

DAY 1

2 APRIL

CITÉ DE L'ARCHITECTURE ET DU PATRIMOINE

7, avenue Albert de Mun, 75116 Paris, France

Trocadéro



IMPORTANT NOTE: For safety reasons large bags and suitcases are not allowed at Cité de l'architecture et du patrimoine

FROM 9:30 AM

Pick up your CTA 3-Day Pass at the Cité de l'architecture et du patrimoine - Hall About, 7, avenue Albert de Mun, Paris 16

10:00 – 11:00 AM

Departure from the Cité de l'architecture et du patrimoine to the Palais de Tokyo for a behind-close door visit (15-minute walk)

11:00 AM – 12:00 PM

- Second departure at 11:00 am to the Palais de Tokyo
- Welcome and presentation by Mathieu Boncour, Director of Communication and CSR of the Palais de Tokyo
- Visit one of four temporary exhibitions
- Lunch (not included): Make your choice at one of the many brasseries at Place du Trocadéro

1.30-2.00 PM

WELCOME TO COMMUNICATING THE ARTS LOCATION: HALL ABOUT

SOLENE BLANC, DAPHNÉ BLOUET

Beaux-Arts & Cie · Cité de l'architecture et du patrimoine

2.00-2.30 PM

KEYNOTE: THE GEN Z AESTHETIC

JOSIANE ZHANG

The Gen Z Observatory

2.30 – 3.00 PM

KEYNOTE: COOL KIDS AND THE CRISIS

DEBORAH MARINO

Publicis Luxe

3.00 – 3.30 PM

KEYNOTE: HOW CAN WE INTEGRATE

LGBTQIA+ IDENTITIES AND GENDER DIVERSITY IN OUR CULTURAL INSTITUTIONS?

NATHALIE BONDIL

Institut du Monde Arabe

3.30-4.00 PM

COFFEE BREAK

CASE STUDY SESSIONS

Sessions run in parallel and include 2 case studies followed by feedback and debate

4:00-5:00 PM, SESSION 1

WELCOMING THE AUTISTIC COMMUNITY: INCLUDING AUDIENCES IN THE DECISION-MAKING PROCESSES

JULIANA VOSNIKA, MARINA PASETTO

Oscar Niemeyer Museum

followed by

ARCHIVING THE CITY, ARCHIVING OUR STORIES: THE PANORAMA OF THE CITY OF NEW YORK DIGITAL TWIN

HERYTE T. TEQUAME

Queens Museum

4:00-5:00 PM, SESSION 2

HOW TO GET GENZ INTO THE MUSEUM?

JASMIN MICKEIN, LENNART SCHIRMER

Kunsthalle Bremen, Tinder

followed by

BRAND RE-IMAGINED : IF YOU THINK YOU KNOW WHAT A BRAND IS, THINK AGAIN

LISA BAXTER

Experience Design

4:00-5:00 PM, SESSION 3

MUSEUMS AS ACTORS OF CHANGE

ZÉLIE ROCHE

France Muséums

followed by

STEPS TOWARDS A FUTURE-PROOF MUSEUM: PUTTING COMMUNITY AT THE CORE

PETER AERTS

SMAK

4:00-5:00 PM, SESSION 4

NEW AUDIENCES, NEW TOPICS, NEW PLACES FOR CULTURE

LAURE PRESSAC

BEAUX ARTS & Cie Consulting

followed by

WHAT CAN ART AND DESIGN DO FOR SOCIAL INNOVATION?

DÓRA JUHÁSZ

MOME University

5.00 – 5.30 PM

DISCUSSING KEY LEARNINGS

Moderated by Michele Meier from Musée des Beaux-Arts de Montréal (MBAM)

5:30-5:45 PM

KEYNOTE: AUDIENCE DIVERSIFICATION: THE ROYAL ALBERT HALL CASE STUDY

CHRIS DENBY

Advisory Board of the Arts

5:45-6:15 PM

KEYNOTE: A 360° IMMERSIVE EXPERIENCE INSIDE THE MASTERPIECE OF 17TH-CENTURY FRENCH ARCHITECTURE, THE DÔME DES INVALIDES

THIBAUT MANCHON, JEAN-BAPTISTE HARDOIN

Moment Factory, Cultural

6:15 – 8:00 PM

WELCOME RECEPTION AT THE CITE DE L'ARCHITECTURE ET DU PATRIMOINE

Location: Hall About

Join us for a warm welcome reception, where drinks and nibbles will be served

PRIVATE GUIDED TOURS

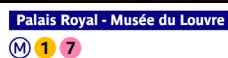
Private guided tour of Cite de l'architecture et du patrimoine permanent collection

DAY 2

3 APRIL

CARROUSEL DU LOUVRE

99 Rue de Rivoli, 75001 Paris



JUST TRANSITIONS: VISIONS, MISSIONS AND VALUES DRIVING CHANGE

9:00 AM

WELCOME BACK • KEY LEARNINGS

9:15-9:30 AM

KEYNOTE: WHY SHOULD
MUSEUMS COMMUNICATE ABOUT
SUSTAINABILITY? AND HOW?
CAMILLE KIRK (VIDEO) Getty Trust

9:30-9:50AM

KEYNOTE : TRANSFORMING
THE WORLD OF DISCOVERY
SONIA WINNER, PAUL WESTLAKE
Cleveland Museum of Natural History

9:50-10:30 AM

PANEL: HOW TO CREATE
ADVOCATES FOR THE PLANET?
**GRETCHEN COSS, AGNES PARENT, ALEC
COLES (STREAMING),
SONIA WINNER, ANNESOFIE NORN** G&A
Design, Museum National d'Histoire
Naturelle, WA Museum Boola Bardip
Perth, Cleveland Museum of Natural
History, Museum for the UN

10:30-11:00 AM

COFFE BREAK + COLLECTIVE/NETWORKING

11:00- 11:30 AM

KEYNOTE: PIONEERING ARTS &
TECH FUSION : DIGITAL HEIST
RECAPTURE THE ROSETTA STONE
CHIDI NWAUBANI Looty

11:30 AM- 12:00 PM

CONVERSATION : REPATRIATION
AS A SUSTAINABLE PRACTICE
**ANNE ESCHAPASSE, ANNE-
SOLÈNE ROLLAND**
Musée McCord Stewart, Musée du
Quai Branly - Jacques Chirac

12:00-12:30 PM

KEYNOTE: SKILLS TO SHAPE RESILIENT
AND SUSTAINABLE FUTURES
**ADELE PARRILLA, THEOPHILE DE
BONNAVENTURE, FREDDY KIHAE**
Memorist, La Reliure du Limousin

12:30-1:00 PM

LUNCH

1:00-1:30PM

THE IPOP SEGMENTATION: WHAT
ABOUT GETTING MORE OUT OF
THE EXISTING VISITS?
**FABIEN MORF, ANDREW
PEKARIK (STREAMING)**
L'Oeil du Public, Smithsonian Museum

1:00-2:00 PM

CURATED CULTURAL VISITS

- Louvre Museum - Vista Visions: Landscape in Classic Art with Jacques Le Roux
- Palais Royal Garden & 19th century Covered Passages - Discover a lesser-known aspect of Parisian history

INNOVATIVE DIGITAL ECONOMIES: NEW TOOLS AND PERSPECTIVES

2:15-2:30 PM

KEYNOTE: UNLOCKING COMPLEXITY:
FUSING ART AND SCIENCE FOR
UNFORGETTABLE EXPERIENCES
PIGALLE TAVAKKOLI
School of Experience Design

2:30-3:15 PM

PANEL: INFORMAL LEARNING:
LEVERAGING THE EMOTIONAL
DIMENSION IN THE CREATIVE INDUSTRIES
(CINEMA, GAMING AND MUSIC)
**NICOLAS HUNSINGER, DEBORAH
PAPIERNIK, ALEX JUBIEN,
STÉPHANE MALAGNAC (CHAIR)**
Project Trojan, Ubisoft, Music for planet

3:15 - 3:45 PM

KEYNOTE: HOW DOES A CULTURAL
INSTITUTION EMBRACE AI TO
ECHO A THEME OF DESTINY?
**THIERRY BRUNFAUT, GILLES
VAN HANDENHOVE**
Base Design, La Monnaie Opera

3:45-4:00 PM

COFFEE STATION

CASE STUDY SESSIONS

Sessions run in parallel and includes 2 case studies followed by feedback and debate

4:00-5:00PM, SESSION 1

DEVELOPING DIGITAL COMMUNICATION
TOOLS FOR THE ARTS SECTOR

NATALIA FABICS
Recirquel Cirque Danse

followed by
UNLOCKING VISITOR ENGAGEMENT:
HOW THE OVER 1000-YEAR-OLD
MONNAIE DE PARIS EMBRACES
DIGITAL TOOLS TO RENEW AND
ENHANCE THE MUSEUM EXPERIENCE
SOLÈNE JIMENEZ, ALICE WYSEUR

Arenamatrix, La Monnaie de Paris

4:00-5:00PM, SESSION 2

CUTTING THROUGH COMPLEXITY:
MANAGING THE INTEGRATION OF
DATA-DRIVEN DECISION-MAKING
IN CULTURAL ORGANIZATIONS
**LONE ALLETORP CALLARD, SØREN
MOESGAARD BJØRNSEN**

National Museum of Denmark
Wonderful Copenhagen

followed by
RENEWING AUDIENCES: THE
ART EXPLORA FESTIVAL, A
CULTURAL ODYSSEY THROUGH
THE MEDITERRANEAN
EMILIE BOUCHETTEL

Fondation Art Explora

4:00-5:00PM, SESSION 3

NURTURING CULTURE WITH
DIGITAL RESPONSIBILITY
MARGUERITE COURTEL

Les Augures

followed by

HOW CAN GENERATIVE AI
REVOLUTIONIZE AUDIENCE
ENGAGEMENT?

**MARION CARRE, MARIE-
HÉLÈNE RAYMOND**

Ask Mona, Musée des Beaux
Arts du Quebec (MBAQ)

4:00-5:00PM, SESSION 4

THE IPOP SEGMENTATION: WHAT
ABOUT GETTING MORE OUT
OF THE EXISTING VISITS?

**FABIEN MORF, ANDREW
PEKARIK (STREAMING)**

L'Oeil du Public, Smithsonian Museum

followed by

IMPACT OF VIRTUAL PROGRAMS
ON REVENUE GENERATION AT
CULTURAL ORGANIZATIONS

BRENDAN CIECKO

Cuseum

4:00-5:00PM, SESSION 5

LIFE CHRONICLES - MONDES
DISPARUS: WONDER TO EDUCATE,
WONDER TO EMPOWER
STÉPHANIE TARGUI

Muséum national d'Histoire naturelle

5:00-5:45 PM

WORLD CAFÉ

5:45-6:00 PM

KEYNOTE: TECHNOLOGY AS A CHARACTER

TUPAC MARTIN

Satore Studio

6:00-7:00 PM

VISIT TO SITEM

International trade show for museums,
cultural venues and tourist sites

7:00-7:30 PM

CONVERSATION (IN FRENCH)

**DIDIER FUSILIER, PATRICE
BOUSTEAU, MARIE LAVANDIER**

7:30-10:30 PM

- Cocktail Reception at SITEM, Carrousel du Louvre
- Launch of CTA's 30UNDER30 mentoring program

FROM 8:30 PM

- Access to the SITEM evening program
- Performances from tenor Gregoire Ichou and DJ and producer, Michael Canitrot

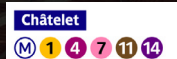
DAY 3

4 APRIL

HANGAR Y

CENTRE POMPIDOU

9 Av. de Trivaux,
92190 Meudon



MAKING GOALS SUSTAINABLE: PATHWAYS TO POSITIVE ENVIRONMENTAL IMPACT

7:45 AM

DEPARTURE BY COACH TO THE HANGAR Y IN MEUDON

Meet at 99, rue de Rivoli, 75001 Paris for a prompt departure at 8am or meet directly at 9am at Hangar Y, 9 avenue de Trivaux, Meudon

9:00 AM

Coffee upon arrival at Hangar Y

9:00-9:30 AM

WELCOME: CHARTING SUSTAINABILITY: NAVIGATING THE MEANING FOR CULTURAL AND SOCIAL ENTREPRENEURS
FRÉDÉRIC JOUSSET

Beaux Arts, Hangar Y & Art Explora

9:30-9:50 AM

KEYNOTE: THE SUSTAINABLE MUSEUM, A MODEL TO CREATE
HÉLÈNE VASSAL, MICHELE MEIER

Musée du Louvre, MBAM

9:50-10:10 AM

KEYNOTE: MUSEUM FOR THE UNITED NATIONS – UN LIVE. A BORDERLESS MUSEUM UNLEASHING THE POWER OF CULTURE
ANNESOFIE NORN

UN Museum

10:10 - 10:30 AM

Q&A
ANNESOFIE NORN, HÉLÈNE VASSAL, MICHELE MEIER

Musée des Beaux-Arts de Montréal, Le Louvre, Museum for the United Nations

CASE STUDY SESSIONS

Sessions run in parallel and includes 2 case studies followed by feedback and debate

10:30-11:30 AM, SESSION 1

THE PURPOSE DRIVEN ARTS ORGANIZATION
CHRIS DENBY

Advisory Board for the Arts

followed by

BOURGES 2028: PIONEERING FIRST LOW-CARBON EUROPEAN CAPITAL OF CULTURE
PASCAL KEISER

Bourges European Capital of Culture 2028

10:30-11:30 AM, SESSION 2

SUSTAINABLE ENTREPRENEURSHIP – WISDOM STOCKHOLM, CREATING NEW VALUES BY PUSHING THE BOUNDARIES OF WHAT IS POSSIBLE
PETER SKOGH, KATHARINA LEHMANN

Swedish National Museum of Science and Technology, Blumer Lehmann

followed by

IMPLEMENTING A SUSTAINABLE DEVELOPMENT STRATEGY ACROSS A NETWORK OF 14 MUSEUMS
CLÉMENCE RAUNET

Paris Musées

11:30-12:00 PM

KEYNOTE: FROM ICONIC SCIENCE TO AN ICONIC DAY OUT
MICHAEL JOHNSON

Johnson Banks

12:00-12:45 PM

WORKSHOP: TOWARDS A CTA SUSTAINABILITY AND IMPACT CHARTER
MICHELLE TABET

Left Bank

12:45-1:00 PM

KEYNOTE: BISHNOI WISDOM: ECO-ETHICAL INSIGHTS FOR MUSEUM EXHIBITIONS IN A CHANGING WORLD
FRANCK VOGEL

Société des Explorateurs Français

1:00-2:00 PM

Lunch and Hangar Y visit.
Visit the immersive experience
realcast (20 minutes)

2:15PM

Coach transfer to Paris

4:00-4:20 PM

KEYNOTE: CENTRE POMPIDOU'S INTERNATIONAL STRATEGY 2025 – 2030
LAURENT LE BON

Centre Pompidou

4:20-4:30 PM

BRANCUSI RESTROSPECTIVE PRESENTATION BY THE CURATOR
ARIANE COULONDRE

Centre Pompidou

FROM 4:30 PM

VISIT TO THE BRANCUSI EXHIBITION AND ACCESS TO THE PERMANENT COLLECTION

6:00-7:00 PM

FAREWELL DRINKS (NOT INCLUDED)

Location: Le Café Mezzanine du Centre Pompidou

8:30 PM

PARTNERS DINNER

Location: Georges Restaurant

(by reservation only with additional fee)

ACCESS MAP CITÉ DE L'ARCHITECTURE ET DU PATRIMOINE

DAY 1 - 2 APRIL

CITÉ DE L'ARCHITECTURE
ET DU PATRIMOINE

7, AVENUE ALBERT DE MUN, 75116 PARIS, FRANCE

Trocadéro



ACCESS MAP LOUVRE CARROUSEL

DAY 2 - 3 APRIL

CARROUSEL DU LOUVRE

99 RUE DE RIVOLI, 75001 PARIS

Palais Royal - Musée du Louvre

Louvre - Rivoli



LES SALLES DU CARROUSEL

un site VIPARIS

Accès piétons Pedestrian entrance

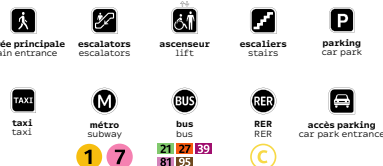
**Horaires d'ouverture du Carrousel du Louvre
de 10h00 à 20h00**

Carrousel du Louvre opening hours
from 10am to 8pm

**Horaires d'ouverture du parking Indigo
en entrée : de 7h00 à 23h00, en sortie : sans fermeture**

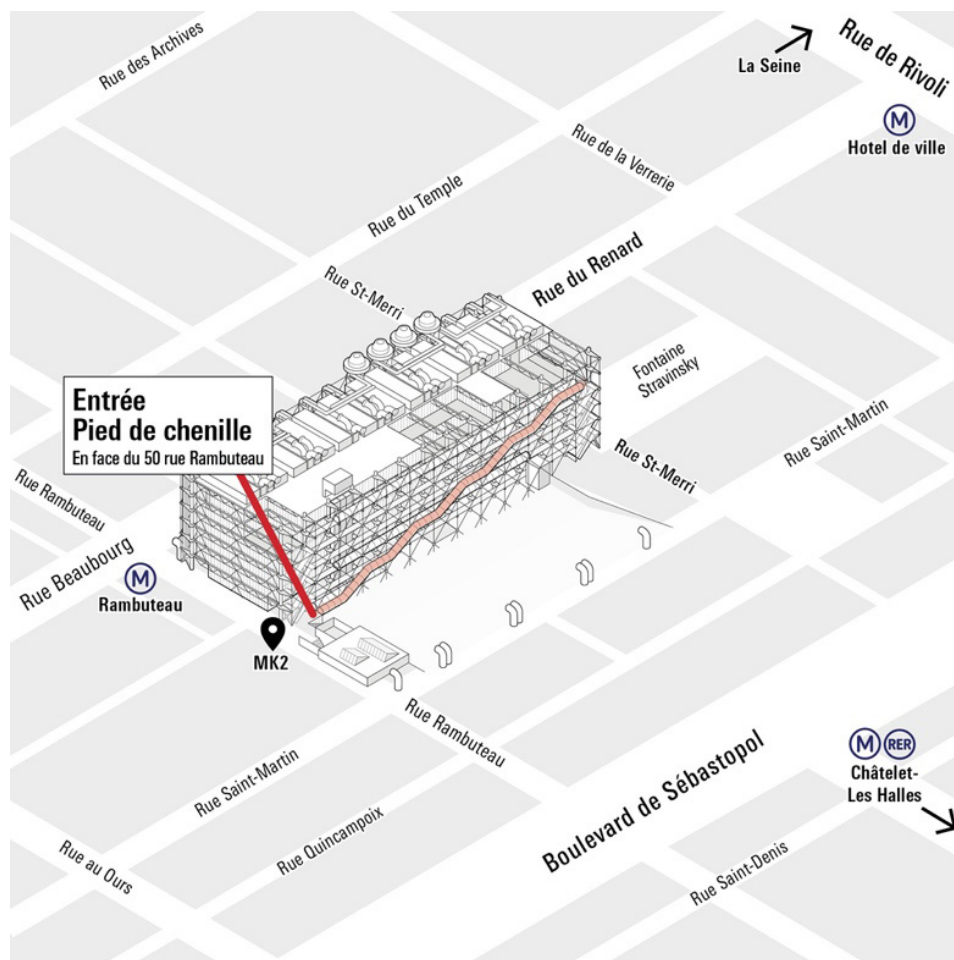
Indigo car park opening hours
entrance: from 7am to 11pm, exit: 24 hours

accès / access



ACCESS MAP CENTRE POMPIDOU

On Thursday 4 April, to get inside the Centre Pompidou and avoid the queue outside, use the VIP access by the escalator entrance in front of 50 rue Rambuteau at the foot of the escalator known as the "Caterpillar". Get your CTA badge and give your name to the security guards. The access will be open from 15h40.



Laurent Le Bon's talk is starting at CINEMA 1 at 4.00 pm on the dot. Be on time!

The CINEMA 1 is located next to the information desk. The CTA crew will guide you.

After the keynote, upon presentation of your badges, you will have free access to the Brancusi Exhibition and to the Musée National d'Art Moderne permanent collections.

CENTRE POMPIDOU

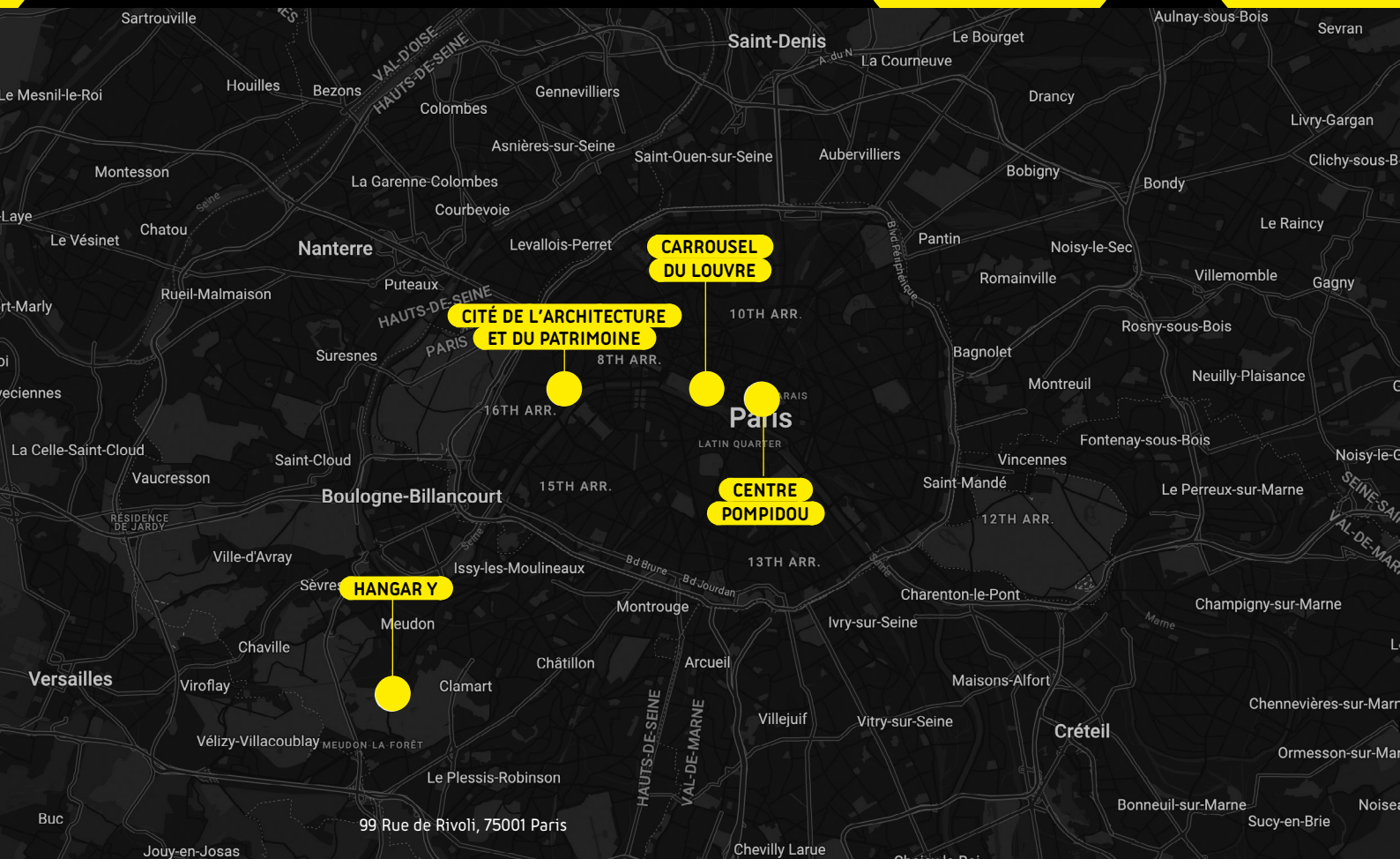
PLACE GEORGES-POMPIDOU, 75004 PARIS

Rambuteau



Châtelet





DAY 1 - 2 APRIL

CITÉ DE L'ARCHITECTURE ET DU PATRIMOINE

7, AVENUE ALBERT DE MUN, 75116 PARIS, FRANCE

Trocadéro



DAY 2 - 3 APRIL

CARROUSEL DU LOUVRE

99 RUE DE RIVOLI, 75001 PARIS

Palais Royal - Musée du Louvre



Louvre - Rivoli



DAY 3 - 4 APRIL

HANGAR Y

9 AV. DE TRIVAUX, 92190 MEUDON

CENTRE POMPIDOU

PLACE GEORGES-POMPIDOU, 75004 PARIS

Rambuteau



Châtelet

