



NEW TRENDS IN MUSEOLOGY

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37th ICOFOM international symposium
Paris, Sorbonne, 17 rue de la Sorbonne

PROGRAMME

The conference lectures will be given in either French or English
Simultaneous translation with earphones will be available in the amphitheatres
Whispered translations are foreseen in three of the four workshop rooms

The conferences noted with « * » will be held in English

THURSDAY 5 JUNE 2014

Université Sorbonne – 17 rue de la Sorbonne – 75005 PARIS

08.30 – Opening, registration
09H.00 – 09H30, welcoming coffee

OPENING SPEECHES

Carle BONAFIOUS-MURAT

(Interim President of University of Paris III: New Sorbonne University)

Bruno PEQUIGNOT

(Director of the Unit Arts and Media of University of Paris III, New Sorbonne University)

François MAIRESSE

(Director of the Department of Cultural Mediation of University of Paris III: New Sorbonne University, ICOFOM President)

PLENARY SESSION: KEYNOTE SPEECHES

AMPHI LIARD	09.45 – 10.30	Chair : YVES BERGERON SPEECH 1 : BERNARD SCHIELE <i>New trends emerging in the West and in China</i>
	10.30 – 11.15	SPEECH 2 : J. PEDRO LORENTE <i>From New Museology to Critical Museology: laying claim for a questioning, subjective and many-sided discourse</i>
	11.15 – 12.30	SPEECH 3 : VINCENT PUIG <i>Participative museology and indexation as a contribution to heritage in the age of data</i>

12.30 – 14.30

LUNCH BREAK (FREE)

14.30 – 16.15

PARALLEL SESSIONS (entrance 46 rue Saint Jacques))

WORKSHOP 1 SALLE L1	Chair Bruno Brulon	Gloria ROMANELLO	For an analysis of studies of the public. The role of tools for knowing the public in the management of museums of contemporary art in Spain and in France
		Colette DUFRESNE-TASSE	Best practices: Are they the treasure of Troy, or the treasure of Blackbeard the Pirate?
		Marie Clarté O'NEILL	Development of an international tool to guide educational and cultural programmes. The ICOM/CECA analysis template
	The Geopolitics of Museology	Jaeyeon PARK	The Mediterranean Museum without Mediterranean Museology. A blurred identity of the National Museum of Fine Arts of Algiers
WORKSHOP 2 SALLE L2	Sciences, fine arts, ethnography... a look at the contemporary world	Sheila K. HOFFMAN, Nathan C. JONES, W. James BURNS	Advancing the Practice: a Report of the US National Curator's Committee Ethics Subcommittee on the 2014 Curatorial Survey and Core Competencies Project*
		Bruno Nassim ABOUDRAR	When there will be no more art?
		Branko ŠUŠTAR	How can museums of education create links? New and traditional orientation of school/pedagogical museums in Europe*
	Chair Marie-Sylvie Poli	Cécile CAMART	Re-creations, or recreation? First mummings of modern art: reconstructions, reruns, and revivals of exhibitions (2010-2013)
WORKSHOP 3 SALLE M	Museum ethics in the 21st century	Karina PRONITCHEVA	Luxury invading museums: from sponsorship to co-branding
	Chair Anna Leshchenko	Annie HERITIER	Museums and "censorship": after morality and law, a new ethics?
		Norma Angélica AVILA MELENDEZ	Ethics and reflexivity. Community museological experiences in Mexico
		Bariaa MOURAD	The Anthropology of the Museum: Epistemology and Museal Ethics between Science, Creativity and Cultural History*
WORKSHOP 4 SALLE V	Chair Lynn Maranda	Samuel COAVOUX	Cross-roads: A fresh look at the works in art museums
		Irina CHUVILOVA, Olga SHELEGINA	The museum's mission in the modern society. Problems of museum communication*
	Publics, Education, Communication	Ann DAVIS	A temple or a forum: blurring the boundaries through experiential learning and social activism in North American Museology*
		Brigitte JUANALS, Geneviève VIDAL	Viewpoints on current forms of digital museum communication: evolution and cultural mediation within museums and on the Internet

16.15-16.45

PAUSE

16.45-18.45

AMPHI LIARD

ROUND TABLE WITH PRESIDENTS OF INTERNATIONAL COMMITTEES

With the participation of

Nicholas CROFTS (CIDOC), Hugues DREYSSE (UMAC), François MAIRESSE (ICOFOM), Lisa PILOSI (ICOM-CC), Janos TARI (AVICOM), Lynne TEATHER (ICTOP), Léontine VAN MENSCH (COMCOL)*

19.00

RECEPTION – COCKTAIL hosted by ICOM France, Salle Bourjac

With the presence of Hans Martin HINZ, President of ICOM

And of Denis-Michel Boëll, President of ICOM France

FRIDAY 6 JUNE 2014

Université Sorbonne – 17 rue de la Sorbonne – 75005 PARIS

9.00 – Opening

PLENARY SESSION: KEYNOTE SPEECHES

AMPHI LIARD	09.30 – 10.15	Chair : MARTIN R. SCHÄRER
		SPEECH 4 : CONXA RODA <i>Museum digital strategy: needs, trends, and challenges</i>
	10.15 – 11.00	SPEECH 5 : TEREZA SCHEINER <i>An approach to the museum field: significance and impacts of museological theory*</i>
		PAUSE CAFÉ
	11.30 – 12.15	Chair : BRUNO NASSIM ABOUDRAR
		SPEECH 6 : DANIEL JACOBI <i>Museology without museums or a collection?</i>
	12.15 – 13.00	SPEECH 7 : MARIE-SYLVE POLI <i>For a poetry of museums and museology today</i>

13.00 – 14.30

LUNCH BREAK (FREE)

14.30 – 18.30

PARALLEL SESSIONS (entrance 46 rue Saint Jacques)

WORKSHOP 5 SALLE L1	The Geopolitics of Museology	Sara CHIESA	Community based museology: the relationships and mutual influences between Western and non-Western museums of non-European countries in enhancement and mise en scène of tangible and intangible heritage*
		Magnolia COSTA	Southern Museology*
	Chair Ann Davis	Bruno BRULON SOARES; Luciana MENEZES DE CARVALHO; Henrique de VASCONCELOS CRUZ	Confluences and trends of Brazilian museology: the specificity of a theoretical and practical field**
		Diogo Jorge DE MELO; Luciana MENEZES DE CARVALHO; Vinicius DE MORAES MONCAO	New trends in museology, perspectives for an Amazonian museology
	Participatory Museology		
	Chair Geneviève Vidal	16H15 - 16H45	BREAK
		Nathalie NOEL-CADET, Céline BONNIOL	The contemporary creation as participative museology, the museum space as a living performance
		Sara RADICE	Design and participatory practices enhancing the visitor experience of heritage*
		Mélanie CORNELIS	Rethinking mediation: between utopia and reality
		Célia FLEURY	The participatory virtual museum: a necessary reality for the 21 st century? The different components of the virtual museum, beyond the digitalised real museum
WORKSHOP 6 SALLE L2	Chair Eiji Mizushima	Anna LESHCHENKO	Museology in Russia: New Trends*
		Daniel SCHMITT	Contributions and perspectives of the research programme “the experience course” in museums
		Yves BERGERON, Jennifer CARTER	Rethinking training in museology: new museology for a new world
	Towards an Epistemology of Museology	Saena SADIGHIYAN	Political studies of a restitution museology
		16H15 - 16H45	BREAK
	Chair Joëlle Le Marec	Effrosyni NOMIKOU	Museology without a prefix: some thoughts on the epistemology and methodology of an integrated approach*
		Luciana MENEZES DE CARVALHO; Tereza Cristina SCHEINER	Building and consolidation of museology as a scientific field of discipline: thoughts on the legitimisation of the specific field
		Nada GUZIN LUKIC	Eastern museology: the building of a scientific discipline. Transatlantic circulation of ideas in museology
		Letícia JULIAO	Museum and Historicity*
		Maria Cristina OLIVEIRA BRUNO	Teaching in museology and the spread of the scientific field of museology
WORKSHOP 7 SALLE M	Chair Marie-Clarté O'Neill	Olaia FONTAL MERILLAS, Sofia MARIN CEPEDA	Education and cultural heritage in Spain: heritage aimed at social inclusion
		Renata SANT'ANNA DE GODOY PEREIRA	To see and to read: a programme for cultural integration of young people and adults while learning to read
		Camille JUTANT, Gaëlle LESAFFRE	Creating values in a penitentiary environment: the artistic and cultural project of the Louvre for the Poissy prison
		Snezana MIJAILOVIC, Gloria ROMANELLO	New trends, old problems? The case of how the “way through the museum” was received at the Villa Méditerranée in Marseille
	Publics, Education, Communication	16H15 - 16H45	BREAK
		Lucia SHIBATA	Developing an Audience-based Expography for a Geosciences Museum*
		Sara PEREZ LOPEZ	The concept of inter-heritage. Cultural inter-exchanges as a summary of social inclusion in cultural heritage for the deaf community. The configuration of common space between cultures in museal spaces
	Chair Kerstin Smeds	Silvilene BARROS R.MORAIS	A museum for all: Among real and ideal*
		Renaud GARCIA-BARDIDIA, Lucile GUITTIENNE, Jean-Philippe NAU, Géraldine THEVENOT	Technology of Information and Communication for digital natives ? Reversing an order in the case of an establishment for Scientific and Technical Culture
WORKSHOP 8 SALLE V	Chair Serge Chaumier	Audrey DOYEN	The ethnographic object between the market and heritage: mapping the field and some of the stakes
		Lydie DELAHAYE	The document on display: the challenge of shifting the register
	Sciences, fine arts, ethnography... a look at the contemporary world	Nadine GOMEZ-PASSAMAR	The muséum is a mountain path in a flat landscape
		Louis-Jean GACHET	The letter of OICM and the museum field in the sciences. A eyewitness publication 1988-2013
		16H15 - 16H45	BREAK
		Maria BOLANOS	The musealisation of sacred images and the contemporary view of them
	Chair J. Pedro Lorente	Nicole MOOLHUIJSEN	Revisiting Participation: Questioning Old ‘Masters’ and historical paintings*
		Silvia García CEBALLOS	An approach to contemporary heritage in the inter-university experience programme
		Carla GASTAUD	The Museum of the French colony in Pelota, Brazil: the duty and the pleasure of heritage

SATURDAY 7 JUNE 2014

Université Sorbonne – 17 rue de la Sorbonne – 75005 PARIS

09.00

Opening

PLENARY SESSION: KEYNOTE SPEECHES

Amphi TURGOT	09.30 – 10.15	Chair : TEREZA SCHEINER	
		SPEECH 8 : XAVIER ROIGE Museums facing the economic crisis – or museums in crisis	
	10.15 – 11.00	SPEECH 9 : OSCAR NAVARRO ROJAS The epistemological gaze of museums: Latin American Museology and the politics of Museological Institutions*	
		COFFEE BREAK	
	11H30 – 12.15	Chair : Cécile CAMART SPEECH 10 : YVES GIRAULT Museums in the African Community: agents of social and cultural cohesion?	
12.15 – 13.00	SPEECH 11 : ANNE-CATHERINE ROBERT-HAUGLUSTAINE Museum perspectives		
13.00 – 14.30 LUNCH BREAK (FREE)			
14.30 – 16.30		PARALLEL SESSIONS (entrance 46 rue Saint Jacques)	
WORKSHOP 9 SALLE L1	The frontiers of Cybermuseumology	Anna LESHCHENKO	Digital dimensions of the museum: defining Cybermuseumology's subject of study**
	Chair Bernard Schiele	Sheila K. HOFFMAN, Shannon T. PERICH	If the collections database were reinvented today, what would it look like? A report on the inception of MODD Pro—the Material Object Digital Documentation Project **
		Martin R. SCHÄRER	Alternate Reality Games and Transmedia Story Telling in museums – promising novelties or unsuitable gimmicks? *
		Eric LANGLOIS	Beyond the technical evolution : museological thoughts on logical and unique cyberexhibitions
WORKSHOP 10 SALLE L2	A new relation to heritage?	Marie-Aline ANGILLIS	Collect and preserve narratives about life in museums. Case study and lines of thought
		Nina ROBBINS	Museological Value Assessment Protecting Disposals: Survey results from Finland*
	Chair Oscar Navarro	Olga TRUEVTSEVA	Innovative technology of preservation of non-material heritage in the museums of Siberia *
		Kerstin SMEDS	Metamorphosis of meaning in the battle between preservation and disintegration/destruction. New museological research perspectives*
		Gaëlle CRENN et Mélanie ROUSTAN	The exhibition "E Tu Ake » (Standing Maori) in Wellington, Paris and Quebec. Cultural and political statement of heritage: comparison between three museum contexts
WORKSHOP 11 SALLE M	History and Future of Museology	Marie-France CARDONNA-DUREAULT	Museology, museologies?
		Hannelore FRANCK, Yasmine HEYNDERICKX, Anaïs MASURE et Pierre TANGUAY	The city museum in an intercultural context. Fostering dialogue in culturally diverse urban environments: perspectives from Montreal, Antwerp, Ghent and Rotterdam*
	Chair Xavier Roigé	Felipe CARVALHO	20th century proposals for museums and the current context : what has changed ?
		Alexia FONTAINE	The conditions for the emergence of a musée, or suggestion for a generic analytical model: the system of museality.
		Marie FRASER	Contemporaneous and yet anachronistic: how museums can update their relation to history
WORKSHOP 12 SALLE V	Participatory Museology	Juliane C. PRIMON SERRES, Viviane TRINDADE BORGE	Museums in former lepers' homes and their suffering: trends, institutions, and social actors
	Chair Yves Girault	Cristiano AGOSTINO	Museum Crowdsourcing as Playful Labour*
		Linara DOVYDAITYTE	Participatory Museum: New Ways of Dealing with the (Contested) Past? *

SUNDAY 8 JUNE 2014

A day in the Jardin des Plantes (Botanical Gardens).

Michel van Praet, Professor Emeritus of the Museum National d'Histoire Naturelle, will accompany you through the Botanical Gardens and will address the issue of the current pertinence of the museology of objects that deal with scientific themes. What in particular are the limits? We will consider whether bringing to bear synergy between the place and the collections, as well as the recourse to aesthetics and to the closeness to objects, can direct, enhance and delimit the themes, all the while relying on the experience gained from exhibitions from the end of the 19th century (anatomy / palaeontology) or of the 20th century (the Gallery of Evolution).

- 09.45 Meeting in front of the Galerie de Paléontologie.
- 10.00 Introducing the site, presentation in the amphitheater of the Paleontology gallery
- 10.30 Visit of the anatomy and paleontology galleries
- 11.15 Botany visit
- 11.45 The Great Gallery of Evolution
- 13.00 Lunch – on your own
- 15.00 Assessment

RESERVATION REQUIRED.

MONDAY 9 JUNE 2014

Galerie des Gobelins, 42 Avenue des Gobelins, 75013 Paris (matinée)

Fondation Albert Kahn, 10-14 Rue du Port, 92100 Boulogne-Billancourt (après-midi)

9.30-11.30 : ICOFOM General Assembly– Galerie des Gobelins

11.30-12.30 : Visit of the exhibition « Les Gobelins au siècle des Lumières »

Lunch (on own)

15.00 : Visit of the Fondation Albert Kahn – Boulogne-Billancourt

MEETINGS OF ICOFOM BOARD

Wednesday 4 june, 17.00, Sorbonne, Salle Bourjac

Saturday 7 june, 17.00, Sorbonne

Sunday 8 june, 17.00, Jardin des Plantes

Monday 9 june, 17.00, Fondation Kahn