

Press Release
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Singapore Welcomes the Premier Global Conference for Cultural Leaders in November 2023

Singapore's Gathering of 200 Cultural Trailblazers

COMMUNICATING THE ARTS, the leading international conference for cultural leaders, is scheduled to take place from 20th to 22nd November 2023 in Singapore. Over the course of three days, 200 cultural leaders from 15 countries, including experts in immersive exhibitions, experiential designers, contemporary curators, and multimedia artists, will convene at the National Gallery of Singapore.

Established in 2000 in partnership with Tate, COMMUNICATING THE ARTS is dedicated to arts professionals involved in communication strategies and public engagement in the performing arts, visual arts and heritage sectors. Anne-Laure Béatrix, General Administrator of the Louvre Museum in 2018, praised the conference, stating, "*COMMUNICATING THE ARTS is the best platform to engage in high-caliber conversations with my peers*".

The Premier Global Conference for Cultural Professionals

COMMUNICATING THE ARTS, has been attended by a total of 12,000 participants from around the world over the past 22 years. After touring Europe (Paris, Berlin, Stockholm, Brussels, Madrid, Venice, Malaga, Copenhagen, Rotterdam, Turin), North America (New York, Montreal, Los Angeles, Chicago, Quebec), Middle East (Istanbul), and the Pacific (Sydney, Canberra, Melbourne), COMMUNICATING THE ARTS is making its debut in South-East Asia. The National Gallery of Singapore, one of cultural hubs of South-East Asia, is the official venue partner for the 27th conference.

The objectives of COMMUNICATING THE ARTS include understanding the expectations of new audiences, especially Generation Z and millennials, engaging with international peers; initiating conversations with high-tech partners; developing innovative business models; promoting best practices in audience development; and inspiring cultural leaders.

Topics on Arts + Tech

The conference in Singapore aims to foster a dialogue between the arts and technology, exploring various topics related to their intersection. These discussions will delve into the impact of immersive exhibitions and the challenges and opportunities presented by the attention economy in the rapidly evolving cultural landscape.

Here are the topics for each day of the conference:

21 November: IMMERSIVE REVOLUTION: NEW AVENUES FOR THE ARTS

- This day will focus attention economy, exploring new avenues and opportunities offered by immersive experiences,

22 November: PUSH THE BOUNDARIES: IMAGINE THE FUTURE

- The second day will push the boundaries, encouraging delegates to look for business solutions and envision the future of new technologies for the cultural sector.

These topics promise to provide a rich and thought-provoking discussions on the dynamic relationship between arts and technology in the contemporary cultural context.

International Speakers

The panel of speakers includes a diverse range of experts in communication strategies, digital curation, experiential art, cultural entrepreneurship, and new technologies. This impressive lineup of 60 speakers includes renowned professionals such as:

- **Wesley Shaw:** Programs Manager, Aboriginal and Torres Strait Islander Art, Art Gallery of NSW, Sydney.
- **Nick Sharp:** Chief Digital Officer, National Gallery of Art, Washington DC.
- **Scarlett Hu:** Assistant Director, Getty Museum, Los Angeles.
- **Honor Harger:** Director of ArtScience Museum, Singapore, and Vice President of Attractions, Marina Bay Sands.
- **Duncan Bass:** Critic and Contemporary Art curator at SAM.
- **Selma Toprak:** Director of Public Engagement at the Centre Pompidou.
- **Marion Carre:** Founder and CEO of ASK MONA, teacher, and pioneer in AI.
- **Paul Freches:** Director of Centre Pompidou Shanghai, and many more.

This diverse panel promises to offer a wealth of knowledge and insights across various facets of the arts and technology, making the conference a valuable opportunity for attendees to engage with these experts and gain valuable perspectives.

Social and Conference Programs

Tickets to the conference offer a comprehensive program that encompasses keynotes, debate panels, case studies, and workshops designed to provide valuable insights from industry leaders. Beyond these informative sessions, COMMUNICATING THE ARTS has curated a range of additional offerings for attendees' benefit, including:

- **Wellbeing Sessions:** Sessions designed to promote attendees' physical and mental well-being.
- **Press Corners:** Opportunities for media interactions and press coverage.
- **Mentoring and Coaching Sessions:** Guidance and support for personal and professional development.
- **Matchmaking:** Facilitation of networking and connections among attendees.

The social program is equally enticing, featuring a variety of activities and experiences to enhance the overall conference experience. This includes:

- Welcome Reception: A social gathering held on the rooftop of **the National Gallery of Singapore**, offering attendees a warm welcome,
- Walking Tours: Explorations of the Art Deco district **Tiong Bahru** and the **Indian district**,
- Guided Visits: to immerse in its cultural treasures of the **National Gallery Singapore**,
- Curated Tours: Exploration of the contemporary art scene in **Tanjong Pagar Distripark** as part of **Singapore Art Museum**,
- Exhibition Visit: A complimentary visit to the latest exhibition at the **ArtScience Museum**, “Notes from the Ether”.

This combination of professional development opportunities, cultural experiences, and social engagements ensures that attendees will have a well-rounded and enriching conference experience.

30 Under 30: An International Mentoring Program

Corinne Estrada, the Founder of COMMUNICATING THE ARTS (formerly Communicating the Museum, established in 2000), has elaborated on why the conference is sponsoring “30 UNDER 30”, the inaugural international mentoring program for emerging leaders. She stated, *“Professional development is at the core of our mission. We aim to support the new generation of cultural leaders in their journey to success”*.

Mentees and mentors have been selected from four continents for this program. They will have the opportunity to meet in person during COMMUNICATING THE ARTS in Singapore, fostering valuable connections and expanding their networks in the Asia Pacific region. This initiative reflects a commitment to nurturing and empowering the next wave of cultural leaders, facilitating the exchange of knowledge and experience across generations.

Conference Partners: Experts in Their Field

The conference has secured a strong lineup of partners, each of whom is an expert in their respective field:

- **AGB Events**, Strategic Partner.
- **MEMORIST**, Heritage Partner.
- **RENAISSANCE TOURS**, exclusive Tourism and Travel Partner.
- **BLOOLOOP**, Media Partner.
- **French Embassy of Singapore**, Government Partner.
- **Art Gallery of NSW**, Institution Partner.
- **National Gallery Singapore**, Host Partner.

The program for [COMMUNICATING THE ARTS](#) offers the following ticket pricing:

- **Non-profit organization**: 950 Euros. **Business**: 1850 Euros.

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