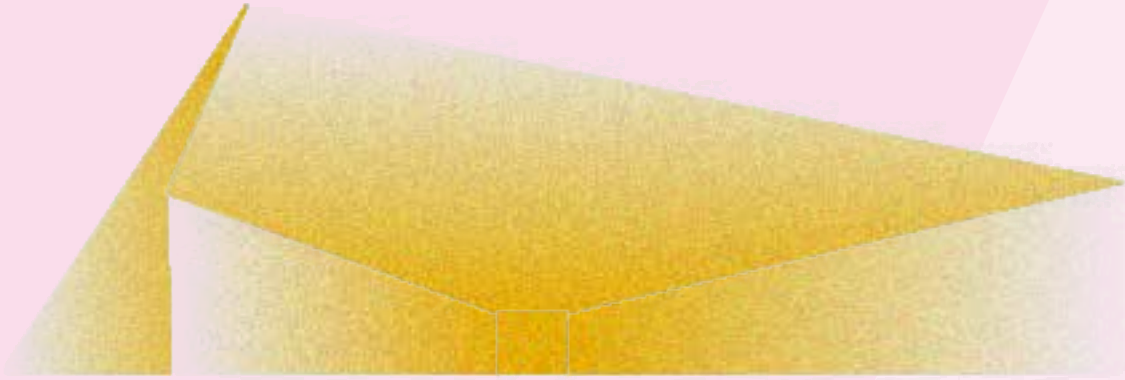


# ICOM EXHIBITIONS 2024 CONFERENCE

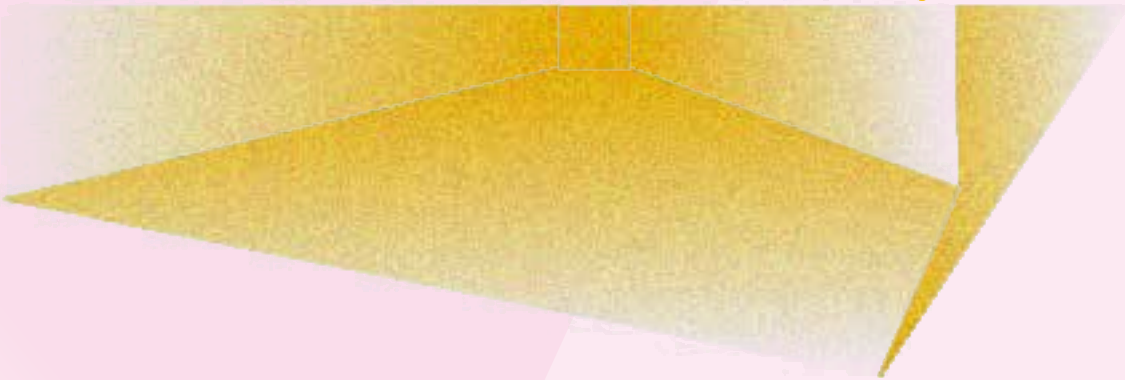
Estonian National Museum,  
Tartu, Estonia

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# MOMENTUM

*Exhibitions and Memory*



# AGENDA

**ICEE** ICOM  
international  
committee for  
exhibition exchange

**ICOM** international  
council  
of museums  
Estonia

**EESTI RAHVA  
MUUSEUM**  
Estonian National Museum

**SITES of CONSCIENCE**  
International Coalition of

**NOMAD**  
EXHIBITIONS

**expona**  
European Exhibition Network

**teo** **MOTOR**

# ICOM Exhibitions

ICOM Exhibitions is a transformative voice in museums, ICOM, and the exhibitions community. ICOM Exhibitions inspires individuals and organizations to connect with each other through meaningful experiences and dialogues, focusing on content creation, exhibition development, strategic partnerships, collaborations, and cultural exchange.

## Mission

ICOM Exhibitions is committed to being a force for transformation in the museum and exhibition sectors by supporting efforts to expand diversity, equity, accessibility, and inclusion (DEAI), by encouraging difficult conversations to discover common ground, by providing a multicultural and multidisciplinary platform for all members and organisations and by taking risks that enable and support innovation and progress within the exhibition industry and our museum communities as a whole.

## Priorities

ICOM Exhibitions seeks to expand and strengthen its position as the global voice for the international museum exhibition community.

ICOM Exhibitions seeks to establish and share best practices in exhibition production, partnership development, sustainable production models, and content exchange.

ICOM Exhibitions leads a global museum network that embraces change and supports innovation and progress.

## 2023 - 2025 Board

### Hillary Spencer

Founder, Agency  
Washington, DC USA

### Amanda Mayne

Head of Partnerships  
International Touring Exhibitions  
The British Museum  
London, UK

### Julie Leclair

Director of Exhibitions  
Canadian Museum of History  
Gatineau, Canada

### Alanna Davidson

Partnerships Director  
Nomad Exhibitions  
Edinburgh, UK

### Marjo Meriluoto

Head of Exhibitions, Vapriikki  
Tampere, Finland

### Edson Armando Méndez Albavera

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Puebla, Mexico

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Eesti Rahva Muuseum  
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### Dana Andrew

Museum Consultant  
Dublin, Ireland

<https://icee.mini.icom.museum>

[icee.icom@gmail.com](mailto:icee.icom@gmail.com)

# MOMENTUM

## Exhibitions and Memory

**Sunday September 29, 2024**

### Arriving early to Tartu?

Explore the Estonian National Museum with curator Agnes Aljas for a guided tour at 1:00 or explore on your own.

### Pick up your registration during the following times:

September 29, 12:00 - 3:00 at the Estonian National Museum and 3:30 - 6:00 at the Tartu University Museum. The registration table is also open Monday September 30 - Wednesday October 3 at the Estonian National Museum.

## Join us to celebrate the opening of Momentum: Exhibitions and Memory

**4:00pm - 6:00pm**

**Tartu University Museum**

Lossi 25, 51003 Tartu linn

### Welcome

**Marian Raisma, PhD**

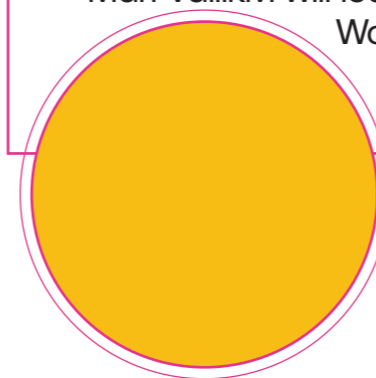
Director, Tartu University  
History Museum

**Hillary Spencer**

Co-chair, ICOM Exhibitions

Attendees are invited to pick up their conference badges and enjoy drinks and light snacks while meeting the conference organizers. Participants will have exclusive access to the **Tartu University Museum's** permanent exhibition, "University of Our Lives," and at 5:00 curator Mari Vallikivi will lead a tour of the latest temporary exhibition, "Hidden Worlds Expanding: Eastern European Outsider Art", a Tartu 2024 project.

**The opening reception is sponsored by Expona.**



# AGENDA

## Exhibitions, Memory and the Future

Memories shape the future, but what happens when community members do not have direct experience with the events of the past? How can exhibitions engage young people in thoughtful explorations of our histories to create more just futures?

In this keynote conversation, **Lebogang Marishane** of Constitution Hill in South Africa and **Amina Krvavac** of the War Childhood Museum in Bosnia and Herzegovina share their strategies, dilemmas, and hopes for creating future memories through exhibitions.

**Amina Krvavac** is the Executive Director of the War Childhood Museum in Sarajevo, Bosnia and Herzegovina, which focuses on the experiences of children affected by war. Under her leadership, the museum has gained international recognition for its innovative approach to peacebuilding and reconciliation. The War Childhood Museum won the prestigious Council of Europe Museum Prize in 2018. Krvavac believes in museums as spaces for social action, societal healing, and drivers of change, and is particularly interested in unlocking the potential of museums in transitional justice processes.

**Lebogang Marishane** is a South African researcher and a social justice, culture, and peace-building practitioner, currently serving as the Strategic Support Manager at Constitution Hill in South Africa. With over 15 years of experience, Marishane has been instrumental in advancing truth and reconciliation efforts post-Apartheid. Her work spans transitional justice for African youth to curating exhibitions in post-conflict societies, with a focus on fostering dialogue, reconnecting individuals with their pasts, and envisioning a brighter future for all.

**Hillary Spencer**, a leader in the conversation about the future of museums, and the co-chair of ICOM Exhibitions, will moderate the session. Spencer is known for her research that focuses on the importance of risk in effective leadership. Committed to models of co-creation and co-leadership in both content creation and structural change, Spencer's work is at the forefront of shaping inclusive and forward-thinking museum practices.

**Explore how exhibitions can help create meaningful connections between the past and the future, especially for younger generations who may not have lived through the historical events being presented.**

Amina Krvavac  
Lebogang Marishane

Hillary Spencer

## Monday September 30. 2024

### Welcome to Momentum: Exhibitions and Memory

- 8:30 - 9:00**      **Conference Opens**      **Estonian National Museum**  
Muuseumi tee 2  
60532 Tartu
- 9:10 - 9:15**      **Welcome**      **Jacob Hurt Hall**  
**Hillary Spencer**, ICOM Exhibitions, United States  
**Kertu Saks**, Estonian National Museum, Estonia  
**Linda Norris**, International Coalition of Sites of Conscience, United States  
**Kai Lobjakas**, Chair ICOM Estonia, Estonia
- 9:15 - 10:45**      **Keynote: Exhibitions, Memory and the Future**  
**Lebogang Marishane**, Constitution Hill, South Africa  
**Amina Krvavac**, War Childhood Museum, Bosnia and Herzegovina, moderated by **Hillary Spencer**, ICOM Exhibitions, United States



# AGENDA

Monday September 30, 2024, cont.

10:45 - 11:15 **Coffee Break**

### Concurrent Sessions - Workshops

11:15 - 12:45 **Workshop 1 - Future Perfect Museums**  
**World Film Auditorium**

Hillary Spencer, ICOM Exhibitions, United States

If your museum could be anything what would it be? What stories would you tell? How would you share them? Who would you reach? This workshop invites you to embrace the unique strengths of your organization and ask, "What if?" Through futures thinking, you'll collaborate with peers to envision your own Future Perfect Museum and develop actionable strategies to bridge the gap between today's realities and tomorrow's possibilities.

11:15 - 12:45 **Workshop 2 - Creating Dialogic Exhibitions**  
**Manninen Auditorium**

Linda Norris, International Coalition of Sites of Conscience, United States

Drawing on examples from Sites of Conscience around the globe, this active workshop provides participants with concrete tools and approaches for teams to use in developing exhibitions that encourage visitors to consider and shape more just futures for all.

### Concurrent Sessions - Panels

11:15 - 12:00 **Panel Session 1 - Jakob Hurt Hall**  
**Violence, Peace, Identity: Memories for the Future** Samantha Vaughn, Catherine Gilbert, Natalie Heidari-pour, Yusuf Patel, Newcastle University, United Kingdom

Explore memory's role in understanding our past and shaping a better future. By comparing exhibitions from South Africa, Rwanda, Czechia, Northern Ireland, and the United States, we will examine how trauma and difficult histories are addressed. The focus will be on how exhibitions use these memories to confront the past, foster empathy, and embrace diverse perspectives.

Hillary Spencer  
Maggie Greyson

Linda Norris



12:00 - 12:45 **Panel Session 2 - Jakob Hurt Hall**  
**Exploring Heritage and Social Issues Through Exhibitions**

Maj Meriluoto, Museokeskus Vapriikki, Finland  
Jole Martinenghi, Contemporanea Progetti, Italy  
Anna Dentoni, Promotori Musei Mare, Italy

This session explores how museums and exhibitions raise awareness about heritage, social issues, and cultural evolution through three interconnected projects:

The Battle of Tampere in 1918, the largest urban conflict in Nordic history, left lasting scars on Finnish society, and the Tampere 1918 Civil War XR museum serves as a space for reflection and a powerful message of peace.

"Women in the Ancient World," an exhibition by Contemporanea Progetti and Museo Nazionale Romano, examines gender roles in ancient societies to foster discussions on inclusivity.

"Hollywood in Riviera" by Promotori Musei Mare connects the glamour of Hollywood's past with modern perspectives, inspiring visitors through its engaging narrative.

Discover how these exhibitions preserve heritage while provoking thought on contemporary issues.

### Afternoon Activities

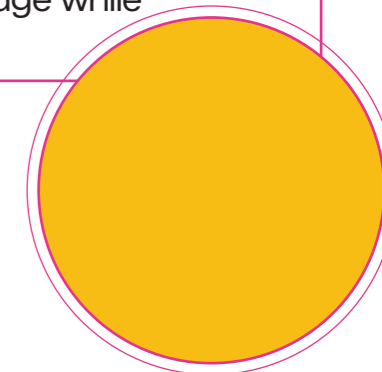
1:00 - 2:00 **Lunch** *Provided by Momentum!*

2:00 - 2:30 **Transit** **Tartu Toy Museum**  
Lutsu str 8  
51006 Tartu

2:45 - 3:00 **Welcome** **Kati Torp, Artistic Director Tartu 2024**

3:00 - 3:45 **Tour** **Special Exhibitions**

4:00 - 5:00 **Break out sessions and coffee**



# AGENDA

Tuesday October 1, 2024

## How do Exhibitions Shape our Memory?

Museum visitors bring their own life experiences into any exhibition, but how can a museum address the dilemmas of long-held perspectives shaped by colonization, racism, gender, and class? Whose stories are told? Whose memories are honored? How can an understanding of context, agency, and voice help create new meanings and memories in our constantly changing societies?

In this keynote conversation, **Miles Greenwood** of the International Slavery Museum in the United Kingdom and **Olena Honcharuk** of the Oleksandr Dovzhenko National Centre in Ukraine bring diverse perspectives to the exploration of the past, present, and future of reshaping community memory.

The conversation will be moderated by **Linda Norris**, a thought leader at the International Coalition of Sites of Conscience.



**Olena Honcharuk** is the Acting Director of the Oleksandr Dovzhenko National Centre in Ukraine, the country's primary film archive. Since 2021, she has played a vital role in the organization, particularly in the preservation and promotion of Ukraine's film heritage during challenging times, including the ongoing war. Honcharuk has also led initiatives to expand the Centre's archival activities to document the war and its impacts.

**Miles Greenwood** is the Lead Curator at the International Slavery Museum, part of National Museums Liverpool. Greenwood's work focuses on addressing the legacies of slavery and empire through exhibitions, research, and community engagement. He has been instrumental in highlighting the historical impact of transatlantic slavery and colonialism, as well as their ongoing effects in contemporary society. Previously, Greenwood served as the Curator of Legacies of Slavery and Empire at Glasgow Museums, where he played a crucial role in reshaping narratives around Glasgow's involvement in the slave trade and its colonial past.

**Linda Norris** is the Senior Specialist, Methodology and Practice at the International Coalition of Sites of Conscience, the only global network of historic sites, museums, and memory initiatives that connects past struggles to today's movements for human rights. Norris facilitates connections and builds the capacity of members and organizations in using the past to create a more just future. An international thought leader and co-author of *Creativity in Museum Practice*, Norris is known for her work in facilitating conversation and action on how creativity can transform museums, shape more compelling narratives, and foster deeper, more inclusive community connections.

**Explore how exhibitions can challenge entrenched narratives, honor diverse memories, and create spaces for new perspectives that resonate with our evolving societies.**

Olena Honcharuk  
Miles Greenwood

## Tuesday October 1. 2024, cont.

**9:00** Conference Opens

**9:10 - 9:15** **Welcome** **Jacob Hurt Hall**  
 Amanda Mayne, ICOM Exhibitions and The British Museum, United Kingdom

**9:15 - 10:30** **Keynote: How do Exhibitions Shape our Memory?**  
 Olena Honcharuk, Oleksandr Dovzhenko National Centre, Ukraine  
 Miles Greenwood, International Slavery Museum, United Kingdom  
 moderated by Linda Norris, International Coalition of Sites of Conscience, United States

**10:30 - 11:00** Coffee Break

### Concurrent Sessions - Workshops

**11:00 - 12:45** **Workshop 1** **Nightscares: Exploring Urban Memory**  
 Karin Leivategija, Estonian National Museum, Estonia  
**World Film Auditorium**

This workshop, held in conjunction with the Estonian National Museum's exhibition 'Who Claims the Night?', offers participants a unique opportunity to explore the intersection of urban memory and nighttime experiences. Led by the exhibition's head curator, Karin Leivategija, the workshop will feature engaging discussions and a collaborative mapping exercise focused on innovative approaches to representing nocturnal landscapes in museum settings.



**11:00 - 12:45**

**Workshop 2 Advancing Digital Innovation in Memory: A Collaborative Workshop**  
**Manninen Auditorium**

Dr Kate Marrison & Dr Victoria Grace Walden  
 Landecker Digital Memory Lab, University of Sussex, UK

Between 2022 - 2023, 100 international collaborators developed a set of recommendations to support digital innovation in Holocaust museums, memorial sites, libraries, & archives. These guidelines focus on six key themes: Machine Learning and AI; Digitizing Material Evidence; Digital Recording, Remixing, and Recirculating Testimony; Holocaust Memory and Education on Social Media; Virtual Holocaust Memoryscapes; and Gaming and Play in Holocaust Memory and Education.

In this workshop, we invite individuals from the wider GLAM sector to collaborate on advancing these recommendations. Together, we will explore how these guidelines can inform and enhance your practice, particularly when working with historical material that is difficult, sensitive, or traumatic.

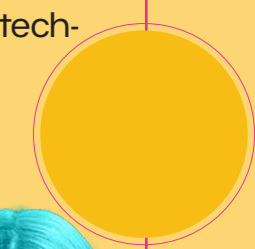
### Concurrent Sessions - Lightning Presentations - Jacob Hurt Hall

**11:00 - 11:15** **Presentation 1** **Exhibition Text is Not Our Type**  
 Ineta Vaivode, National Library of Latvia, Latvia

The session highlights how the printing industry continues to evolve in the 21st century, driven by new technologies, digitization, and changing reader preferences. Emphasizing the collaboration among curators, designers, collection experts, and artists, the presentation showcases how creative technological tools can effectively communicate memory and heritage.

**11:15 - 11:30** **Presentation 2** **In Other Words, Québec: Meeting Ground** Frédérique Bédard Daneau,  
 Musée de la civilisation, Canada

"In Other Words, Québec" reimagines Québec's social, historical, geographical, and cultural narratives, emphasizing diversity, encounters, and contemporary issues. It challenges conventional accounts of Québec's memory, aiming for inclusion and decolonization. Through new museological approaches, visitors are invited to engage with the past to shape a more just future. Hear how the Museum weaves empathy, inclusivity, and collective memory into the creation of a brighter tomorrow.



Karin Leivategija  
 Dr Victoria Grace Walden

Dr Kate Marrison

Tuesday October 1, 2024, cont.

Concurrent Sessions - Lightning Presentations , cont.

**11:30 - 11:45 Presentation 3 Sustainable Materials in Traveling Exhibitions**

**Yumi Watanabe**, Tokai University, Japan

This presentation invites participants to reflect on materials used in traveling exhibitions. While these exhibitions bring cultural content to underserved regions, both hosting and organizing institutions often face budget constraints. The presenter, having managed small-scale exhibitions for smaller organizations, has explored cost-effective materials to reduce transportation and assembly expenses. In this session, I will share these experiences and engage participants in discussing sustainable materials for traveling exhibitions.

**11:45 - 12:00 Presentation 4 Revolutionizing Cultural Heritage Preservation, Etienne Tellier**, Iconem, France

This session examines how new technologies and digitization are transforming the preservation of cultural heritage sites threatened by wars, conflicts, and climate change. By creating 3D digital twins of these sites, we can safeguard locations where cultures and civilizations once thrived. We'll explore projects like "Eternal Sites" and "Age Old Cities," discussing their role in preserving memory and how they complement traditional museum displays. Discover how technology is reshaping cultural heritage preservation and engagement worldwide.

**12:00 - 12:15 Presentation 5 Tokens of Power**

**Ken Ird**, University of Tartu Museum, Estonia

In January 2025, a new exhibition, "Tokens of Power. Political Image of the Assembly Hall of the University of Tartu", will open at the Art Museum of the University of Tartu. This exhibition will provide a novel insight into that iconic neoclassical public space and analyse it as an ideologically (un)conscious stage for different political systems that governed Estonia in the 19th and 20th centuries. The presentation discusses challenges faced during the preparation of the exhibition and focuses on how to deal with politically sensitive history.

**12:15 - 12:30 Presentation 6 Reshaping Memory**

**Kosjenka Laszlo Klemar**, Technical Museum Nikola Tesla, Croatia

This presentation examines the crucial role museums play in preserving or erasing collective memory, focusing on the Nada Dimić File 2023 exhibition at the Technical Museum Nikola Tesla. The session will discuss museums' responsibilities in managing dissonant and complex heritage, offering strategies for engaging audiences in reshaping erased memory. Attendees will gain insights into creating environments that encourage critical reflection.

**12:30 - 12:45 Presentation 7 Beyond the Frame: Charting the Spectrum of Preferences Between Digital and Traditional Museum Exhibitions**

**Zhi Ye**, Kings College London, United Kingdom

This session examines how international audiences engage with digital technologies in blockbuster exhibitions, based on insights from over 30 semi-structured interviews. It explores how diverse audience groups interact with and perceive traditional, digital, immersive, and online exhibition formats. The findings highlight how digital elements can both enhance and detract from the overall experience. Drawing from these insights, the session will propose guidelines for designing more effective and inclusive digital exhibition experiences that cater to a wide range of international visitors.

**12:45 - 1:00 Presentation 8 Vårgårda Museum: Small Museum, Millions of Stories**

**Pia Hansson**, Pia Hansson InredningsArkitekt SIR, Sweden

Discover the magic of Vårgårda Museum, where a community's collective memory comes alive in a 140-square-meter exhibition. This small Swedish museum tells 10,000 years of history—from the Bronze Age to modern times—using innovative design on a limited budget. The exhibition's focus on roads, intersections, and trade routes creates a powerful sense of belonging, connecting visitors to the past through interactive experiences, compelling narratives, and immersive environments.

AGENDA

Lorraine Finch



# AGENDA

Tuesday October 1. 2024, cont.

## Afternoon Activities

1:00 - 2:00	Lunch	<b>Provided by Momentum!</b>
2:00 - 2:30	Transit	<b>Tartu City Museum</b> Narva mnt 23 51009 Tartu
3:00 - 3:45	Tour	<b>Special Exhibitions</b>
4:00 - 5:00	Reception	<b>Hors d'oeuvres and drinks</b>

Event sponsored by **MOTOR**.

## Join us for an evening along the Emajõgi River

**6:00pm - 9:00pm**

**Lodjakoda Barge Centre**  
Ujula tänav 98  
Tartu linn

Join us at the historic Barge Centre, winner of the Cultural Endowment of Estonia in Architecture special award in 2021, for a true Estonian evening! Enjoy music, sauna and friends!

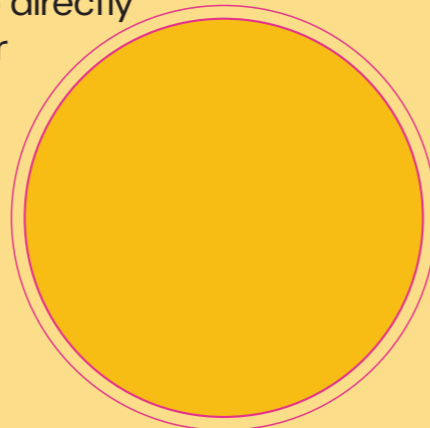
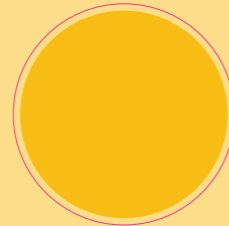
The Barge Centre sauna uses leftover wood from ship building to heat the cosy sauna, which is located on the banks of the Emajõgi River, a 15-minute walk from the city centre. You can jump directly into the Emajõgi River from the hot sauna bench, or relax on the banks of the river while enjoying traditional Estonian fare.

Transportation to hotels will be provided at 8:30pm and 9:00pm.

Event sponsored by **University of Life Science**.



Elise Foster Vander Elst



Chris Newell  
Taina Máret Pieski

Wednesday October 2. 2024

## Exhibitions, Memories, and Indigenous Communities

Historically, exhibitions about Indigenous communities were often developed without their involvement, perpetuating legacies of colonialism and displacement. Today, Indigenous museum leaders are reshaping the exhibition process, introducing perspectives that challenge conventional practices. This keynote presentation will explore how Indigenous memories, traditions, and contemporary experiences can be honored and integrated into exhibitions, creating spaces that respect these cultures while fostering inclusive learning experiences for all. The conversation will spotlight museum leaders who are driving change by centering Indigenous voices and embracing diverse ways of knowing.

**Taina Máret Pieski**, Director of the Sámi Museum Siida in Inari, Finland. The Indigenous-led museum serves as both a cultural and nature center, focusing on the culture and history of the Sámi people, as well as the natural environment of Northern Lapland. Under Pieski's leadership, the museum has undergone significant renovations and expansions, enhancing its exhibitions and facilities to better serve the Sámi people and preserve Sámi heritage. The Sámi Museum Siida is the winner of the European Museum of the Year Award (EMYA) 2024.





Wednesday October 2, 2024, cont.

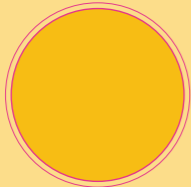
### Exhibitions, Memories, and Indigenous Communities, cont.

**Chris Newell**, a member of the Passamaquoddy Tribe, has made significant contributions to the museum field, particularly in promoting Indigenous perspectives. Newell served as the Executive Director and Senior Partner to the Wabanaki Nations at the Abbe Museum in Bar Harbor, Maine. He was the first tribal member to lead the museum, which is dedicated to Wabanaki art, history, and culture. During his tenure, Newell focused on decolonizing museum practices by centering Native voices and restructuring the museum's board to include a majority of Wabanaki members. Newell is also the co-founder of the Akomawt Educational Initiative, which aims to improve education on Native history and contemporary issues across New England.

Moderated by **Margaret Middleton**, an American independent exhibit designer and museum consultant based in the United Kingdom with over 15 years of experience in the museum field. Working at the intersection of design and social justice, Middleton focuses on creating inclusive and welcoming museum experiences for diverse audiences.

Join us for this impactful session to gain insights into the evolving role of Indigenous communities in shaping exhibitions and discover ways we can all contribute to this vital shift in museum practice.

# AGENDA



Margaret Middleton  
Amanda Mayne



9:00

**Conference Opens**

9:10 - 9:15

**Welcome** **Jacob Hurt Hall**

**Julie Leclair** ICOM Exhibitions and Canadian Museum of History, Canada

9:15 - 10:30

**Keynote: Exhibitions, Memories, and Indigenous**

**Chris Newell**, Akomawt Educational Initiative, United States, **Taina Máret Pieski**, Sámi Museum Siida, Finland moderated by **Margaret Middleton**, Independent Consultant, United Kingdom

10:30 - 11:00

**Coffee Break**

11:00 - 12:15

**Plenary Session: What's Hard Right Now: Memory and Exhibitions in the Baltics**  
**Jacob Hurt Hall**

**Kristine Milere**, Art Museum Riga Bourse, Latvia  
**Anu Kannike**, Estonian National Museum, Estonia

Every region faces unique challenges in politics, culture, and the arts—all of which shape the world of exhibitions. Join us for a dynamic conversation with voices from the Baltic region as we explore contemporary issues in exhibition development, storytelling, decolonization, and more.

1:00 - 2:00

**Lunch**

2:00 - 3:30

**Marketplace of Exhibitions**  
**Jacob Hurt Hall**

**Manon Delaury**, Teo, France

Discover the latest in exhibition development, hear calls for partners, and explore exciting hosting opportunities from our global community of content producers.

**Sponsored by Teo and Expona.**



# AGENDA

Wednesday October 2, 2024, cont.

3:30 - 5:00

Concurrent Sessions - Workshops

Workshop 1

**Essentials of Traveling Exhibitions:  
From Concept to Execution**  
World Film Auditorium

Julie Leclair, ICOM Exhibitions and Canadian Museum of History, Canada and Amanda Mayne, ICOM Exhibitions and The British Museum, United Kingdom

ICOM Exhibitions brings the pros to you! In this workshop, industry experts Amanda Mayne and Julie Leclair will share their extensive experience in managing and touring exhibitions, both large and small. Participants will gain valuable insights into the key aspects of planning and executing a successful traveling exhibition, including:

Topic Selection: Learn how to choose compelling and relevant themes that resonate with diverse audiences. Vendor Agreements: Understand the essentials of negotiating and managing agreements with vendors, ensuring smooth collaboration and clear expectations. Touring Artifacts: Explore the considerations involved in deciding whether to include artifacts in your exhibition, including conservation, security, and legal implications. Logistics: Delve into the practicalities of transporting, installing, and maintaining exhibitions across multiple venues. Rental Agreements: Gain knowledge on drafting and negotiating rental agreements that protect your interests while fostering successful partnerships.

Whether you're new to traveling exhibitions or looking to refine your approach, this workshop will provide you with the foundational tools and strategies needed to bring your exhibitions to life on the road.



Julie Leclair  
Ed Rodley

Workshop 2

**Sustainable Exhibitions: A workshop exploring what this means and how we can reduce the impact of exhibitions**  
Jacob Hurt Hall

Elise Foster Vander Elst, Head of Exhibitions and Environmental Impact Lead, Design Museum, United Kingdom

Lorraine Finch, Sustainability Leader, LFCP, United Kingdom moderated by Kristjan Raba, Estonian National Museum and Eva Gonzalez, ICOM Exhibitions

Museum leaders around the globe are prioritizing environmental sustainability by implementing innovative green initiatives. From adjusting temperature standards and transitioning to LED lighting to adopting green logistics practices, these efforts are not only reducing environmental impact but also leading to significant cost savings and lower energy consumption. In this workshop, we'll address the critical question: How Can a Museum Develop Sustainability Strategies for Exhibitions? With an eye on the future and an appreciation of the urgent need for all organizations to respond to the climate crisis, this workshop provides tangible strategies, tools and resources for greening your programs.

Workshop 3

**Exploring Playful Engagement**

Ed Rodley, The Experience Alchemists, United States  
Manninen Auditorium

In this workshop we will explore playful engagement in cultural settings through four interrelated concepts that are essential for creating compelling, memorable experiences—whether physical, digital, or blended. Participants will delve into sensory immersion, emotional evocation, narrative transportation, and playful participation as key components of effective visitor engagement. This workshop will provide attendees with a framework for understanding the visitor experience in cultural environments and propose a model of playful engagement that allows experience designers to visualize their objectives more clearly. Participants will learn how to incorporate these



# AGENDA

## Wednesday October 2, 2024, cont.

### Exploring Playful Engagement, cont.

four concepts into their work, enabling them to craft a new generation of transformative experiences that resonate with audiences both in-person and online. Join us to discover how to enhance visitor engagement through playfulness and creativity!

### 5:00 - 7:00 Bubbles, Bites, and Behind-the-Scenes

Join us as we thank our hosts, reveal next year's conference location, and enjoy exclusive curator lead tours of:

Who Claims the Night with **Karin Leivategija**;  
Practices and Challenges of Mnemonic Pluralism, curator's tour of Parallel Worlds, Parallel Lives, with **Terje Anepaios**;  
Encounters: Echos in the Urals with **Agnes Aljas**,  
as well as a conversation on sustainability practices with **Kristiina Piirisild**, Head of Conservations in the Estonian National Museum's Conservation Lab.

Prefer to relax? Grab a glass of bubbly, savor some Estonian snacks, and find a cozy spot on the grass to unwind with new friends before the closing party!

Join us to celebrate the closing of Momentum: Exhibitions and Memory at the **We Claim the Night Party!**

### 7:00pm - 10:00pm Estonian National Museum

**Nomad Exhibitions** is hosting the ultimate close-out party this year! Get ready to dance with DJ Don Erikson and DJ Jassa at the **Estonian National Museum's** "Who Claims the Night" exhibition! If you partied with us in Prague, you know ICOM Exhibitions knows how to celebrate, and if you danced with us in Medellín, you know exhibitions folks know how to have fun! Don't miss this epic conference finale it's going to be a night to remember! All participants will receive two drink tickets and enjoy complementary snacks.

# PARTNERS

The **International Coalition of Sites of Conscience** empowers societies to reckon with their past in order to create more just and peaceful futures. To do so, we facilitate a global network composed of historic sites, museums, universities, and civil society organizations dedicated to helping the public confront traumatic histories and address their contemporary legacies. We support these institutions in creating powerful memory initiatives that shine a light on difficult truths and fight for specific actions to achieve justice, whether in the recent or distant past. Learn more at: [www.sitesofconscience.org](http://www.sitesofconscience.org)

**Estonian National Museum** is an ethnographic museum, focusing on the everyday life and cultural changes of Estonian and Finno-Ugric peoples. Opened in a brand new building in 2016, the museum comprises of vast collections, professional conservation, research, and educational departments. The museum's primary goal has been to broaden its impact on society by increasing the participation of various communities, cultural groups, and memory in its activities and serving as a catalyst for innovation based on heritage. <https://www.erm.ee/>

**ICOM Estonia** has more than 250 individual and 10 institutional members and a strong network of Estonian museum professionals, who are encouraged to participate in international museum cooperation. **ICOM Estonia** organizes Museum Day events, as well as local and international seminars. The main current topics of the four work groups are museum ethics, museum terminology, restitution, and environmental sustainability. <https://www.icomeesti.ee/>

**Nomad Exhibitions** specialises in the design and production of innovative and expertly designed temporary, touring and permanent exhibitions for museums, galleries and cultural venues worldwide. Nomad are commitment facilitating worldwide access to outstanding collections, creative design, curatorial excellence, exceptional partnerships, and environmental responsibility. [www.nomadexhibitions.com](http://www.nomadexhibitions.com)

**Teo** is dedicated to supporting the international touring exhibitions community by fostering new connections, dialogue, shared knowledge and best practices within the touring world. Created for hosts, producers and suppliers of international touring exhibitions, Teo is a global living resource for sharing best practices and fostering new international collaborations in the world of travelling exhibits. <https://www.teo-exhibitions.com>

**Expona Exhibitions** specializes in developing, co-producing, and touring exhibitions for museums and exhibition centers, handling everything from content development to project management. We also offer personalized design services, including creative graphic design, to enhance the impact of temporary exhibitions. <https://www.expona.net>

# PARTNERS cont.

**MOTOR**, an Estonian exhibitions agency, combines education, science, and entertainment to create exhibition experiences tailored to diverse audiences. Their international scope covers the entire project pipeline, offering expertise in design, production, multimedia, development, and maintenance for public spaces. MOTOR is a key partner for the SIIDA Museum in Inari, recognized as Museum of the Year 2024. <https://www.motor.ee/>

**Estonian University of Life Sciences**, is Estonia's leading institution focused on sustainable development, its academic and research priorities ensure the responsible management of natural resources, crucial for heritage preservation. The university actively collaborates with museums to further this mission. <https://www.emu.ee/en/>

## Marketplace

### Speaker

**Manon Delaury**  
**Alex Susanna**

Alanna Davidson  
Tomasina Ray  
Pauline Silho  
Jole Martinenghi  
Frédérique Bédard - Daneau  
Anna Dentoni  
Babette Warendorf  
Joy Latour  
Mari Wikholm  
Daniel Smernicki  
Agathe Salomon  
Helen Privett  
Natalia Ostrowska  
Alex Susanna  
Kristjan Raba  
Norma Henry  
Leila Moslemi-Mehni  
Olivia O'Leary  
Chris Harris  
Alejandra Castellanos  
Niloofer Yazdkhasti  
Luis Ferreiro  
Natalie Grenet  
Devanshi Rungta  
Annabelle Mauger

### Organization

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**Expona, Sponsor**

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Musée de la civilisation  
  
Promotori Musei Mare  
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