

**ICOM MILANO 2016 | ICOM CECA CONFERENCE
MILANO, 2-9 JULY 2016**

***MUSEUMS AND CULTURAL LANDSCAPES
CECA ACTIVITIES BEYOND THE MUSEUM WALLS***

Saturday 2 July

13.00-18.00 | Museo Poldi Pezzoli – via Alessandro Manzoni, 12

BOARD MEETING

Sunday 3 July

10.00-13.00 / 14.00-17.00 | Museo Nazionale Scienza e Tecnologia “Leonardo da Vinci” –
via San Vittore, 21

PRE-CONFERENCE WORKSHOPS

Two different workshops will be organised in the morning, offering participants the opportunity to profit from expertise of CECA colleagues. Each workshop will be repeated in the afternoon. The topic is directly related to the theme of “cultural landscape”.

10.00-13.00 | Taller A en español

“El paisaje cultural como estrategia didáctica para el reconocimiento ‘del otro’” por Jorge Albuja, CECA Ecuador.

10.00-13.00 | Workshop B in English

“Story-lines connecting memory-scapes and museums; from best practice to next practice” by Frederike van Ouwkerk, NHTV Breda University of Applied Sciences.

14.00-17.00 | Workshop A in English

“The cultural landscape as a didactic strategy for the recognition of ‘the other’” by Jorge Albuja, CECA Ecuador.

14.00-17.00 | Workshop B in English

“Story-lines connecting memory-scapes and museums; from best practice to next practice” by Frederike van Ouwkerk, NHTV Breda University of Applied Sciences.

Maximum 25 participants per workshop, registration is required.

For more information and registration:

<http://network.icom.museum/ceca/conferences/pre-conference-workshops/>

10.00-13.00

FOCUS GROUP ON THE EUROPEAN PROJECT EMEE

EUROVISION MUSEUMS EXHIBITING EUROPE – www.museums-exhibiting-europe.de

(Access only by invitation)

EMEE “EuroVision – Museums Exhibiting Europe”, is a four years project (2012-2016) funded by the Culture Programme of the European Union. It is implemented by eight interdisciplinary project partners from seven European countries. The project explores innovative interdisciplinary approaches for national and regional museums to re-interpret their objects in the broader context of European and transnational history. The aim is to promote the modernization of museums, helping them to fit into today’s intercultural, heterogeneous society. The main goals of the project are: re-interpreting museum objects from a trans-regional European perspective; developing strategies to bridge the gap that separates museums from contemporary societies.

Monday 4 July

MiCo Centro Congressi Milano

Chairperson: Nicole Gesché-Koning

14.00-14.30 | **CECA OPENING SESSION** Emma Nardi | Silvia Mascheroni

14.30-15.00 | **KEYNOTE SPEAKER** Nicolas Gilsoul, Architect, PhD in Sciences and Landscape, Great Rome Award, Professor at the Academy of Arts, Brussels & Paris
Hereafter. About time, metamorphosis & creativity, natural dynamics & ways of looking

15.00-15.45 | **THEME PAPERS**

Session 1 “CITY MUSEUMS | LOCAL HISTORY”

15.00 | Tsila Hayun, ISRAEL

A content proposal for the historic town of Rishon Lezion: an open urban museum

15.15 | Francine Lelièvre, CANADA

Creating the Montreal archaeology and history complex: a museum’s importance and responsibility in preserving and protecting a heritage district

15.30 | Magaly Cabral, BRASIL

The Museum of Republic and the cultural landscapes

15.45-16.15 | **COFFEE BREAK**

16.15-18.00 | **CECA GENERAL ASSEMBLY**

Tuesday 5 July

MiCo Centro Congressi Milano

Chairperson: Emma Nardi

11.00-13.00 | **THEME PAPERS**

SESSION 2, PART 1 "COMMUNITY | PARTICIPATION | INTERPRETATION"

11.00 | Rosa María Hervás Avilés, Elena Tiburcio Sánchez, Francisca Navarro Hervás, SPAIN
Shared memory between Spain and Morocco through landscape and heritage education

11.15 | Tatuébu Zacharie Duflot, CAMEROON
The Museum of Civilizations and the cultural landscape in Grassland – Cameroon: impact, limits and challenges in the XXIth century

11.30 | Arja van Veldhuizen, THE NETHERLANDS
Inside outside & vice versa

11.45 | Denise Pozzi-Escot, PERU
Pachacamac Archaeological Sanctuary: teaching for conservation

12.00 | Subhra Devi, INDIA
Learning together: a collaborative project on community traditional knowledge

12.15 | Anna Soffici, Nicoletta Matteuzzi, ITALY
Museum and community

12.30 | Maria Terezinha Resende Martins, Alvaro Campelo, BRASIL/PORTUGAL
Ecomuseu da Amazonia: an instrument of valorization and appropriation which is responsible for the heritage at Cotijuba Island – Pará-Belém

12.45 | **DISCUSSION**

13.00-14.00 Free lunch (lunch boxes at the Conference centre) (*To confirm*).

14.00-15.00 | PARALLEL SESSIONS

ALMA S. WITTLIN AND S. WEIL MEMORIAL LECTURE

Organised by Hadwig Krauetler & ICOM Paris, ICOM 2016, ICOM Austria in collaboration with CECA, ICEE, ICTOP & INTERCOM.

Speakers: Bernice Murphy (Australia) for the ICOM 70 Years' Jubilee Lecture & Suay Aksoy (Chair of the Advisory Committee) for the Stephen E. Weil Memorial Lecture.

RESEARCHERS' MEETING

Colette Dufresne-Tassé will meet all participants interested in research in museum education and cultural action for their annual meeting.

15.00-16.30 | **BEST PRACTICE SESSION**

Chairperson: Marie-Clarté O'Neill

The *Best Practice* tool is an in depth presentation of one of critical steps designed to sustain the planning, achievement and assessment of museum education and cultural

action programs. It aims to support professionals, students and researchers in analyzing the various aspects of the projects they are working on.

Selecting education or mediation means for a program as a way to adapt to different museum landscapes

Focusing on the mediation and education techniques and tools used during museum programs, not in a descriptive but in a critical way, trying to enrich and deepen the usual selection criteria in museum education (types of audience, types of collections presented during the program, information content, moment of use in the program, financial and human costs, etc.).

Presentation of the 2016 Award Winning Programs

16.30-17.00 | **COFFEE BREAK**

17.00-18.00 | **POSTER SESSION**

Hye-jin Cho, KOREA

The significance prospects of the Children's Museum at the National Museums of Korea as an educational space

Robyn Daw, AUSTRALIA

Celebrating our city's riches: three stories from Logan

Ryohei Egusa *et al.*, JAPAN

The digital contents design for people with hearing impairment in science museums based on collaboration with a University

Nicole Gesché-Koning, BELGIUM

Meeting the public outside the museum

Yuliya Glazyrina, RUSSIA

"Discover Permian Period!": Museum beneath their feet

Pia Hovi Assad, FINLAND (TO BE CONFIRMED)

Acts into saving the old short-wave station in suburban Pori (Finland)

Leila Heck, Alice Registro Fonseca, Tania Cristina Registro, BRASIL

The creation of the Sugar Cane Museum

Yiping LU, JAPAN

Promoting cultural continuity through revitalizing museum collections. A case study of collaboration between museum of Xiaolin Pinpu indigenous people and their community in Taiwan

Maja Nikolova, SERBIA

Archival material in private hands. The case of the Educational Museum in Belgrade

François Parain, FRANCE

European conference "L'Europe des musées", Paris, 21-24 June 2017

Kamani Perera, SRI LANKA

Museums and cultural landscapes, special reference to Sigiriya Museum

Piyanan (Poom) Petcharaburanin, Pantira (Kwang) Suwansatit, THAILAND
Bringing the inside out: reaching new audiences

Rodica Silvia Pop, Livia Sima, ROMANIA
Maramures living treasure within European cultural heritage

Raska Pranskuniene, LITHUANIA
Museum education as (in)visibility of boundaries

Alice Registro Fonseca, BRASIL
The creation of the House Museum of Italian Memory and the visitors

Maria Terezinha Resende Martins *et al.*, BRASIL
The social technologies of community ecomuseums and museums: innovation, recognition, praxis

Elyse Resnick, Martha Friel, Gualtiero Carraro, USA/ITALY
The Milan model of youth engagement

Sofia Trouli, Anastasiadis Panagiotis, Kostas Xristidis, GREECE
The Museum of Contemporary Art of Crete as a vehicle to familiarize children with its surrounding cultural landscape

Nicoleta Zagura, ROMANIA
Artistic education for the heritage–building cultural tourism routes

Wednesday 6 July

MIco Centro Congressi Milano

11.30-13.00 | PARALLEL SESSIONS

RESEARCH SESSION

Chairperson: Colette Dufresne-Tassé

11.30 | Chia-Li Chen, Hsu Huang, TAIWAN
Displaying & engaging visitors in difficult issues: a study of visitors comments on "When the South wind blows" exhibition

11.45 | Georgios Panagiaris *et al.*, GREECE
Impacts' assessment of the Delphi's Region candidate for Cultural Capital of Europe on the local community

12.00 | Rosa María Hervás Avilés, Antonia María Sánchez Lázaro, Magdalena Castejón Ibáñez, SPAIN
The museum as a local development environment. An experience of citizen participation

12.15 | Diadem Gonzalez-Esmero, PHILIPPINE
The role of Rice Science Museum in Philippine rice research and development

12.30 | Manon Douesnard, Jean-Luc Murray, CANADA
Multi-sensory engagement of museums' publics: research into docents' training at the Montreal Museum of Fine Arts

12.45 | **DISCUSSION**

THEME PAPERS

Chairperson: Arja Van Veldhuizen

SESSION 2, PART 2 "COMMUNITY | PARTICIPATION | INTERPRETATION"

11.30 | Franca Zuccoli *et al.*, ITALY

Cultural landscapes. Researching and promoting heritage education with a link between art and science

11.45 | Odalice Priosti, Márcio Pinto De Oliveira, Nelson Pereira Mendonça Junior, BRASIL

Museum done by us: the cultural landscape as a product of an educational community

12.00 | Michael Fuhr, GERMANY

Find your public by bringing the collection to them

SESSION 3 "SCHOOLS AND ENVIRONMENT"

12.15 | Marta Cerda Silva, Miguel Hernández Mella, Lita Vega Trujillo, CHILE

Museo Escolar Hugo Gunckel

12.30 | Anna Tiedink, THE NETHERLANDS

Student reports from a historical flooding

12.45 | **DISCUSSION**

13.00-14.00 | **LUNCH BREAK** and/or

13.00-16.00 | **JOINT MEETING**

Museums' role in revitalizing historical landscapes – The Roman Limes (border zone of the Roman Empire) on the Lower Rhine.

Joint meeting organized by ICOM Netherlands and ICOM Germany in cooperation with CECA, ICOMOS and EXARC (Lunch boxes are available at the start and short break halfway).

A variety of speakers from England, Netherlands and Germany share and discuss with the participants how museums – in collaboration with other parties, governments and organizations – can contribute to making a non-visible frontier understandable to the general public. The Roman Limes is probably the most known cultural landscape in the world. Parts of this border (like Hadrian's Wall) have been recognized as UNESCO World Heritage. For the Limes on the Lower Rhine, the Dutch Government has decided for a candidacy in cooperation with Nordrhein-Westfalen in Germany. Speakers include archaeologists, tourism experts, interpretation officers, museum managers, civil servants.

14.00-15.45 | **RESEARCH SESSION**

Chairperson: Pino Monaco

14.00 | Niovi-Vasiliki Zarampouka-Chatzimanou, Marina Tsekou, GREECE

Museum of People's Free Thinking

14.15 | Elisabeth Meunier, Colette Dufresne-Tassé, CANADA

This is horrible! Do negative emotions have to be proscribed during a visit to a Fine Arts Museum

14.30 | Cheung-on Tam, HONG KONG

Three cases of using object-based learning with university students: a comparison of their rationales, impact and effectiveness

14.45 | Farida Syeda, PAKISTAN

Museums Without Walls – Cultural heritage study for Public School Children of Pakistan

15.00 | Patoo Cusripituck, Jitjayang Yamabhai, THAILAND

Creating transformative collectors for heritage sustainability: experience from Black Tai village in Petchaburi province, Thailand

15.15 | Insa Müller, NORWAY

Engaging with members of migrant communities through interviews

15.30 | Stephanie Wintzerith, GERMANY

Can exhibitions change the climate? Looking for the impact of natural history museums on their visitors

15.45-16.15 | **COFFEE BREAK**

16.15-17.30 | PARALLEL SESSIONS

MARKET OF IDEAS | 7' Speeches

Chairperson: Zeljka Jelavic

Michael Gyldendal, DENMARK

Open School

Asmah Alias, SINGAPORE

Discover culture & heritage at your doorstep – The School Heritage Corners Programme

Negar Sagharichi, Maryam Almasi, IRAN

The role of museums on labor and maltreated children's culturalization

Stacey Freeman, Sandra Rodegher, USA

Sustainability in museums: local approaches for community impact

JooKyung Rhee, Hosan Kim, KOREA

(Un)Real Engagement: Reality Gaming & Youth in Museums

Peter Tokofsky, Irina D. Costache, J. Andrew Morris, USA

The Getty College Night: interdisciplinary partnerships beyond the museum's walls

Vincenza Ferrara, ITALY

Flipped museum, how visual thinking strategies and collaborative work improve competence skills and engage in museum visit

Meysam Abdoli, IRAN

A museum as large as a city

Sona Baloyan, ARMENIA (TO BE CONFIRMED)

The branch of Matenadaran in historical Gandzasar Monastery Complex. Dissemination of knowledge about its collection and surrounding landscape

THEME PAPERS

Chairperson: Stephanie Wintzerith

SESSION 3 "DIGITAL SOLUTIONS"

16.15 | Alexandra Tranta *et al.*, GREECE

Beyond museum walls. Education and cultural actions in support of a dialogue between museums and the cultural landscape where they belong

16.30 | Leena Tornberg, FINLAND

Museum without Walls application, used by 40 finnish museums

16.45 | Sarah Orlandi, Marco Boldrini, Paolo Pioltelli, ITALY

A multimedial storytelling for a silk museum

17.00 **DISCUSSION**

17.30-18.00 | **BOOK PRESENTATION**

Thursday 7 July

10.00-16.30 | **OFF SITE MEETINGS**

VISITS AND WORKSHOPS IN SEVERAL MUSEUMS IN THE CITY

Mudec–Museo delle Culture | Museo del Novecento | Museo di Storia Naturale | Museo Nazionale Scienza e Tecnologia "Leonardo da Vinci" | Palazzo Moriggia–Museo del Risorgimento | Orto Botanico di Brera | Pinacoteca di Brera | Triennale Design Museum | Università Cattolica del Sacro Cuore

17.00-18.00 | Pinacoteca di Brera – via Brera, 28

FINAL GATHERING

COLETTE DUFRESNE-TASSÉ RESEARCH & BEST PRACTICE AWARD CEREMONY

18.00 | A toast for the closing ceremony