

COMMUNICATING THE ARTS

BUILD PARTNERSHIPS

COPENHAGEN 19
17 TO 19 JUNE

Staged by

AGENDA

WELCOME!

A word from Corinne Estrada

Dear delegates,

2019 is a very special year for us. After 19 years organising the Communicating the Museum conferences, mostly dedicated to visual arts, we are thrilled to present our first edition as Communicating the Arts, opening the doors of our community to professionals working in all areas of the arts, culture and creativity. We have invited professionals from all over the world to share their expertise, make connections with peers and build a stronger international cultural sector.

Arts spaces are now social spaces, creative programming is a staple across the disciplines. Despite differing audiences, I believe the visual arts, heritage and performing arts have much to share amongst each another. Let's start these important conversations in Copenhagen – let's listen and learn, build long term collaborations and truly value the power of partnerships.

Thank you to our global partners Tessitura, Plateforme 10 and Local Projects for joining us in bringing Communicating the Arts to Copenhagen.

Have a great conference,

CORINNE ESTRADA
Founder and CEO
Communicating the Arts

Museums are popular institutions. The number of museums worldwide has doubled in twenty years, and museums attract more visitors than ever. Even though not all parts of the community are equally active museum-goers, we still see that museums – with their historical collections, sophisticated dissemination activities and evocative exhibitions -- exert an attraction that even the German philosopher Walter Benjamin could not have imagined when he described museums as “dream-houses of the collective” some eighty years ago.

Museums provide nourishment for each individual visitor’s contemplation, paving the way for new ideas, for a new openness, and for conversations about where we come from, who we are and what we can become. At their best, museums act as meeting places. As platforms for conversations and the exchange of stories. Museums can establish connections across generations, cultures, disciplines and attitudes, which makes them a crucial part of any vibrant, dynamic democracy. This is a place for us to meet in a welcoming, open-ended spaces. And this is where different art forms can meet and develop new modes of expression.

At SMK, we take great pleasure in welcoming you to our version of a dream-house and to the conference Communicating the Arts. We look forward to meeting you in talks during these next three days in Copenhagen. A warm welcome to everyone!

MIKKEL BOGH
Director
SMK – the National Gallery of Denmark

Today's curator looks more and more like a facilitator, incorporating a diversity of perspectives, input, and feedback loops. The creative industry has been transformed by a continually adapting constellation of talents and capacities, spread geographically across the globe. No longer can we rely solely on technical expertise or our own storytelling. Curation is now the product of deep dialogue and narrative co-creation. Our process reflects this shift.

Dialogue has become our engine for great ideas. Our end products are more open-ended and engaging than ever before, and they evolve over time—the opening date is just the beginning. I believe that design is therefore fundamentally a social initiative. I am grateful that this important event is being hosted by SMK and grateful to Communicating the Arts for the timely choice of focus. I look forward to the next iteration of creative collaborations among us all.

TIM VENTIMIGLIA
Director
Ralph Appelbaum Associates Berlin

The Louisiana is a modern art museum. But it is also so much more, if "museum" is taken to mean a place that stores past cultural ideas and expressions. The Louisiana is a living place. Life at the Louisiana has always been more important than things in drawers. The living museum wants to be part of people's lives today – critical, engaging, and adding perspective. It can do that by speaking about the past, the present, and the future.

If Louisiana's collection, acquisitions, and exhibitions, particularly from the postwar years to tomorrow are one leg of the museum, then the other is the conversation about what is being seen and heard. Art makes people speak to each other, even when it makes us dumbstruck, and that conversation provides a fresh look at the world, that includes art.

Since its founding in 1958, the museum has moreover had a relationship with cultural forms other than the visual arts, among them architecture, music, literature, culture-policy debate and international dialogue. Louisiana's many initiatives and events throughout the year give a voice to our time and serve as a platform for the voices of our time. In fact, the museum has always strived to be an "agora": a public space for the exchange of ideas. That was the idea with the Louisiana when it came into being, and it still holds true today. That is why we are pleased and proud to be able to host Communicating the Arts at The Louisiana Museum of Modern Art.

POUL ERIK TØJNER
Director
Louisiana Museum of Modern Art

MON 17 JUNE

WELCOME

Registration	From 9am	Pick up your badge and programme	SMK
Welcome	10am	Welcome to Communicating the Arts Copenhagen	SMK The Stage
Welcome	10.10am	Welcome to Statens Museum for Kunst	SMK The Stage
Keynote	10.35am	Partner or Competitor? - <i>Komische Oper Berlin</i>	SMK The Stage

THINK COLLABORATION

Performance	11.05am	Artistic Intervention by Sisters Hope	SMK The Stage
Keynote	11.15am	It takes a village: growing a successful brand when everything else is shifting - <i>Edinburgh International Festival</i>	SMK The Stage
Face to Face	11.45am	Breaking Down the Barriers - <i>Museum for the United Nations - UN Live & Fine Arts Museums of San Francisco</i>	SMK The Stage
Lunch	12.15pm		SMK Sculpture Street
Visit	12.45pm	Visit the exhibition "Danish and Nordic Art 1750-1900"	SMK

BUILDING BRIDGES

Performance	1.15pm	Artistic Intervention by Sisters Hope	SMK The Stage
Interview	1.25pm	Creativity and diversity within cultural institutions: can partnerships help? - <i>National Gallery of Denmark (SMK), & Royal Danish Theatre</i>	SMK The Stage
Conversation	2pm	The Transformation of the Designmuseum Danmark - <i>Designmuseum Danmark & COBE</i>	SMK The Stage
Coffee Break	2.30pm		SMK Sculpture Street
Case Studies	3pm	1.1 The ABC of Creative Collaborations - <i>Art Gallery of New South Wales</i>	SMK The Stage
		1.2 Cooperative Philanthropy - <i>Palais de Beaux Arts de Lille</i>	
		2.1 Bringing Culture to the Streets of New York City - <i>Museum of the City of New York</i>	SMK - LAB02
		2.2 "Old things", new audiences, local artists, bicycles - and winning the America's Cup - <i>MOTAT</i>	
		3.1 Creating a Cultural Connection: Maximizing Tourism Partnerships to Increase Visitors - <i>Le Bridge, LLC</i>	SMK - Værkstedet
		3.2 Contagious Cities - a case study in international cultural co-production - <i>Wellcome Trust</i>	
		4.1 Greater than the sum of its parts: maximising private partnerships - <i>Creative Partnerships Australia</i>	SMK - LAB01
		4.2 Weaving together an exhibition: Contemporary Muslim Fashion breaks through - <i>Fine Arts Museum of San Francisco</i>	
		5. Challenging and channelling competition through collaboration - <i>Tessitura Network, Wales Millenium Centre, Malmö Opera & Musikteater</i>	SMK - Cinema
		Group Exercise	4.15pm
Keynote	4.30pm	Mental Revolution - <i>ARoS Aarhus Art Museum</i>	SMK The Stage
Key Learnings	5pm	Key Learnings & Pending Questions	SMK The Stage

WELCOME RECEPTION

Welcome	7pm	Official Welcome by Annette Johansen	Thorvaldsens Museum
Reception	7pm - 9pm	Enjoy the museum collection, a drink and bite to eat with fellow delegates	Thorvaldsens Museum

WELCOME
10am
SMK The Stage

Welcome to Communicating the Arts Copenhagen

CORINNE ESTRADA

Founder and CEO, Communicating the Arts, Paris & Sydney, @AgendaParis

WELCOME
10.10am
SMK The Stage

Welcome to the Statens Museum for Kunst

MIKKEL BOGH

Director, National Gallery of Denmark (SMK), Copenhagen, @mikkel_bogh

KEYNOTE
10.35am
SMK The Stage

Partner or Competitor?

ANDRÉ KRAFT

Head of Marketing & Communication and Member of the Management Board, Komische Oper Berlin, Berlin, @kraftwerking
Andre will tackle provocative questions in his CTA CPH opening keynote. Are we really in a win-win relationship in partnering with other cultural institutions? Can we cooperate without losing our audience to the cooperation partners? André will share insights drawn from 20 years of experience across the cultural landscape.

KEYNOTE
11.15am
SMK The Stage

It takes a village: growing a successful brand when everything else is shifting

TINA WALSBERGER

Marketing & Communications Director, Edinburgh International Festival, Edinburgh, @TinaWalsberger
Festivals are inherently ephemeral. When venues aren't owned, programming changes every year and even core staff members are mostly seasonal, how do you retain a clear identity and generate box office success? Tina delves into the art of maintaining a successful arts brand and a healthy box office in an environment when everything is constantly shifting.

FACE TO FACE
11.45am
SMK The Stage

Breaking Down the Barriers

NIKOLAJ MOELLER

Content Associate, Museum for the United Nations – UN Live, Copenhagen, @UNLiveMuseum

LINDA BUTLER

Director of Marketing, Communications and Visitor Experience, Fine Arts Museums of San Francisco, San Francisco, @deyoungmuseum
Nikolaj and Linda will share their experiences in cross-departmental team approaches.

INTERVIEW
1.25pm
SMK The Stage

Creativity and diversity within cultural institutions: can partnerships help?

MIKKEL BOGH

Director, National Gallery of Denmark (SMK), Copenhagen, @mikkel_bogh

KASPER HOLTEN

CEO, Royal Danish Theatre, Copenhagen, @kasperholten
How can creative collaboration help in facing changes in society, achieving legitimacy, and withering cuts year after year without compromising quality? How can partnerships help tackle these challenges?

CONVERSATION
2pm
SMK The Stage

The Transformation of the Designmuseum Danmark

ANNE LOUISE SOMMER

Director, Designmuseum Danmark, Copenhagen, @AlsSommer @DesignmuseumDK

DAN STUBBERGAARD

Architect and Founder, COBE, Copenhagen
How do you create a top attraction and transform a museum while upholding the rich cultural heritage of a listed building in the historical quarter? Anne-Louise Sommer and Dan Stubbergaard discuss the big ideas behind turning the Designmuseum "inside out", including their collaboration's impact on building a visitor strategy that elevates the immediate, aesthetic and experiential.

MON 17 JUNE

Case Studies

3pm

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

SESSION 1 – *SMK The Stage*

1.1 – The ABC of Creative Collaborations

LINDA BRETHERTON

Head of Marketing & Communication, Art Gallery of New South Wales, Sydney, @ArtGalleryofNSW

Creative collaborations are increasingly relevant in attracting wider and more engaged audiences which, in turn, contributes to continued support and investment. Underlining the importance of information sharing and forward planning, Linda presents the Gallery's transformation of strategic partnerships into tactical, fruitful collaborations.

1.2 – Cooperative Philanthropy

ANNE-FRANÇOISE LEMAITRE

Director of Development and Communication

ETIENNE BONNET-CANDÉ

Adminstrator, Palais de Beaux Arts de Lille, Lille, @PBALille

The Palais des Beaux-Arts de Lille's fundraising strategy has targeted small businesses partnerships for 3 years. Anne-Françoise and Etienne outline how they recognised the demand for a more involved collaboration model and created an approach of 'mutual capacity to interact', making space for the sharing of knowledge, networks and evaluation on top of the usual benefits.

SESSION 2 – *LABO2*

2.1 – Bringing Culture to the Streets of New York City

SHERYL VICTOR LEVY

Vice President, Marketing Communications, Museum of the City of New York, New York City, @MktgMavn

In February 2018, the Museum of the City of New York forged a partnership with the City of New York's DoITT and LinkNYC to deliver compelling content on the 1,800 LinkNYC displays throughout the city's 5 boroughs. More than 8 campaigns have run since then, including a daily historical fact series. Sheryl walks through this successful partnership which has also received tremendous press coverage.

2.2 – "Old things", new audiences, local artists, bicycles – and winning the America's Cup

CHRIS ATKINSON

Head of Partnerships, MOTAT, Auckland, @MOTAT_NZ

MOTAT is New Zealand's national transport and technology museum. Historically seen as a place of 'old things', intensive effort has been applied to repositioning the brand, attracting new audiences and deepening engagement through co-created experimental events and exhibits. Chris will share 2 of MOTAT's projects as inspiring examples for co-creation and partnership between a cultural organisation and the city.

SESSION 3 – *Værkstedet*

3.1 – Creating a Cultural Connection: Maximizing Tourism Partnerships to Increase Visitors

ROSEMARIE REYES

Partner, Le Bridge LLC, Pasadena

Cultural organisations have traditionally been among the most popular visitor attractions for both domestic and international tourists. With tourism's extensive economic, social and political influence, creating the cultural connection with tourism partners is vital. Rosemarie explores how this plays a key role in community engagement and mission fulfilment.

3.2 – Contagious Cities – a case study in international cultural co-production

DANIELLE OLSEN

International Cultural Producer, Culture & Society Directorate

ABBIE DORAN

Project Assistant, Wellcome Trust, London, @wellcometrust

Contagious Cities is an international cultural project which supports local conversations of epidemic preparedness in Berlin, Geneva, Hong Kong and New York. Contagious Cities is an experiment in collaboration and partnership – Danielle and Abbie look forward to sharing the lessons learnt along the way.

SESSION 4 - LAB01

4.1 - Greater than the sum of its parts: maximising private partnerships

MATTHEW MORSE

Executive Director, Strategy and Programs, Creative Partnerships Australia, Melbourne, @CreativePships

Matthew will explore the benefits of partnering with private funders, particularly businesses, to realise cultural projects. Drawing from four case studies, he will showcase how arts organisations have benefitted beyond the funding provided by these businesses, facilitating greater community participation, education and capacity building.

4.2 - Weaving Together an Exhibition - Contemporary Muslim Fashion breaks through

LINDA BUTLER

Director of Marketing, Communications & Visitor Experience

HELENA NORDSTROM

National and International Public Relations Manager, Fine Arts Museums of San Francisco, @deyoungmuseum

Contemporary Muslim Fashions, the first exhibition to explore the nature of Muslim dress worldwide, aimed to overcome preconceived notions and instead conjure a curiosity to explore. The project brought together 6 internal departments, fellow SF institutions, over 50 designers, artists, photographers, fashion historians and influencers from across the world, international PR professionals and representatives from the local and global Muslim community. This case study lays out the unprecedented internal and external collaborative effort undertaken for the exhibition's organisation and promotion.

SESSION 5 - Cinema

Challenging and channelling competition through collaboration

DAVID PEARCE

Managing Director-Europe, Tessitura Network, London @dpmumbles, @tessnetwork

ALISON COPUS

Marketing Director, Wales Millenium Center, @alisoncopus @thecenter

MARIA VIDEL

Project Manager, Malmö Opera & Musikteater, @MalmoOpera

Cultural institutions are encouraged to compete for visitors and audiences; venues have to balance their own goals with those of residents and different genres are seen to not have enough in common to collaborate. Explore case studies from across the globe that challenge these assumptions and show that when bridges are built with competitors, cross-genre and cross-geography, you can deepen engagement internally and ultimately with your communities.

KEYNOTE

4.30pm

SMK The Stage

Mental Revolution

ERLEND HØYERSTEN

Director, ARoS Aarhus Art Museum, Aarhus, @ErlendHoyersten

Erlend often thinks of art museums and festivals, music festivals, theatres and operas as mental fitness centres. He is convinced that we need to create, expand and develop our mental capacity so that we can see the world afresh at all times. Erlend believes that we must start talking about the need for a mental revolution, and the special role that the arts and cultural institutions can play in it. Therefore, he thinks it is vital for institutions to create new kinds of partnerships within their societies and redefine their roles and their sector.

TUE 18 JUNE

WELCOME

Bus Transfer	8.30am	Departure from the conference hotel to the Louisiana Museum of Modern Art	The Square Hotel, Rådhuspladsen 14, DK- 1550 Copenhagen
Registration	9.15am	Pick up your badge and programme	Louisiana Museum
Welcome coffee	9.15am		Louisiana Café

INCITE YOUR AUDIENCE

Welcome Back	9.30am	Welcome Back – <i>Communicating the Arts & Louisiana Museum of Modern Art</i>	Louisiana Museum- Concert Hall
Performance	9.45am	Artistic Intervention by Sisters Hope	Louisiana Museum- Concert Hall
Keynote	9.55am	Audience Engagement in the Experience Economy – <i>Danish Centre for Arts & Architecture</i>	Louisiana Museum- Concert Hall
Panel Discussion	10.30am	Perks and pitfalls of Co-Creation – <i>ARoS Aarhus Art Museum, Sisters Hope & Belvoir Theatre</i>	Louisiana Museum- Concert Hall
Keynote	11.15am	Turning a PR fiasco into institutional openness – <i>Nationalmuseum Sweden</i>	Louisiana Museum- Concert Hall
Special Announcement	11.45am	Next Conferences – <i>Plateforme 10 & Communicating the Arts</i>	Louisiana Museum- Concert Hall
Lunch	12.05pm		Louisiana Museum- Concert Hall
Case Studies	12.45pm	1.1 Engaging audiences on a monumental scale – <i>14-18 NOW</i>	Louisiana Museum- Concert Hall
		1.2 United Australia – lest we forget the First World War – <i>Australian War Memorial</i>	
		2.1 There is a seat for everyone – <i>Teatro Nacional D. Maria II</i>	Louisiana Museum- Boat House
		2.2 Taking Risks: an unprecedented partnership project – <i>Belvoir Theatre</i>	
		3. Creating the World Museum of Vienna – it's about people – <i>Ralph Appelbaum Associates & World Museum of Vienna</i>	Louisiana Museum- Cinema
		4.1 Strange Bedfellows – <i>Mystery Makers & Kunsthistorisches Museum Wien – Museumsverband</i>	Louisiana Museum- Children Room
		4.2 Vincent on Friday. The perfect formula to stay relevant for young audiences? – <i>Van Gogh Museum</i>	
Group Exercise	2pm	Knowledge Mixer	Louisiana Museum- Concert Hall

PIONEER COLLABORATIONS - NEW TECHNOLOGIES

Performance	2.15pm	Artistic Intervention by Sisters Hope	Louisiana Museum- Concert Hall
Face to Face	2.25pm	Expand Access to the Arts - <i>National History Museum of London & Almeida Theatre</i>	Louisiana Museum- Concert Hall
Coffee Break	3pm		Louisiana Café
Case Studies	3.30pm	1.1 Collaborative rebranding for an award-winning result - <i>MÛPA</i> 1.2 Seeking progressive change through partnerships - <i>Colston Hall & Morris Hargreaves McIntyre</i>	Louisiana Museum- Cinema
		2.1 New Technologies New Partners - <i>Museum of Applied Art Vienna (MAK)</i> 2.2 Museums as platforms for partnerships - <i>National Gallery of Denmark (SMK)</i>	Louisiana Museum- Children Room
		3.1 From Broadcast, to Digital, to Digital Broadcasting: Inside 21 Years of Video Storytelling - <i>Art 21</i> 3.2 Louisiana Channel: Supplying culture to the world - <i>Louisiana Museum of Modern Art</i>	Louisiana Museum- Concert Hall
		4.1 #MyMuseum - A Participatory Project for the opening of the State Gallery of Lower Austria - <i>Kunstmeile Krems</i> 4.2 The Gateway Arch Park Foundation: Building Community Support for a Public-Private Partnership - <i>Haley Sharpe Design</i>	Louisiana Museum- Boat House
Ceremony	4.45pm	Grands Prix Awards Ceremony	Louisiana Museum- Concert Hall
Keynote	5.15pm	Partnering While Pioneering: How to Forge Strong Relationships on the Frontiers of Exhibit Design - <i>Local Projects</i>	Louisiana Museum- Concert Hall
Key Learnings	5.45pm	Key Learnings & Pending Questions	Louisiana Museum- Concert Hall
Reception	6-9pm	Visit and Cocktail Reception	Louisiana Museum
Bus Transfer	9pm	Departure from Louisiana to the conference hotel	

TUE 18 JUNE

WELCOME

9.30am

Louisiana

Concert Hall

Welcome Back

CORINNE ESTRADA

Founder and CEO, Communicating the Arts,
Paris & Sydney, @AgendaParis

THOMAS BENDIX

Head of Communications, Louisiana
Museum of Modern Art, Humlebæk,
@Louisianamuseum

KEYNOTE

9.55am

Louisiana

Concert Hall

Audience Engagement in the Experience Economy

NIELS RIGHOLT

CEO, Danish Centre for Arts & Architecture,
Copenhagen, @DACdotDK @NielsRigholt

We live in a truly participative age. Co-creation, cooperation and collaboration are the new languages of the cultural sector. Cultural organisations are shifting, becoming more social, communicative spaces. Institutions are becoming more porous, operating inside and outside their walls, missions and traditions. Niels will discuss the implications for both artistic practice and cultural policy in how we communicate with and engage audiences.

PANEL

DISCUSSION

10.30am

Louisiana

Concert Hall

Perks and pitfalls of Co-creation

ERLEND HØYERSTEN

Director, ARoS Aarhus Art Museum, Aarhus,
@ErlendHoyersten @ARoS Kunst

GRY WORRE

Artistic Director, Sisters Academy, @GryWHallberg

SUE DONNELLY

Executive Director, Belvoir Theatre,
@Susandonnelly @BelvoirSt

CHAIR: JO MARSH

Brand Consultant, Winster Marsh, @J_Marsh

A panel of experts from performing and visual arts, each with a unique perspective, will discuss the opportunities and limits of co-creation.

KEYNOTE

11.15am

Louisiana

Concert Hall

Turning a PR fiasco into institutional openness

ANNA JANSSON

Public Relations Officer, Nationalmuseum,
Stockholm, @AnnaAnouschka @NatMus_SWE

When the museum reopened after 5 years of closure the expectations were sky high. Starting with the communication strategy to build expectation and buzz, Anna will highlight one advertising campaign that turned out badly. This fiasco, in the middle of the museum's overall success, led to audience engagement and co-creation in a new way. "Openness" has been implemented in the museum's digital strategy, but how does openness translate to marketing and audience engagement?

Case Studies

12.45pm

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

SESSION 1 – LOUISIANA CONCERT HALL

1.1 Engaging audiences on a monumental scale

CLAIRE EVA

Brand and Communications Director, 14-18 NOW,
London, @OtterClaire @1418NOW

14-18 NOW marked the centenary of the First World War with an innovative contemporary arts programme developed with 600 arts and heritage partners. 35 million people took part across the UK, with some projects seeing up to 40 partners working together. Claire will explain how working in partnership was the only way to deliver these events, and how the marketing engaged audiences with history on a monumental scale.

1.2 United Australia – lest we forget the First World War

GREG KIMBALL

Media Relations Manager, Australian War Memorial,
Canberra, @GregKimball

The Australian War Memorial uniquely combines a museum, archive and shrine. The Memorial's communicators work to internationally broadcast its purpose: to assist the understanding of the Australian experience of war and its societal impacts. Learn how the Memorial's expert staff comes together to honour those who gave their lives in service and defence of freedom and liberty.

SESSION 2 – LOUISIANA BOAT HOUSE

2.1 There is a seat for everyone

CLAUDIA BELCHIOR

Director, Teatro Nacional D. Maria II, Lisbon

At Teatro Nacional D. Maria II, “there is a seat for everyone”. They developed two flagship projects concerning audiences’ education, inclusion and creation with an innovative take on community involvement. In this digital era, personal communication makes all the difference. This is a lesson to learn from ‘Boca Aberta’ and ‘K Cena’, two projects that focus on children and young audiences, sowing the seed of theatre at an early age (3 years) and nurturing it during adolescence.

2.2 Taking Risks: a case study about an unprecedented partnership project

SUE DONNELLY

Executive Director, Belvoir Theatre,

@Susandonnelly @BelvoirSt

Belvoir is a 35-year-old theatre company in a converted factory, opposite public housing, in inner city Sydney. Saved by public supporters in 1984, the Company's vision is 'Fearless theatre that brings everyone together'. In 2019 'Counting and Cracking', a Sri Lankan/Australian story about refugees and reconciliation spanning four decades across two countries was presented. It was the most ambitious production the Company has made, taking five years to develop and involving 19 performers from six countries. It sold out by opening night. This presentation outlines the unprecedented coalition of partners involved in this project at an extremely risky time for the Company

SESSION 3 – LOUISIANA CINEMA

3. Creating the World Museum of Vienna – it's about people

TIM VENTIMIGLIA

Director, Ralph Appelbaum Associates Berlin, @timventi

DR. STEVEN ENGLESMAN

Former Director, World Museum of Vienna, @WeltmuseumWien

The World Museum Vienna is a tourist attraction as well as a meeting place for Austria’s diverse communities to celebrate many cultural heritages and contributions. Responding to an increasingly globalised and diversified Europe, RAA collaborated with dozens of curators, artists and producers to leverage these histories to explore complex topics such as colonialism, provenance, sponsorship of research and the flows and interactions of people, objects and ideas.

SESSION 4 – LOUISIANA CHILDREN ROOM

4.1 Strange bedfellows

CHRISTIAN IRGENS

Vice President, Mystery Makers, Copenhagen, @csirgens

NINA AUINGER-SUTTERLÜTY

Head of Public Relations & Social Media, Kunsthistorisches Museum Wien Museumsverband, @kunsthistorischesmuseumvienna

Danish game developers Mystery Makers approached the legendary Kunsthistorisches Museum in Vienna with an unusual proposition – a treasure hunt within the museum's art collections. Since its launch, more than 1000 visitors each month pay 2,5 times the entrance price to experience the collection in this new way. Christian and Nina will share the visitor-focus development behind this successful ongoing public-private innovation.

4.2 Vincent on Friday. The perfect formula to stay relevant for the young audience?

ROOS WIJNEN

Programme Manager Young Adults, Van Gogh Museum, Amsterdam, @vangoghmuseum

For 15 years, the Van Gogh Museum has made dedicated efforts to cater to young adult audiences. The museum uses co-creation and substantive partnerships to develop new ways to inspire the youth and highlight the collection's modern-day relevance. Using the monthly youth evening event, Vincent on Friday, as a case study, Roos will share best practices, but also lessons from failures, offering insight into the project's methodology and efficacy in keeping museums relevant for young audiences.

TUE 18 JUNE

FACE TO FACE
2.25pm
Louisiana
Concert Hall

Expand Access to the Arts

ALEX BURCH

Head of Exhibitions, Learning and Outreach, The Natural History Museum, London @NHM_London

DANI PARR

Director of Participation, Almeida Theatre, London @AlmeidaTheatre

What do museums need to do to meet the changing audience expectations, take advantage of immersive technology and generate new forms of engagement while remaining financially resilient? Alex and Dani will present "Audiences of the Future", a research and development project exploring these questions through an innovative partnership between creative industries, research organizations and museums to create a new generation of experiences for the next generation of visitors.

3.30pm

Case Studies

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

SESSION 1 - LOUISIANA CINEMA

1.1 Collaborative rebranding for an award-winning result

GABOR EGRI

Director of Development and Marketing

DORA JUHASZ

Head of PR and Communication, MÜPA Budapest, @MupaBudapest

MÜPA, one of Hungary's best known cultural brands, launched its unique, award-winning brand identity for the Budapest Wagner Days opera festival in 2018. The result of a truly collaborative process, the new design was created from themes of Wagner's opera using special sound analysis software. This innovative approach informed the event's brand, staging and atmosphere visuals in and outside the concert hall. Gabor Egri and Dora Juhasz will present the collaboration that enabled MÜPA to create this modern 21st-century cultural brand.

1.2 Seeking progressive change through partnerships

SARAH ROBERTSON

Communications and Special Projects Director, Colston Hall, Bristol, @SarahR_Brizzle @Colston_Hall

JO TAYLOR

Director of Development and Communication, Morris Hargreaves McIntyre, London, @JoeyTaylor @MHMinisight

Bristol's Colston Hall, originally named after a slave trader, holds a central space in the growing debate around the recognition of difficult histories and the welcoming of diverse audiences. The 2017 announcement that the Hall would change its name sparked national debate, leading to some very difficult questions. What is the Hall's role in these changing times? Does it have a responsibility to help Bristol come to terms with its past? Are arts institutions bearing too much of this responsibility?

SESSION 2 - LOUISIANA CHILDREN ROOM

2.1 New Technologies New Partners

OLIVIA HARRER

Head of Communications and Marketing, Sponsoring, Museum of Applied Arts (MAK), Vienna, @MAKWien
Visitors want to perceive and participate in the museum more actively than ever before. The MAK encourages using and experimenting with new technologies, e.g. virtual reality, in collaboration with artists, 3D graphic designers, and programmers. Olivia presents the MAK's approach to innovative museum spaces for visitors and to broadening the experience horizons.

2.2 Museums as platforms for partnerships

MERETE SANDERHOFF

Curator and Senior Advisor, @MSanderhoff

CHRISTINA JOZEFA JENSEN

Project Manager, National Gallery of Denmark (SMK), Copenhagen, @SMKmuseum

Partnerships are often where the really interesting things happen, creating new products, events, concepts and perspectives on what an institution can be. But establishing partnerships are also a strain on resources, especially in terms of facilitation time. Even with successful results, one can wonder whether all that time was wisely spent. SMK has worked with various partnership models in recent years, and have determined a strategy that both helps them focus resources AND be good partners at the same time.

SESSION 3 - LOUISIANA CONCERT HALL

3.1 From Broadcast, to Digital, to Digital Broadcasting: Inside 21 years of video storytelling

JONATHAN MUNAR

Director of Digital, Art21, New York City, @art21, @jonnymoon

Art21 is a New York-based non-profit dedicated to inspiring a more creative world through the words and works of today's greatest artists. Since its first television series in 2001, Art21's library has grown to house countless broadcast and digital productions. Art21 has experienced first hand the opportunities and challenges presented by the changing media landscape of the last 20 years. Learn how key partnerships helped Art21 grow and evolve over the course of its 21-year history.

3.2 Louisiana Channel: Supplying culture to the world

PEDER WUTH

Project Manager - Louisiana Channel, Digital Strategies and Development, Louisiana Museum of Modern Art, Humlebæk, @LouisianaChann

Louisiana Channel is a non-profit website based at the Louisiana Museum of Modern Art, providing arts and culture video content to 12,000 viewers daily. Through an extensive digital partnership network and a robust content strategy, Louisiana Channel reaches a young and global audience with an otherwise relatively narrow relationship with art, architecture, design, literature and music. Peder will talk about the channel's impact on the institution and audience and reflect upon the challenges overcome along the way.

SESSION 4 - LOUISIANA BOAT HOUSE

4.1 #MyMuseum - A Participatory Project for the opening of the State Gallery of Lower Austria

ISABELL FIEDLER

Head of Education, Kunstmeile Krems, Vienna, @IsaFie, @forumkuve

The State Gallery of Lower Austria opened in May 2019, sparking much discussion since construction began. The gallery established a forum of dialogue to address these discussions, leading to the opening participatory project MyMuseum. Inviting the public to share their visions and ideas of the new museum, a DIY-model of the museum emerged, serving as a medium of expression and a point of reference for further development plans.

4.2 The Gateway Arch Park Foundation: Building Community Support for a Public-Private Partnership

BILL HALEY

Director, Haley Sharpe Design, @haleysharpe

The Gateway Arch Park Foundation project in St Louis, Missouri, USA, is a true public-private partnership. Federal, state and local agencies joined together to develop solutions to challenges facing its redevelopment. Bill Haley will discuss building community support for the proposals, providing a truly accessible environment, sparking a renewed sense of local ownership and creating a revitalised and resilient tourist attraction.

GRANDS PRIX

4.45pm

Louisiana

Concert Hall

Grands Prix Awards Ceremony

Clémence Ferry and Maddi Newling, Project Managers of the CTA Grands Prix, present the winners of the 2019's first edition of awards.

Categories : *Permanent Exhibition Design, Temporary Exhibition Design, Cross-Institution Partnership, Participatory Experience*

KEYNOTE

5.15pm

Louisiana

Concert Hall

Partnering while Pioneering: How to Forge Strong Relationships on the Frontiers of Exhibit Design

JAKE BARTON

Principal and Founder, Local Projects, New York City, @Jake_Barton

Local Projects works closely with clients to elegantly balance novelty and evergreen designs, creating innovative approaches to the visitor experience. Jake will present 4 distinct projects, each mixing heritage and technology for profound narrative and experiential impact: The Legacy Museum for Equal Justice Initiative in Alabama, The London Mithraeum for Bloomberg, the UNESCO world heritage site of the Hyde Park Barracks Museum, and the Bronx Music Hall, a new mixed-use community arts venue that celebrates the local history of musical innovation. He will also preview new exhibition techniques and spill his secrets for implementing new technologies for long-term use.

WED 19 JUNE

WELCOME

Breakfast	9am	Meet your peers for an exclusive breakfast and visit the Designmuseum Danmark before opening hours	Designmuseum
Welcome	10am	Welcome to Designmuseum Danmark	Designmuseum - Ballroom
Keynote	10.05am	The new art museum in Helsinki - <i>Amos Rex</i>	Designmuseum - Ballroom

LEARNING SAFARI: MORNING SESSIONS

Designmuseum Danmark

Bredgade 68, 1260 Copenhagen

Visit	10.45am	Visit of the exhibition "The Danish Chair"	Designmuseum
Case Study	11.15am	<i>Designing the Visitors Experience</i>	Designmuseum

Royal Danish Theatre

Sankt Annæ Pl. 36, 1250 Copenhagen

Visit	11am	Behind the scene tour of the Royal Danish Theater	Royal Danish Theater
Case Study	11.30am	<i>How can the communication department and the artistic teams join forces for better (sales) results?</i>	Royal Danish Theater

Museum of Copenhagen

Stormgade 18 (on the corner of Vester Voldgade / Stormgade), DK-1555 Copenhagen V

Visit	11am	Behind the scene tour of the new Museum of Copenhagen (opening late 2019)	Museum of Copenhagen
Case Study	11.30am	<i>Here I am ... again! How to position an institution at a new location after three years of closure</i>	Museum of Copenhagen

Nørrebro Theatre

Ravnsborggade 3, 2200 Copenhagen

Visit	11am	Behind the scene tour of the Nørrebro Theatre	Nørrebro Theatre
Case Study	11.30am	<i>Creative alliances between Communication and Participation</i>	Nørrebro Theatre

Natural History Museum

Oster Voldgade 5-7, 1350 Copenhagen

Visit	11am	Visit of the exhibition "Fashioned from Nature"	Natural History Museum
Case Study	11.30am	<i>From global sustainable design to local arctic communities</i>	Natural History Museum

Lunch 12.30pm All morning sessions are followed by a meal at your host institution

LEARNING SAFARI: AFTERNOON SESSIONS

Designmuseum Danmark

Bredgade 68, 1260 Copenhagen

Visit	2pm	Behind the scene tour of the Royal Danish Theatre	Designmuseum
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Case Study	2.30pm	<i>Designing the Visitors Experience</i>	Designmuseum
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Royal Danish Theatre

Sankt Annæ Pl. 36, 1250 Copenhagen

Visit	2pm	Behind the scene tour of the Royal Danish Theater	Royal Danish Theater
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Case Study	2.30pm	<i>How can the communication department and the artistic teams join forces for better (sales) results?</i>	Royal Danish Theater
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Museum of Copenhagen

Stormgade 18 (on the corner of Vester Voldgade / Stormgade), DK-1555 Copenhagen V

Visit	2pm	Behind the scene tour of the new Museum of Copenhagen (opening late 2019)	Museum of Copenhagen
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Case Study	2.30pm	<i>Here I am ... again! How to position an institution at a new location after three years of closure</i>	Museum of Copenhagen
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Nørrebro Theatre

Ravnsborggade 3, 2200 Copenhagen

Visit	2pm	Behind the scene tour of the Nørrebro Theatre	Nørrebro Theatre
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Case Study	2.30pm	<i>Creative alliances between Communication and Participation</i>	Nørrebro Theatre
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Natural History Museum

Oster Voldgade 5-7, 1350 Copenhagen

Visit	2pm	Visit of the exhibition "Fashioned from Nature"	Natural History Museum
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Case Study	2.30pm	<i>From global sustainable design to local arctic communities</i>	Natural History Museum
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3.30pm Afternoon session case studies finish

Farewell Reception	6.30pm	Enjoy the evening reception and the typical Danish pancakes and the immersive performance piece intervention "Sensuous Governing" by Sisters Hope	Copenhagen City Hall
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WED 19 JUNE

WELCOME
10am
Ballroom

Welcome to Designmuseum Danmark

CORINNE ESTRADA

Founder and CEO, Communicating the Arts,
Paris & Sydney, @AgendaParis

ANNE-LOUISE SOMMER

Director, Designmuseum Danmark, Copenhagen,
@AlsSommer @DesignmuseumDK

KEYNOTE
10.05am
Ballroom

Amos Rex – The new art museum in Helsinki

KAI KARTIO

Museum Director, Amos Rex, Helsinki, @amoskonst
Kai will present AMOS REX, Helsinki's newest
museum. Its 2018 opening was dubbed as one of
the biggest cultural events to occur in Helsinki for a
generation; one to revolutionise and activate the city's
creative identity. Its first exhibition, an immersive
and interactive experience by Japan-based digital
projection masters TeamLab, invited the museum
audience in to interact with, and to create, the art.

LEARNING
SAFARI

Learning Safari

11am – 12.30pm
2pm – 3.30pm

5 sessions are available. Participants
are invited to choose one morning
session and one afternoon session.

1. DESIGNMUSEUM DANMARK

Part 1: Visit of the Danish Chair exhibition

Part 2: Case Study: *Designing
the Visitors Experience*

NIKOLINA OLSEN-RULE

Head of Communications, Designmuseum
Denmark, @nrule

LOUISE ØRNFELT

Senior Strategic Consultant, Wonderful
Copenhagen, @Wonderful_CPH

Lonely Planet shortlisted Copenhagen for best
destination in 2019, with design and architecture
as key tourism interests. Designmuseum Danmark
has felt the rise in international tourism to the city
with a visitor increase of almost 500 % in a 6-year
period. A close collaboration between Designmuseum
Denmark and Wonderful Copenhagen has led to the
'Tourism +Culture Lab' initiative: linking culture,
tourism and industry, a co-creation and co-curation
of visitor experiences has been designed to heighten
the cultural experience for international guests.

2. THE ROYAL DANISH THEATRE

Part 1: Behind the scene tour of
the Royal Danish Theatre

Part 2: Case Study: *How can the
communication department and the artistic
teams join forces for better (sales) results?*

MAGNUS RESTOFTE

Communication Director, The Royal
Danish Theater, @kglteater

A case study on how The Royal Danish Theater
designed collaboration strategies between
their Communication and Art teams, resulting
in better sales results, increased audience
connection and a more agile way of working.
In this presentation, Magnus will focus on
the methods used, offering insight from one
of the leading communication departments
within the art and performance industry.

3. MUSEUM OF COPENHAGEN

Part 1: Behind the scene tour of the new Museum of Copenhagen (opening late 2019)

Part 2: Case Study: *Here I am ... again!*
How to position an institution at a new location after three years of closure.

JESPER T. MØLLER

Head of Communication & PR, Museum of Copenhagen

For half a century the Museum of Copenhagen was positioned at Vesterbro ('West Bridge') in a former working-class area, today a hipster-ghetto just outside Copenhagen's city centre. Primarily a local museum, tourists were a rare sight with limited efforts made to attract them. In late 2019, the museum will reopen in a new and very central location, between Copenhagen Town Hall and the National Museum of Denmark. Hear their considerations of repositioning with relocation, marketing and PR measures used to keep it top-of-mind while the doors are closed, and critically the alliances developed with other institutions and networks.

4. NØRREBRO THEATRE

Part 1: Behind the scene tour of the Nørrebro Teater

Part 2: Case Study: *Creative alliances between Communication and Participation*

STINE BILLE ORLANDER

Head of Communication, @norrebroteater

CHARLOTTE KJÆR

Head of Events, Nørrebro Teater, Copenhagen @c_kjr

Nørrebro Teater is working strategically with audience development and outreach programmes. Part of this work is forming creative alliances, co-producing with local partners and offering events to continually discover, develop and foster diverse audiences. Based on this continual effort, Nørrebro Teater was chosen in 2018 as the only Danish theatre partner for the large-scale European cooperation project ADESTE+, aimed at expanding cultural participation. Through this work, they strive to create a theatre which is open, available and accessible. Join to discover how they do it and how they communicate both the process and the results.

5. NATURAL HISTORY MUSEUM OF DENMARK

Part 1: Explore the "Fashioned from Nature" exhibition, a cooperation with the V&A Museum.

Part 2: Case Study: *From global sustainable design to local arctic communities*

RIKKE MØRCH

Head of Communications and Fundraising, Natural History Museum of Denmark, @NHM_Denmark

ANDERS DRUD JORDAN

Head of Digital Productions, Natural History Museum of Denmark, @NHM_Denmark

ANNE KATRINE GJERLØFF

Teamleader for Public Programs and Schools, Natural History Museum of Denmark, @NHM_Denmark

Through its exhibitions, digital formats and public engagement and learning activities the Natural History Museum of Denmark is constantly involved in co-operation with other institutions, stakeholders and organisations. Rikke, Anders and Anne will present 2 case studies of communication and partnership strategies from each end of the geographical and interpretative spectrum: the international exhibition "Fashioned from Nature" and the multifaceted research and engagement project "Qimmeq – the Greenlandic sled dog".

THANK YOU

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SEE YOU SOON

2019

COMMUNICATING THE ARTS MONTREAL
8-10 October
Inclusivity, Empathy and Well-Being

COMMUNICATING THE ARTS SYDNEY
12-14 November
Cultural Leadership

CULTURE BUSINESS SYDNEY
21-22 November
The Art of Fundraising

2020

COMMUNICATING THE ARTS LAUSANNE
22-24 June

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Contact Clémence Ferry
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