

## **ICOM International Conference**

**Theme: "Heritage Interpretation: the Power of Storytelling in Museums"**

**Date: June 27 – 29<sup>th</sup>, 2019**

**Location: St. Petersburg, Russian Federation (The State Hermitage Museum, Gatchina Palace and Estate Museum, St Isaac's Cathedral State Museum)**

### **Organized by**

**ICOM National Committee Austria, ICOM National Committee Russian Federation, ICOM National Committee Czech Republic, ICOM National Committee Slovakia, ICOM National Committee Switzerland**

**with the support of International Council of Museums and St. Petersburg Committee for Culture**

The conference will discuss how museums are aiming to benefit society, as they are cultural hubs invigorating communities at a local but also international level. As cultural storytellers, museums can be powerful agents of change, but to do so, we need to tell inclusive stories that break through the barriers that divide us. Often if different perspectives are brought together, the acceptance of this contested history is the first step for promoting peaceful relationships between people. Museums can encourage this process and are playing an active role in addressing traumatic histories or controversial topics. So what are the keys to creating the inclusive museum? What kind of new perspective or awareness should be conveyed to the visitors? What stories should be told and who is telling them?

### **Preliminary Program**

#### **June 26, 2019, Wednesday**

Arrival of participants, check-in at the hotel

18:00 - 21:00 - cultural programme / excursion to St Isaac's Cathedral State Museum

*LOCATION: Isaakiyevskaya Square, 4. Metro: Admiralteyskaya*

#### **June 27, 2019, Thursday**

*LOCATION: The "Old Village" Restoration and Storage Center of the State Hermitage, Zausadebnaya str., 37*

09:30 - 10:30 - Registration of participants.

10:30 - 11:00 - Opening ceremony of the conference

**11:00 - 14:00 - PLENARY SESSION: "The Role of Storytelling in Building Dialogue between Museums and Audiences"**

11:00 - 11:15 *Introductory words of the moderator Dmitry Bak, Director of the Vladimir Dahl Russian State Literary Museum*

*Lectures:*

11:15 - 11:45 **Dr. Danielle Spera, President of ICOM Austria & Director of the Jewish Museum of Vienna, AUSTRIA**

11:45 - 12:15 **Mgr. Martina Lehmannová, Director Lidice Memorial & President of ICOM Czech Republic, CZECH REPUBLIC**

*"Storytelling in Lidice memorial"*

12:15 - 12:45 - coffee-break

12:45 - 13:15 - **Viktor Shalay, ICOM Russia Board member, Director of the V.K. Arseniev, Primorsky State Associated Museum, RUSSIA**

13:15 - 13:45 - **Dmitry Bak, Director of the Vladimir Dahl Russian State Literary Museum, RUSSIA**

13:45 - 14:00 - panel discussion

14:00 - 15:30 - lunch

**15:30 - 18:00 - THEMATIC SESSION 1: "Revealing hidden histories of various social groups and neglected heritage"**

15:30 - 15:45 *Introductory words of the moderator Olga Sinitsyna, Board Member of Mikhail Prokhorov Foundation, International expert in museum and library development, Russia*

Lectures

15:45 - 16:15 **Claudia Haas, Haas: consult, Consultant for Museums and Cultural Institutions & Elisabeth Menasse-Wiesbauer, Director of ZOOM Children's Museum in Vienna, AUSTRIA**  
*"Children's Museums are pioneers' ins Storytelling" (M)*

16:15 - 16:45 **Mgr. Petr Nekuža, Curator of Fine Mechanics Collection (Mechanical Music Parlour), Head of Science and Technology Documentation Department, Technical Museum Brno, Czech Republic, CZECH REPUBLIC**  
*"Stories of Objects in Technical Museum Brno"*

16:45 - 17:15 **Sergey Kamensky, Museum of the History of Yekaterinburg, RUSSIA**

17:15 - 17:45 **Sylvia Mader, Serfaus Parish Museum, AUSTRIA**  
*"The Coffin of Serfaus - a museum object that cannot rid itself of its history"*

17:45 - 18:15 TBD

18:15 - 18:30 - panel discussion

18:30 - cultural program / excursion at the State Hermitage Museum

**June 28, 2019, Friday**

*LOCATION: The "Old Village" Restoration and Storage Center of the State Hermitage, Zausadebnaya str., 37*

**10:00 - 14:00 THEMATIC SESSION 2: "Interpreting dissonant heritage: museums as mediators in the public space"**

10:00 - 10:15 *Introductory words of the moderator Mikhail Gnedovskiy, ICOM Russia Board Member, Chief Analyst at the Moscow Agency for Recreation and Tourism, Russia*

10:15 - 10:45 **Dr. Christoph Bazil, Federal Chancellery of Austria, Director, Department for Cultural Heritage and Art Restitution; Head of Federal Office for Monuments; Dr. Heinz Schödl, Federal Chancellery of Austria, Federal Office for Monuments, AUSTRIA**  
*"The Austrian Art Restitution Law and the Commission for Provenance Research. How to tell about Nazi-lootings, a case study on 20 years"*

10:45 - 11:15 **Roman Romanov, GULAG History State Museum, Director, RUSSIA**

11:15 - 11:45 **Zuzana Šidlíková, PhD., Slovak Design Museum, SLOVAKIA**  
*"Storytelling of Fashion from the Socialism"*

11:45 - 12:15 **Marina Sokolovskaya, Head of the Exposition and Exhibition Department, Boris Yeltsin Presidential Museum at Yeltsin Center, Director, RUSSIA**  
*"Boris Yeltsin Museum: the nineties as a legacy and as the present"*

12:15 - 12:45 - coffee-break

12:45 - 13:15 - **Natalia Kopelyanskaya, coordinator of international projects at Vassily Polenov State Fine Arts Museum and National Park, RUSSIA**  
*"Project "37/101": providing access to museum archive and family legacy of Polenovo museum"*

13:15 - 13:45 - TBD

13:45 - 14:00 - panel discussion

14:00 - 15:30 - lunch

**15:30 - 18:00 THEMATIC SESSION 3: "Relevant storytelling about the contemporary heritage"**

15:30 - 15:45 *Introductory words of the moderator*

*Lectures:*

15:45 - 16:15 **Elizaveta Fokina, Director of the Tsaritsyno Museum-Reserve, RUSSIA**

16:15 - 16:45 **Sibylle Lichtensteiger, Stapferhaus in Lenzburg, SWITZERLAND**  
*"The Stapferhaus and the "FAKE" exhibition. A cultural institution is changing into an "Office for the Whole Truth"*

16:45 - 17:15 **Otto Hochreiter, Director of the GrazMuseum, AUSTRIA**  
*"The Fiction of Narrative"*

17:15 - 17:45 **Zdeněk Freisleben. CZECH REPUBLIC**  
*"Problems how to exhibit contents of books in literary museums"*

17:45 - 18:15 **Zuzana Koblišková, Slovak National Gallery, SLOVAKIA**  
*"1989-2019 The Velvet Revolution & #AllForJan"*

18:15 - 18:30 panel discussion

18:30 - cultural programme

**June 29, 2019, Saturday - Excursion Day**

09:00 - Departure to the State Museum-Reserve "Gatchina"

10:30 - 13:00 - Excursion in the State Museum-Reserve "Gatchina"

13:00 - 14:00 - lunch

14:30 - Departure to St. Petersburg

Evening - departure of participants