 16:40 Theme 2: Connecting with Communities

MPR Paper 1 (30 mins)

Speaker: Nina Zdravic Polic, Slovenia

Title: Creative strategy for audience development. A case study of the Slovene Ethnographic Museum

MPR Paper 2 (30 mins)

Speaker: Yu-Chien Chang

Title: Using integrated marketing campaigns to build new audiences in museum: an ethnographic study

CIMUSET Paper 1 (20 min)

Speaker: Ech-cherki DAHMALI, Maroc Telecom Museum

Title: The new Telecommunication Museum of Maroc Telecom: an other opportunity to serve the community

CIMUSET Paper 2 (20 min)

Speaker: Rajib Nath, National Council of Science Museums, India

Title: Travelling Exhibitions: Critical Factors That Influence Their Success or Failure

CIMUSET Paper 3 (20 min)

Speaker: Zuzana Krempaska

Title: Slovak Iron Route (A part of the European Iron Route)

CIMUSET Paper 4 (20 min)

Speaker: Anna Schaefer, Archimedes Exhibitions GmbH

17:00 Assembléia Geral CIMUSET

CIPEG +UMA+MINOM - Debate about Museum of Cairo - corrd. Tamara Glas

Focus on Collecting: Contemporary Collecting for Reinterpreting (Older) Collections.

A joint day of COMCOL, ICMAH, ICME, ICR, and ICOM Korea

9:00 – 9:15 Welcome. Dr. Kim Wang Shick, Director of the National Museum of Korean Contemporary History

9:15 – 10:30 Session I: New futures for Old Collections – Community Involvement

9:15 – 9:30 Marie-Paule Jungblut, Switzerland: The social role of history museum today

9:30 – 9:45 Mille Gabriel and Christian Sune Pedersen, Denmark: New futures for old collections – Contemporary collecting and community involvement at the National Museum of Denmark

9:45 – 10:00 Adriana Russi and Regina Abreu, Brazil: The Kaxuyana Indigenous People and Ethnographic European Collections: Memories, Dialogue and Artifacts

10:00 – 10:15 Åsa Stenström, Sweden: Participative Contemporary Collecting, An Everyday Dialogue. A Practical Example

10:15–10:30 Otto Lohr, Germany: Wrap up

11:00 – 12:00 Session II: New Considerations – Identity Building

11:00 – 11:15 Karen Exell, Qatar: Contemporary collecting in Qatar: reimagining identity in a new nation state

11:15 – 11:30 Ekaterina Teriukova, Russia: Objects Tell Stories: Recent History Memory and A Museum Collection

~~11:30 – 11:45 Irina Leifer, The Netherlands: Museums in New Towns: identity~~

13:00 – 14:15 Session III: Case Study – Museum of Contemporary History (MUCH), Seoul, Korea

13:00 – 13:15 Kim, Shi-dug, Korea: Rethinking Definition of Acquisition and Collection in the Contemporary History Museum

13:15 – 13:30 Kook, Sung Ha, Korea: The Discovery Center of the National Museum of Korean Contemporary History: The Exhibition of Contemporary History Collections and Visitors' Interpretations.

13:30 – 13:45 Kim, Seong-Jun, Korea: Exhibiting Scientific and Technological Artifacts in History Museums: A Case Study at the National Museum of Korean Contemporary History and South Korea.

13:45 – 14:00 Susan Hanna, USA (ICR): Wrap up

14:15 – 15:30 Session IV: Old Collections – New Interpretations

14:15 – 14:30 Fiona Rankin-Smith and Peter Delius, South Africa: Hamba Ngezinyawo (Going on Foot): "The Worlds of Migrancy, 1800-2014"

14:30 – 14:45 Victoria Phiri, Zambia: From the Storeroom to the Living Room: The Case of the Mbusa Emblems in the Wake of HIV/AIDS in Zambia.

14:45 – 15:00 Sylvie Dhaene, Belgium: The House of Alijn, a traditional museum rebuilt as a creative hub among cultural heritage communities.

15:00 – 15:30 Jane Legget, New Zealand (ICR): Wrap up and Discussion

6:00 -10:00 – Joint reception - Edson Carneiro Museum (ICME, ICMAH, COMCOL and Korea ICOM)

9-11 Maria Volpi: Carioca fans

Teresa Cristina: textile conservation and research

Daniele de Sá Alves: Worth gowns at Casa da Hera

Hildegard Angel: Zuzu Angel Collection

Luiza Marcier: a new Fashion Museum

11:15-12.30 Katia Johansen: Flavio de Carvalho's reform garments

Maria do Carmo Rainho: Dress in photos 1950s and 60s

Nadine Gonzalez/Lena Santana: Sustainable fashion

1:30-2:30 Round-table discussion, chair Pamela Parmal: "Establishing a Costume Group in Brazil"

2:45-4:00 César Balbi: Carmen Miranda collection and museum

Rogério Santinni: samba costume design

Rosa Magalhaes: carnival costume history  
short samba lesson

09h00 Museu da Maré

11h00 Museu do Açude

14h00 Museu Chácara do Céu

15h30 Museu Casa de Benjamin Constant

17.00 Return to Cidade das Artes

09h00 Museu da Maré – Visita ao Museu e apresentação do Projeto “Zero a 1300”

11h00 Museu do Açude – Visita à casa e às instalações de Arte em Vidro

12h30 Almoço

14h00 Comunicações – Centro Cultural da Justiça Federal

Papers | Glass in the Museum, in the Arts and in the Architecture – Possible Connections 14.30 Paloma Pastor Rey de Viñas | Spain 15.30 Italo Curcio e Norberto Stori | Brazil 14.45 Milan Hlaves | Czech Republic 15.45 Regina Lara Silveira Mello | Brazil 15.00 Marcos Rizolli | Brazil 16.00 Mariana Gaelzer Wertheimer | Brazil 15.15 Elvira Schuartz | Brazil 16.15 Debate and posters session

09h00/09h40 (40') MEETING "INTERNATIONAL" GUIDELINES IN MUSEUMS IN THE TROPICS >> management of collection >> stabilization of environment >> lighting >>> security ALESSANDRA LABATE ROSSO (São Paulo, Brasil)

09h40/10h20 (40') SUSTAINABLE STRATEGIES FOR MUSEUM PLANNING JEAN HILGERSOM (Haarlem Netherlands)

10h20/10h50 (30') LINK BETWEEN COLLECTIONS AND MODERN TECHNOLOGIES JEAN FRANÇOIS HOCQUARD

10h50/11h20 (30') THE RUSSIAN OF EXPOSITION MUSEUM DESIGN AND DESIGNERS MARIA MAYSTROVSKAYA (ICOM Russia)



13h30/14h00 (30') ARCHITECTURAL SOLUTIONS - 1 - MAR - MUSEU DE ARTE DO RIO DE JANEIRO Claudia Coutinho - FUNDAÇÃO ROBERTO MARINHO (Rio de Janeiro, Brasil)

14h00/14h30 (30') ARCHITECTURAL SOLUTION - 2 - MUSEU DO AMORNING Jack Camelq - FUNDAÇÃO ROBERTO MARINHO (Rio de Janeiro, Brasil)

14h50/15h30 (40') OPEN AIR ETNOGRAPHIC MUSEUMS - KEEPING PAST, CREATING FUTURE (sustainable Museum in Georgia) NANA Meparishvili (Tbilise, Georgia)

15h30/16h10 (40') LIGHTING - Led in Museums CINTIA PADOVAN and CHRISTOPH LARBIG (São Paulo, Brasil)

16h10/16h50 (40') DEVELOPMENT OF THE NEW LAUNCHED EXPERT-WEBSITE ABOUT EXHIBITION MAKING MARIO Jellema (Amsterdam, Netherlands)

16h50/17h20 (30') FINAL DISCUSSION STEPHEN CANNON-BROOKES

09h00 Museu da Maré  
11h00 Museu do Açude

14h00 Museu Chácara do Céu  
15h30 Museu Casa de Benjamin Constant

EXCURSION

09h00 Museu da Maré  
11h00 Museu do Açude

14h00 Museu Chácara do Céu  
15h30 Museu Casa de Benjamin Constant

9:00 - 12:10 CAMOC & ICLM meeting (day 1)

9:00 - 10:30 Theme 1 – session 1

9:00 - 9:15 Paper 1: Luzia Gomes, As Lebrancas de um menino, BRAZIL

9:15 - 9:30 Paper 2: ICLM choice

9:30 - 9:45 Paper 3: Gegê Leme Joseph, Literary ‘transmedia storytelling’ for integrated real-virtual city ‘post-museums’, BRAZIL

9:45 - 10:00 Paper 4: ICLM choice

10:00 - 10:30 Q&A

11:00 - 12:00 Ignite session for Themes 1, 2, 3

11:00 - 11:05 Javier Jimenez Figares, Lessons learnt from urban revitalisation museum projects in Dhahran (Saudi Arabia), Patna (India), Chicago (USA), and Galicia (Spain), CANADA

11:05 - 11:10 E. G. Daves Rossell, To Make a City a Shrine: Mary Telfair’s Legacy and Cultural Hierarchy in Nineteenth- Century Savannah, Georgia, USA

11:10 - 11:15 Scott Marsden: Open Conversations - Contemporary Issues and Art Galleries in the City, CANADA

11:15 - 11:20 Giliberto Francesca, Can the creation of a new museum promote social change? An innovative urban museum for Ivrea as instrument for active participation, conservation and fruition of a shared urban heritage, ITALY

11:20 - 11:25 Louise Anne D. Marcelino, The Shoe Museum of Marikina City: History, celebrity, and spectacle afoot, PHILIPPINES

11:25 - 11:30 Eleftherios Skiadas, The City of Athens seen by famous Greek poets and writers, GREECE

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12:10 - 13:30 Lunch

13:30 - 16:40 CAMOC only session Theme 2 – session 2

13:30 - 13:45 Paper 1: J. Gorman, Down by the river where the dead men go: museums in Anacostia in changing times, USA

13:45 - 14:00 Paper 2: Luiz Henrique A. Garcia, Museum Intervention in urban space: history, culture and citizenship, BRAZIL

14:00 - 14:15 Paper 3: Mekaila Rivers, A Better World; Igniting Change in Museums through Performance Interventions, USA

14:15 - 14:30 Paper 4: Rosa Maria Barboza de Araújo, Museum of Sound and Image, BRAZIL

14:30 - 14:50 Q&A

15:20 - 16:40 Theme 2 – session 2 cont.

15:20 - 15:35 Paper 5: Yanni Herreman, Diego Rivera’s Museum: The Anahuacalli, MEXICO

15:35 - 15:50 Paper 6: Susanne Anna, Dementia and urban society - a participative project of the Stadtmuseum, GERMANY

15:50 - 16:05 Paper 7: Jorge Bejarano Barco, El caso del Museo de Arte Moderno de Medellin, COLOMBIA

Focus on Collecting: Contemporary Collecting for Reinterpreting (Older) Collections.

ICMAH participates with special attention for its theme 2: Contemporary collecting of migrant heritage, history and memories and the reinterpretation of older collections related to migration.

09:00-09:15 Welcome. Dr. Kim Wang Shick, director of the National Museum of Korean Contemporary History

09:15 - 10:45 Session I: New futures for Old Collections – Community Involvement

09:15- 09:30 Marie-Paule Jungblut, Switzerland. The social role of history museums today.

09:30 -09:45 Mille Gabriel and Christian Sune Pedersen, Denmark. New futures for old collections - Contemporary collecting and community involvement at the National Museum of Denmark.

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10:00-10:15 Åsa Stenström, Sweden. Participative Contemporary Collecting, Art Everyday Dialogue. A Practical Example.

10:15-10:30 Otto Lohr, Wrap up

11:00-12:00 Session II: New Considerations – Identity Building

11:00-11:15 Karen Exell, Qatar. Contemporary collecting in Qatar: reimagining identity in a new nation state.

11:15-11:30 Ekaterina Teriukova, Russia. Objects Tell Stories: Recent History Memory and A Museum Collection.

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14:15-14:30 Fiona Rankin-Smith and Peter Delius, South Africa. Hamba Ngezinyawo (Going on Foot): "The Worlds of Migrancy, 1800-2014".

14:30-14:45 Victoria Phiri, Zambia. From the Storeroom to the Living Room: The Case of the Mbusa Emblems in the Wake of HIV/AIDS in Zambia.

14.45-15:00 PM Sylvie Dhaene, Belgium. The House of Alijn, a traditional museum rebuilt as a creative hub among cultural heritage communities.

15:00-15:30 Jane Legget, New Zealand, Wrap up

18:00 - 22:00 – Joint reception - Edson Carneiro Museum (ICME, ICMAH, COMCOL and Korea ICOM)

IC Joint meeting Theme (ICME+ICMAH+COMCOL): Focus on Collecting:  
Contemporary Collecting and the Reinterpretation of (Older) Collections  
9:00 – 10:35 – Joint Session I  
10:55 - 12:10 - Joint Sessions II

13:30 - 14:50 – Joint Session III  
15:10 – 16:30 – Joint Session IV

18:00 - 22:00 – Joint reception - Edson Carneiro Museum (ICME, ICMAH,  
COMCOL and Korea ICOM)

09:00 – 10:30 Presentations TBC  
11:00 Keynote speeches

13:30 Presentation TBC  
14:00 Presentation TBC  
14:30 Presentation TBC

9:00 – 11:00 - Panel and discussion

13:30 – 17:40 Keynote, panel and discussion

Morning - Session of papers (part1/part 2)
Afternoon Session of papers - part 3
<p>ICOMON President's speech: Christel Schollaardt and Telma Ceolin - Director of Museu de Valores</p> <p>9.00 - ICOMOM Meetings - welcome speeches / 11.00 - ICOMOM Lectures "International Lecture about Financial Education"</p> <p>13.30-15.30: Panel Discussion:“Looking Forward: Best Practices in Numismatic Conservation”- Karen Lee</p> <p>Keynote speeches</p>
<p>IC Joint meeting Theme (ICME+ICMAH+COMCOL): Focus on Collecting: Contemporary Collecting and the Reinterpretation of (Older) Collections</p> <p>9:00 – 10:35 – Joint Session I</p> <p>10:55 - 12:10 - Joint Sessions II</p>

13:30 - 14:50 – Joint Session III  
15:10 – 16:30 – Joint Session IV

18:00 - 22:00 – Joint reception - Edson Carneiro Museum (ICME, ICMAH, COMCOL and Korea ICOM)




9:00am -11:20am

Welcome by INTERCOM President- Greg McManus, Chief Executive, Waitangi National Trust, New Zealand

Keynote address – Museums and Human Rights

David Fleming, Director, National Museums Liverpool, Founding president

Federation of International Human Rights Museums (FIHRM)

The mobile museum: social inclusion and art practices in Taiwan

Ying Ying LAI, Director, Graduate School of Arts Management and Cultural Policy,

National Taiwan University of Arts, Taipei, Taiwan

Museums for peace and memory – the revival of Cambodia through the arts

Maria Fernandez Sabau, Independent Consultant, Expert Advisor for UNESCO in the development of the Cultural Policy for Cambodia

Panel Discussion (20 minutes)

1:30 pm – 4:00pm

Waitangi Treaty Grounds: Bicultural Development at New Zealand's Most Important Heritage Site

Greg McManus, CEO, Waitangi National Trust, New Zealand, Chair of INTERCOM

Contemporary Art Without Borders- integration of socially excluded groups and equal access to art and culture for everyone

Marina Tsekou, Education Curator, National Museum of Contemporary Art, Athens, Greece

Soldiering on- how Museo Arocena coped with violence

Rosario Ramos, Director, Museo Arocena, Torreon, Mexico

The role of museum communities in the life of the nations who have ever seen genocide (Armenian Diaspora in Argentina)

Hasmik Tovmasyan, Researcher, Argentina

Panel Discussion (20 minutes)

ICOM Austria, ICTOP, ICEE, CECA

6:00pm – 9pm

Evening of Memorial Lectures

Joint event with ICOM Austria, ICTOP, ICEE, CECA

Greg McManus to introduce the speaker for Stephen Weil Lecture

Stephen Weil Memorial Lecture to be delivered by:

Luisa de Pena, Director, Dominican Resistance Memorial, Dominican Republic

9:00 - 10:00 Theme 2: Connecting with Communities

Keynote speaker: Claude Faubert

Title: What makes Science and Technology Centres Unique?

10:00 - 11:00 Theme 2: Connecting with Communities

Keynote speaker: Seb Chan Cooper Hewitt, Director, Digital and Emerging Media  
Smithsonian Institution NY

Title: How the internet can build audiences for technology and science museums

11:20 - 12:20 Theme 2: Connecting with Communities

Keynote speaker:: Carol Scott, Director Carol Scott Associates, London

Title: Shifting perceptions: how the public view technology and science museums.

13:30 – 16:40 Theme 2: Connecting with Communities

MPR Paper 1 (30 mins)

Speaker: Nina Zdravic Polic, Slovenia

Title: Creative strategy for audience development. A case study of the Slovene  
Ethnographic Museum

MPR Paper 2 (30 mins)

Speaker: Yu-Chien Chang

Title: Using integrated marketing campaigns to build new audiences in museum: an  
ethnographic study

CIMUSET Paper 1 (20 min)

Speaker: Ech-cherki DAHMALI, Maroc Telecom Museum

Title: The new Telecommunication Museum of Maroc Telecom: an other  
opportunity to serve the community

CIMUSET Paper 2 (20 min)

Speaker: Rajib Nath, National Council of Science Museums, India

Title: Travelling Exhibitions: Critical Factors That Influence Their Success or  
Failure

CIMUSET Paper 3 (20 min)

Speaker: Zuzana Krempaska

Title: Slovak Iron Route (A part of the European Iron Route)

CIMUSET Paper 4 (20 min)

Speaker: Anna Schaefer, Archimedes Exhibitions GmbH

Title: Creating Attractive Science Exhibitions

## Challenges for Preserving Natural History Collections

(4 x Thematic presentations 15 min each)

### Coffee Break

4 x Thematic presentations 15 min each + panel discussion

Lunch 12-1245

12.45 to 2

NAHIST Annual General Meeting &  
Elections

2-5

ICOM NATHIST

Board Meeting, (Activities for members TBC)

### Evening

Programme

(TBC)

### Session 2 - Technological changes and changing collections

[9:00 am – 10:30 am]

- Digitalization, 3D printing, and the future of museum space - Christopher Graeme Nelson - Macquarie University – Australia
- Born digital: Challenges in collection new art forms - Linda R. Tyler - The University of Auckland - New Zealand
- Virtuality in Italian University Museums - Elena Corradini - University of Modena and Reggio Emilia – Italy

### Session 3 - Experimenting on the politics of exhibitions

[10:45 am – 12:15 pm]

- A tale of two collections: cabinets/curiosities - Louise Anne D. Marcelin - University of the Philippines - Philippines
- Comparative Analysis of the New Expositions of Two Armenian University History Museums - Marine Mkrtchyan - ICOM - National Committee of Armenia Republic of Armenia
- University Museum spaces, soft power and cross-cultural communication.- A. Simpson, G. Hammond - Macquarie University Sydney – Australia

#### Session 4 - Responses to political and social changes

[1:30 pm – 3:00 pm]

- Facing changes of the Japanese Museum Law: a report from a small private university museum in Tokyo - Akiko Fukuno - International Christian University Hachiro Yuasa Memorial Museum - Japan
- University museums and public authorities: what are the links? Considerations about Museums' official recognition - Nathalie NYST - Université Libre de Bruxelles – Belgium
- Changing Communities, Changing Engagement: A museum responds to challenges and opportunities - Nicola Ladkin - Museum of Texas Tech University – USA

#### Inform-all Social Event

[3:00 pm – 3:50 pm]

- The Digital Revolution at the University Museums: The Politecnico of Turin Museum

Olivia Musso - Politecnico di Torino - Italy

- University Museums in Mexico. Book and Cd, a great experience - Luisa Fernanda R. Mansard, Bertha Teresa Abraham Jalil and Lourdes Monges - UNAM/ UAEM/ ICOM – Mexico

- From Change to Change - Ondřej Dostál - Mendel Museum, Masaryk University Czech Republic

- Pernambuco's Medical Memorial: documenting and exhibiting - Emanuela Sousa Ribeiro - Federal University of Pernambuco – Brazil

- Collecting and Exhibiting Japanese Folk Art - Akiko Fukuno - International

Christian University Hachiro Yuasa Memorial Museum - Japan

12:10-13:30 - Conscious Heritage by ICOM Netherlands and Butterfly Works

Conscious Heritage is a lifestyle brand, which focuses on creating high-quality fair made products based on museum collections. Building on the art treasures kept in museums, Conscious Heritage wishes to create a visible brand which uniquely tells the story behind a product available at the museum shop, and further links it to the museum collection.

6:00 -10:00 – Joint reception - Edson Carneiro Museum (ICME, ICMAH, COMCOL and Korea ICOM)

Academic panel (90 min) 15:00 - 16:40

Introduction

Video presentation: "Museos de América Latina y el Caribe: Una alianza creativa"

Local speaker

External speaker

Plenary

Assembly of ICOM LAC (90 min)

[illegible]

<p>09.00am - 09:15am Opening/ Chairperson</p> <p>09.15am - 09: 45am Activities report of ICOM-ASPAC 2010-2012</p> <p>09.45am - 10:30am Reports on ICOM-ASPAC projects</p> <p>10.30am - 11:00am ICOM-ASPAC Business meeting</p> <p>Election for the Board members (2013-2016)</p> <p>Time and host country for ICOM-ASPAC 2014</p> <p>Other agenda</p>
<p>9 to 11 session with DRTF (Disaster Relief Task Force)</p> <p>Museums in Emergency – ICOM and the Blue Shield</p> <p>From emergency preparedness to emergency response, a two-hour session will explore how the role of ICOM has shifted in the past two years, adapting to the large number of disasters threatening heritage around the world. Discover ICOM's activities in this field as well as the organisation's Disaster Relief Task Force for Museums' (DRTF) invaluable involvement in protecting heritage in danger. Specific cases of museums facing conflict or natural disasters will be presented, and the role of the Blue Shield will be explained.</p> <p>"The Experience of Blue Shield São Paulo Committee" by Maria Izabel Branco Ribeiro and "Disaster expecting the impossible" by Johanna Theile Bruhns from Blue Shield Chile and DRTF</p>
<p>Das 09 às 10:00 horas - Apresentação institucional</p> <ul style="list-style-type: none"> <li>• Das 10 às 12:00 horas - Apresentação técnica, que abordará a experiência dos Pontos de Memória</li> </ul>

15:30 às 18 horas.

Sobre a sociomuseologia - Mario Moutinho - Especialista em Museologia Social  
Os Pontos de Memória do Instituto Brasileiro de Museus - Eneida Braga Rocha de  
Lemos - Diretora de Difusão, Fomento e Economia de Museus do Instituto  
Brasileiro de Museus  
Museu de Antioquia  
Museu Rural Comunitário  
Museu Afroperuano de Zaña  
Experiências práticas de uma museologia social em Cuba  
Debate: 30'  
Distribuição da publicação:  
“Mesa Redonda sobre o Desenvolvimento e o Papel dos Museus no Mundo  
Contemporâneo. Santiago de Chile, 1972. Publicação dos documentos originais”.

#### Mentoring sessions

Lunch-time sessions will be held on Tuesday 13 and Wednesday 14 August from 12:10 to 13:30 featuring personal accounts and professional career advice from museum directors for students of museum studies or emerging professionals. Prior registration is required at [general.conference@icom.museum](mailto:general.conference@icom.museum). Please indicate your name, e-mail address, and preferred date.

17:00 - 17:25 Opening + Welcome  
###, Chairperson, ICOM Brazil  
Hans-Martin Hinz, President, International Council of Museums  
Wilfried Seipel, President, ICOM Austria/ Repr. of Austrian Embassy  
Lynne Theather, President, ICOM-ICTOP  
17:25 - 17:55 Stephen E. Weil Memorial Lecture given by Luisa de Pena, Director  
of the Dominican Resistance Memorial, Dominican Republic  
17:55 - 18:10 Interval  
18:10 - 18:40 Alma S. Wittlin Memorial Lecture given by Richard Sandell,  
Professor of Museology, School of Museum Studies, University of Leicester  
18:40 - 19:00 Discussion and Closing remarks  
Ann Davis, President, ICOM-ICOFOM  
Memorial Lectures Farewell-Drink - Austrian Embassy

12.00-13.30 - Museum copyright and intellectual property rights! + more. Ask a  
Museums Lawyer!  
Speakers: Rina Pantalony, New York University and advisor to WIPO; Rachelle  
Browne, Associate General Counsel, Smithsonian Institution, USA; Luisa De  
Pena, Museo de la Resistencia, Dominican Republic; Jean-Jacques Neuer, lawyer,  
Paris ; Trevor Carmichael, lawyer, Barbados; the critical need for a new and open  
art loss registry for museums, and art collectors/dealers.



10:00 -10:50 - Joint Session with CECA

14:00 - 18:00

Presentation - Danon Lacerda - "Positioning of the CCBB's at the Social Media" - Communications and Planning Manager from Centro Cultural Banco do Brasil (CCBB)

Presentation - Roberto Guimarães "Telecommunication Museum" - Oi Futuro Institut

Presentation - Luiz De Franco Neto - "Immigration Museum"- Projects Director from Preto e Branco Projetos Audiovisuais

Presentation - Manon Blanchette - "Immersion as a Means of Social Changes" - AVICOM President

Presentation - Simona Caraceni - AVICOM italian mission president

CAMOC – ICLM meeting (Day 2)

9:00 - 9:45 Brazilian Keynote

10:15 - 11:15 Theme 1: Joint session

10:15 - 10:30 Paper 1: Prachi More, Literary Documentary: Appreciating Heritage, Imagining Identity, GERMANY

10:15 - 10:30 Paper 2: ICLM choice

10:30 - 10:45 Paper 3: ICLM choice

10:45 - 11:00 Paper 4: Jette Sandahl, Objects of love – Works of Love: Søren Kierkegaard, DENMARK

11:00 - 11:15 Paper 5: ICLM choice

11:15 - 11:30 Q&A

11:30 - 12:00 Opening of ICLM digital exhibition

12:00 - 13:00 CAMOC & ICLM meeting cont.

12:00 - 12:15 Paper 6: Elizabeth Welden-Smith, "Illiteracy East of Eden, USA

12:15 - 12:30 Paper 7: Patrizia Schettino, The Ramayana and three different cities, Hampi (India), Berlin (Germany) and Melbourne (Australia). Immersive experiences and visitors storytelling about their path inside real and the virtual places, SWITZERLAND

12:30 - 12:45 Paper 8: Rainey Tisdale, Why City Museums Should Care About Trees, USA

12:45 - 13:00 Q&A

13:00 - 14:30 Lunch the Rio Botanical Garden

14:30 - 19:00 CAMOC + ICLM public event at Botanical Garden

08:50 - 09:30 – Sessão Principal

09:30 - 09:40 – Debate

09:40 - 10:00 – Pausa

10:00 - 10:50 - SESÃO CONJUNTA COM AVICOM

13:20 - 14:00 - Artigos Temáticos – 02 apresentações (20 minutos cada uma)

14:00 - 14:10 - Debate

14:10 - 14:30 - Pausa

14:30 - 15:10 - Mercado de Ideias – 04 apresentações (10 minutos cada uma)

15:10 - 15:20 - Debate

15:40 - 16:00 - Apresentação de Livros

16:00 - 16:30 - Entrevista com Nicole Gesché, por Emma Nardi, Colette Dufresne-Tassé, Magaly Cabral, Eva Lauritzen e Alison Heath

Joint "Museum Focus" presentations with COSTUME and ICMS at Museu da República

Hands-on study and evaluation workshops with Costume and ICMS at Museu da República

Evening reception and appetizer in the Museu da República gardens.

## A New Dynamic Between Curator and Museum Governance

Keynote: Paulo Herkenhoff, Director at Museu de Arte do Rio MAR Rio, Rio de Janeiro, Brazil.

Case Study 01: Samuel Sidibé, Director at the National Museum of Mali, Bamako, Mali.

Case Study 02: Joanna Mytkowska, Director at the Museum of Modern Art, Warsaw, Poland.

→ Lunch at MAM Rio

→ Workshops at MAM Rio

→ General Assembly at MAM Rio

Afternoon visits:

→ Instituto Moreira Salles

→ Silvia Cintra Gallery + Box4

→ Anita Schwartz Gallery followed by closing reception

9:00 – 10:00 Theme 3: Creativity

Keynote speaker: Marek Kukula, Public Astronomer, Royal Observatory Greenwich

Title: Creative programming and audience building at the Royal Observatory Greenwich, UK

10:00 - 11:00 Theme 3: Creativity

MPR Paper 1 (30 mins)

Speaker: Hanzade Uralman, Turkey

Title: Brand identity of Rahmi M. Koc Museum: is it a market-driven science museum?

MPR Paper 2 (30 mins)

Speaker: Cecilia Martin, Jane Wentorth Associates London

Title: Brand is a channel for creativity helping museums build a non-stop culture of ideas

11:20 - 12:20 Theme: Creativity

CIMUSET Paper 1 (15 min)

Speaker: Dr. Indrani Bhattacharya, Assistant Professor of Museology, University of Calcutta, India

Title: Creativity and Public Relations – Intrinsic Part of Science Museum Marketing: the Indian Scenario

CIMUSET Paper 2 (15 min) Speaker: Eve Syrkin Wurtele/ Anita Shah- Bioinformatics, Iowa State University

Title: Meta!Blast: A technology-enabled interactive computer game for museums with a built-in evaluation component.

CIMUSET Paper 3 (15 min)

Speaker: Guyon Etienne, Laboratoire PMMH ESPCI

13:30 - 16:40 - CIMUSET Excursion to Museu Ciência e Vida/Caxias

Visit to MAST  
CIMUSET/ MPR Joint Annual dinner

Joint meeting

9:00 – 10:35 COMCOL Session II: Generating new meaning for collections

Chair: Claudia Porto, Brazil

9:00 – 9:05 Introduction

9:05 – 9:20 R.V. Ramana, India: (G)olden collection of (g)local nature

9:20 – 9:35 Njabulo Chipangura, Zimbabwe: Wheels of time: Living with vintage cars

9:35 – 09:50 Eva Hult, Sweden: Reinterpretation and re-usage of old tattoos

9:50 – 10:05 Jacqueline Heerema, The Netherlands: People, collections and the sea

10:05 – 10:35 Discussion

10:55 – 12:10 COMCOL Session III: Sustainable re-interpretations of collections

Chair: Tanja Rozenbergar, Slovenia

10:55 – 11:00 Introduction

11:00 – 11:15 Miriam La Rosa, Marija Jaukovic and Riccarda Hesselting, The Netherlands: (Re)interpretation: rebuilding or restoration?

11:15 – 11:30 Lotta Fernstål, Sweden: Reviving the collections: collections in museum management systems

11:30 – 11:45 Annette Loeseke, Germany: Reinterpreting collections through exhibition formats

11:45 – 12:00 Carla Prat, Mexico: The endless cycle: collections and sustainability

12:00 – 12:30 Discussion

13:30 – 13:50 Peter van Mensch, The Netherlands: First reflections

13:50 –14:50 COMCOL Annual Meeting, incl. election of new Executive Board

Joint meeting with CIDOC and ICMS Committees of ICOM

9-9:30 CIDOC on Security

9:30-10.15 Costume: Security and Documentation

Paola di Trocchio: Documentation of art work at the NGV, Australia

Isabel Alvarado: Costume exhibition, storage and security, Santiago, Chile

10:15 ICMS: Documentation as part of security

11 tour, visit and survey of the Museum

2:00 preparing reports of survey result

4:00 presentation of results to Museum Director

5:00 working group CIDOC, COSTUME and ICMS prepare report for ICOM

6:30-7:30 party for participants, museum staff and guests in museum gardens

Fundação Eva Klabin

10h00 Visita à casa

11h00 Apresentação do Projeto Respiração por Marcio Doctors

12h00 Brunch

Museu Casa de Rui Barbosa

14h00 Visita à casa

15.00 Presentation of the Rui Barbosa Historic House and its social activities by Jurema Seckler, Director of the Rui Barbosa Historic House Museum.

15.30 Papers | Dialogue with the artifact

15.30 Romina Delia | United Kingdom 17.00 Zsófia Kiss-Szemán | Czech Republic

15.45 Marta Antuñano Reñé | Spain 17.15 Ruth Roulet-Mendoza | United States

16.00 Julius Bryant | United Kingdom 17.30 Prem Singh Basnyat | Nepal

16.15 Giuliana Ericani | Italy 17.45 Debate

16.30 Debate

18.30 Lunch in the garden

19.00 Return to Cidade das Artes

Manhã – Fundação Eva Klabin

10h00 Visita à casa e à exposição de vidros Egípcios e Romanos

11h00 Apresentação do Projeto Respiração por Marcio Doctors

12h00 Brunch

Tarde – Art Deco e Vitrais

14h00 - Instituto Art Decô – Coleção de Arte Decorativa Vitrais do Rio de Janeiro

15h30 - Visita ao Real Gabinete Português de Leitura e vitrais do centro do rio de janeiro

09h00/09h40 (40') SUSTAINABLE STRATEGIES FOR LIGHTING STEPHEN CANNON-BROOKES (London, England)

09h40/10h20 (40") ENVIRONMENTAL SUSTAINABILITY IN HISTORIC MUSEUM BUILDINGS AS NA ELEMENT OF PREVENTIVE CONSERVATION MARINA BYRRO RIBEIRO AND EDUARDA VIEIRA (Rio de Janeiro , Brasil)

10h20/10h50 (30') MEMORIA DO GAS - O FUTURO SEMPRE PRESENTE SILVIA LANDA (São Paulo, Brasil)

10h50/11h20 (30') DAVID VERSUS GOLIATH: INTERNATIONAL STANDARDS AND REGIONAL MUSEUMS ARCHITECTURE DENNIS HERMANN (Bremen, Germany)



13h30/14h30 (60') CASE STUDY - THE CASA DE RUI BARBOSA, RJ CLAUDIA CARVALHO - ARCHITECT  
Fundação Casa de Rui Barbosa (Rio de Janeiro, Brasil)

14h30/15h10 (40') ADDOPTING THE NEO-CLASSICAL BUILDINGS FOR SPECIALIZED MUSEUMS  
KALEEMULLAH LASHARI (Sindh)

15h10/15h30 (20') BREAK CASA DE RUI BARBOSA

15h30/16h10 (40') TECHNICAL VISIT FOUNDATION STAFF

16h10/16h50 (40') TECHNICAL VISIT FOUNDATION STAFF

16h50/17h50 (60') ROUND TABLE - FINAL DISCUSSION STEPHEN CANNON-BROOKES

19h>>>> Party at Casa Rui Barbosa

Fundação Eva Klabin

10h00 Visita à casa

11h00 Apresentação do Projeto Respiração por Marcio Doctors

12h00 Brunch

Museu Casa de Rui Barbosa

14h00 Visita à casa

15h00 Apresentação da casa e das atividades sociais por Jurema Seckler

16h00 Comunicações – Diálogos com o artefato

17h00 Lanche no jardim

9.00-12-10 - Session 2 - Public - private Partnership in exhibition projects – examples of (un)successfull- cooperation projects (3 speakers)

ICEE presents a variety of different cases from all over the world, to share experiences and open up discussions

Moderator

Speaker 5 (20 min)

Speaker 6 (20 min)

Speaker 7 (20 min)

Break

Marketplace of ideas

break

Market place of exhibitions

Fundação Eva Klabin

10h00 Visita à casa

11h00 Apresentação do Projeto Respiração por Marcio Doctors

12h00 Brunch

Museu Casa de Rui Barbosa

14h00 Visita à casa

15h00 Apresentação da casa e das atividades sociais por Jurema Seckler

16h00 Comunicações – Diálogos com o artefato

17h00 Lanche no jardim

CAMOC – ICLM meeting (Day 2)

9:00 - 9:45 Brazilian Keynote

**9:45 - 10:15 Coffee break**

10:15 - 11:15 Theme 1: Joint session

10:15 - 10:30 Paper 1: Prachi More, Literary Documentary: Appreciating Heritage, Imagining Identity, GERMANY

10:15 - 10:30 Paper 2: ICLM choice

10:30 - 10:45 Paper 3: ICLM choice

10:45 - 11:00 Paper 4: Jette Sandahl, Objects of love – Works of Love: Søren Kierkegaard, DENMARK

11:00 - 11:15 Paper 5: ICLM choice

11:15 - 11:30 Q&A

**11:30 - 12:00** Opening of ICLM digital exhibition

12:00 - 13:00 CAMOC & ICLM meeting cont.

12:00 - 12:15 Paper 6: Elizabeth Welden-Smith, “Illiteracy East of Eden, USA

12:15 - 12:30 Paper 7: Patrizia Schettino, The Ramayana and three different cities, Hampi (India), Berlin (Germany) and Melbourne (Australia). Immersive experiences and visitors storytelling about their path inside real and the virtual places, SWITZERLAND

12:30 - 12:45 Paper 8: Rainey Tisdale, Why City Museums Should Care About Trees, USA

12:45 - 13:00 Q&A

13:00 - 14:30 Lunch the Rio Botanical Garden

14:30 - 19:00 CAMOC + ICLM public event at Botanical Garden

ICMAH theme 3: The Atlantic Slave Trade, organised by the ICMAH work group The Slave Route. Subthemes: the tracing of slave itineraries and the way slave trade is displayed in museums in Africa, Europe and North and South-America.

09.00 – 11.30 Session I Presentations from the work group The Slave Route. Chair: Myriame Morel

09.00 – 09.30 Abdoulaye Camara, Sénégal. Mémoire de la traite des Noirs et de l'esclavage. En exemple, un regard sur l'île de Gorée (Sénégal).

09.30 – 09.50 Alfons Lengyel, USA , The United States Colored Troops (USCT) Training Camp of William Penn at La Mott (Pennsylvania, USA).

09.50 – 10.15 Coffee break

10.15 – 10.35 Rossano Lopes Bastos, Brazil. Patrimônio, Memória, Direito Cultural e território

10.35 – 10.55 Erika Robrahn Gonzalez, Brazil. Presentation on excavations in the cemetery of slaves, in Rio de Janeiro (title to be confirmed) .

10.55 – 11.30 Discussion

12.10 - 13.30 Extra : thematic lunch. Programme of ICOM Nederland & Butterfly Works, Conscious Heritage. Organised by ICOM the Netherlands

13.15 - 14.45 Session II: Slavery and museums

13.15 – 13.35 Shahid Vawda, South Africa, Representing Migration and Slavery in South Africa Museums.

13.35 – 13. 55 Annemarie de Wildt, The Netherlands. 'Slavery is not sexy', co-creating a slavery trail in the Golden Age exhibition.

13.55 – 14.15 Chayanon Sowanna, Thailand. A sensory design study of the exhibition 'The Atlantic: Slavery, Trade and Empire'. An examination and analysis of the impact of using design sensations in museums and archaeological sites.

14.15 – 14.45 Myriame Deledalle et Abdoulaye Camara, Comparisons with the memorials and perspectives for the future. Discussion and conclusions work group The Slave Route. Stop or continue?

15.00 – 16.00 ICMAH Members/Board meeting

9:00 – 10:35 – ICME Session III  
10:55 - 12:10 – ICME Session IV

13:30 - 15:30 – ICME Annual Members meeting

13:30 - 15:30 - ICMEMO members meeting

Museum of the Republic  
09:00 Presentation by CIDOC about their view on security (combined meeting)  
09:30 Presentation by COSTUME about their view on security (combined meeting)  
10:00 Presentation by ICMS by Pavel Jirasek (Czech Republic) about “Documentation as an integral part of the museum security system”  
11:00 Tour, visit and survey of the Museum of the Republic

13:00 Lunch 14:00 Preparing presentation of results of the survey 16:00 Presentation of the results of the survey to the director of the Museum of the Republic 17:00 Special working group ICMS, CIDOC and COSTUME prepares presentation to ICOM GS
18:30 Party for ICMS, CIDOC and COSTUME participants and spouses in the park of the Museum of the Republic
13:30 – 15:30 - Panel and discussion 15:30 – 17:30 - ICOFOM Annual General Meeting
ICOFOM dinner
9:00–9:20 welcome and introduction Lisa Pilosi, Chair, ICOM-CC session chair: Vinod Daniel, Vice-Chair, ICOM-CC 9:20–9:40 “Making the Case for Conservation: A Tale of Two Languages”, James Janowski (United States) 9:40–10:00 “People, Passion, Proficiency: The Cebu Provincial Government’s Investments in Heritage Conservation in Cebu, Central Philippines”, J. Eleazar R. Bersales (Philippines) 10:00–10:20 “The Value of Conservation in the Twenty-First Century: The Nigerian Story”, Ogechukwu Elizabeth Okpalanozie (Nigeria) 10:20–10:40 “Conservation: Shift of Responsibility of Valuing and Execution from Royalty to Social Agents in the Twenty-First Century”, Sri Supreo Chanda (India) session chair: Kristiane Strætkvern, ICOM-CC Directory Board member 10:40–11:00 “What Effect Does the Conservation of Heritage Have on Society at Large?”, Martha Richter (United Kingdom) 11:00–11:20 “Increasing Awareness of Collections to Enhance their Perceived Value”, Millard Shisler (Brazil) 11:20–11:40 “Conservation Ripples” Michel v. Roggenbucke, Maria Mertzani, Christina Desalermou, and Anastasi

session chair: Johanna Maria Theile, ICOM-CC Directory Board member  
 13:30-13:50 “Conservation through Communication of Public Art”, Ingrid Grytdal Matheson and Christina Spaarschuh (Norway)  
 13:50-14:10 “Building Preservation in a Political Institution”, Juçara Farias and Gilcy Rodrigues Marques (Brazil)  
 14:10-14:30 “A New Egyptian Museum: Its Role and Activity in the Africa and Middle East Region”, Yasunori Matsuda, Kaoru Suemori, Hussein Bassir, Hussein Kama, Mohamed Atwa, Said Shebl, Osama Abo el Khair, and Vinod Daniel (Egypt and Australia)  
 session chair: Vinod Daniel, Vice-Chair, ICOM-CC

## Session of papers

Naval Museum - Storage Facilities Fiscal Island and Lapa

9.00-12.10 - ICOMON Sessions - Session A "Experiences with Financial Education"/ Session B - "School Attendance"/ Session C - "Projects in Financial Education"/-

Session D "Using interactivity in manetary museums" elections and general guidelines  
 Keynote speeches

ICR Program and Plenary - Reshaping Regional Identities—making new memories, preserving the old  
 9--9:10 AM Welcom  
 9:10--10:30 AM Session 1 (Museums and Communities)  
 9:10—9:40 AM Keynote Presentation: Los museos mexicanos: con sentido social/Museums with a Social Approach Dr. Marco Barrera Bassols, Coordinador Nacional de Museos y Exposiciones del Instituto Nacional de Antropología e Historia, Mexico City, Mexico.  
 9:40—10:30 AM Presentations  
 Propuesta de implementación del Observatorio de Museología Social y Artes en la Universidad Federal de Pará. Pr. Ms. Diogo Jorge de Melo and Pr. Ms. Maria do Socorro Reis Lima, Universidade Federal do Pará, Belém.  
 The Ecomuseum of Sepetiba: Strengthening local identities and creating global connections. Bianca Wild and Bruno Cruz de Almeida, Ecomuseu de Sepetiba, Rio de Janeiro, Brazil,  
 The Eco-museum of the Amazon: an experience of sustainable human development/O Ecomuseu da Amazonia: uma experiência de desenvolvimento humano sustentável. Pr. Dr. Maria Terezinha Resende Martins, Ecomuseu da Amazônia, Belém, Presidente da Associação Brasileira de Ecomuseus e Museus Comunitários-ABREMC, Brazil.  
 Struggling Regional Museums in Japan: Towards the Fourth generation, Museum for Sustainable Community. Hironobu Shindo and Kakeru Shimizu, University of Tokyo, Japan.  
 Can we dance in museums?-The Paço do Frevo project. Mariângela Castro, Fundação Roberto Marinho, Rio de Janeiro, Brazil [Petcha Kutch format]  
 10:30—10:40 AM Break  
 Session II: 10:40 AM--12:15 PM (Memory and Identity)  
 Keynote Presentation: Memory and Identity in Brazilian Regional Museums. Henrique de Freitas, Ms, Diretor do Museu Goiano Zoroastro Artiaga, Goiânia, Goiás, Brazil.  
 Le Besoin de Memoire/A Necessidade de Memoria. Odalice Miranda Priosti, Ecomusee Communautaire de Santa Cruz, Rio de Janeiro, Brazil.  
 Social Changes and Memories of Cultural Heritage - Exploration and Practice in Shaanxi History Museum. Cheng Jiansheng, Director of Shaanxi History Museum and President of the Regional Museum Committee of China

12:15--1:15 PM	Lunch
1:15--1:25 PM	Invitation to 2014 ICR Conference, Eddie Wei Chun Lai, Fine Arts and Creative Industry Design Department, HuaFan University, Taipei
Session III: 1:25--2:30 PM	(Critical Issues and Critical Case Studies)
	Contribution to the debate about the Museums of Anthropology in Brazil. Pr. Dr. Renato Athias, Coordinator of Museums at Foundation Joaquim Nabucco and Dra. Ciema Mello, Director of Museu do Homem do Nordeste of Fundação Joaquim Nabucco, Recife, Brazil.
	Más allá de las paredes: conflictos en la patrimonialización de las zonas con potencial de musealización. Pr. Ms. Maria do Socorro Reis Lima and Pr. Dr. Teresa Cristina Sheiner, Universidade Federal do Estado do Rio de Janeiro (UNIRIO), Rio de Janeiro, Brazil.
	Critical Case Study. Participation of the Local Community in Special Exhibition Planning in Suita City Museum, Osaka, Japan. Kenji Saotome, Suita City Museum, Japan. Critical case study.
	Sinners under a Summer Sun, Holidaymakers and local populace in Kragerø, Norway. Jean Aase, Berg – Kragerø Museum, Kragerø, Norway
	The Big Picture in Local Peculiarity—The Concept of Globality for Local Museum Presentations. Sebastian Bollmann, Institut für Materielle Kultur, Carl von Ossietzky Universität, Oldenburg, Germany. [Combined presentation with Dennis Herrmann.]
	David versus Goliath: International standards and regional museums. Dennis Herrmann, Institut für Materielle Kultur, Carl von Ossietzky Universität, Oldenburg, Germany. [Combined presentation with Sebastian Bollman.]
	Focus on the Customer! Developing new management and operational models for museums. Ulla Teräs, Helsinki City Museum, Finland.
Session IV: 2:30--3:30 PM	(Exhibits and programs)
	Preserve Memory, Exhibit Culture—The Collection, Exhibit and Research of Ethnic and Folkloric Relics in China's Three Gorges Museum. Viki Peng Ping, Three Gorges Museum, Chongqing, China



9:30-11:20

Keynote address

Rights based Rethinking of the Museum – responsive governance and First Voice primary stakeholders

Amarewar Galla, Director, International Institute for the Inclusive Museum, Copenhagen, India and Denmark

Reconciliation in practice: the role of museums in Australia

Robin Hirst, Director of Collections, Research and Exhibitions, Museums Victoria, Australia

Breaking a critical silence: one museum's quest to empower teachers in an occupied society

Jessica Masterson, Educator, University of Hawaii, Hawaii

Project work on Memorial JK, a museum dedicated to former Brazilian president

Juscelino Kubitschek- making the collection accessible

Auta Rojas Barreto, Director, Collecta Consultancy, Brazil

Panel Discussion

1:30pm – 3:00pm

Museums, Value and Social Change

Carol Scott, Consultant, Chair ICOM-UK, United Kingdom

Meeting the collection: the collaborative development of Immigration Museum of Sao Paulo collection policy

Marilia Bonas Conte, Executive President, Museum of Immigration, Sao Paulo, Brazil

Preparatory Office for National Human Rights Museum Taiwan (to be confirmed)

Panel Discussion

3:30 – 4:30pm INTERCOM General Meeting and Committee Elections



9 :00 – 10:00 Theme 3: Creativity

Keynote speaker: Marek Kukula, Public Astronomer, Royal Observatory Greenwich

Title: Creative programming and audience building at the Royal Observatory Greenwich, UK

10:00 - 11:00 Theme 3: Creativity

MPR Paper 1 (30 mins)

Speaker: Hanzade Uralman, Turkey

Title: Brand identity of Rahmi M. Koc Museum: is it a market-driven science museum?

MPR Paper 2 (30 mins)

Speaker: Cecilia Martin, Jane Wentorth Associates London

Title: Brand is a channel for creativity helping museums build a non-stop culture of ideas

11:20 - 12:20 Theme: Creativity

CIMUSET Paper 1 (15 min)

Speaker: Dr. Indrani Bhattacharya, Assistant Professor of Museology, University of Calcutta, India

Title: Creativity and Public Relations – Intrinsic Part of Science Museum Marketing: the Indian Scenario

CIMUSET Paper 2 (15 min) Speaker: Eve Syrkin Wurtele/ Anita Shah- Bioinformatics, Iowa State University

Title: Meta!Blast: A technology-enabled interactive computer game for museums with a built-in evaluation component.

CIMUSET Paper 3 (15 min)

Speaker: Guyon Etienne, Laboratoire PMMH ESPCI

~~Title: Taking fluid flows to a general public~~

13:30 - 16:40

MPR Excursion day suggestions

Museu da Vida – FIOCRUZ

Visit to MAST

CIMUSET/ MPR Joint Annual dinner

## Educational Role of Natural History Collections

(4 x Thematic presentations 15 min each)

### Coffee Break

4 x Thematic presentations 15 min each + panel discussion

Lunch 12 - 1330

## Scientific Role of Natural History Collections

(4 x Thematic presentation 15 min each)

### Coffee Break

4 x Thematic presentations 15 min each + panel discussion

## Evening

### Programme

(TBC)

## Session 5 - Managing dilemmas, changing attitudes

[9:00 am – 10:30 am]

- On Shaky Ground - re-evaluating the University of Canterbury James Logie Memorial Collection after the Christchurch earthquakes. - P. Minchin-Garvin and Terri Elder - University of Canterbury - New Zealand
- The emergence of vision for way out the maze of problems - L.V. Kazantseva - Taras Shevchenko Kyiv National University - Ukraine
- Science and technology museums at Federal University of Pernambuco: evaluating (no) change.- Emanuela Sousa Ribeiro and Arlindo Francisco da Silva Filho - Universidade Federal de Pernambuco, Brazil

## Session 6 - Emerging policies and practices

[10:45 am – 12:15 pm]

- A 21st Century global paradigm shift for university museums? Re-evaluating connections with curriculum and creating academic collections consortia.  
Catherine Giltrap - Trinity College, Ireland
- A seminar on museography research (SIM) for all people. - Luisa Fernanda Rico Mansard - México Autonomous University - México
- UST Museum: trailblazer in cultural heritage studies and conservation in the Philippines. - Isidoro C. Abano and Anna Marie H. Bautista - University of Santo Tomas – Philippines
- The creation of a centre of museums, heritage and collections for the University of Tolima: changes in the social projection and other possible contributions. - Ana María Bernal Cortés and Hector Salgado - Universidad del Tolima

Session 7 – The role of teaching and research

[1:30 pm – 2:30 pm]

- UMACS: What is the formula for ongoing success and sustainability? - Karl Van Dyke - Museum of Ancient Cultures Macquarie University - Australia
- Role of outdoor museum techniques in zoology education programs: Sri Lankan experience while teaching wildlife biology at underground level. - Suratissa Dissanayake and Dayawansa P. N. - University of Colombo, Sri Lanka.
- Does Research in University Museums promote changes? - Vania Carvalho - Museu Paulista at the University of São Paulo, Brazil

Session 8 – Panel on Museum Studies

[2:30 pm – 3:30 pm]

- The Museum Studies Model 2.0: How would museum studies education differ if we rebooted and started from scratch? - Kristian W. Anderson - Jacob Lawrence Gallery, School of Art, University of Washington, USA
- Phaedra Livinstone - University of Oregon, USA
- Barbara Rothermel - Daura Gallery, Lynchburg College, USA
- Brian Wallace - Canaday Library, Bryn Mawr College, USA

12:10-13:30 - Conscious Heritage by ICOM Netherlands and Butterfly Works Conscious Heritage is a lifestyle brand, which focuses on creating high-quality fair made products based on museum collections. Building on the art treasures kept in museums, Conscious Heritage wishes to create a visible brand which uniquely tells the story behind a product available at the museum shop, and further links it to the museum collection.



Sessao do MINOM “Experiências e Metodologia de Sociomuseologia no Brasil” Apresentação de experiências de Museus comunitários no Brasil Coordenação Paula Assunção (presidente MINOM) Session "Experiences and Methodology of Sociomuseology in Brazil" - Presentation of experiences made of Brazilian comunitary museums (Coord. Paula Assunção)



9:30 às 12 horas.

A museologia comunitária na Ibero-América Hoje - Teresa Morales Lersch - Antropóloga e especialista em museus comunitários, assessora da Rede de Museus Comunitários de Oaxaca, México

Políticas Públicas e marcos legais da museologia no Equador - Estelina Quinatoa - Subsecretaria de Memória Social Ministério da Cultura do Equador

Museu da Memória - Uruguai

Museus e comunidades. Direção de Bibliotecas, Arquivos e Museus - Chile

Museu Virtual de Zulia - Venezuela

Experiências no âmbito da museologia social em Portugal - Portugal

Debate: 30'

Distribuição da publicação:

“Mesa Redonda sobre o Desenvolvimento e o Papel dos Museus no Mundo Contemporâneo. Santiago de Chile, 1972. Publicação dos documentos originais”.

#### Mentoring sessions

Lunch-time sessions will be held on Tuesday 13 and Wednesday 14 August from 12:10 to 13:30 featuring personal accounts and professional career advice from museum directors for students of museum studies or emerging professionals. Prior registration is required at [general.conference@icom.museum](mailto:general.conference@icom.museum). Please indicate your name, e-mail address, and preferred date.

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Meeting for 45 people on the afternoon They will have also a booth in the Fair Trade Museum
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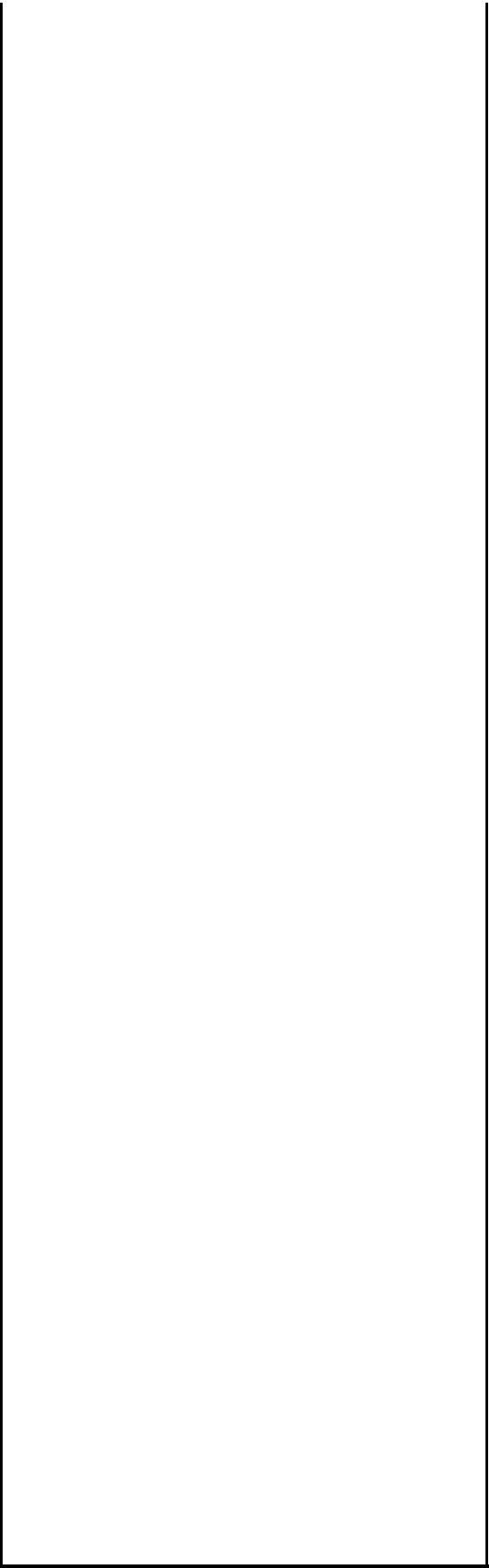
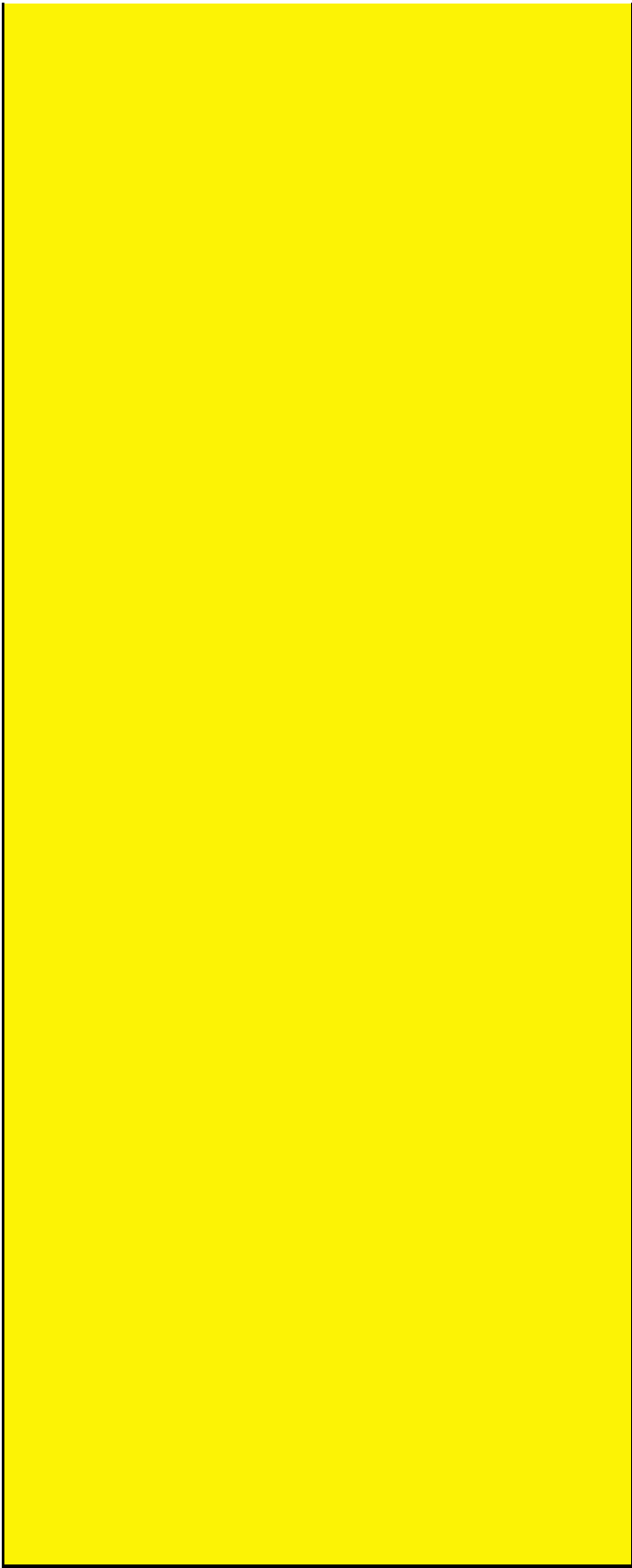
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15	16
THURSDAY	FRIDAY
Visit to OI Futuro Institut	
CAMOC + MINON 9:30 - 17:00 Option 1: Favela Insight or Option 2: Porto Maravilha Insight	



11:10 - 11:50 – Sessão de Melhores Práticas – 02  
apresentações (20 minutos cada uma)  
11:50 - 12:00 – Debate

13:20 em diante – Visita a Museus  
Visitar 2 ou 3 museus (História, Ciência e Artes).  
Término no Museu da República, onde teremos um  
concerto (Orquestra de Crianças) e um coquetel.

manhã - visita ao Museu Nacional de Belas Artes  
(programa ICOFOM, opcional para membros do ICTOP e  
CIDOC)  
almoço - opcional, em restaurante na Urca (a cargo de

tarde - 14 às 18h - sessão conjunta ICOFOM - ICTOP -  
CIDOC / Programa de Pós-Graduação em Museologia e  
Patrimônio / Escola de Museologia / Rede de Professores e  
Pesquisadores do Campo da Museologia

<p>Post-conference tour Rio de Janeiro Price: €60</p> <p>→ Brunch and visit at Chácara do Céu → Visit to MAC Niterói → Transfer to Ipanema → Transfer to Rio de Janeiro – Galeão International Airport (for delegates continuing to post-conference tour Brasilia)</p>	<p>Post-conference tour Brasilia</p> <p>→ Morning tour –Teatro Nacional Cláudio Santoro, Palácio do Congresso Nacional, Esplanada dos Ministérios, Palácio da Justiça, Palácio do Planalto, Praça dos Três Poderes, Catedral Metropolitana Nossa Senhora Aparecida, Palácio da Alvorada</p> <p>→ Lunch reception (venue TBC) → Afternoon visits — Super Quadra residencial, Ministério das Relações Exteriores at Palácio Itamaraty (Palácio dos Arcos)</p> <p>→ Dinner reception hosted by Karla Osorio and visit to Karla Osorio Art Space and Collection.</p>
<p>Excursion CIMUSET to Vasssouras City – Research from MAST installment of memory and history. ALL DAY</p>	

Joint meeting - University museum in Rio	

COMCOL Day – Workshop in Museu da Maré together with MINOM

We would like to offer you an experience of Rio through the story of Museu da Mare. The aim of the workshop is sharing experiences of the different institutions and participants.

Preliminary program

10:00 – 11:00 Transport conference location to Museu da Maré

11:00 – 13:00 Welcome and tour of Museum

13:00 – 14:00 Lunch

14:00 – 16:30 Short presentations organisers – panel discussion on propositions

Location and Host Museu da Maré

The Museu da Maré is the first museum to be established in a favela (slum) in Rio de Janeiro. It is a grassroots initiative that connects the memories of neighbourhood participants with a philosophy of intense social activism This museum organically adapts itself to the social demands of the favela inhabitants and other relevant stakeholders Particularly interesting are the new ways in which the museum uses exhibitions and collections to foster a symbiotic relationship with the local community

<p>9-12: papers by Costume Committee members and guests:</p> <p>Paola di Trocchio: Edward Steichen and Art Deco Fashion</p> <p>Pam Parmal: A Young Lady from Lima</p> <p>Alexandra Palmer: Rethinking Fashion &amp; Time</p> <p>Alexandra Kim: Reinventing Zenobia, the Duchess of Devonshire and her fancy dress ball</p> <p>Dilys Blum: Roberto Capucci: Art into Fashion</p> <p>Allison Callender: Folk Culture and Costumes, Barbados</p> <p>Jillian Li: Chinese Children's Wear in late Qing Dynasty and Republic Period</p> <p>Jean Druesedow: Katharine Hepburn: Dressed for Stage and Screen</p>	
<p>Julia Demidenko: Costume and fashion in the Museum of St. Petersburg</p> <p>Bin Wang: Brief Introduction of Women's Costume of China Tang Dynasty</p> <p>Roya Taghiyeva: Onlyk and Meyzar as the lost memory: religious origin of Azerbaijan aprons</p> <p>Katia Johansen: Clothes Tell Stories website</p> <p>3:00-4:00 Annual General Business Meeting, Costume Committee voting members</p>	
<p>09.00 Lecture: Lecturer to be confirmed</p> <p>09.30 Papers   The social role of the museums</p> <p>09.30 Patricia Huang e Tzu-I Lee   Taiwan</p> <p>09.45 Hillary Walker Guban   Canada</p> <p>10.00 Hongnam Kim   Korea</p> <p>10.30 Debate</p> <p>10.15 Stephanie K. Radu   Canada</p> <p>11.00 Marina Margarita Hernández Aguilar   Mexico</p> <p>11.15 Anneke Groen   the Netherlands</p> <p>11.30 Debate</p>	
<p>13.30 DEMHIST, GLASS, ICDAD and ICFA General Assembly</p>	
<p>Afternoon   Free</p> <p>Optional   Visit to Casa das Canoas – Oscar Niemeyer Foundation</p> <p>Estrada das Canoas, Nº 2310 – São Conrado / Transport not provided</p>	

09.00 National Museum/UFRJ 10.30 National Library   Contemporary glass exhibition 11.30 Lunch in the Quinta da Boa Vista restaurant	
15.00 GLASS Board Meeting	
15h00 Reunião do Board – Glass	
10h00/10h30 (30') REGISTRATION / WELCOME STEPHEN CANNON-BROOKES  10h30/11h15 (45') CASE STUDY - THE MOREIRA SALLES INSTITUT SAMUEL TITAN - Executive Staff Member  11h15/12h00 (45') ARCHITECTURAL SOLUTIONS AT THE MOREIRA SALES SERGIO BURGI - Photography Department Coordinator + Music Staff + Iconography Staff + Literature Staff	



<p>12h00/14h00 IMS LUNCH LUNCH FREE OUTSIDE IMS unfortunately IMS cannot sponsor our lunch and they don't allow us to have lunch there (inside)</p> <p>14h15/15h15 (60') IMS TECHNICAL VISITS - 1 FOUNDATION STAFF</p> <p>15h15/16h15 (60') IMS TECHNICAL VISITS - 2 FOUNDATION STAFF</p> <p>16h15/16h30 (15') IMS BREAK INSTITUTO MOREIRA SALLES</p> <p>16h30/17h00 (30') IMS FINAL ROUND TABLE DISCUSSION STEPHEN CANNON-BROOKES</p>	
<p>18h00/19h00 VISIT TO SERGIO RODRIGUES ATELIE IN HUMAITA SERGIO RODRIGUES &gt;&gt;&gt;&gt;<a href="http://www.sergiorodrigues.com.br/">http://www.sergiorodrigues.com.br/</a></p> <p>19/00 &gt;&gt;&gt;&gt; ICAMT DINNER</p>	
<p>09h00 Comunicações – O papel social dos museus-casas históricas</p>	
<p>13h30 Assembleia Geral do DEMHIST, GLASS, ICDAD e ICFA</p>	
<p>Afternoon livre</p>	

<p>9.00-12.10 - Continue the same session (2 speakers)</p> <p>Continue on one or the other topic:</p> <p>speaker 8 (20 min)</p> <p>speaker 9 (20 min)</p> <p>Break</p> <p>Closing key note speaker 10 (20 min)</p> <p>Break</p>	
<p>1:30 - 4:30</p> <p>Business meeting</p> <p>Elections</p> <p>break</p> <p>Closing remarks by board</p>	
Evening: Reception	
09h00 Comunicações – O papel social dos museus-casas históricas	
13h30 Assembleia Geral do DEMHIST, GLASS, ICDAD e ICFA	
Afternoon livre	

**Special Excursion: ICLM visits the Casa de Rui Barbosa (with Arquivo-Museu de Literatura Brasileira) and the Real Gabinete Português de Leitura (perhaps + a third place).**

ICMAH theme 4: Material culture, memory and settlements

This session is organised in cooperation with the Museu Nacional and will be held at the Museu Nacional. The first two lectures are a joint programme of ICME and ICMAH.

09.30 – 10.20 Prof. Dra. Cláudia Rodrigues Carvalho,  
Director Museu Nacional (Moderator).

Professor Dr. Luiz Fernando Dias Duarte, Brazil, The  
Brazilian National Museum: natural history in a  
historical setting.

10.20 – 10.45 Coffee break

Chair: Bongani Ndhlovu

10.45 – 11.00 Pam Ben-Mazwi, South Africa. National  
Museums of South-Africa: The intricate balance between  
infrastructure development, new settlements and memory  
production and circulation.

11.00 - 11.15 Luc Eekhout, The Netherlands, ‘That’s my  
granny! ‘Immigrants in Europe recognize their past in  
Dutch Archaeological theme park.

11.15 – 11.45 Maria do Socorro Reis Lima, Brazil, The  
negation of identity and musealisation in the village  
Maracaña.

11.45 – 12.15 Discussion

12.15 – 13.30 Lunch

13.30 - 15.30 Visit of the exhibitions in the Museu  
Nacional

15.45 - 16.15 Discussion and conclusions of the day

19.00 – 23.00 Receptions National ICOM Committees

Meet in Rio museum 9:00 – 10:35 – Museu da Maré – Museum tour	
12:10 -13:30 - Lunch 13:30 - 14:50 – Museu Nacional – Museum tour	
Evening – ICME Annual dinner (location TBC)	
	Excursion day, visit to Petropolis, special visit to the Casa da Morte (House of Death)
09:00 – 11:00 Thematic roundtables 11:00 ICMS and CIDOC and COSTUME presentation of cooperation between IC's as an example of good praxis	

13:30 ICMS presentation TBC 14:00 ICMS presentation TBC 14:30 ICMS presentation TBC 15:00 Tea break 15:30 ICMS presentation TBC 16:30 ICMS presentation TBC 17:00 Closure of the ICMS annual conference by Willem Hekman	
18:00 – 23:00 Reception by National Committees	
manhã - visita ao Museu Nacional de Belas Artes (programa ICOFOM, opcional para membros do ICTOP e CIDOC) <u>almoco - opcional em restaurante na Urca (a cargo de</u> tarde - 14 às 18h - sessão conjunta ICOFOM - ICTOP - CIDOC / Programa de Pós-Graduação em Museologia e Patrimônio / Escola de Museologia / Rede de Professores e Pesquisadores do Campo da Museologia local - Universidade Federal do Estado do RJ, UNIRIO - Exploring Museology Terminology: from conceptualization to knowledge transfer organização - PPG-PMUS e Escola de Museologia, UNIRIO coordenação - Profas. Dras. Tereza Scheiner, Elizabete Mendonça e Helena Uzeda  18h - visita ao Pão de Açúcar - opcional, a cargo de cada participante	Visit to Petrópolis
Visits to conservations laboraties in Museums	

National Historical Museum or Naval Museum	Barra da Tijuca
Copacabana/Ipanema	Petrópolis
Navy Officers Club	Fiscal Island
Casa da Moeda do Brasil (Brazilian Mint House)	
Welcome Cocktail - Eshibition opening - Dinner	
AM Sitio Burle Marx	

<p>Lunch</p> <p>PM Museu do Pontal</p>	
<p>manhã - visita ao Museu Nacional de Belas Artes (programa ICOFOM, opcional para membros do ICTOP e CIDOC)</p> <p>almoço - opcional, em restaurante na Urca (a cargo de cada participante)</p>	
<p>tarde - 14 às 18h - sessão conjunta ICOFOM - ICTOP - CIDOC / Programa de Pós-Graduação em Museologia e Patrimônio / Escola de Museologia / Rede de Professores e Pesquisadores do Campo da Museologia</p>	



1:30 pm - 5:40pm Management – Emotional and political challenges Workshop leader: Sharon Granville, Executive Director Museum of Liverpool Project Including contributions from Te Papa, New Zealand and Heritage Agency Denmark Venue: Museu de Arte do Rio (MAR) – TO BE CONFIRMED	

MPR Excursion suggestion in Rio The Botanical Garden  
and Museu do Meio Ambiente.

VISITS TO  
LOCAL  
NATURAL HISTORY INSTITUTIONS  
(Details TBC)

[9:00 – 10:00]  
Keynote speech

[10:00 am - 12:10 pm]  
Rio de Janeiro Federal University/ National Museum –  
Exhibition and Collections

[12:10 pm – 1:30 pm]  
Lunch

[2:00 pm – 3:30 pm]  
Tour at Museum of Astronomy and Related Sciences

[4:00 pm – 5:30 pm]  
Cocktail at the Oswaldo Cruz Memorial Foundation

[illegible]

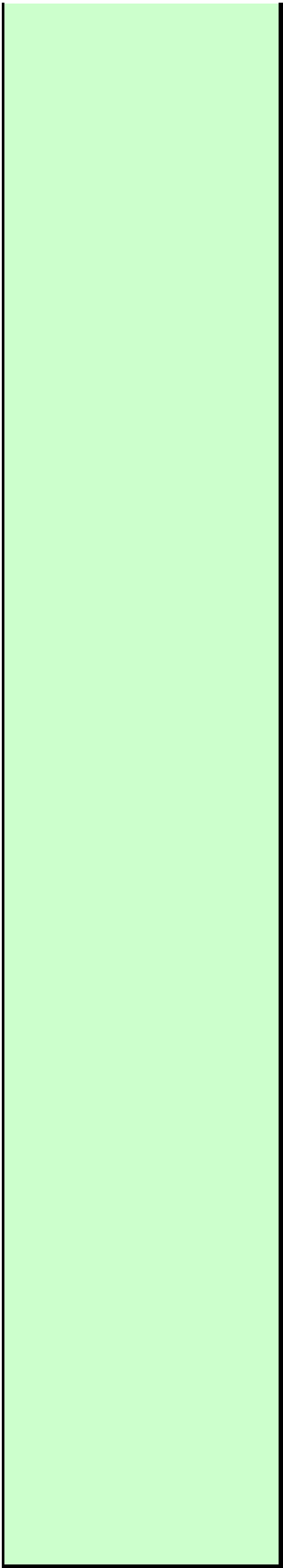
Universidade Federal do Estado do RJ, UNIRIO tema - em confirmação com Rudo Shitole horário - 09 às 12h organização - Programa de Pós-Graduação em Museologia e Patrimônio - PPG-PMUS, UNIRIO/MAST coordenação - Profa. Dra. Maria Amélia Gomes de Souza Reis, PPG-PMUS	
"COMCOL Day – Workshop in Museu da Maré together with MINOM  We would like to offer you an experience of Rio through the story of Museu da Mare. The aim of the workshop is sharing experiences of the different institutions and participants.  Preliminary program 10:00 – 11:00 Transport conference location to Museu da Maré 11:00 – 13:00 Welcome and tour of Museum 13:00 – 14:00 Lunch 14:00 – 16:30 Short presentations organisers – panel discussion on propositions  Location and Host Museu da Maré The Museu da Maré is the first museum to be established in a favela (slum) in Rio de Janeiro. It is a grassroots initiative that connects the memories of neighbourhood participants with a philosophy of intense social activism This museum organically adapts itself to the social demands of the favela	




9:00 12:10	

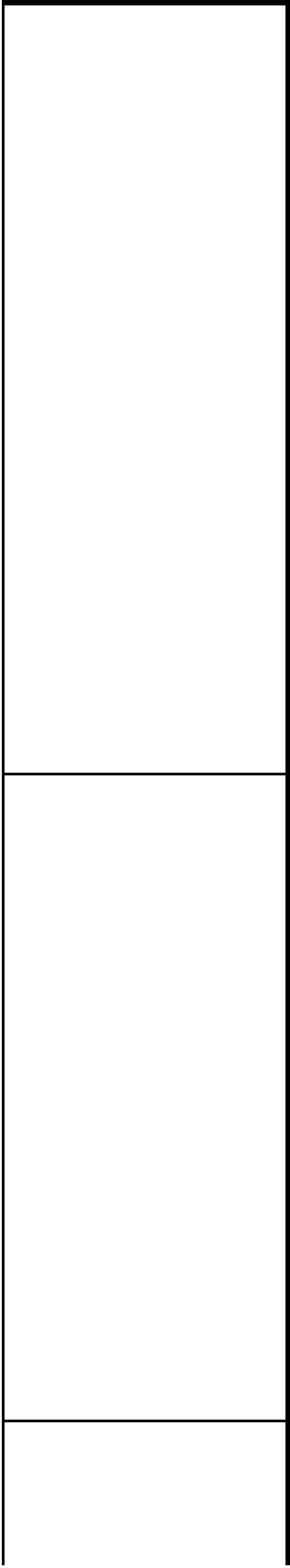


17
SATURDAY
12:30 - 17:00 - General Meeting



09:00 - 12:00 - Reunião da Direção do CECA


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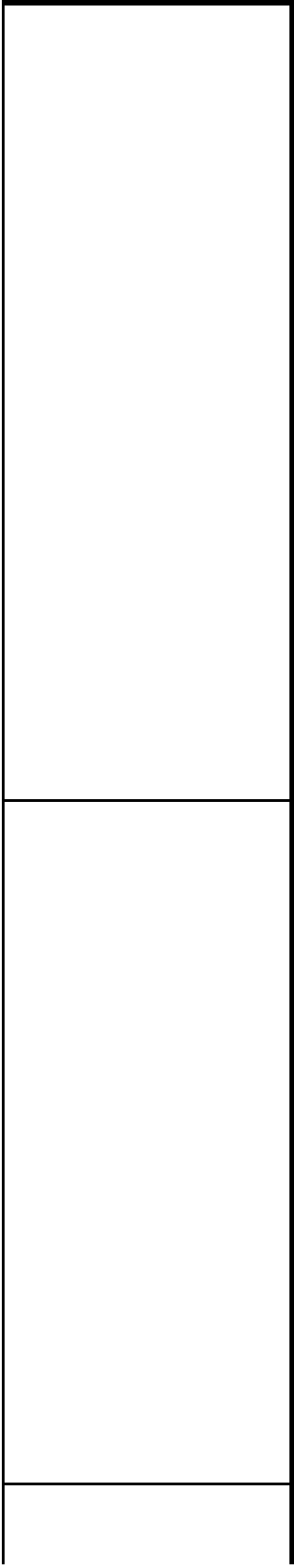


3-5:00 Costume:  
Fashion walk in Ipanema  
and Leblon, guide Luiza  
Marcier







15.20 – 15.50  
Chairpersons  
International Committees  
informal meeting




[illegible]

3:20—3:50 PM  
International Committee  
Chairs Informal  
Meeting

4—5 PM ICR Board  
meeting (New Board)







14.00 – 17.00: Board meeting
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