

2016 **ICOM** **MILANO**
24TH GENERAL CONFERENCE • 3-9 JULY 2016 • ITALY



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MUSEUMS AND CULTURAL LANDSCAPES



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24TH GENERAL CONFERENCE INTERNATIONAL COUNCIL OF MUSEUMS

3-9 JULY 2016 | Milan, Italy

PRESS KIT

- Conference Programme
- Video Teaser
- Press Registration

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f ICOM Milano 2016 i icomilano2016

f ICOM - International Council of Museums



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Opening Ceremony-Welcome

Hans-Martin Hinz, President of ICOM

Alberto Garlandini, President of the Italian Organizing Committee, Italy

Daniele Jalla, President of ICOM Italy

Dario Franceschini, Minister of Cultural Heritage and Activities and Tourism, Italy

Mario Giro, Deputy Minister of Foreign Affairs and International Cooperation, Italy

Francesco Bandarin, Assistant Director-General for Culture, UNESCO

Roberto Maroni, President of the Regional Government of Lombardy

Giuseppe Sala, Mayor of Milan

PRESS CONFERENCE 30 JUNE 11:30 AM | Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci | Room Blancamano | Please confirm attendance

International Press: Icom.presse@icom.museum | Italian Press: info@deangelispress.it

LINK TO THE CONFERENCE PHOTOS | **STAY TUNED TO THE PRESS ROOM NEWS**



ICOM'S TRIENNIAL GENERAL CONFERENCE

Every three years, ICOM's General Conference gathers the international museum community around a theme chosen by museum professionals. 3,000 experts and museum professionals meet for a whole week to exchange over and discuss museum issues.

THE GENERAL CONFERENCE CONSISTS OF:

High-profile speakers

delivering provocative and visionary insight on multidisciplinary subjects concerning the international museum community

Scientific discussions

among ICOM's 30 International Committees on the conference theme

A Museum Trade Fair

where suppliers and museums showcase their latest projects and products
1029 m/ 106 exhibitors
(13 China pavilion)

"Where ICOM from"

Exhibition to celebrate ICOM's 70th Anniversary. "Where ICOM from" recalls elements that shape the nature of museums in society as well as ICOM's role. It also speaks about ICOM's future.

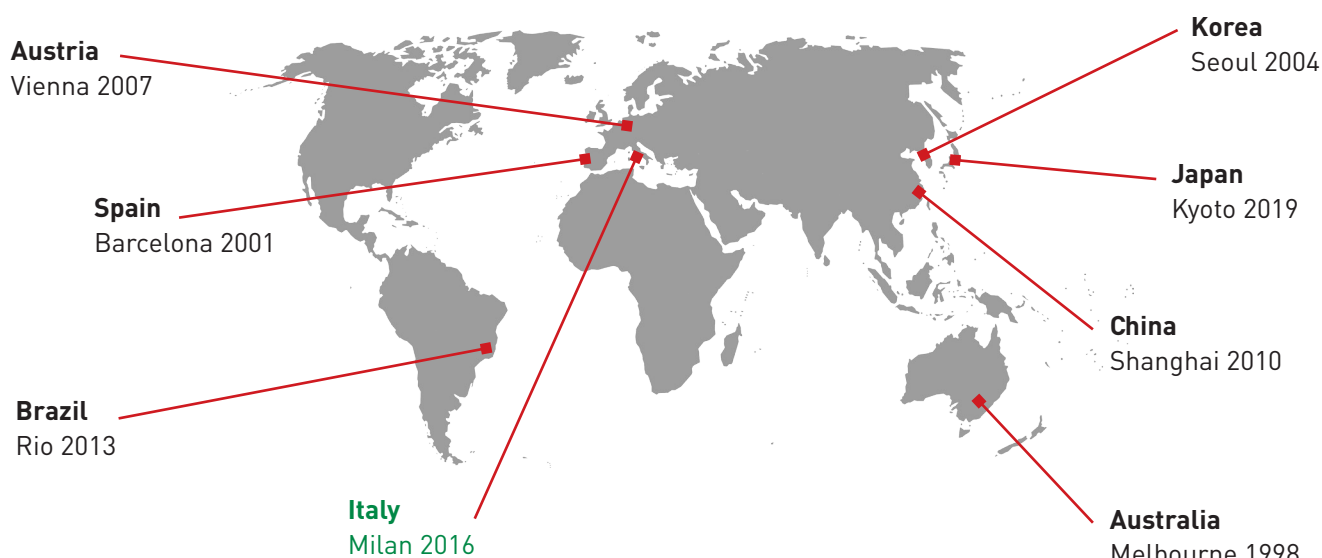
Informal networking events promoting **dialogue and exchange** among fellow professionals

Cultural activities to discover and explore the treasures of the host city and country

Major **ICOM decisions** being made
2016 General Assembly Resolutions
New ICOM President and Executive Council members elected
New ICOM Chair of the **Advisory Council** elected

Major speakers at Round Table Panels on hot museum topics

PAST 6 AND FORTHCOMING 2 GENERAL CONFERENCES AROUND THE WORLD:





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CONTENT AND HIGHLIGHTS

The theme of the 2016 event is **Museums and Cultural Landscapes**.

A combination of both nature and history, a cultural landscape is a changing and constantly evolving territory, the product of a specific geological identity and transformations made by time and people. Both individuals and communities are responsible for protecting and enhancing these landscapes. Museums hold objects and items that serve as both material and intangible legacies of territories large and small.

Highlighting the link between museums and cultural heritage enhances the idea of museums as territorial centres involved in actively protecting the cultural landscape. By their very nature, landscapes are constantly evolving and cannot be frozen or made into museums.

HIGHLIGHTS: KEYNOTE SPEAKERS



Plenary Session
04.07.2016
11:20 – 12:30
@xtojc_tweet

Christo (Christo Vladimirov Javacheff) was born in Gabrovo, Bulgaria, on 13 June 1935 and spent his youth under Communist rule. He studied Arts in Sofia and Vienna. Jeanne-Claude (Jeanne-Claude Marie de Guillebon 1935-2009), also born 13 June 1935, was born of French parents in Casablanca, Morocco, and grew up in Paris, Bern, Switzerland, and Gabès, Tunisia, before finally settling with her family in Paris. In 1957, Christo escaped from Eastern Europe to the west. He was wrapping objects in various materials at that time, though it was through portraiture that he primarily supported himself. The couple met in Paris in 1958 when he was making portraits of Jeanne-Claude's mother.

In 1961, the artists began collaborating on monumental projects--endeavors in which the medium has largely been fabric, chosen for its fluid and ephemeral qualities. Christo and Jeanne-Claude shared joint authorship of the large-scale projects; however, Christo made the wrapped objects, packages, scale models, and drawings. The projects are solely funded by the sale of these works, as the artists do not accept sponsorship. Their early projects, mainly involving extant architecture, managed to both conceal and underscore the essential character and meaning of a site. Over time, their use of fabric became freer and more open. The realized projects remain installed for a finite time, yet their impermanence heightens their aesthetic appeal. Their works include the wrapping of the Reichstag in Berlin and the Pont-Neuf bridge in Paris, the 24-mile (39 km)-long artwork entitled Running Fence in Sonoma and Marin counties in California, and The Gates in New York City's Central Park.



Plenary Session
04.07.2016
11:00 – 11:20

Orhan Pamuk became the first Nobel laureate in literature ever to emerge from his country. Known for his epic, multifaceted stories in which the protagonist is often caught between two worlds, Pamuk interweaves elements from the West's pantheon of postmodern prose into his fiction while also blurring the line between realism and fantasy, a hallmark of the greatest works of Arabic literature. Mr Pamuk created the Museum of Innocence in Istanbul at the same time he wrote his novel, as a perfect symbiosis between museology, literature and cultural landscapes. Pamuk's books have been translated into 63 languages, including Georgian, Malayan, Czech, Danish, Japanese, Catalan, as well as English, German and French. Pamuk was awarded The Peace Prize, considered the most prestigious award in Germany in the field of culture, in 2005. The same year, his novel Snow received the Le Prix Médicis étranger, the award for the best foreign novel in



CONTENT AND HIGHLIGHTS

France. Again in 2005, Pamuk was honoured with the Richarda Huck Prize, awarded every three years since 1978 to personalities who “think independently and act bravely”. The same year, he was named among the world’s 100 intellectuals by Prospect magazine. In 2006, TIME magazine chose him as one of the 100 most influential persons in the world. In September 2006, he won the Le Prix Méditerranée étranger for his novel Snow. Pamuk is an honorary member of the American Academy of Arts and Letters, and holds an honorary doctorate from Tilburg University.



Plenary Session
05.07.2016
09:00 – 09:45
@Micheledelucchi

Michele De Lucchi Italian architect, he was a prominent figure in movements such as Cavart, Alchimia and Memphis. He designed lamps and furniture for the best-known Italian and European companies, such as Artemide, Olivetti, Alias, Unifor, Hermès and Alessi. He designed working environments and corporate identity for Deutsche Bank, Poste Italiane, Ferrovie dello Stato, Enel, Piaggio, Olivetti, Telecom Italia, Novartis, Intesa Sanpaolo and Unicredit. He realized architectural projects in Italy and worldwide, which include residential, industrial, corporate and cultural buildings, as well as curating exhibitions for the Triennale di Milano, Palazzo delle Esposizioni di Roma, the Neues Museum Berlin, the Galleria d’Italia in Piazza Scala and Museo Pietà Rondanini in Milan. He has recently realized a number of projects for the city of Milan: the pavillions for Expo 2015 (Padiglione Zero, Expo Center, Intesa Sanpaolo) and UniCredit Pavilion in piazza Gae Aulenti.



Plenary Session
05.07.2016
09:45–10:30

Honourable Professor Nkandu Luo, Minister of Gender and Child Development, Zambia. She has also served as Minister of Health, Minister of Transport and Communications, Minister of Local Government and Housing, Minister of Chiefs and Traditional Affairs. The Honorable Professor Nkandu Luo is Professor of microbiology and immunology and has served as Head of Pathology and Microbiology at the University Teaching Hospital, Lusaka, Zambia. Apart from her training in Microbiology and Immunology, she pursued studies in Immunopathology of infectious Diseases and Epidemiology and Medical Statistics. Currently she is pursuing a Masters in Public Health. Prof Luo has carried out extensive research on HIV/AIDS, TB, malaria and other infectious diseases. She has been active in teaching of both undergraduate and postgraduate biomedical and nursing students.



Plenary Session
06.07.2016
09:00 – 09:45

David Throsby is internationally acclaimed as one of the inventors of cultural economics. A Distinguished Professor in the Economics Department of Macquarie University in Sydney, he is internationally recognized for his research and publications on the economics of art and culture. His current fields of research include the economic situation of creative artists, the creative industries, the economics of cultural heritage, culture and sustainable development, and the links between economic and cultural policy. He is the author of numerous publications including The Economics of the Performing Arts, with Glen Withers (1979), ‘The Production and Consumption of the Arts: A View of Cultural Economics’ in the Journal of Economic Literature (1994), Economics and Culture (2001), and The Economics of Cultural Policy (2010). Together with Victor Ginsburgh he has co-edited two volumes of the Handbook of the Economics of Art and Culture (2006 and 2014).



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CONTENT AND HIGHLIGHTS

HIGHLIGHTS: PLENARY PANEL

Social Role of Museums: New Migrations, New Challenges

Silver Plenary (North Wing - Level +2) | 06.07.2016, 09:45 - 10:40, Milan, Italy



Moderator Brenda Emmanus

BBC London News' Art, Culture and Entertainment Correspondent

Brenda's media career has been long-standing and consistent. Over the years she has extended her professional skills in television broadcasting, radio and print journalism. She is currently BBC London News' Art, Culture and Entertainment Correspondent - a role which allows her to combine creativity and journalism across television, radio and online platforms. She is consistently in demand to host live shows and events.



David Fleming

Director of National Museums Liverpool and President of the Federation of International Human Rights Museums

David Fleming OBE, MA, PhD, AMA, became director of National Museums Liverpool in 2001. Since his arrival he has supervised the completion of several major capital projects, including the £45 million Into The Future project, which featured major refurbishment of both the Walker Art Gallery and World Museum, and the opening of the International Slavery Museum, and of the £75m Museum of Liverpool. He is President of the UK Museums Association and has served on several Government committees and task forces.



Robin Hirst

Director, Collections, Research and Exhibitions, Museum Victoria

Robin Hirst leads Museum Victoria's research program; the development, management and conservation of the State's Collection; and the exhibition program for Melbourne Museum, Scienceworks and the Immigration Museum. He is responsible for the development of print publications, planetarium shows and online content. Hirst fosters a co-operative and collaborative culture to achieve success, and Robin served as President of the International Council of Museums, Australia (2013-2016). He is the Chair of the Cultural Heritage and Museum Studies Advisory Committee of Deakin University and serves on cultural committees of the University of Melbourne and RMIT University.



Marlen Mouliou

Lecturer Faculty of History and Archaeology, National and Kapodistrian University of Athens, Greece

Since 2013, she is full-time Lecturer of Museology at the National and Kapodistrian University of Athens (Faculty of History and Archaeology and Masters Programme in Museum Studies). Marlen Mouliou is Chair of the International Committee for the Collections and Activities of Museums of Cities, CAMOC (March 2015 to July 2016). She holds a PhD in museum studies from the University of Leicester, and she was one of the founding members of the Greek scientific journal Tetrada Museiologias.



Giusi Nicolini

Mayor of Lampedusa and Linosa, Italy

Giusi Nicolini is the current mayor of the Lampedusa and Linosa islands in Italy. She is constantly in the spotlight for the issue of migration, due to the closeness of these Italian islands to the African coastline. She has assumed the role of spokesperson for the defense of human rights of migrants within Europe. In 2016, she received the French Simone de Beauvoir award. Nicolini, before focusing on politics, worked for several local press publications, including Ambiente duemila and L'isola di Calypso.



CONTENT AND HIGHLIGHTS

OTHER HIGHLIGHTS: EXPERTS PANEL DISCUSSION

What does the new UNESCO Recommendation on the Promotion and Protection of Museums and Collections, their Diversity and their Role in Society mean for museums?

04.07.2016, 13:00 – 14:00 | Red Hall 1 (North Wing - Level +1)



Moderator François Mairesse

Prof. Université Sorbonne Nouvelle, France

François Mairesse is a lecturer in museology and cultural economics at Université Sorbonne Nouvelle in France. He teaches at the École du Louvre. Since 2013, he has served as Chair of the ICOM International Committee for Museology. He was the former Director of the Musée Royal de Mariemont (Belgium) between 2002 and 2010. He is the curator of the "Where ICOM from" exhibition being held at ICOM Milano 2016



Francesco Bandarin

UNESCO Assistant Director-General for Culture

He is the Editor-in-Chief of the international journal City, Culture and Society, published by Elsevier. He is President of the Italian Association of Historic Cities (ANCSA), member of the Visiting Committee of the Getty Conservation Institute in Los Angeles and member of the Steering Committee of the Aga Khan Award for Architecture. He is Professor of Urban Planning and Conservation at the University IUAV of Venice. His recent publications include: The Historic Urban Landscape: Managing Heritage in an Urban Century (2012) and Reconnecting the City. The Historic Urban Landscape Approach and the Future of Urban Heritage (2015) both published by Wiley-Blackwell.



Tereza Scheiner

Prof. UNIRIO, Brazil

Vice-President of ICOM (2010-2016), she is a museologist holding a PhD in Communication, with extensive academic experience in the field of museology. She is currently Associate Professor and Coordinator of the Graduate Program in Museology and Heritage, UNIRIO, Rio de Janeiro. She is one of the creators and Permanent Advisor of ICOFOM LAM and part of the Senior Advisory Committee of the ICOM International Committee for Museology. She is the Editor of Museum International.



Paola Marini

Director of the Gallerie dell'Accademia in Venice, Italy

Paola Marini is Director of the Gallerie dell'Accademia in Venice, Italy. She was previously the Director of the Musei d'Arte Monumenti, Settore Galleria d'Arte Moderna, in Verona. She earned a degree in modern languages, before specialising in art history and she started her professional career running the Museo-Biblioteca-Archivio di Bassano del Grappa. She lectures in Museology and Museography at the Scuola di Specializzazione in Storia dell'Arte of the University of Udine. Marini has furthermore been active in the academic publishing sector, as she directed the publication Verona Illustrata, jointly with Sergio Marinelli.



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CONTENT AND HIGHLIGHTS

OTHER HIGHLIGHTS: EXPERTS PANEL DISCUSSION

How can museums contribute to countering illicit traffic in cultural goods?

05.07.2016, 13:15 – 14:15 | Yellow Hall 1 (North Wing - Level +1)



Moderator France Desmarais

ICOM's Director of Programmes and Partnerships since 2010

The department she runs is active in the field of emergency preparedness and response for museums, in the development of training programmes for museum professionals, and in ICOM's international fight against illicit traffic in cultural goods, which includes the Red Lists of Cultural Objects at Risk. In 2012, she created the International Observatory on Illicit Traffic in Cultural Goods. In December 2015 she edited the publication "Countering Illicit Traffic in Cultural Goods: The Global Challenge of Protecting the World's Heritage". Prior to joining ICOM, France lectured at Lebanese University and was Head of Strategic Initiatives at the McCord Museum in Montreal.



Markus Hilgert

Director of the Ancient Near East Museum in the Pergamon, Germany

Markus Hilgert is Director of the Ancient Near East Museum in the Pergamonmuseum of Berlin. He is the founding Director and current Deputy Director of the Heidelberg Center for Cultural Heritage at Heidelberg University where he held a chair for Cuneiform Studies from 2007-2014. Within the Prussian Cultural Heritage Foundation, he leads two major initiatives in cultural property protection as director of an innovative research project on illicit traffic in cultural objects in Germany, and as director of a new Center for Digital Cultural Heritage in Museums at the Berlin State Museums. He has recently been appointed German National Correspondent of the Blue Shield.



Eric Dorfman

Director of Carnegie Museum of Natural History in Pittsburgh, Pennsylvania USA

He is author of several books on natural history and climate change, most recently editing Intangible Natural Heritage for Routledge Press (2012) in partnership with ICOM. Within the ICOM network, he is President of the Committee for Museums and Collections of Natural History (ICOM NATHIST) and a member of the ICOM Ethics Committee. In this joint capacity he led the creation of the ICOM Code of Ethics for Natural History Museums (2013), now translated into seven languages. He is also a member of the ICOM International Observatory on Illicit Traffic in Cultural Goods and the Museum Definition Working Group (MDWG).



Leng Srong

Chief of Section, Secretary of the 1970 Convention, Section for Movable Heritage and Museums, Division for Heritage, UNESCO

Mr Leng Srong is Chief of the newly created Section for Movable Heritage and Museums within the Culture Sector of UNESCO. Graduated in International Law at Sorbonne University, he participated in the elaboration of the UNESCO Convention on the protection of the underwater cultural heritage protection, worked in promoting the world heritage education in the Education Sector of UNESCO and was Head of Administrative Law in Bureau of Human Resources Management of UNESCO. Within his new functions, Mr Srong is responsible for the implementation of the UNESCO 1970 Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property and of the new UNESCO 2015 Recommendation concerning the Protection and Promotion of Museums, their Diversity and their Role in Society.



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CONTENT AND HIGHLIGHTS

ICOM MEMORIAL LECTURES 2016 MUSEUMS CULTURAL LANDSCAPES

In spite of cultural landscapes in distress, inspiring key figures and joint activities help advance our professional development work, so key to ICOM's ongoing success in carrying out our missions.

Alma S. Wittlin Memorial Lecture | Stephen E. Weil Memorial Lecture | ICOM 70 Years' Jubilee Lecture
Blue 1 (North Wing . Level +1) Tuesday, July 5, 2016, at 13:30

Turbulent events threatening world heritage today make us intensely aware of the impact of armed conflict, systemic rupture and spoliation of cultural heritage on whole populations, and other dystopic conditions affecting the sustainability of nature, cities, economic conditions and social communities. These are trying times for museums in their social commitments. These presentations will provide an overview of key objectives in advancing the effectiveness of museums in their "service to society and its development", which has been inscribed in ICOM's 'Museum' definition and social service orientation since 1974. A global perspective proposes important topics for ICOM to address in the 70th year since its first gathering in Paris in November 1946.

ICOM International, ICOM Austria, ICOM Milano 2016,
CECA, ICEE, ICTOP and INTERCOM

In Respectful Memory of Syrian museum colleagues, who suffered violent deaths while on duty: Qassem Abdallah Yehya (1978–2015) and Khaled al Asaad (1934–2015).

Opening. Welcome

Danielle Spera, President, ICOM Austria
Hans-Martin Hinz, President of ICOM

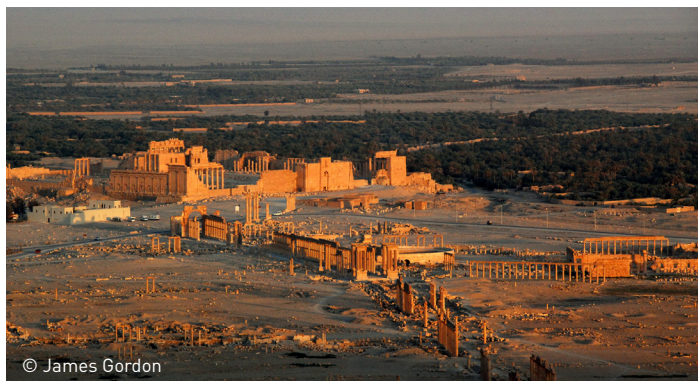
Introduction

Anne-Catherine Hauglustaine-Robert, Director General of ICOM

ICOM 70 YEARS' JUBILEE LECTURE

Bernice L. Murphy, Australia

ICOM 70 YEARS ON: An ethical vision of nature, culture, heritage, and museums' continuing social mission



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Fourth Alma S. Wittlin Memorial Lecture

René Rivard, Canada

MUSEUMS AND CHANGING CULTURAL LANDSCAPES

Eleventh Stephen E. Weil Memorial Lecture

M. Cristina Vannini, Italy

REVISITING WEIL'S CABINET OF CURIOSITY

Discussion

David Fleming, Immediate Past President, INTERCOM,
President of the Federation of International Human Rights Museums FIHRM

Closing remarks

Lynne Teather, President, ICTOP



CONTENT AND HIGHLIGHTS

OTHER HIGHLIGHTS:

SCREENING OF THE DOCUMENTARY “THE DESTRUCTION OF MEMORY”

Directed by Tim Slade (Vast Productions) | 06.07.2016, 17:30 – 18:30, Green Hall 3 (North Wing - Level -1)

Over the past century, cultural destruction has wrought catastrophic results across the globe. This war against culture is not over – it’s been steadily increasing. Based on the book of the same name by Robert Bevan, “The Destruction of Memory” tells the whole story – looking not just at the ongoing actions of Daesh (ISIS) and at other contemporary situations, but revealing the decisions of the past that allowed the issue to remain hidden in the shadows for so many years.

SPECIALISTS SESSIONS (INTERNATIONAL AND NATIONAL COMMITTEE PARALLEL CONFERENCES)

Check days and timing

A selection:

- Museums and urban cultural landscapes **Museology - Museums of Cities and New Museology**
- History of multimedia in museums. **Audiovisual and New Technologies**
- Internet festival of museum multimedia Media Geek: Cultural heritage. **Audiovisual and New Technologies**
- Communicating, connecting and innovating with style. **Exhibition Exchange**
- Telling stories that connect. **Marketing and Public Relations**
- Historic houses and the interpretation of the cultural, social and urban landscape. **Historic House Museums**
- Shaping the cultural landscapes: The role of writers’ and composers’ museums. **Literary Museums**
- Egyptological landscapes. **Egyptology**
- The future of the ethnographic museum and COSTUME collections: Addressing colonialism and its legacies. **COSTUME and Ethnography**
- Meaning of heritage. **Fine Arts and Collecting**
- Memory of dictatorships in Latin America, Eastern Europe and Post-Soviet States. **Memorial Museums and The University of Exeter**
- Developing numismatic landscapes: Exploring display, management and education. **Money and Banking Museums**
- Musical instrument museums: Interpreting the present. **Musical Instruments**
- Cooperation and sharing in decorative arts. **GLASS and Decorative Arts and Design**
- The ethical and educational issue of dark tourism. **Arms and Military History and Memorial Museums**
- Contemporary heritage: Shaping the landscape of future memory. **Science and Technology**
- Dark memories as attractions in the cultural landscape; Good or bad examples of collections and items, monuments, memories, battlefields, fortresses, etc. **Arms and Military History**
- Borderlands and bridges: Art and identity. **Ethnography**

NEW ICOM VISUAL IDENTITY WILL BE UNVEILED

6 July 10:40 am - Silver plenary level +2



MILANO

SOCIAL EVENTS

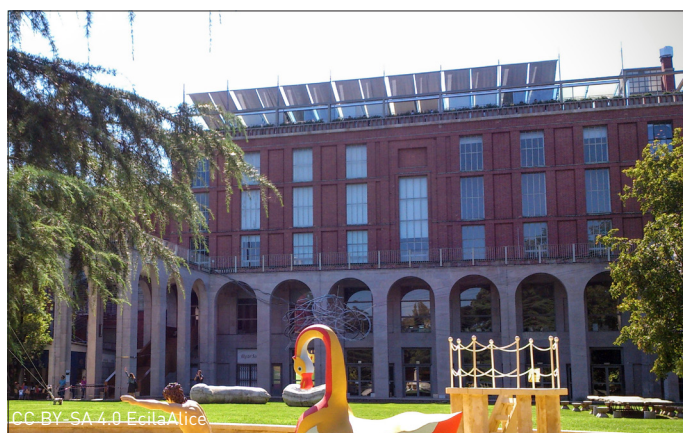
A number of unique social events will be held in Milan during the conference.

- **OPENING PARTY** The Opening Party will be held on Monday 4 July at Castello Sforzesco
- Tuesday July 5 - Special Open Night at the National Museum of Science and Technology Leonardo Da Vinci
- Wednesday July 6 – Great concert in the Milan cathedral
- **CLOSING PARTY** The Closing Party will be held on Saturday 9 July at Triennale's Palazzo dell'Arte

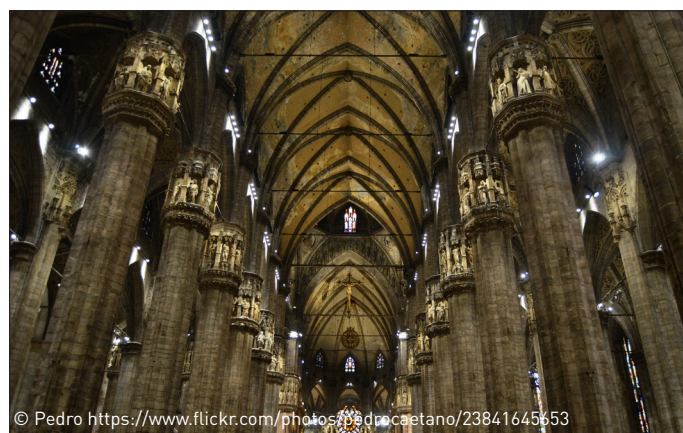


Museo Nazionale della Scienza

- ▶ **EXCURSION DAY**
- ▶ **SOCIAL EVENTS**
- ▶ **PRE AND POST CONFERENCE TOURS**



Triennale



Duomo



ABOUT ICOM

ICOM IN SHORT

The **International Council of Museums (ICOM)**, created in 1946 to **represent museums and museum professionals worldwide, is committed to the promotion and protection of natural and cultural heritage, present and future, tangible and intangible.** With a unique network of about 36,000 members in 137 countries, ICOM is the largest international cultural organisation and active in a wide range of museum- and heritage-related disciplines.

ICOM maintains formal relations with **UNESCO** and has a consultative status with the **United Nations Economic and Social Council (ECOSOC)**. ICOM also works in collaboration with organisations such as **INTERPOL** and the **World Customs Organization (WCO)** to carry out its international public service mission of **fighting illicit traffic in cultural goods**. In the past fifteen years, ICOM has published **Red Lists of Cultural Objects at Risk** concerning 25 countries, in order to help law enforcement agencies as well as art and heritage professionals identify objects that are protected by national legislation and at risk of being illicitly traded.

In 2013, ICOM created the **First International Observatory on Illicit Traffic in Cultural Goods** in order to reinforce its action in fighting illicit traffic.

As of February 2016 ICOM has 35,299 members including individual and Institutional members with the most important museums and arts institutions in the world. ICOM now has 120 national committees, 30 International Committees and in 2015 welcomed the arrival of 215 new prestigious and diverse institutional members. There has been a 5% membership increase in the last year with a significant membership growth noted in 2015 in Africa (+25.15%).

WANT TO BECOME AN ICOM MILANO 2016 PRESS PARTNER?

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