

The Vladimir Potanin Foundation
ICOM Russia
The *Museum Guide* Forum at the *Intermuseum 2020* International Festival
26-29 May 2020
Online Moscow time (GMT +3)

MUSEUMS AND THE FUTURE WE WANT

During the crisis, we have realized how closely connected and interdependent we are, and how much we really need each other. When our daily practices and habitual forms of existence are destroyed one by one, we feel helpless and lonely. Cultural institutions – theatres, libraries and, of course, museums – were the first to give us a helping hand. Unexpectedly, they turned out to be among most stable social organisms, able to quickly offer people support in their search for information, their desire to regain confidence, and find hope as well as a sense of belonging. Though not prepared for the radically changed circumstances, museums searched for new coordinates, tried to use everything they had accumulated before and quickly create something new. Museums as carriers of cultural memory, history, and time, have immanent stability in their nature. While communicating the past, they give hope for the continuity.

DISCUSSIONS

26 May 2020, Tuesday

14:00-15:00 Museums and Sustainable Development Goals

Introduction

Henry McGhie, Founder of Curating Tomorrow, Member of the ICOM Sustainability Working Group and the IUCN Commission on Education and Communication, UK

Henry McGhie works as a museum consultant, supporting museums to make a positive impact on society, working with the Sustainable Development Goals, Paris Climate Agreement and nature conservation. His speech sets a direction for Museum Guide 2020 discussions, defines sustainability, and outlines today challenges and 30 global risks for upcoming 10 years. In 2015, the United Nations General Assembly approved 2030 Agenda for Sustainable development, many goals, emphasised in the Agenda, correspond to museum mission. Henry McGhie investigates, what have the Sustainable Development Goals got to do with museums and focuses on possible museum contributions to creating a sustainable future.

17:00-18:30 Museums and the Future We Want

Plenary session

Museums are among the key institutions that contribute to the sustainable development of territories. The museums' important distinctive features — openness and complete accessibility for all, reliability and stability at all times, and even their conservatism, — make them socially relevant institutions in the times of crises and after. At the same time, new challenges call for flexibility, new qualities and new functions.

What characteristics of museums as cultural institutions make them drivers of sustainable development for cities and territories? What new functions do museums adopt during the crisis and in post-crisis periods?

Moderator:

Alexander Malich, journalist, TV host, General Producer of the New Stage of the Alexandrinsky Theatre, St Petersburg

Panelists:

Oksana Oracheva, General Director, Vladimir Potanin Foundation, Moscow

Zelfira Tregulova, General Director, State Tretyakov Gallery, Moscow

Marie-Clarté O'Neill, President, CECA-ICOM International Committee for Education and Cultural Action, France

Julia Pagel, Secretary General, Network of European Museum Organisations (NEMO), Germany

Henry McGhie Founder of Curating Tomorrow, Member of the ICOM Sustainability Working Group and the IUCN Commission on Education and Communication, UK

27 May 2020, Wednesday

14:00-15:30 Creative Industries and Museums: How to Survive a Crisis?

Debate

This year, the cultural sector has faced an unprecedented crisis, which is probably unparalleled after World War II. Museums are forced to shut down and work remotely, engaging visitors online. For many museums, the impact on their budgets is severe, and for some private museums the results can be most dismal. Indeed, the current situation means not just the loss of income, but also a virtually complete arrest of tourist flows for a long time. The number of museum visitors will undoubtedly drop even after museums reopen their doors.

In a survey¹ conducted in the museum community, museums from touristic areas have reported an estimate loss of income of 75–80%. This will force museums to engage the local community more actively. However, the local community faces significant problems too — the crisis has an extremely negative impact on small and medium-sized businesses, which serve as the foundation for the middle class, as well as the backbone of creative industries. Commercial organizations will struggle to keep jobs and even their businesses as such. However, the creative sector is one of the most flexible, which allows businesses to quickly restructure and adapt to the changing reality.

Can collaboration between museums and the creative sector help overcome the crisis and keep jobs? How can creative industries help museums solve problems? Do museums belong to the creative industries or, rather, museums are just customers for the creative sector? What awaits us after the crisis? How can museums and creative industries interact even when the economy is stable or growing?

Moderator:

Artyom Silkin, Director of the *Sviyazhsk Town-Island* Museum Reserve, Co-founder of the *Zhivoy Gorod* Contemporary Art Foundation, Sviyazhsk

Panelists:

Sergey Kamensky, Director, Museum of History of Yekaterinburg, Yekaterinburg

Mikhail Gnedovsky, Leading Analyst, MOSGORTUR Moscow Agency for Recreation and Tourism, Moscow

Mikhail Ugolnikov, General Director, Museum Plus Ltd., Moscow

¹ https://www.nemo.org/fileadmin/Dateien/public/NEMO_documents/NEMO_Corona_Survey_Results_6_4_20.pdf

Natalia Nikitina, General Director, *City-Museum* Kolomna Centre of Educational Tourism Development, Kolomna, Moscow region
Natalia Karovskaya, Director, Rostov Kremlin State Museum Reserve, Rostov
Raivis Simansons, Co-founder, Creative Museum Think Tank, Latvia

17:00-18:15 Museums as Media Opinion Leaders

Discussion

Museums are perceived as competent and reliable sources of information, have public trust and reputation capital. Traditionally, museums work with information, performing both their own and media-like tasks (i.e. informing, entertaining, transforming conflict into discussion), but normally use fundamentally different tools to share information (educational programmes, lectures, tours, etc.). In the induced online existence, museums have adopted traditional media genres and formats: interviews, videos, articles, reports, ratings and selections. How do museums learn and apply new ways of working with information? Successful cases. Will museum media remain after the museums reopen again? Do museums need to take on these functions permanently? In the future, how can we use the existing mechanisms and reputation capital to discuss sustainable development issues?

Moderator:

Maria Kravtsova, Editor-in-Chief, Art Guide artguide.com, Moscow

Panelists:

Shannon Darrough, Director of Digital Media, the Museum of Modern Art, USA

Alla Khatyukhina, Director, Yaroslavl Art Museum, Yaroslavl

Pavel Prigara, Director, Manege Central Exhibition Hall, St Petersburg

Dina Sorokina, Director, Boris Yeltsin Museum, Yekaterinburg

28 May 2020, Thursday

12:00-13:00 The Museum and the City. Safety, Openness, and Sustainability

Double interview

A city is a space, an environment, and an extensive network of social contacts. This network is noticeably destroyed in the context of social distancing, which affects the citizens' health and well-being. Museums always perform important urban functions, making cities more open, safe, sustainable and stable. Can museums work with the local communities in the new circumstances and help restore social contacts, becoming centres that unite citizens? What can museums do for the cities' openness, security, and sustainability in times of crisis and after?

Moderator:

Veronika Misyutina, Advisor of SKOLKOVO Wealth Transformation Centre, Head of Philanthropic Programmes at the Executive Education Department of SKOLKOVO Business School, Moscow

Panelists:

Natalia Fedyanina, *Museum of Norilsk* Museum and Exhibition Complex, Norilsk

Tom Fleming, Founder and Director, Tom Fleming Creative Consultancy, UK

15:15-16:30 Digital Openness and Media Literacy in the Cultural Sector

Brainstorming

Contemporary society and its culture hinge on diverse communication tools that create multidimensional spaces around every human being. Moreover, any cultural action or artefact in itself is a communicative act, and cultural institutions and individual professionals are active agents in the media space. The design and distribution of diverse digital communication tools, an exponential increase of information sources and authors of media content raise many issues: the need to raise digital literacy, the responsible attitude to digital content production and the ability to critically assess contemporary media production. Another important issue is the digital openness of institutions, which includes processing open data, facilitating automated inter-institutional information exchange, ensuring the reliability and accessibility of the data provided, and other equally significant aspects. The demand for data exchange standards and media competencies resurfaces in the context of global self-isolation, as the digital media space has literally become a permanent human habitat. How do museums and other cultural institutions respond to this global challenge? What are the trends and prospects for the evolution of media literacy and digital openness in times of crisis and afterwards? We will discuss these and other issues with leading researchers and practitioners.

Moderator:

Fyokla Tolstaya, Head of the Development Department, Leo Tolstoy State Museum, Moscow

Panelists:

Ivan Begtin, Co-founder and Director, Informational Culture, Moscow

Vassily Burov, Co-founder, Informational Culture, Moscow

Vladimir Opredelev, Deputy Director for Digital Development of the Pushkin State Museum of Fine Arts, ICOM Russia Board Member, Head of the Information Technologies in Culture Department at the Higher School of Economics, Moscow

Sergey Davydov, Associate Professor of the Communications, Media, and Design Department, Higher School of Economics, Moscow

Vadim Vankov, Director of Information and Digital Development Department, Ministry of Culture of the Russian Federation, Moscow

Alexey Tikhonov, Digital Technology Specialist, ROSPHOTO State Museum and Exhibition Centre, St Petersburg

17:00-18:15 Museums as Therapeutic Resources

Time-sensitive conversation

Many visitors go to museums mainly for the therapeutic effect of a sole walk through the exhibition and encounters with art. People visit museums not only to learn, museums are places of rest associated with calm and stability. Museums make time continuity more visible, and in some cases also show how crises, conflicts, traumas have arisen in different eras, and how people have navigated them and overcome them. All of these are valid online. What role do museums play today in maintaining physical and psychological health? Art therapy programmes were previously designed for the most vulnerable social groups. Today we find ourselves in a situation of total psychological vulnerability. Can museums help their audiences through art therapy practices or through the discussion of social trauma? Which of these practices are applicable in the context of social distancing?

Moderator:

Nana Zhvitiashvili, Art historian, former curator of The State Russian museum, Art Psychotherapist, Harley Street clinic, London, UK

Panelists:

Elisabeth Ioannides, Education Curator & Art Psychotherapist, National Museum of Contemporary Art, Athens (EMST), Greece

Dinara Khalikova, Project Director, ICOM Russia, Moscow

Stephen Legari, Head of Art Therapy Programs at the Montreal Museum of Fine Arts, Canada

Roman Romanov, Director of the GULAG History Museum, Head of the Memory Fund, Moscow

29 May 2020, Friday**12:00-13:15 (Moscow time)****Knowledge Infrastructure: Museums as Science Communicators**

Interdisciplinary discussion

Museums conduct their own research and provide academics with access to their collections, and act as intermediaries between scientific research and the public. The contemporary museum popularizes science and experiments with delivery formats. How can museums discuss sustainable development with their audiences? What competencies do museums have and how do they interact with research institutions? Apart from the traditional exhibition formats, what tools do museums use to engage the public in discussing sustainable development?

Moderator:

Sergey Stafeev, Professor at the ITMO University, Leading Expert at the ITMO.KIDS Science Park, St Petersburg

Panelists:

Yuliya Glazyrina, Head of Natural History Department at the Perm Regional Museum, Chief Curator of the Museum of Permian Antiquities, Per

Axel Hüttinger, Managing Director, Hüttinger Interactive Exhibitions, Germany

Yuliya Kupina, Director, Russian Museum of Ethnography, St Petersburg

Natalia Sergievskaya, Deputy Director for Development, Polytechnic Museum, Moscow

14:00-15:00 Museums: Openness with the Borders Closed

Dialogue between Partners

In the post-pandemic world, international projects will still remain uncertain. It is difficult to predict when the borders will be fully opened to allow the import and export of exhibitions. Major museums that carry out large-scale international exhibition projects, that take years to happen, are forced to urgently change their exhibition plans. At the same time, active online interaction provides new opportunities for professional collaboration, and through video tours and online programmes in foreign languages museums become more open to international audiences. What forms of collaboration will temporarily replace exhibition projects and

educational tours? What new partnerships emerge in the crisis environment? Which of the new mechanisms for international collaboration will remain relevant after the borders are opened?

Moderator:

Sergey Medvedev, Historian, Publicist, Professor at the Higher School of Economics, Moscow

Panelists:

Elizaveta Fokina, General Director, Tsaritsyno State Museum and Nature Reserve, Moscow

Daniel Slater, Head of Exhibitions and Loans, Victoria and Albert Museum, UK

16:30-17:45 Otherness and Diversity: Role of Cultural Institutions in Social Inclusion and Embracing the Other

Roundtable

Harmonious societal development is impossible without cultural diversity awareness and the acceptance of different life scenarios, behaviours and social interactions that reflect the needs and nature of different people, groups, communities. The absence of diversity narratives in the public discourse leads to the separation into 'the common' and 'the abnormal', into 'friends' and 'strangers'. Can culture become a unifying force that makes these stories seen and heard? The discussion will touch upon very different topics — migration, disability, new forms of family and other social relations, which are represented in museums, theatres and cinema. The speakers will share their experience in implementing socio-cultural projects that aim to promote reflection on human values, inclusion and acceptance of the Other.

Moderator:

Dinara Khalikova, Project Director, ICOM Russia, Moscow

Panelists:

Tatiana Medyukh, Director for Development, *Inclusion* Centre for Creative Projects Implementation, Moscow

Artyom Silkin, Director of the *Sviyazhsk Town-Island* Museum Reserve, Co-founder of the *Zhivoy Gorod* Contemporary Art Foundation, Sviyazhsk

Ilnur Nizamiev, Head of the Museum of Islamic Culture, Kazan Kremlin State Museum Reserve, Kazan

Polina Zhurakovskaya, Senior Researcher, Museum of Moscow, Moscow

Vladislav Kolesnikov, Accessibility Programmes Curator, State Historical Museum, Moscow