

# COMMUNICATING THE MUSEUM PARIS

AGENDA

COMMUNICATING  
THE MUSEUM  
PARIS

19 – 22 JUNE 2017

---

THE POWER OF  
EDUCATION

---

PROGRAMME

# TABLE OF CONTENTS

<b>Agenda Communications Agency</b>	<b>3</b>
<b>About Communicating the Museum</b>	<b>4</b>
<b>Welcome to Paris</b>	<b>5</b>
<b>Programme Monday 19 June 2017</b>	<b>6</b>
<b>Programme Tuesday 20 June 2017</b>	<b>12</b>
<b>Programme Wednesday 21 June 2017</b>	<b>16</b>
<b>Programme Thursday 22 June 2017</b>	<b>18</b>
<b>Workshops Abstracts</b>	<b>20</b>
<b>Map</b>	<b>26</b>
<b>Paris</b>	<b>28</b>
<b>Thank you</b>	<b>29</b>
<b>Culture Business Melbourne</b>	<b>30</b>
<b>Communicating the Museum Los Angeles</b>	<b>32</b>
<b>International Design &amp; Communications Awards</b>	<b>34</b>

### The Agenda history

---

- 1995 Ticketing agency for museums and theaters: Royal Academy, Tate, V&A, National Gallery, Opéra de Paris
- 1998 Agenda is launched in Paris and specialises in PR and communications
- 2000 International communications campaign for the opening of Tate Modern  
1<sup>st</sup> edition of Communicating the Museum at the Louvre
- 2002 Agenda adds travel and cultural destinations to its client list
- 2005 Celebration of the Eurostar anniversary: Agenda charters a full Eurostar to bring 750 Amis du Louvre to make the most of London's museums
- 2007 1<sup>st</sup> edition of IDCA Awards in Brussels
- 2008 Culture Business conference is launched in Paris
- 2009 Opening of the Berlin office and Agenda's digital department in Paris
- 2010 Inauguration of Agenda's non-profit organisation Communicating the Arts to encourage children's interest in the arts
- 2012 Agenda opens its media planning department
- 2013 Launch of Agenda Pacific in Sydney
- 2016 Agenda leads masterclasses for students from CELSA Université Paris-Sorbonne

### We produce

---

Organisation of conferences around the world since 2000  
Organisation of awards competitions and ceremonies since 2007

### We communicate

---

PR, communications and marketing campaigns since 1995  
Digital campaigns since 2010  
Media planning campaigns since 2012

### We train

---

Collaboration with universities since 2008  
Teaching at CELSA Université Paris-Sorbonne since 2013  
Seminars on creativity for museum professionals since 2014

### We are worldwide

---

PARIS – BERLIN – SYDNEY



### Follow us

---

[www.agendacom.com](http://www.agendacom.com)  
[@agendaparis](https://www.instagram.com/agendaparis)



### Contact us

---

[cestrada@agendacom.com](mailto:cestrada@agendacom.com)  
[hliesse@agendacom.com](mailto:hliesse@agendacom.com)  
+33 (0)1 49 95 08 06

### Agenda

80 rue du Faubourg Poissonnière  
75010 Paris  
France



# ABOUT

## Communicating the Museum

### CTM: Connecting the art world

---

The Communicating the Museum (CTM) conference was founded in 2000 by Corinne Estrada, founder of communications agency AGENDA, alongside Damien Whitmore, at the time Director of Communications at Tate.

CTM encourages a dialogue between museums, drives innovation, inspires new ideas, explores trends in communication strategies and fosters lasting relationships among worldwide institutions.



**“CTM is a hugely important platform”**  
Will Gompertz, Arts Editor, BBC

**“Every CTM participant is top in their field – they are all the best of the best.”**  
John Giurini,  
Assistant Director for Public Affairs,  
J. Paul Getty Museum





**18** conferences around the world



**250** prestigious sites



**650** international speakers



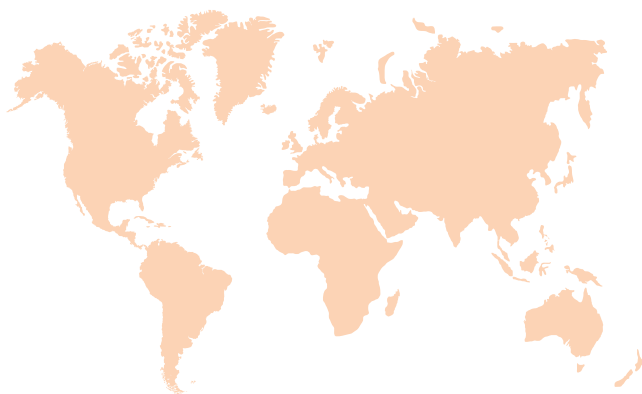
**5'000** museum professionals



**11'000'000** euros of economic impact



## Where do CTM participants come from?



**Europe 45%**

**North America 30%**

**Asia Pacific 15%**

**Middle East 6%**

**Latin America 4%**

# WELCOME to Paris

## Bienvenue

---

Following extensive conversations about branding in the 2000s and the visitor's experience in 2010s, we are now focusing on Education. Artistic education and engagement are essential to a museum's social mission and one of the major challenges we now face. Education is a soft power, building a better word of collaboration, emotion, openness and happiness. Nelson Mandela said "Education is the most powerful weapon which you can use to change the world". So how should museums change the world? Let's address this urgent topic now at the Communicating the Museum Paris conference.

Among the prestigious speakers, I am delighted to welcome Mr Danilo Miranda, Director of SESC Sao Paulo, and Manoel Quitério, the amazing artist engaging his local community. Get ready for four days of inspiring and visionary ideas from around the world. We are very proud to unite 12 iconic Parisian cultural institutions to host the conference and welcome you to the French capital. Make the most of this unique experience.

Bienvenue à Paris,

Corinne

## The Power of Education

---

Museums have changed. No longer is it enough to exist as a temple to past knowledge, now each museum must serve the public with a dynamic forum for new ideas.

Museums do not hold a monopoly on truth; now they are places – both physical and virtual – where people can come together to learn, debate, and discover creativity. At the same time, expectations have changed too: people don't just want facts; they want a social, active, and entertaining experience. As the public mission of our institutions becomes more important than ever, could it be that education is where the true power of the museum now lies?

That is why the theme for the 2017 Communicating the Museum conference is The Power of Education.

## SESC : Brazil's unique culture group

---

SESC is a Portuguese acronym for Social Service of Commerce. It is the country's most active arts organisation, operating in all 27 of Brazil's states, financing not just arts programmes but also recreational activities, educational courses and health clinics. Founded in 1946, this private, nonprofit entity whose role is enshrined in the national Constitution, derives its budget from a 1.5 percent payroll tax imposed on and collected by Brazilian companies.

"Our fundamental guiding principle is to use culture as a tool for education and transformation, to improve people's lives, and we're in a position to fulfill that mission."

Mr. Miranda, Director of SESC Sao Paulo.

We are very proud to welcome SESC as **Knowledge Partner** of CTM17 Paris.



## Thank you to our partners

---

Our best thanks go out to our long-term partner ICOM.

We are delighted to renew our partnership with CultureVeille.

We are very grateful to the Fundação Roberto Marinho for its support.

Many thanks to LOQI, Promuseum, Parisettes and Puzzle Michèle Wilson for their support and fantastic CTM17 merchandising.

Thank you to Art & Culture Translated for translating the first day of the conference.

Welcoming participants from 25+ countries would not have been possible without our partners Air France KLM, Thalys and the Drawing Hotel.

We are delighted to have worked with them for yet another edition of Communicating the Museum. Thank you for your support.

## A word by Le Musée du Louvre

---

The Louvre's traditional primary role is to preserve artworks and make them accessible to the public. Today it has an additional role related to the Parisian landscape and its visitors: to help explain the historical context of the city and to offer keys to better understand the present in order to better prepare for the future.

In these unsettling times, when traditional values are challenged, a museum's role in cultural education has become all the more important. We are convinced that, whatever our origins, age or passions, works of art are a formidable source of inspiration, a guiding force, a cultural compass, a refuge.

It is now more than ever necessary through our actions and our commitment to make the museum accessible to all. This commitment is the basis for new projects such as the Petite Galerie du Louvre and the origin of the renovation of the museum's galleries as well the redesign of the artwork labels throughout the museum. It is embodied in our desire to reach out to our visitors, wherever they might be: in the French provinces, hospitals, schools, shopping centres, prisons, etc.

Since 1793, and now more than ever, the Musée du Louvre is committed to being open to all !

*Anne-Laure BEATRIX, Directrice des Relations extérieures, Musée du Louvre*

## A word by the RMN - Grand Palais

---

For thirty years, exhibitions at the Grand Palais and French museums have been increasingly successful. Public education is a key factor; art history lessons, workshops and tours for families, hosting classes and teachers, online resources and more allow us to educate the audiences of today and tomorrow.

The Réunion des Musées Nationaux-Grand Palais is sharing its expertise with all national museums through its team of tour guides and its digital department, and developing an ambitious programme of educational activities at the Grand Palais. The challenge is both to broaden and diversify audiences: changing the image of museums, showing that they are open to all, giving everyone the tools to understand and appreciate artworks, etc. Education is a powerful means of achieving these goals.

Beyond the power of education, the key issue is the power of art: how artists and educators can participate jointly in transforming the world and building a future in which every person can best utilise their talents and skills and find their place in a society that is open to everyone's own creativity.

*Sylvie Hubac, Présidente, Rmn - Grand Palais*

## Merci

---

Nous remercions les 12 institutions culturelles parisiennes partenaires pour leur accueil dans ces lieux prestigieux.

Merci au musée du Louvre, à la Rmn Grand Palais, aux Arts Décoratifs, au Palais de la Découverte - un lieu universcience, à la Monnaie de Paris, au Palais de Tokyo, au musée du quai Branly - Jacques Chirac, au Centre Pompidou, au Musée d'Orsay, à l'Aquarium de Paris, à l'Institut du monde arabe et au Musée de l'Homme.



**PROGRAMME**  
**MONDAY 19 JUNE 2017**



**MUSÉE DU LOUVRE**  
PALAIS DU LOUVRE, COUR NAPOLEON  
© MUSÉE DU LOUVRE, DIST. RMN - GRAND PALAIS / OLIVIER OUADAH



## REGISTRATION & PETIT DÉJÉUNER

Musée du Louvre, Auditorium  
08:30 - 09:30

Come pick up your badge and delegate bag.  
Meet fellow delegates around a cup of coffee and a croissant.

## THE POWER OF EDUCATION

Musée du Louvre, Auditorium  
09:30 - 11:00

### WELCOME TO COMMUNICATING THE MUSEUM PARIS - RULES OF THE GAME

Corinne Estrada, Founder and President, Agenda, France @corinneestrada @agendaparis  
Mark Goggin, Executive Director, Sydney Living Museums, Australia @sydlivmus  
Anne-Laure Beatrix, Director of External Affairs, Musée du Louvre, France @BeatrixLaure @MuseeLouvre

### THE EMOTIONAL BRAIN AND LEARNING

David Sander, Professor in the Department of Psychology, University of Geneva, Switzerland

### ALL SCHOOLS SHOULD BE ART SCHOOLS

Will Gompertz, Arts Editor, BBC, United Kingdom @WillGompertzBBC

11:00 - 11:30 PAUSE CAFÉ IN THE LOUVRE AUDITORIUM

## THE BENEFITS FOR YOUR INSTITUTION

5 workshops will take place simultaneously from 11:45 to 12:30. Participants are invited to select one.

### 1 - EDUCATION AND COMMUNICATION, AN IMPOSSIBLE COLLABORATION?

Isabelle Vanhoonacker, Head of Public Affairs Department, Royal Museums of Fine Arts, Belgium  
@FineArtsBelgium

Musée du Louvre, Salle sous pyramide

### 2 - COMMUNICATING THE VALUE OF MUSEUM EDUCATION PROGRAMS TO SPONSORS AND DONORS

Richard Woodward, Business Development Strategist, Richard Woodward and Associates,  
Australia @YourNextSpeaker

Musée du Louvre, Salle 80

# PROGRAMME

## MONDAY 19 JUNE 2017

### 3 – VISITORS DON'T BELONG TO ANY DEPARTMENT: WORK TOGETHER!

Muriel Jaby, Head of Communication, Musée d'art contemporain de Lyon, France @mu\_jaby @macLyon  
Louvre Offices, Room 438 – 8 rue Saint Anne

### 4 – GO BIG OR GO HOME! HOW BIG EDUCATION EVENTS ARE A BRILLIANT WAY TO COMMUNICATE YOUR BRAND AND ATTRACT LOTS OF VISITORS

Susan McCormack, Director of Public Engagement, Ashmolean Museum, United Kingdom  
@AshmoleanMuseum  
Eleanor Appleby, Brand Engagement Consultant, Jane Wentworth Associates, United Kingdom  
@eleanorappleby @JWALondon  
Musée des Arts Décoratifs, Auditorium – 111 rue de Rivoli

### 5 – BRAZIL'S UNIQUE CULTURAL MODEL

Danilo Miranda, Director Regional, SESC Sao Paulo, Brazil  
Musée du Louvre, Auditorium

## 12:45 – 14:00 DÉJEUNER AUX ARTS DÉCORATIFS

Musée des Arts Décoratifs, salon des Boiseries. Enter via n°111 rue de Rivoli

## A NEW MODEL FOR EDUCATION

5 workshops will take place simultaneously from 14:15 to 15:00. Participants are invited to select one.

### 6 – INVOLVING ARTISTS IN YOUR EDUCATION PROGRAMS

John Giurini, Assistant Director for Public Affairs, J. Paul Getty Museum, USA @GettyMuseum  
Musée des Arts Décoratifs, Auditorium – 111 rue de Rivoli

### 7 – TIME MANAGEMENT AND COMMUNITY PARTNERSHIPS: WHAT CAN MUSEUMS BRING TO THE TABLE?

Corinne Flax, Manager of School and Community Partnerships, Bruce Museum, USA  
@CorinneFlax @thebrucemuseum  
Louvre Offices, Room 438 – 8 rue Saint Anne

### 8 – DOING IT FOR THE KIDS – DIGITAL CONTENT

Sharna Jackson, Consultant, The Design Museum, United Kingdom @sharnajackson  
Musée du Louvre, Salle sous pyramide

### 9 – KINDLING FIRES IN THE ART MUSEUM

Karleen Gardner, Director of Learning Innovation, Minneapolis Institute of Art, USA @karleen\_gardner  
@artsmia  
Musée du Louvre, Salle 80

### 10 – MUSEUMS AS SPACES FOR CONNECTION, SOCIAL MOBILIZATION & EDUCATION THE FRM EXPERIENCE IN BRAZIL

Hugo Barreto, Secretary General, The Roberto Marinho Foundation, Brazil  
Musée du Louvre, Auditorium



**15:00 - 15:30 PAUSE CAFÉ IN THE LOUVRE AUDITORIUM**

Musée du Louvre - Auditorium  
15:30 - 18:00

**COLLECTIVE INTELLIGENCE EXERCISE**

Corinne Estrada, Founder and President, Agenda, France @corinneestrada @agendaparis  
Mark Goggin, Executive Director, Sydney Living Museums, Australia @sydlivmus

---

**THE POWER OF OPENING UP**

Catherine Saurais, Director, nest, Switzerland  
Erik Bär, Founder and partner, Tinker Imagineers, Netherlands @Tinkerimagineer

---

**TAKING ART OUT OF THE FRAME, AND INTO OUR LIVES**

Erlend Høyersten, Director, ARoS Aarhus Art Museum, Denmark @ErlendHoyersten @ARoS Kunst  
Jake Barton, Principal and Founder, Local Projects, USA @Jake\_Barton @localprojects

---

**DEVELOPING EDUCATION AT THE LOUVRE**

Jean-Luc Martinez, President-Director, Musée du Louvre, France @museelouvre

---

**INTRODUCING THE NEWLY RE-OPENED FLEMISH AND DUTCH PAINTINGS GALLERIES**

Sébastien Allard, Conservateur général, Directeur, Département des Peintures, Musée du Louvre, France

---

**18:00 - 19:30 GUIDED VISITS OF THE FLEMISH AND DUTCH PAINTINGS GALLERIES****20:00 - 22:00 OPENING OF DAVID HOCKNEY AT CENTRE POMPIDOU**

Centre Pompidou, place Georges Pompidou Paris, 75004 Paris

Walking from the Louvre to Centre Pompidou will take you 15-20min. Otherwise you can use public transportation: From Musée du Louvre, get on Metro Line 1 at "Palais Royal, Musée du Louvre" and exit at "Hotel de ville".

# PROGRAMME

## TUESDAY 20 JUNE 2017

### REGISTRATION & PETIT DÉJÉUNER

Grand Palais – Enter via avenue du général Eisenhower, Champs-Élysées Jardins Entrance  
09:00 – 09:30

Come pick up your badge and delegate bag.  
Meet fellow delegates around a cup of coffee and a croissant.

### THE ROLE OF MUSEUMS IN SOCIETY: HUMANITY AND SOCIAL ACTION

Grand Palais, Auditorium  
09:30 – 11:00

#### A HUMANIST MUSEUM

Thomas Bastien, Interim Director of Education and Community Programmes, The Montréal Museum of Fine Arts, Canada [@ThomasBastien](#) [@mbamtl](#)



THE MONTREAL MUSEUM OF FINE ARTS  
MURALS BY MU (DETAIL), IN THE MICHEL DE LA CHENELIÈRE INTERNATIONAL ATELIER FOR EDUCATION AND ART-THERAPY.  
© MMFA, DENIS FARLEY



**THE IMPORTANCE OF MAKING LEARNING AND EDUCATION INSTITUTION-WIDE PRIORITIES**

Javier Jiménez, Director, Lord Cultural Ressources, Spain @javijimenez83 @LordCultural

---

**FROM ME TO WE: MUSEUM EDUCATION IN TAIWAN - AN ASIAN CONTEXT**

Joy Hsin, Chief of Education and Extension Division, National Museum of History, Taiwan

---

**GROUP EXERCISE**

---

**11:00 - 11:30 PAUSE CAFÉ**

3 workshops will take place simultaneously from 11:30 to 12:30. Participants are invited to select one.

**1 - TRANSFORMATIVE LEARNING**

Grand Palais, Auditorium

**Part 1 - How a blueprint approach for 10 difficult to handle youth worked for 250**

Peter Aerts, Head of Education and Communication, S.M.A.K., Belgium @itmightbecrap @SMAKGent

**Part 2 - Let me see through your Eyes**

Elisabeth Bodin, Head of Learning, Louisiana Museum of Modern Art, Denmark @louisianamuseum

**2 - WORKING WITH SCHOOLS**

Grand Palais, Studio 84

**Part 1 - Transforming the school, rethinking the museum**

Esther Fuertes, Education Department, Museu Nacional d'Art de Catalunya, Spain @MuseuNac\_Cat

**Part 2 - Museums, Interculturality and Cultural Citizenship**

Nana Bernhardt, Head of School Programs, National Gallery of Denmark, Denmark @smkmuseum

**3 - COMMUNITIES ENGAGEMENT**

Palais de la Découverte, Auditorium

**Part 1 - Diplomacy and Art Matter!**

Pascal Hufschmid, Head of External Affairs, Musée de l'Élysée, Switzerland @PascalHufschmid

@ElyseeMusee

**Part 2 - Becoming more relevant in today's society**

Jane Burrell, Senior Vice President of Education and Public Programs, and Miranda Carroll, Senior Director of Communications, Los Angeles County Museum of Art (LACMA), USA @MirandaCarroll @LACMA

---

**12:45 - 14:00 DÉJEUNER AT THE GRAND PALAIS**

# PROGRAMME

## TUESDAY 20 JUNE 2017

### TRANSFORMING MUSEUM EDUCATION FOR THE 21ST CENTURY

2 sessions of keynotes will take place simultaneously from 14:00 to 15:00. Participants are invited to select one.

#### 1 - AUDIENCES

##### Palais de la Découverte, Auditorium

Part 1 - Hands-On learning Experiences: Allowing Kids to Learn, Create, Fail, and Try Again

Søren Thomsen, Director of Educational Content, Assessment and eLearning, LEGO Education, Denmark  
[@LEGO\\_Education](#)

Part 2 - Museums, a place to nurture curious minds

Michèle Antoine, Director of Exhibition, Universcience, France [@citedessciences](#)

#### 2 - NEW TECHNOLOGIES

##### Grand Palais, Auditorium

Part 1 - Mobile educational gaming

Roei Amit, Head of digital and Sophie Radix, Responsable de la Cellule Médiation-Education, RMN-Grand Palais, France [@RoeiAmit](#) [@GrandPalaisRmn](#)

Part 2 - Promoting Russian literature and reaching out to communities - A Live Reading Marathon

Fekla Tolstoy, Head of Development, Leo Tolstoy State Museum, Russian Federation

## GRAND PALAIS

© DALBERA VIA VISUALHUNT / CC BY





**15:00 - 15:30 PAUSE CAFÉ**

**Grand Palais, Auditorium**  
**15:30 - 17:30**

**ARTIST AND ACTIVIST - THE ROLE OF THE ARTIST IN TODAY'S SOCIETY**

Manoel Quitério, Street Artist, Brazil @manoelquiterio

---

**STRENGTHENING THE SOCIAL AND EDUCATIONAL ROLE OF YOUR MUSEUM**

Jack Lang, President, Institut du monde arabe, France @jack\_lang @imarabe  
Axel Rüger, Director, Van Gogh Museum Amsterdam, Netherlands @AxelRuger @vangoghmuseum  
Chair: Anna Somers Cocks OBE, Chairman, The Art Newspaper, United Kingdom

---

**TATE EXCHANGE: THE BENEFITS AND CHALLENGES OF CREATING A PARTICIPATORY PLATFORM**

Anna Cutler, Director of Learning, Tate Modern, United Kingdom @TateExchange

---

**THE MUSEUM AS A GENERATOR**

Wendy Woon, The Edward John Noble Foundation Deputy Director for Education,  
The Museum of Modern Art, USA @wendywoon @MuseumModernArt

---

**KEY LEARNINGS**

Corinne Estrada, Founder and President, Agenda, France @corinneestrada @agendaparis  
Mark Goggin, Executive Director, Sydney Living Museums, Australia @sydlivmus

---

**20:00 - 22:00 GALA RECEPTION AT LA MONNAIE DE PARIS**

**Monnaie de Paris, 11 quai de Conti, 75006 Paris**

La Monnaie de Paris, France's longest standing institution and the oldest enterprise in the world, will host the CTM17 Paris Gala Evening.

**WELCOME**

Aurélien Rousseau, Président Directeur, Monnaie de Paris, France

**VISITS**

During the reception, discover 'Floor-naments' an exhibition marking the 40<sup>th</sup> anniversary of the Centre Pompidou.

# PROGRAMME

## WEDNESDAY 21 JUNE 2017

### LEARNING SAFARI AT PALAIS DE TOKYO

Palais de Tokyo, 13 avenue du Président Wilson, 75116 Paris.  
Enter via the door located on the left of the main entrance.  
10:15 – 13:00

#### PETIT DÉJEUNER

#### WELCOME TO LE PALAIS DE TOKYO

Jean de Loisy, President, Palais de Tokyo, France @jeandeloisy @PalaisdeTokyo

#### A UNIQUE APPROACH OF ART AND VISITOR EXPERIENCE

Annabelle Türkis, Director of Communications, and Marion Buchloh-Kollerbohm, Cultural mediation manager, Palais de Tokyo, France @PalaisdeTokyo

#### GUIDED VISITS OF "DIORAMAS"

Discover "Dioramas", an exhibition that explores the diorama as an unexpected source of inspiration for contemporary art.

### DÉJEUNER AND VISIT AT L'AQUARIUM DE PARIS

L'Aquarium de Paris, 5 avenue Albert de Mun, 75016 Paris.  
13:00 – 15:30

#### DÉJEUNER

#### VISIT "CORAL, CORE OF LIFE"

Discover the Aquarium's latest exhibition "Coral : Core of Life" on coral reefs. Its aim is to publicize the diversity and beauty of the underwater world, as well as initiatives intended to preserve this unique and important heritage for humanity.

### OPTION 1 – VISIT "US AND THEM: FROM PREJUDICE TO RACISM"

Musée de l'Homme, 17 place du Trocadéro, 75116 Paris.  
Free entry on presentation of your CTM17 Badge.  
16:00 – 18:00

The first major temporary exhibition of the Musée de l'Homme since its reopening, "Us and Them – From Prejudice to Racism", offers an original immersive scenography which aims to shed a new light on racist behaviour and prejudices.

## OPTION 2 – VISIT “ISLAMIC TREASURES OF AFRICA – FROM TIMBUKTU TO ZANZIBAR”

Institut du monde arabe, 1 rue des Fossés Saint-Bernard, 75005 Paris.

Free entry on presentation of your CTM17 Badge.

16:00 – 18:00

Focusing on archaeology, architecture, immaterial heritage, and contemporary art, this unprecedented exhibition brings together around 300 multidisciplinary works in an exhibition space of 1,100m<sup>2</sup> in order to highlight the cultural and artistic richness of the Islamic communities in sub-Saharan Africa.

## COCKTAIL AT THE DRAWING HOTEL

Drawing Hotel, 17 rue de Richelieu, 75001 Paris.

19:00 – 21:00

Join us for a cocktail reception at the newly-opened Drawing Hotel and discover the hotel Drawing Lab. Founded by Christine Phal and the Endowment Fund for Contemporary Drawing, the objective of Drawing Lab Paris is to endow contemporary drawing with enduring means for sustainable practices.

## ISLAMIC TREASURES OF AFRICA INSTITUT DU MONDE ARABE

Victor Ekpuk, State of Beings (Totem), 2013.  
Installation avec vinyle, acrylique et métal sur panneau de bois et tapis de vinyle. Courtesy de l'artiste et de la fondation Blachère, Apt © IMA/A.Sidoli





# PROGRAMME

## THURSDAY 22 JUNE 2017

### LEARNING SAFARI AT MUSÉE DU QUAI BRANLY - JACQUES CHIRAC

Musée du quai Branly - Jacques Chirac, 37 quai Branly, 75007 Paris.

09:30 - 12:00

#### PETIT DEJEUNER

#### WELCOME TO LE MUSÉE DU QUAI BRANLY - JACQUES CHIRAC

Nathalie Mercier, Head of Communications, musée du quai Branly - Jacques Chirac, France

@nathalieMercier @quaibranly

#### AUDIENCE CULTIVATION

Olivier Boasson, Director of Audience Services, musée du quai Branly - Jacques Chirac, France

@quaibranly

#### VISIT "PICASSO PRIMITIF"

What were Picasso's links with non-Western arts? This exhibition presents Picasso's relationship with the arts of Africa, Oceania, the Americas and Asia.

### OPTION 1 - LEARNING SAFARI AT CENTRE POMPIDOU

Centre Pompidou, place Georges-Pompidou, 75004 Paris.

14:30 - 17:00

#### WELCOME TO LE CENTRE POMPIDOU

Benoit Parayre, Director of Communications, Centre Pompidou, France @BenoitParayre @CentrePompidou

#### ENCOURAGING ART AND CREATION

Discover the Centre Pompidou education programmes.

#### 1977-2017. THE CENTRE POMPIDOU IS 40 YEARS OLD!

Learn about the communication and fundraising campaigns of the 40<sup>th</sup> anniversary of the Centre Pompidou.

#### VISIT "WALKER EVANS"

Conceived as a retrospective of Evans's work as a whole, the exhibition presents 300 vintage prints in a novel and revelatory thematic organisation. It highlights the photographer's recurrent concern with roadside buildings, window displays, signs, typography and faces, offering an opportunity to grasp what lies at the heart of Walker Evans' work: the passionate quest to identify the fundamental features of American vernacular culture.

#### VISIT "MUTATIONS-CRÉATIONS / ROSS LOVEGROVE"

Industrial designer Ross Lovegrove draws inspiration from nature and evolution. This exhibition looks at this sustainability-centred convergence of creativity, design and nature.

## OPTION 2 – LEARNING SAFARI AT MUSÉE D’ORSAY

Musée d’Orsay, 1 rue de la Légion d’Honneur, 75007 Paris.  
14:30 – 17:00

### WELCOME TO MUSÉE D’ORSAY

Luc Bouniol-Laffont, Chef du Service Culturel et de l’Auditorium, Musées d’Orsay et de l’Orangerie, France @MuseeOrsay

### MARKETING IS NOT ALWAYS ABOUT EDUCATION BUT EDUCATION IS ALWAYS GOOD MARKETING

Luc Bouniol-Laffont, Chef du Service Culturel et de l’Auditorium, Musées d’Orsay et de l’Orangerie, France @MuseeOrsay

Lynn Russell, Head, Division of Education, National Gallery of Art, Washington DC, USA @ngadc

### VISIT “PORTRAITS BY CÉZANNE”

The exhibition explores the special pictorial and thematic characteristics of Cézanne’s portraiture, including his creation of complementary pairs and multiple versions of the same subject. The exhibition discusses the extent to which particular sitters inflected the characteristics and development of his practice.



MUSÉE  
D’ORSAY

# WORKSHOPS ABSTRACTS

## MONDAY 19 JUNE AM

### THE BENEFITS FOR YOUR INSTITUTION

5 workshops will take place simultaneously from 11:45 to 12:30. Participants are invited to select one.

#### 1 - EDUCATION AND COMMUNICATION, AN IMPOSSIBLE COLLABORATION?

Isabelle Vanhoonacker, Head of Public Affairs Department, Royal Museums of Fine Arts, Belgium

@FineArtsBelgium

Musée du Louvre, Salle sous pyramide

Fifty years ago, thanks to personal initiatives many educational as well as friends associations were created functioning as independent organisations at the service of cultural institutions and museums. Progressively, they were integrated in museums, considered to be indispensable for their (audience) development. Nevertheless due to several reasons, many educational departments still have to ensure their own communication, which has become an impossible task because of the multiplication of today's communication means. The Royal Museums of Fine Arts decided to end positively this gap between the two departments by several, successful means.

*This session will be chaired by Milene Chiovatto, Head of the Education Department at the Pinacoteca do Estado de São Paulo in Brazil since 2002 and Chair of the ICOM International Committee for Education and Cultural Action (CECA).*

---

#### 2 - COMMUNICATING THE VALUE OF MUSEUM EDUCATION PROGRAMS TO SPONSORS AND DONORS

Richard Woodward, Business Development Strategist, Richard Woodward and Associates,

Australia @YourNextSpeaker

Musée du Louvre, Salle 80

Richard will discuss how collaboration between communication, education and development teams is crucial to developing and communicating the value of museum education programs to sponsors and donors. Drawing on his experience of working with Australia's leading museums and galleries including the National Museum of Australia, Museum of Contemporary Art, National Gallery of Australia, National Portrait Gallery and Questacon, Richard will outline the processes that should be put in place and the information required to develop and communicate the value of museum education programs to sponsors and donors.

---

#### 3 - VISITORS DON'T BELONG TO ANY DEPARTMENT: WORK TOGETHER!

Muriel Jaby, Head of Communication, Musée d'art contemporain de Lyon, France @mu\_jaby @macLyon

Louvre Offices, Room 438 - 8 rue Saint Anne

Before the opening of the exhibition Wall Drawings Icones urbaines, the macLYON opened its doors for 10 exceptional days. From September 19th to 28th, more than 2500 people had the privilege to discover a preview of the exhibition, to see the works being created directly on the walls and to exchange with 11 street-artists from all over the world!

Education, exhibition and communication teams worked closely together to organize these 10 days and address the widest possible audience.

This invitation to step "behind the scene" was acclaimed and generously shared by the public. It gave a real boost to the opening of the exhibition.



#### 4 – GO BIG OR GO HOME! HOW BIG EDUCATION EVENTS ARE A BRILLIANT WAY TO COMMUNICATE YOUR BRAND AND ATTRACT LOTS OF VISITORS

Susan McCormack, Director of Public Engagement, Ashmolean Museum, United Kingdom

@AshmoleanMuseum

Eleanor Appleby, Brand Engagement Consultant, Jane Wentworth Associates, United Kingdom

@eleanorappleby @JWALondon

**Musée des Arts Décoratifs, Auditorium – 111 rue de Rivoli**

It's very easy for even the biggest museums to focus their education efforts on adult talks and drop-in activities for families. But these can have limited capacity, only attract repeat visitors, and are too niche for press coverage. The real gains are made when education and marketing teams work together to develop large scale events that not only attract a broad audience but also project the museum's core offer.

In this lively session we will show how this has worked for both small and large museums, including the Ashmolean Museum in Oxford and the V&A. We'll talk through techniques for programming and marketing and show how keeping it simple is the key approach when going big.

---

#### 5 – BRAZIL'S UNIQUE CULTURAL MODEL

Danilo Miranda, Diretor Regional, SESC Sao Paulo, Brazil

**Musée du Louvre, Auditorium**

Danilo Miranda, director of the leading arts financing entity in Brazil, SESC, a Portuguese acronym for Social Service of Commerce, is investing over 700 millions euros per year in culture, sport and environment.

By reaching out to communities and engaging with artists, SESC uses culture as a tool for education and transformation, to improve people's lives.

Sesc's actions are the result of a solid cultural and educational project which ever since the institution's founding in 1946 in the commerce and service sector has led to innovation and social transformation. SESC has innovated over the years and is leading many activities in culture and its various manifestations, destined to all segments of the public, in various age ranges and socioeconomic levels. Not only does the SESC offer a wide range of events but also effectively contributes to more lasting and significant experiences.

*This session will be chaired by Catherine Scharf, Head of the Cultural Department, Embassy of Switzerland in France.*

---

# WORKSHOPS ABSTRACTS

## A NEW MODEL FOR EDUCATION

5 workshops will take place simultaneously from 14:15 to 15:00. Participants are invited to select one.

### 6 - INVOLVING ARTISTS IN YOUR EDUCATION PROGRAMS

John Giurini, Assistant Director for Public Affairs, J. Paul Getty Museum, USA @GettyMuseum

Musée des Arts Décoratifs, Auditorium - 111 rue de Rivoli

The Getty Artists Program, launched in 2010 with artist Mark Bradford, is part of the Education department's existing artist-based programming and serves as an open forum for artists who have a strong interest in education and audience engagement. One artist is selected each year and given the freedom to select an audience to work with, and to develop the focus and format of their project. Over the years, the projects have provided various audiences new insights and perspectives on art, while serving as a platform to help them find their voice. Now in its sixth artist, the program is evolving into an active conversation between the chosen artist and the community with the Getty acting as the facilitator.

---

### 7 - TIME MANAGEMENT AND COMMUNITY PARTNERSHIPS: WHAT CAN MUSEUMS BRING TO THE TABLE?

Corinne Flax, Manager of School and Community Partnerships, Bruce Museum, USA

@CorinneFlax @thebrucemuseum

Louvre Offices, Room 438 - 8 rue Saint Anne

As a museum educator it is easy to enumerate all of the things that there are never enough of; space, money and materials all make the list, yet time, the most valuable of all our assets, often doesn't make the list. Using our time to connect with our community both inside and outside the museum walls is one of the most important things an educator can do.

This session will highlight how time can be used effectively, powerfully and most importantly, thoughtfully. Case studies of interdepartmental collaborations and partnerships between the museum and community organizations such as schools and afterschool centers will be provided so that participants can think critically about the role of time in museum education.

---

### 8 - DOING IT FOR THE KIDS - DIGITAL CONTENT

Sharna Jackson, Consultant, United Kingdom @sharnajackson

Musée du Louvre, Salle sous pyramide

Join Sharna Jackson as she takes you through a tour of her five key learnings based on her 10-year experience working in digital content in the cultural sector. The session will conclude with a fast and fun digital content brainstorm.

---

### 9 – KINDLING FIRES IN THE ART MUSEUM

Karleen Gardner, Director of Learning Innovation, Minneapolis Institute of Art, USA @karleen\_gardner @artsmia

Musée du Louvre, Salle 80

“The mind is not a vessel to be filled but a fire to be kindled.” Plutarch offers inspiration for museums in the 21<sup>st</sup> century. Using this concept, the Minneapolis Institute of Art (Mia) is transforming our institution from a temple of authoritative knowledge to one that ignites questions and thinking. Working across departments, Mia communicates and demonstrates that we are not a quiet and unchanging, but an active, visitor-centered laboratory of wonder. By integrating visitor research and learning theory into our practice, offering an accessible environment, working with cross-functional teams on exhibitions, and creating interactive experiences, Mia fuels connections and meaning-making.

---

### 10 – MUSEUMS AS SPACES FOR CONNECTION, SOCIAL MOBILIZATION & EDUCATION: THE FRM EXPERIENCE IN BRAZIL

Hugo Barreto, Secretary General, The Roberto Marinho Foundation, Brazil

Musée du Louvre, Auditorium

In the field of culture, is it possible to communicate without educating? The Roberto Marinho Foundation introduced a new category of museum in Brazil, considered experiential in its approach. Through its vision, FRM launched the Museum of the Portuguese Language, the Football Museum, the Museum of Arts of Rio, the Museum of Tomorrow and the Museum of Frevo. Together, these museums have welcome more than 10 million visitors through their doors. They have been recognized for their inclusive educational programs and through their constant dialogue with audiences, specifically with teachers and students.

---



# WORKSHOPS ABSTRACTS

## 1. TRANSFORMATIVE LEARNING

### Grand Palais, Auditorium

#### Part 1 - How a blueprint approach for 10 difficult to handle youth worked for 250

Peter Aerts, Head of Education and Communication, S.M.A.K., Belgium @itmightbecrap @SMAKGent

It is deeply rooted in S.M.A.K.'s beliefs that, as a museum, it should seek to create meaningful connections between artists and society as a whole. Through the development of made-to-measure programs S.M.A.K. aims to provoke the interest in art and culture of difficult-to-reach teenagers. They have often dropped out of school, come from poor families or faced an addiction problem. As a last resort they work three days a week and go to school for two days. Art is far alienated from their own world. By lowering the threshold and through encouragement S.M.A.K. made them feel at home. The focus of the workshop will be on the learnings of developing a program for difficult youths and the blueprint approach. What are the advantages of a blueprint instead of a scripted format? How did the approach move from 10 to 250 participants and what were the consequences of that evolution?

#### Part 2 - Let me see through your Eyes

Elisabeth Bodin, Head of Learning, Louisiana Museum of Modern Art, Denmark @louisianamuseum

Learning through art enables us to learn in more profound and personal ways but also helps us to see the world through the eyes of others. For this reason art has a role to play when it comes to addressing today's challenges : integration, marginalisation and a school system failing to give next generations a holistic understanding. With practical experiences as a point of departure, this workshop will present examples from various learning programmes at Louisiana Museum of Modern Art. Both those for large numbers of school children (15-19.000 a year) and more specialised ones. A collaboration with Red Cross schools for young refugees and schools for children with severe learning disabilities

## 2. WORKING WITH SCHOOLS

### Grand Palais, Studio 84

#### Part 1 - Transforming the school, rethinking the museum

Esther Fuertes, Education Department, Museu Nacional d'Art de Catalunya, Spain @MuseuNac\_Cat

In 2013, Museu Nacional d'Art de Catalunya started working with the Miquel Bleach School, a state elementary school with 98% of its intake coming from disadvantaged immigrant families of 25 nationalities. The objective was to improve the quality of the education, to change the social perception of the school, and to make the museum available in order to provide a place with opportunities for participation, inclusion and social equality. The project was developed in the following areas: teacher training, school organization, community action and communication. It is a joint creation based on the school's desire to use this project as a tool of transformation towards a new school model.

### Part 2 - Museums, Interculturality and Cultural Citizenship

Nana Bernhardt, Head of School Programs, National Gallery of Denmark, Denmark @smkmuseum

In recent years the National Gallery of Denmark has explored and developed new educational initiatives in collaboration with Danish language centers for foreign adults learning Danish as a second language. The projects and educational activities pose the following key questions: How can art museums help adult second-language learners acquire a language? How can such initiatives constitute a framework for cultural citizenship for new citizens in Danish society? How can the museum contribute in the creation of new cultural and historical frameworks for new Danish citizens as well as for the museum as part of a collective learning process? This presentation deals with: the development of new learning methods, educational activities and materials based on inclusive learning processes, dialogic pedagogy and multi-voiced perspectives through language training; and finally, what happens when new citizens become part of the museum, part of the museum staff.

## 3 - COMMUNITIES ENGAGEMENT

### Palais de la Découverte, Auditorium

#### Part 1 - Diplomacy and Art Matter!

Pascal Hufschmid, Head of External Affairs, Musée de l'Élysée, Switzerland @PascalHufschmid @ElyseeMuseum

How an exhibition and its world tour brought together a country, a museum and an artist. Armed conflicts shatter the lives of millions of civilians every day around the world. Their issues are not only crucial to the international debate, they also have an echo in the work of artists, especially photographers. On the occasion of the 150th anniversary of the International Committee of the Red Cross, the Musée de l'Élysée in Lausanne and the Swiss Ministry of Foreign Affairs decided to join forces. Together, they produced an exhibition, War from the Victims' Perspective - Photographs by Jean Mohr, which has travelled to no less than 60 venues in 35 countries since 2013. It has offered at each stage a unique opportunity to raise awareness about humanitarian issues. Pascal will present how this ambitious project was engineered in less than six months and managed in a simple way, turning the exhibition into an active platform that pushed both partners beyond their comfort zone to the benefit of a very large audience.

#### Part 2 - Becoming more relevant in today's society

Jane Burrell, Senior Vice President of Education and Public Programs, and Miranda Carroll, Senior Director of Communications, Los Angeles County Museum of Art (LACMA), USA @MirandaCarroll @LACMA

As cultural institutions see declining participation, how can we become more relevant in today's society? And how can we reach underserved communities, learn from them and from our failures, and entice non-traditional audiences to embrace participation in the arts, ultimately visiting our, sometimes distant, museums? This presentation will provide examples of an Art and Film lab that traveled to nine cities throughout Los Angeles and two adjacent counties serving primarily low-income families with filmmaking workshops, opportunities to record their oral histories, and weekend evening screenings. A review of the successes and challenges of the project, as well as its transition into a current program successfully serving returning veterans in Los Angeles, will be highlighted. This project will be contrasted with a current endeavor that is using research into motivations for participating in the arts coupled with community input to bring works from the museum's collection to new audiences and interpret them through an education -curatorial partnership.

# MAP Paris







- 1 Louvre
- 2 Louvre Offices
- 3 Arts Décoratifs
- 4 Centre Pompidou
- 5 Grand Palais
- 6 Palais de la Découverte
- 7 Monnaie de Paris
- 8 Palais de Tokyo
- 9 Aquarium de Paris
- 10 Musée de l'homme
- 11 Institut du monde arabe
- 12 Drawing Hotel
- 13 Musée du quai Branly
- 14 Musée d'Orsay

# PARIS

## 1 Musée du Louvre

Rue de Rivoli, 75001 Paris  
Enter via Passage Richelieu  
Metro Line 1 @ Palais Royal Musée du Louvre

## 2 Louvre Offices

8 rue Saint Anne, 75001 Paris  
Metro Line 1 & 7 @ Palais Royal Musée du Louvre  
Metro Line 14 @ Pyramides

## 3 Arts Décoratifs

Enter 111 rue de Rivoli, 75001 Paris  
Metro Line 1 @ Palais Royal Musée du Louvre

## 4 Centre Pompidou

Place Georges Pompidou Paris, 75004 Paris  
Metro Lines 1 & 11 @ Hotel de ville  
Metro Line 11 @ Rambuteau  
RER Line A, B & D @ Chatelet Les Halles

## 5 Grand Palais

Avenue du général Eisenhower, 75008 Paris  
Champs - Elysées Jardins Entrance  
Metro Lines 1 & 13 @ Champs Elysées Clémenceau  
Metro Lines 1 & 9 @ Franklin Roosevelt

## 6 Palais de la Découverte

Avenue Franklin Delano Roosevelt, 75008 Paris  
Metro Lines 1 & 9 @ Franklin Roosevelt  
Metro Lines 1 & 13 @ Champs Elysées Clémenceau

## 7 Monnaie de Paris

11 quai de Conti, 75006 Paris  
Metro Line 7 @ Pont neuf  
Metro Line 4 @ Saint Michel  
Metro Line 10 @ Odéon  
RER Line B & C @ Saint Michel

## 8 Palais de Tokyo

13 avenue du Président Wilson 75116 Paris  
Metro Line 9 @ Iéna  
RER Line C @ Pont de l'Alma

## 9 Aquarium de Paris

5 avenue Albert de Mun  
Metro Lines 9 & 6 @ Trocadéro  
RER C @ Champs de Mars

## 10 Musée de l'homme

17 place du Trocadero, 75016 Paris  
Metro Line 6 & 9 @ Trocadéro

## 11 Institut du monde arabe

1 rue des Fossés Saint-Bernard, 75005 Paris  
Metro Line 7 @ Jussieu  
Metro Line 10 @ Cardinal Lemoine

## 12 Drawing Hotel

17 rue de Richelieu, 75001 Paris  
Metro Line 1 & 7 @ Palais Royal Musée du Louvre  
Metro Line 14 @ Pyramides

## 13 Musée du quai Branly

37 quai Branly, 75007 Paris  
RER Line C @ Pont de l'Alma  
Metro Line 9 @ Alma / Marceau  
Metro Line 8 @ Ecole Militaire  
Metro Line 6 @ Bir Hakeim

## 14 Musée d'Orsay

62, rue de Lille, 75007 Paris  
Access via Door C  
RER Line C @ Musée d'Orsay  
Metro Line 12 @ Solférino

## DISCOVER LA FONDATION LOUIS VUITTON

8 Avenue du Mahatma Gandhi, 75116 Paris  
Metro Line 1 @ Les Sablons

From 19 to 25 June (apart from 20 June) get free entry to *Art/Africa, le nouvel atelier* on presentation of your CTM17 Badge.

*Art/Afrique, le nouvel atelier* includes two exhibitions, along with a selection of works from the permanent collection.  
- *The Insiders* brings together works by fifteen iconic artists from the Jean Pigozzi collection of African art, displayed for the first time in Paris.  
- *Being There*, an exhibition of works by South African artists.



# THANK YOU

Mille mercis

AGENDA

## OFFICIAL PARTNERS

---



Réunion  
des musées  
nationaux  
Grand Palais



un lieu  
universcience



LES ARTS  
DECORATIFS

\*MUSÉE DU  
QUAI BRANLY  
JACQUES CHIRAC



PALAIS  
DE TOKYO

aquarium  
Paris



MUSÉE DE  
L'HOMME



ICOM international  
council  
of museums

## KNOWLEDGE PARTNER

---



## CONFERENCE PARTNERS

---



ART & CULTURE  
TRANSLATED

LOQI

Puzzle  
Michèle  
Wilson





**Culture Business focuses on fundraising and development strategies from around the world. We showcase fresh and innovative ideas to help you thrive in uncertain times.**

**After a fantastic edition of Culture Business in Sydney in 2016, we are heading to Melbourne from 26 – 28 July 2017 with the support of Creative Partnerships Australia.**

---

### **Three days, 2 Venues:**

#### **Best Practice Training, 26 July**

Build a business development spirit in your organisation and motivate your team during the pre-conference workshops at the State Library Victoria.

#### **Culture Business conference, 27- 28 July**

Join us for two days of hands-on workshops, talks and panel discussions at the Arts Centre Melbourne.

In between these intensive sessions there will be informal opportunities to network with your peers from around the world.

### **International speakers**

Meet and learn from 30 international speakers, experts in fundraising and development from the worlds of culture and business. Speakers include: John Rodgers, National Theatre London, UK/ Yvonne Zammit, Sydney Symphony Orchestra, AUSTRALIA / Laura Sears, V&A, UK / Sanjoy K Roy, Teamwork Arts, INDIA/ Alice van der Slikke, Van Gogh Museum, THE NETHERLANDS / Alpa Bhattacharjee, HSBC, AUSTRALIA / Michelle Stein, British Museum, UK/ Tracy Cui, The Promise, CHINA / Caroline McCormick, Achates Philanthropy, UK

### **'The Art of Fundraising'**

The conference programme will cover every aspect of fundraising in the arts: from philanthropy to membership, online retail, communications, corporate sponsorship, and government funding. The conference will encourage you to take risks and to think beyond the usual limits.

### **250 participants**

Join 250 participants from international and Australian arts organisations such as theatre companies, opera companies, ballet companies, festivals, biennales, museums and galleries alongside sponsors from business and public organisations and foundations.



CULTURE BUSINESS.

MELBOURNE  
26 - 28 JULY  
2017

THE ART OF  
FUNDRAISING  
7<sup>TH</sup> EDITION

COMMUNICATION  
THE MUSEUM



**COMMUNICATING  
THE MUSEUM  
LOS ANGELES  
6 - 8 NOV 2017**





# LOS ANGELES

3 days of keynotes, workshops, panels, masterclasses, visits and events together with a learning safari in downtown LA and an evening in Beverly Hills.

## 300 CULTURE EXPERTS

CTM17 Los Angeles will welcome 300 international art professionals, high profile experts including museum and gallery directors, head of communications, marketing and development, digital manager and audience engagement strategists.

Exclusive hospitality in Los Angeles' museums and cultural sites including The Getty, LACMA and Hammer Museum.

## THEME: MUSEUMS BEYOND WALLS

Participants will discuss the changing role of museums in our society. They will examine how the social and political environment and recent technological breakthroughs have encouraged museums to reach out beyond their walls.

Register before  
31 July  
and get a complimentary  
ticket to the Learning  
Safari  
Code: CTM17P

[www.communicatingthemuseum.com/losangeles](http://www.communicatingthemuseum.com/losangeles)



INTERNATIONAL  
DESIGN  
COMMUNICATION  
**AWARDS**

HAVE  
YOU  
ENTERED  
**YET?**

**Celebrating excellence in  
design and communication initiatives  
across the art world.**

- 1. Best Branding Campaign**
- 2. Best Temporary Exhibition Communications**
- 3. Best Scenography**
- 4. Best App**
- 5. Best Website**
- 6. Best Merchandising**

Open to museums, cultural organisations and agencies, the International Design and Communication Awards (IDCA) celebrate creativity and innovation in the art world.

Now in its 7<sup>th</sup> year, the 2017 contest recognises innovative best practices and reward excellence. Entries are open until 1 September 2017.

An international jury of museum and design experts will assess all applications.

The awards ceremony will take place on 8 November 2017 in Los Angeles during the 19<sup>th</sup> edition of Communicating the Museum.

Since 2007

[www.idca-awards.com](http://www.idca-awards.com)  
[idca@agendacom.com](mailto:idca@agendacom.com)



**Apply to become the host  
of the 2019's editions of  
Communicating the Museum  
and Culture Business  
before 31 December 2017.**

Contact [cestrada@agendacom.com](mailto:cestrada@agendacom.com)

**AGENDA**

**WE LOVE MUSEUMS**  
[agendacom.com](http://agendacom.com)