

COMMUNICATING THE MUSEUM 20

“ARE YOU
READY
TO
PARTICI
PATE?”

BRUSSELS 2018
27 TO 31 MAY

Staged by

AGENDA

#CTMBRU

BIENVENUE !

Dear delegates,

For our 20th edition, Communicating the Museum (CTM) is honoured to host the conference in Brussels, the capital city of Europe. As Monocle put it, the city is blossoming. After Berlin, Los Angeles and Paris, we felt it was time to explore Europe's most diverse city. Over 5 days, we will experience the best of Brussels' headliner museums.

It is with great delight and appreciation that we come together at BOZAR, the irreverent, eclectic and daring centre for fine arts – mirroring the spirit of Brussels itself. Housed in a signature Victor Horta building, whose art nouveau designs define the city skyline, BOZAR brings together the arts, from the Old Masters to the offbeat, in exciting and inviting ways.

We cannot wait to share Brussels' prestigious and innovative museums KANAL – Centre Pompidou, Brussels City Museum's Maison du Roi, the Royal Museums of Fine Arts, WIELS, just to name a few.

The Advisory Board chose to theme this 20th edition of CTM around PARTICIPATION – it is essential and urgent to positively engage with one another in our daily life, in our work and in our institutions. With more than 160 communities living within its walls, Brussels has much to show and share about participation.

Let's talk about our solutions, and our challenges, as we encourage participation. Communicating, learning and sharing a good time together is a great way to start.

Enjoy CTM BRU!

Corinne



**“ARE YOU
READY
TO
PARTICIPATE?”**

WELCOME!

A word by the Centre for Fine Arts/BOZAR, Brussels

BOZAR welcomes more than one million visitors each year and hosts more than 15 major exhibitions, 250 concerts, 100 film screenings, theatre and dance performances, architecture shows and debates.

Creativity, quality, and artistic diversity have been at the heart of the Centre's mission since its foundation. But in making sure art is not something abstract and distant; for it to be truly part of the "culture" of a society – and particularly in a city as variegated and international as Brussels – the public must be able to experience it in a way that is both natural and lively.

Our staff constantly strives to expand participation through audience mediation and stimulate productive tensions across different communities in Belgium, Europe and the world. The daily interactions between communities, youth, individual artists,

performers, scientists, and others, are reflected in the Centre for Fine Arts recent initiatives such as 'Next generation, please!', 'Bozar Lab for Art and Research,' and 'Singing Brussels'.

How do we continue to stage these vital, creative encounters – between the contemporary and classical, the young and old, the group and the individual, the local and global – while providing our visitors with an immersive experience and maintaining the high quality of programming that is synonymous with BOZAR?

This is the challenge for the future.

Welcome to BOZAR, Le Palais des Beaux-arts, the Centre of Participation.

PAUL DUJARDIN,
CEO & ARTISTIC DIRECTOR
BOZAR

Dear participants of Communicating the Museum's 20th edition,

Are you ready to participate? Not only to meet culture professionals from around the globe, but also to discover the abundant cultural richness the Brussels Capital Region has to offer?

Brussels has always been a genuine crossroads of cultures, as a juncture between Latin and Germanic cultures. Being the Capital of Europe, it has become an important international hub. Or even more: in the World Migration Report, Brussels has been listed the 2nd most cosmopolitan city in the World!

No wonder it has been attracting over the years many artists, cultural entrepreneurs and culture lovers. With roots all over the world, they are calling Brussels their home, resulting in a rich creative environment that is experimental, contemporary, informal and... participative.

As a Region, we are convinced that art and culture, as a soft power, have an important role to play in the international exposure of Brussels and that it leads to a better place to live as a citizen and to stay as a visitor.

In the last decade, several inspiring new museums have opened in Brussels, like the Musée Magritte Museum (2009), Train World (2015), the ADAM Brussels

Design Museum (2015) or the MIMA Millenium Iconoclast Museum of Art (2016).

And last but not least, the Brussels Government initiated KANAL Centre Pompidou, an important new cultural landmark for the Brussels canal zone. In anticipation of a major renovation of this former Citroën car garage into a modern and contemporary art museum, the premises can already be visited and host a large prefigurative exhibition, KANAL BRUT, displaying art works of the Pompidou collection and Brussels contemporary artists in an exceptional industrial environment.

Brussels' destination as an artistic and cultural region incites us also to prepare our future. Therefore, the Brussels Minister-President has decided to prepare the application of Brussels to become the European Capital of Culture in 2030, on the occasion of the 200th anniversary of Belgium.

We wish you an excellent conference and a great stay in Brussels, where the heart of the world beats. And we hope to see you again in the coming years. When we will inaugurate the renovated KANAL Museum. And in 2030 of course!

Be here, be.brussels!

The Brussels Capital Region

#CTMBRU

MEET
THE
COLLE-
CTORS

SUN

27

MAY

VISIT OF THE MUSÉE DES ARTS CONTEMPORAINS

Bus Transfer	1pm	Bus departs from the Novotel Off Grand Place at 1pm
Visit	2pm	Discover le Musée des Arts Contemporains, a cultural project dedicated to contemporary creation.
Bus Transfer	3pm	Bus will departs from the MAC at 3pm

MEET THE COLLECTORS

Join a very intimate and exclusive tour of the personal collections of contemporary and modern art patrons, Bruno & Gael van Lierde and Alain Servais.

Visit	4pm	<u>Bruno & Gael van Lierde</u> Bruno started their collection in the mid eighties with conceptual artists showed in France and Belgium before moving towards international young and mid career artists with a predilection for abstraction.
Visit	5.30pm	<u>Alain Servais</u> Alain started collecting art in the late 1990s. In 2000, he moved into an old 900-square meter factory located in a working-class neighborhood of northern Brussels which he transformed into a three-storey loft. This is where he lives and works, as well as showing his contemporary art.

FRIENDS AND VIP RECEPTION

Join us at Villa Empain – Boghossian Foundation, Brussels' Art Deco masterpiece

Bus Transfer	6.45pm	Bus departs from Alain Servais' house for Villa Empain Vans depart from the Novotel Off Grand Place
Welcome	7.30pm	Louma Salamé, General Manager of the Boghossian Foundation welcomes you to the Villa and introduces the temporary exhibition 'Melancholia'
Reception	8pm – 9.30pm	Meet fellow participants over a lovely glass of wine and appetizers.
Bus Transfer	9.20pm	Bus heads back to the Novotel Off Grand Place

#CTMBRU

“ARE YOU
READY
TO
PARTICI
PATE?”

MON

28

MAY

REGISTRATION

Registration	From 9.30am	Pick up your badge and delegate bag	BOZAR
Visit	10am	Guided visit The Musée Magritte Museum Explore the world's largest collection of the renowned surrealist artist René Magritte	Musée Magritte
Visit	11.30am	Guided visit of 'Spanish Still Life' Last chance to see BOZAR's temporary exhibition 'Spanish Still Life' before it heads to Turin	BOZAR

ARE YOU READY TO PARTICIPATE?

Welcome	2pm	Welcome to Communicating the Museum Brussels	BOZAR Hall Horta
Keynote	3pm	Adopting a new attitude	BOZAR Hall Horta
Coffee Break	3.30pm		BOZAR Hall Horta
Panel	4pm	Encouraging a greater diversity of audiences, ideas and perspectives	BOZAR Hall Horta
Face to Face	4.45pm	The BOZAR experience	BOZAR Hall Horta
Key Learnings	5.30pm	Key Learnings	BOZAR Hall Horta

WELCOME RECEPTION AT THE MAISON DU ROI

Welcome	7.30pm	Official welcome by Karine Lalieux, Alderwoman for Culture, Tourism, Big Events	Maison du Roi
Reception and Visit	7.45pm - 9.30pm	Discover the neo-Gothic Maison du Roi. Meet fellow participants over a lovely glass of wine and appetizers.	Maison du Roi

MON

28

MAY

2 pm

Welcome

BOZAR
Hall Horta

Welcome to Communicating the Museum Brussels

CORINNE ESTRADA

Founder, Communicating the Museum,
France

[@AgendaParis](#)

RUDI VERVOORT

Minister-President of the Government
of the Brussels-Capital Region, Belgium

[@rudivervoort](#)

PAUL DUJARDIN

Artistic Director, BOZAR, Belgium

[@BOZARbrussels](#)

3 pm

Keynote

BOZAR
Hall Horta

Adopting a new attitude

JAN BOELEN

Artistic Director, Z33 House
for Contemporary Art, and Atelier LUMA

[@janboelen](#)

Jan Boelen, artistic director, curator and professor, wants us to look at everyday objects in a new way. He encourages museums to become meeting places for ideas; unique laboratories for experimentation and innovation.

4 pm

Panel

BOZAR
Hall Horta

Encouraging a greater diversity of audiences, ideas and perspectives

DAPHNÉ BLOUET

Visitor Operation and Audience
Development Manager, Louvre Abu
Dhabi, UAE

[@LouvreAbuDhabi](#)

YVES GOLDSTEIN

Head of Mission, KANAL Centre
Pompidou, Belgium

[@yvesgoldstein](#)

RAPHAEL CRUYT

Curator and Co-Founder, MIMA,
Belgium

[@MIMAmuseum](#)

Chair: **CORINNE ESTRADA**

Founder, CTM, France

[@AgendaParis](#)

A panel of experts from newly opened and soon-to-open institutions will debate the changing role of museums in our society. Together they will discuss how they have been engaging their local communities in the lead up to their grand opening.

4.45 pm

Face to Face

BOZAR
Hall Horta

The BOZAR experience

JOHAN VAN ROY

Head of Marketing & Communication,
BOZAR, Belgium

[@jokkerino](#) | [@BOZARbrussels](#)

SOPHIE LAUWERS

Director of Arts and Policy, BOZAR,
Belgium

[@slauwers66](#) | [@BOZARbrussels](#)

Creativity, quality, and artistic diversity have been at the heart of BOZAR's mission since its foundation. BOZAR is becoming a cultural accelerator thanks to its engaging exhibitions enhanced by visitor' input, in a process of joint cultural production. In this model the audience no longer exists - everyone is a participant. But what can be said about the educational and economic value of participation?

5.30 pm

Key Learnings

BOZAR
Hall Horta

CORINNE ESTRADA

Founder, Communicating the Museum,
France

[@AgendaParis](#)

Come together to discuss the key learnings of the first day of the conference.

7.30 pm

Reception

Maison du roi
Grand Place

Welcome Reception at the Maison du Roi

Visit the Maison du Roi on the Grand-Place and enjoy a lively reception and good conversation. Reception provided by the deputy burgomaster for Culture, Karine Lalieux and three curators of the Museum of the City of Brussels: Bérengère de Laveleye, Caroline Esgain and Gonzague Pluinage.

#CTMBRU

“ENCOURAGING
COMMUNITY
PARTICIPATION”

TUE

29

MAY

Registration	From 8.30am	Pick up your badge and delegate bag.	BOZAR
Breakfast	8.30am – 9am	Meet fellow delegates over a cup of coffee.	BOZAR
ENCOURAGING COMMUNITY PARTICIPATION			
Panel	9am	How can cultural institutions create meaningful participation within the city?	BOZAR Hall Horta
Case Studies	10am	1 Creativity as a tool to encourage participation	BOZAR – Terarken 1
		1.1 Can Create Designmuseum, Denmark	
		1.2 Meet, connect, discover, learn, create Fondation Beyeler, Switzerland	
		2 Becoming an advocate for immigrants and refugees	
2.1 Migration and the Changing Role of Museums Tucson Museum of Art and Historic Block, USA			
2.2 Brussels: Welcome Land? Brussels has Safe Haven, implementing networks to reach new targets Jewish Museum of Belgium			
3 Celebrating the histories, lives and experiences of the LGBTQ community	BOZAR Hall Horta		
3.1 Engaging LGBTQ communities Tate, UK			
3.2 Celebrating LGBTQ history Royal Museums Greenwich, UK			
4 Thriving in the New Culture Ecology	BOZAR – Terarken 2		
Lackawanna County Arts and Culture Department, USA			
Coffee Break	11am		BOZAR Hall Horta
CREATING DEEPER EXPERIENCES FOR YOUNG AUDIENCES			
Keynote	11.30am	Innovation in Scandinavian Education	BOZAR Hall Horta
Case Studies	12pm	1 Youth involvement, Key for the future museum? Museum aan de Stroom, Belgium	BOZAR – Foyer 3
		2 Training the next generation of heritage enthusiasts Singapore National heritage Board, Singapore	BOZAR – Errera 2
		3 Sisters Academy, poetic attentiveness and sensuous learning Den Frie Centre of Contemporary Art, Denmark	BOZAR Hall Horta
		4 Schools as Advocates for Museum Programmes Asian Civilisations Museum, Singapore	BOZAR – Terarken 1
		5 Practicing what you Preach, Next Generation, Please! BOZAR, Belgium	BOZAR – Terarken 2
Lunch	12.45pm		BOZAR Rotunda

TUE

29

MAY

TRANSFORMING ONLINE PARTICIPATION

Visit	1.30pm	Interactive Visit of 'Fernand Léger'	BOZAR
Panel	2.30pm	Connecting the physical and digital experience	BOZAR Hall Horta
Case Studies	3.20pm	1 Accessibility and The Met: How Facebook Live Provides Inclusivity The Metropolitan Museum of Art, USA	BOZAR Hall Horta
		2 XperiBIRD.be - Inquiry-based learning everywhere Royal Belgian Institute of Natural Sciences, Belgium	BOZAR – Terarken 1
		3 Lucky Vibes a playful app engaging and activating unexpected audiences Fondation Louis Vuitton, France	BOZAR – Terarken 2
		4 Bruegel. Unseen Masterpieces Royal Museums of Fine Arts, Belgium	BOZAR – Errera 1
		5 Young voices of the Louvre Musée du Louvre, France	BOZAR – Foyer 3
Coffee Break	4pm		BOZAR Hall Horta
Keynote	4.30pm	Civic engagement made easy	BOZAR Hall Horta
Face to Face	5pm	Your communication department? Time to reset!	BOZAR Hall Horta
Key Learnings	5.30pm	Key Learnings	BOZAR Hall Horta
Visit	6.15pm - 7.15pm	Free Visit of MIMA, the Millennium Iconoclast Museum of Art	MIMA

GALA EVENING AT KANAL - CENTRE POMPIDOU

Visit	7.30 pm - 8.15pm	Discover the temporary exhibition 'BRUT'	KANAL – Centre Pompidou
Dinner	8.15pm - 10.15pm	Seated dinner	KANAL – Centre Pompidou
Transfer	9.45pm & 10.15pm	Buses depart from KANAL for the Novotel Off Grand Place	

9am

Keynote

BOZAR
Hall Horta

How can cultural institutions create meaningful participation within the city?

MUNIRA MIRZA

Head of HENI Talks, former Deputy Mayor of London for Culture and Education, UK

[@Henitalks](#)

GLORIA GERACE

Co-Founder, Culture Projects, USA

[@PSTinLA](#)

XAVIER ROLAND

Director, Pôle Muséal de la Ville de Mons, Belgium

[@MonsPoleMuseum](#)

Chair: **MATTHIEU NICOL**

Executive Manager, Communicating the Museum, France

[@AgendaParis](#)

From organising the Olympic Games to managing a city-wide festival of 70+ institutions and being a European Capital of Culture, learn how to activate your community from within. Find out how to build a strong legacy in your city and organise events and exhibitions that are relevant to local audiences.

BOZAR
Foyer 3

2 Becoming an advocate for immigrants and refugees

2.1 – Migration and the Changing Role of Museums

Build relevant programmes that broaden educational opportunities and participation with immigrant communities.

MARIANNA PEGNO,

Tucson Museum of Art and Historic Block

[@TucsonMuseumArt](#)

2.2 – Brussels: Welcome Land? Brussels has Safe Haven - implementing networks to reach new targets.

Learn how the museum engaged a dynamic and open conversation about migration and cultural diversity through conferences, workshops and performances.

CHOUNA LOMPONDA

Jewish Museum of Belgium

[@Ichouna](#) | [@MJB_JMB](#)

BOZAR
Hall Horta

3 Celebrating the histories, lives and experiences of the LGBTQ community

3.1 – Engaging LGBTQ communities

Explore Tate's response to the 50th anniversary of partial decriminalisation of homosexuality through the Queer British Art exhibition, the learning and development programme and the importance of the community voices.

JAMES BRANDON

TATE, UK

[@JB_DandI](#) | [@Tate](#)

3.2 - Celebrating LGBTQ history

Learn how Royal Museums Greenwich celebrated LGBT History Month with a series of exciting events and lectures, from drag performances at the Queen's House to a family flag-making workshop.

SACHA COWARD

Royal Museums Greenwich, UK

[@Sacha_Coward](#) | [@RMGreenwich](#)

BOZAR
Terarken 2

4 Thriving in the New Culture Ecology

Focus on the ways that museums can build fruitful, lasting community partnerships and develop creative, experiential, participatory programming.

MAUREEN MCGUIGAN

Lackawanna County Arts and Culture Department, USA

[@McGuiganm](#) | [@ArtsLackawanna](#)

10am

Case Studies

–

4 case studies will take place simultaneously. Participants are invited to select the session they wish to attend.

BOZAR
Terarken 1

1 Creativity as a tool to encourage participation

1.1 – I Can Create Designmuseum, Denmark

Learn about the 'I Can Create' programme which aims to give asylum-seeking children the chance to step outside their position as marginalized voices of society.

KIRSTEN LASSEN

& NIKOLINA OLSEN-RULE,

Designmuseum, Denmark

[@NRule](#) | [@DesignMuseumDK](#)

1.2 – ART LAB - Meet, connect, discover, learn, create

Discover the 'Art Lab', a participative art-mediation project, designed for young people between the ages of 15 and 25.

FLAVIA MAYER & JANINE SCHMUTZ,

Fondation Beyeler, Switzerland

[@Fond_Beyeler](#)

TUE

29

MAY

11.30am

Keynote

BOZAR
Hall Horta

Innovation in Scandinavian Education

HANS RENMAN

Founder & CEO, LS Group, Sweden

[@Renman_Hans](#)

Dive into the ever-transforming Scandinavian model for education. What can public institutions learn from the fast moving tech companies where leadership and innovation skills are crucial for survival?

BOZAR
Hall Horta

3 Sisters Academy, poetic attentiveness and sensuous learning

Find out about 'Sisters Academy – The Boarding School', the visionary exhibition project based on radical principles of immersive and participatory audience engagement.

NIKOLAJ FRIIS RASMUSSEN

Head of Events and Partnerships,
Den Frie Centre of Contemporary Art,
Denmark

GRY WORRE HALLBERG

Artistic Director, Sisters Academy,
Denmark

[@GryWHallberg](#)

12pm

Case Studies

–

5 case studies will take place
simultaneously. Participants are
invited to select the session they wish
to attend.

BOZAR
Foyer 3

1 Youth involvement, Key for the future museum?

Learn about the 'MAS in Young Hands' (MiYH) initiative and meet the young crew. Translating the motivations and expectations of young people towards the museum, MiYH has become an annual project where a group of volunteers between 16 and 26 is recruited to work on a full youth-driven museum programme.

LIENE CONARD

Public, education and social media
coordinator, Museum aan de Stroom in
Antwerp, Belgium

[@LieneConard](#) | [@MasAntwerpen](#)

BOZAR
Terarken 1

4 Schools as Advocates for Museum Programmes

Learn why it is essential for museum educators to conduct in-depth programmes that layer students' experience in order to cultivate long-term relationships with schools. Advocacy from participating schools can be a powerful tool as these programmes become a form of marketing to other schools and bring about a mindset shift in teachers.

MELISSA VISWANI

Senior Manager, Asian Civilisations
Museum, Singapore

[@acm_sg](#)

BOZAR
Errera 2

2 Training the next generation of heritage enthusiasts

Learn how the National Heritage Board of Singapore is engaging young children via heritage programmes and community led initiatives:

– 'The Heritage Explorers Programme', a unique initiative providing students with a glimpse into museums and heritage professions.

– 'The School Heritage Corners Programme' for primary and secondary Schools to establish their own Heritage Galleries via funding and consultative services.

ASMAH ALIAS

Deputy Director for Education and
Community Outreach, Singapore
National heritage Board, Singapore

BOZAR -
Terarken 2

5 Practicing what you Preach – Next Generation, Please!

Discover Next Generation, Please! a festival advocating for a more open and inclusive future. This exciting initiative uses culture to inspire creative thinking and empower young individuals.

MELAT GEBEYAW NIGUSSIE

Project Coordinator, BOZAR, Belgium

[@MelatNigussie](#)

RAPHAEL MILES

International Policy Officer, BOZAR,
Belgium

[@BOZARbrussels](#)

2.30pm

Panel

BOZAR
Hall Horta

Connecting the physical and digital experience

KAJSA HARTIG

Business Developer and Digital Strategist, Nordiska museet, Sweden
[@kajsahartig](#)

LAUREN HESSE

Social Media Producer, The Metropolitan Museum of Art, USA
[@littlelenore](#) | [@metmuseum](#)

RYAN DODGE

Digital Engagement Coordinator, Royal Ontario Museum, Canada
[@wrdodger](#) | [@ROMToronto](#)

Chair: **RAPHAEL WOLFF**

Director of Promotion and Development, Musée des Beaux-Arts Lausanne, Switzerland
[@raphael_wolff](#)

Museums are no longer approaching digital projects as separate channels and are increasingly recognising online viewers and followers as visitors. Speakers will discuss the latest online participation trends and discuss engagement strategies for online users and physical visitors.

3.20pm

Case Studies

–

5 case studies will take place simultaneously. Participants are invited to select the session they wish to attend.

BOZAR
Hall Horta

1 Accessibility and The Met: How Facebook Live Provides Inclusivity

This session will look at case studies of how The Met organized, executed and assessed three different Facebook Live events and will discuss how other museums can strategically think about who they are reaching through live broadcasting and how these events can be accessible and successful.

LAUREN HESSE

Social Media Producer, The Metropolitan Museum of Art, USA
[@littlelenore](#) | [@metmuseum](#)

BOZAR
Terarken 1

2 XperiBIRD.be – Inquiry-based learning everywhere

Take off with XperiBIRD.be, an educational project developed in partnership with Google that familiarises school pupils with data collection, digital transfer techniques, and bird watching.

WENDY MASSART

Museum of Natural Sciences, Project Leader XperiBIRD.BE, Belgium
[@WendyMassart](#)

KRISTINA ARTICUS LEPAGE

Biology Professor, International German School of Brussels, Belgium

BOZAR
Terarken 2

3 Lucky Vibes a playful app engaging and activating unexpected audiences

In order to remain relevant and to engage new and younger audiences, museums must incorporate digital technologies into their exhibitions and programming. The Fondation Louis Vuitton presents its playful app, designed to touch distant audiences, with a high degree of participation outside the Museum.

CANDICE CHENU

Head of Digital Educational Projects and Application Content, Fondation Louis Vuitton, France
[@FondationLV](#)

BOZAR
Errera 1

4 Bruegel. Unseen

The Royal Museums launched the Bruegel project jointly with the Google Cultural Institute in 2016. Drawing on a wide spectrum of virtual and on-site experiences, discover the unique initiative offering everyone the chance to immerse themselves in Bruegel's works.

ISABELLE VANHOONACKER

Managing Director to the Public services Department, Royal Museums of Fine Arts of Belgium, Belgium
[@FineArtsBelgium](#)

BOZAR –
Foyer 3

5 Young voices of the Louvre

Les Jeunes ont la Parole' events are special late openings during which 300+ students express their knowledge and creativity. Find out how they are using social media to take over the museum and promote the events.

NIKO MELISSANO

Head of Digital Communications, Musée du Louvre, France
[@nikomelissano](#)

ANNE SOPHIE VERGNE,

Head of Programming and Tertiary Education, Musée du Louvre, France
[@MuseeLouvre](#)

TUE

29

MAY

4.30pm

Keynote

BOZAR
Hall Horta

Civic engagement made easy

WIETSE VAN RANSBEECK
Co-founder and CEO, CitizenLab,
Belgium
[@WietseVR](#) | [@citizenlabco](#)

Get inspired by CitizenLab, the digital infrastructure empowering local democracy to address the widening gap between citizens and municipal governments. Learn how this new model can help cultural organisations engage new audiences.

5pm

Face to Face

BOZAR
Hall Horta

Your communication department? Time to reset!

LORE VAN DE MEUTTER
Communications Manager,
La Monnaie, Belgium
[@LaMonnaieDeMunt](#)

THIERRY BRUNFAUT
ounder, Creative Director & Producer,
Base Design, Belgium
[@ThierryBrunfaut](#) | [@Base_design](#)

Every communication department in every cultural institution has its own habits and rituals; a routine that leads to repetitive outcome. To increase participation, Base and La Monnaie Opera decided to question everything, from content, roles to internal processes to dynamically redesign their communication department on what really matters: surprising and engaging your audience.

5.30pm

Key Learnings

BOZAR
Hall Horta

Key Learnings

CORINNE ESTRADA
Founder, Communicating the Museum,
France
[@AgendaParis](#)

Come together to discuss the key learnings of the second day of the conference.

6.15pm

Visit

MIMA

After hours visit of the Millennium Iconoclast Museum of Art

The MIMA presents the most significant art of its time, and explores a history of culture 2.0.

7.30pm

Gala Evening

KANAL - Centre
Pompidou

Discover the temporary exhibition 'BRUT'

Explore the mythical building in its raw state through several art and architecture exhibitions, large installations and ten brand-new creations by Brussels-based artists.

KANAL - Centre
Pompidou

Gala Dinner

Yves Goldstein, Government coordinator for KANAL - Centre Pompidou presents the new cultural centre and its missions.



#CTMBRU

“ADAPTING
TO YOUR
AUDIENCE'S
NEEDS”

WED

30

MAY

Registration	From 9.15am	Pick up your badge and delegate bag.	Royal Museums of Fine Arts Entrance via Place du Musée
THE ART OF COLLABORATION			
Welcome	9.30am	Welcome to the Royal Museums of Fine Arts of Belgium	Auditorium A
Case Studies	10am	1 Changing the way we work to enhance participation Van Gogh Museum, Netherlands	Auditorium A
		2 From Barriers to Bridges: Understanding Exclusion, Practicing Inclusion University of North Texas, USA	Auditorium A Forum
		3 Developing strategic approaches to content, conversation and audience engagement and a digital first user experience Nordiska museet, Sweden	Auditorium A Forum
		4 Exploring the world, discovering ourselves Royal Museums Greenwich, UK	Auditorium B
Visit	10.45am	Visit The Royal Museums of Fine Arts of Belgium	The Royal Museums of Fine Arts
Transfer	11.30am	Bus transfer to the House of European History	
Lunch	12pm and 1pm	Lunch at the House of European History	House of European History
Visit	12pm and 1pm	Discover the newly opened House of European History	House of European History
Transfer	2pm	Short walk to the European Parliament	
ADAPTING TO YOUR AUDIENCE'S NEEDS			
Keynote	2.30pm	Dreams of Resting Spaces	European Parliament Room P3C050
Panel	3pm	Disability and Inclusion	Room P3C050
Coffee Break	3.45pm		Room P3C050
Case Study	4pm	A museum accessible for all	Room P3C050
Case Study	4.20pm	Presenting European history with multiple perspectives	Room P3C050
Closing Keynote	4.40pm	Is the Museum a Democratic Institution?	Room P3C050
Key Learnings	5.15pm	Key Learnings	Room P3C050
FAREWELL EVENING AT WIELS			
Welcome	7.30pm	Welcome to WIELS	WIELS
Case Study	7.45pm	'The journey of my life' WIELS x Thalys	WIELS
Reception	8.15pm to 10pm	Visit and Reception	WIELS
Transfer	9pm and 9.45pm	Bus departs from WIELS to the Novotel off Grand Place	

WED

30

MAY

9.30m

Welcome

Royal Museums of Fine Arts Entrance via Place du Musée

Auditorium A

Welcome to the Royal Museums of Fine Arts of Belgium

ISABELLE VANHOONACKER

Managing Director to the Public services Department, Royal Museums of Fine Arts of Belgium, Belgium

[@FineArtsBelgium](#)

CORINNE ESTRADA

Founder, CTM, France

[@AgendaParis](#)

Laura shares exercises, research and narratives that focus on inclusive practices in museums today, delving into what exclusion looks and feels like from the visitor's perspective and from participants' own experiences. This case study encourages you to consider how to advocate for inclusion in your role and how to better identify and act against exclusion.

LAURA EVANS

Assistant Professor and Coordinator of Art Museum Education Certificate, University of North Texas, USA

Royal Museums of Fine Arts
Auditorium A
Forum

3 Developing strategic approaches to content, conversation and audience engagement and a digital first user experience

The idea of museum visitors encountering the museum first and maybe even only online stresses the need for museums to adapt their visitor experience, delivering multichannel experiences, mastering multimedia storytelling for audience engagement online and onsite. This means bringing different competencies together, scaling both strategic content production and engaging in online conversation.

KAJSA HARTIG

Business Developer and Digital Strategist, Nordiska museet, Sweden

[@kajsahartig](#)

Royal Museums of Fine Arts
Auditorium B

4 Exploring the world, discovering ourselves – collections, communities and collaboration

Voyages of exploration – historical cultural and personal – lie at heart of Royal Museums Greenwich's new Endeavour Galleries. It will not only reveal how the peoples and cultures encountered by explorers were irrevocably changed by this contact, but also how Britain was, and continues to be, transformed in the process. Mike presents the museum's work with communities to unlock the full potential of the Museum's rich collections, profiling a range of innovative projects that have led to new perspectives surrounding our themes and collections.

MIKE SARNA

Director of Collections and Public Engagement, Royal Museums Greenwich, UK

[@RMGreenwich](#)

10am

Case Studies

–

4 case studies will take place simultaneously. Participants are invited to select the session they wish to attend.

Royal Museums of Fine Arts
Auditorium A

1 Changing the way we work to enhance participation. Lessons learned at the Van Gogh Museum

The essence of a museum is offering relevance to its audiences through its collections. If you can't offer relevance, nobody will participate. But the world around us is rapidly changing, so how do we stay relevant? At the Van Gogh Museum we asked ourselves: how adaptive is our internal organization to keep up with this changing world? Learn how the Van Gogh Museum changed its way of working to improve participation.

MARTHE DE VET

Head of Education, Van Gogh Museum, Netherlands

[@Marthedevet](#) | [@vangoghmuseum](#)

Royal Museums of Fine Arts
Auditorium A
Forum

2 From Barriers to Bridges: Understanding Exclusion, Practicing Inclusion in Museums

In this interactive and multi-modal learning session, we consider ways in which museum staff can work more effectively to make their institutions spaces of inclusion as a prerequisite for increasing museum participation among diverse community members.

12pm Welcome

House of European History

Welcome to the House of European History

CONSTANZE ITZEL

Director, House of European History, Belgium

[@HistoriaEuropa](#)

Constanze Itzel presents the House of European History, its exhibition and mission.

2.30pm Keynote

European Parliament Room P3C050

Dreams of Resting Spaces

RAQUEL MESEGUER

Theatre Maker, UK

[@unchartereduk](#)

Raquel has an Invisible Condition (chronic pain), and that means she needs to lie down (a lot). She led research asking people with Invisible Conditions what would make their local arts centres truly accessible to them. She shares the 12 simple solutions she gathered from the survey and pioneering UK venues.

3pm Panel

European Parliament Room P3C050

Disability and Inclusion

TRISH WHEATLEY

CEO, Disability Arts Online, UK

[@tweaterer](#)

ABIGAIL HIRSCH

Artist, Curator and Museum Educator, Expert in Accessibility, UK

[@disabilityarts](#)

THOMAS BASTIEN

Directeur de l'éducation et du mieux-être, Montreal Museum of Fine Arts, Canada

[@ThomasBastien](#) | [@mbamtl](#)

Chair: **JEAN-MICHEL CARRE**

Visitor Services and Publics Programs Manager, Agence France Museums, France

Being an accessible museum requires an institution-wide commitment to the communities it serves. Trish, Abigail and Thomas help us rethink disability representation in museums. Together they discuss how to be inclusive and offer opportunities for diverse participation. Trish's participation is supported by the British Council.

4pm Case Study

European Parliament Room P3C050

A museum accessible for all

ANNE-FRANÇOISE LEMAÎTRE

Director of Development and Communication, Palais de Beaux Arts de Lille, France

[@PBALille](#)

JULIETTE BARTHÉLÉMY

Head of Mediation and Education Projects, Palais des Beaux-Arts de Lille, France

[@PBALille](#)

GUERGANA GUINTCHEVA

Professor of Marketing, EDHEC Business School in Lille, France

Recent winner of the 'Osez le Musée' prize, the Palais des Beaux Arts de Lille shares its visitor-focus strategy. Discover how, in the recent years, the Palais has been reinventing itself to accommodate new practices and meet the expectations of today's visitors. Find out about the museum's new strategy and major « mediation » focuses.

4.20pm Case Study

European Parliament Room P3C050

Presenting European history with multiple perspectives

EWA GOODMAN

Head of Learning, House of European History, Belgium

[@HistoriaEuropa](#)

ANDREA MORK

Content Coordinator for Permanent Exhibitions, House of European History, Belgium

[@HistoriaEuropa](#)

The permanent exhibition of the House of European History is not just an addition to the multiplicity of narratives on national history, but it examines historical developments and events which have been formative in different ways for the whole continent. Andrea and Ewa will talk about the unique challenge in providing content in 24 languages and explore the key messages of the House of European History, sharing thematic and trans-national approach taken to create its educational offerings.

WED

30

MAY

4.40pm

Closing Keynote

European
Parliament
Room P3C050

Is the Museum a Democratic Institution?

STEVEN HADLEY

Visiting Research Fellow, School of Performance & Cultural Industries, University of Leeds, UK

[@mancinbelfast](#)

Issues of engagement – or the lack of engagement – from certain social and economic groups have long been a cause of concern for funding bodies and arts organisations. Whilst initiatives around audience development have met some success, a new focus is taking a more direct approach. The idea of Cultural Democracy has caught the attention of both policymakers and practitioners – and promises to radically re-invent how we understand the role of subsidised cultural organisations. In this context, an important question arises: is the museum a democratic institution?

5.15pm

Key Learnings

European
Parliament
Room P3C050

Lessons Learned

CORINNE ESTRADA

Founder, Communicating the Museum, France

[@AgendaParis](#)

ALEXIA JACQUES CASANOVA

Community Liaison, Communicating the Museum, France

[@AlixCasanova](#)

7.30pm

Welcome

WIELS

Welcome to WIELS

DIRK SNAUWAERT

Artistic director, WIELS, Belgium

[@WIELS_Brussels](#)

7.45pm

Case Study

WIELS

"The journey of my life" WIELS x Thalys

FRÉDÉRIQUE VERSAEN

Head of Education and Audiences, WIELS, Belgium

[@WIELS_Brussels](#)

ARMELLE WEBER

Partnership Manager, Thalys, Belgium

[@thalys_en](#)

Learn about the 'Workshops on travels' organised by WIELS in collaboration with Thalys. These creative workshops invite fifteen women volunteers to take part in diverse activities, such as drawing, painting and embroidering in a community center. Thanks to Thalys' contribution, these workshops are led by professional artist, Katherine Longly. The workshops represent a unique opportunity for the women to express themselves on topics they rarely discuss like travelling, what it means to them and which memories they keep buried...

[Reception sponsored by visit.brussels](#)

In the last 20 years, Thalys has become more than a brand: a European symbol. As a transporter, international travels are part of its DNA. Thalys runs through four territories, each rich in history and culture. Thalys is loyal to its commitment to the cultural sector, and is therefore proud to affiliate with and financially support the 'Workshops on travels' organised by WIELS.



Victor Horta all year round

exhibitions, lectures, guided tours and much more

www.horta-inside-out.brussels

#CTMBRU

BEHIND
THE
SCENES

THU

31

MAY

Bus Transfer	9am	Bus departs from the Novotel Off Grand Place	
WELCOME TO THE ROYAL BELGIAN INSTITUTE OF NATURAL SCIENCES			
Breakfast	9.30am		Museum of Natural Sciences
Case Study	9.45am	Join the Plateoteam: from crowdfunding to a participation and communication project	Museum of Natural Sciences
Visit	10.30am	Visit the Museum Permanent Collection and Paleontology Labs	Museum of Natural Sciences
Bus Transfer	11.30am	Bus departs from the Museum of Natural Sciences for the Art & History Museum at 11.30am	
WELCOME TO THE ART & HISTORY MUSEUM			
Case Study	12pm	MUZETTE singing wellbeing diversity	Art & History Museum
Lunch	12.30pm	Lunch in the Cloister	Art & History Museum - Cloister
Visit	1.30pm	Explore the recreation of the Wolfers Frères jewellery store as designed by Horta in 1912.	Art & History Museum
Bus Transfer	2.15pm	Bus departs from the Art & History Museum for the City Hall at 2.15pm	
WELCOME TO BRUSSELS CITY HALL			
Case Study	3pm	Renew the educational approach!	Brussels City Hall - Salle des Mariages
Visit	3.30pm	Behind The Scene Tour of the City Hall	Brussels City Hall
Bus Transfer	4.20pm	Bus departs from the City Hall to ING Marnix at 4.20pm	
WELCOME TO ING			
Visit	4.45pm	Discover the ING Belgium contemporary art collection	ING Marnix Building

THANK YOU FOR

OFFICIAL PARTNERS



FÉDÉRATION
WALLONIE-BRUXELLES



CONFERENCE PARTNERS

BaseDesign



MEYVAERT.



LOQI



PARTNER INSTITUTIONS



ART & HISTORY MUSEUM

WIELS



YOUR SUPPORT

ADVISORY BOARD

ELEANOR APPLEBY

Tate, UK

THOMAS BASTIEN,

Directeur de l'Éducation et du Mieux-Être, Musée des beaux-arts de Montréal, Canada

HARTWIG DINGFELDER

Head of Education, Kunsthalle Bremen, Germany

DIMITRI JEURISSEN

Partner, Base Design, Belgium

FRÉDÉRIQUE LESEUR

Sous-Directrice - Développement des Publics et Education artistique et culturelle, Direction des Relations extérieures, Musée du Louvre, France

MIKE SARNA

Director, Collections and Public Engagement at Royal Museums Greenwich, UK

JOHAN VAN ROY

Head of Marketing and Communication, BOZAR, Belgium

TINA VAZ

Deputy Director, Global Communications, Solomon R. Guggenheim Foundation, USA

OUR TEAM

Our team is ready to answer any questions you may have about the programme or venues. Come find us!



**CORINNE
ESTRADA**



**MATTHIEU
NICOL**



**CLÉMENCE
FERRY**
cferry@
agendacom.com



**JANINE
KERSTEN**
jkersten@
agendacom.com



**MADDI
NEWLING**
mnewling@
agendacom.com



**EMILIA
KEEN**
ekeen@
agendacom.com

SEE YOU SOON

2018

CULTURE BUSINESS NEW YORK
28-29 June

COMMUNICATING THE MUSEUM CHICAGO
24-27 September

INTERNATIONAL DESIGN AND COMMUNICATION AWARDS
Applications close 30 June
Awards Ceremony on 25 September

CULTURE BUSINESS CANBERRA
20-22 November

2019

COMMUNICATING THE MUSEUM COPENHAGEN
June

COMMUNICATING THE MUSEUM SYDNEY
& CULTURE BUSINESS SYDNEY
November

2020

COMMUNICATING THE MUSEUM LAUSANNE
June

BECOME OUR NEXT HOST

Contact Matthieu Nicol
mnicol@communicatingthemuseum.com

CONTACT

AGENDA Paris

Clémence Ferry
cferry@communicatingthemuseum.com
Matthieu Nicol
mnicol@communicatingthemuseum.com
+33 (0)1 49 95 08 06
80 rue du Faubourg Poissonnière, 75010 Paris, France

AGENDA Sydney

Corinne Estrada
cestrada@agendacom.com
Maddi Newling
mnewling@agendacom.com
10 Macquarie Street, NSW 2000 Sydney, Australia

KEEP IN TOUCH

Twitter: @agendaparis
Instagram: @Communicatingthemuseum
Instagram: @agendaparis
Facebook: facebook.com/agendaagency
Linkedin: linkedin.com/company/communicatingthemuseum/

REVOLUTIONS

RECORDS AND REBELS

1966 - 1970

ING Art Center

24.10.2018 – 10.03.2019

Place Royale 6,
1000 Brussels

ing.be/art

ING 

Sound Experience by

 **SENNHEISER**

Exhibition organised by the Victoria and Albert Museum, London.

V&A



**WE LOVE
MUSEUMS**