



Zpráva ze zahraniční služební cesty

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| Jméno a příjmení účastníka cesty | Ing. Petra Vávrová, Ph.D. |
| Pracoviště – dle organizační struktury | OOKF 1. 4 a OVVL 1.4.1 |
| Pracoviště – zařazení | Ředitelka OOKF a vedoucí OVVL |
| Důvod cesty | Účast na konferenci 24th ICOM General meeting v Miláně s názvem „ Museum and Cultural Landscapes “ ve dnech 3.-9.7.2016 v MiCo centru v Miláně. Konference se účastnilo přes 3000 profesionálů ze 120 zemí. |
| Místo – město | Miláno |
| Místo – země | Itálie |
| Datum (od-do) | 3.-9.7. 2016 |
| Podrobný časový harmonogram | 3.7. 2016 Příjezd vlakem z Říma ve večerních hodinách, ubytování. 4.-8.7. 2016 Účast na konferenci ICOM General meeting v Miláně s názvem „ Museum and Cultural Landscapes “ 8.7. Odlet do Prahy ve večerních hodinách. |
| Spolucestující z NK | - |
| Finanční zajištění | Institucionální výzkum, Oblast 6 – navýšení č. 0139 |
| Cíle cesty | Načerpání informací v oblasti péče o sbírky, navázat kontakty. Prohlídka a diskuze s vystavujícími firmami v oblasti produktů a technologií pro péči o sbírky. |
| Plnění cílů cesty (konkrétně) | Viz. detailní zpráva níže. |
| Program a další podrobnější informace | |
| Přivezené materiály | - |
| Datum předložení zprávy | 11.7. 2016 |
| Podpis předkladatele zprávy | Petra Vávrová |
| Podpis nadřízeného | |
| Vloženo na Intranet | |
| Přijato v mezinárodním oddělení | |

Podrobná zpráva:

Moto: ICOM Milano 2016

The capital of Lombardy was chosen to welcome the 24th General Conference of the International Council of Museums in 2016!

Participating in this important event is a unique opportunity to experience the new Milan by taking part in the daily excursions, international working groups and outstanding shows and cultural experiences which will be available at ICOM 2016.

Program:

Na konferenci probíhaly souběžně v několika desítkách sálů přednášky z mnoha oblastí. Proto prezentuji vybraný program. Souběžně s přednáškami probíhala i výstava a prezentace firem a institucí z celého světa, proto jsem zahrnula i odborné přednášky z této sekce – příspěvky byly mnohem více zaměřeny na prezentaci nových nástrojů pro péči o sbírky, analýzy, využití nových technologií, nové materiály, apod.

Monday

We are delighted to welcome **five Keynote Speakers**, artists, thinkers and doers renowned the world over, each distinguished in their very different lines of work and sharing a commitment to the ideals of ICOM.

The Opening Ceremony on the morning of Monday, **4 July** will include speeches by **Orhan Pamuk**, Nobel Prize-winning Turkish novelist, and **Christo**, artist famous for his environmental interventions, carried out with his partner Jeanne-Claude until her 2009 death.

| Plenary Session 04.07.2016, 09:30 – 12:30 | | Gold Hall (South Wing level +2) |
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| Opening Ceremony and Keynote Speeches | | |
| Welcome Hans-Martin Hinz (President of ICOM) Dario Franceschini (Minister of Cultural Heritage and Activities and Tourism, Italy) Alberto Garlandini (President of the Italian Organising Committee, Italy) Daniele Jalla (President of ICOM Italy, Italy) Mario Giro (Deputy Minister of Foreign Affairs and International Cooperation, Italy) Francesco Bandarin (Assistant Director-General for Culture, UNESCO) Roberto Maroni (President of the Regional Government of Lombardy, Italy) Giuseppe Sala (Mayor of Milan, Italy) | 09:30 | Q |
| ICOM's 70th Birthday (10:30-10:40) | | Q |
| Presentation of "Where ICOM from" exhibition François Mairesse (Chair of ICOM, Université Sorbonne Nouvelle, France) | | Q |
| Presentation of "Museums, Ethics and Cultural Heritage" (Routledge, 2016) Bernice Murphy (Australia) | | Q |
| Introduction Galina Alekseeva (Chair of ICLM-Literary Museums) | 11:00 | Q |
| Keynote Speech (video) Orhan Pamuk (Turkey) Turkish novelist, screenwriter, academic and recipient of the 2006 Nobel Prize in Literature | | Q |
| Introduction Luigi Di Corato (Director of Fondazione Brescia Musei, Italy) | 11:20 | Q |
| Keynote Speech Christo (United States) The environmental artists Christo and Jeanne-Claude (1935-2009) created some of the most spectacular large-scale artworks of the 20th century. | | Q |
| Invitation to the opening of the "Where ICOM from" Exhibition & Museum Fair and Expo Forum | 12:25 | Q |

Tuesday

| Museum Fair & Expo Forum 05.07.2016, 11:15 – 12:00 | | Expo Forum (Exhibition Area) |
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| Expo Forum: Culture Innovation Trust | | |
| Digital disruption and business development, a new acceleration model for culture | | |
| Chairs: Antonio Scuderi (Switzerland) Greg Werkheiser (United States) | | |
| Smartglass or not? When wearable augmented reality makes the difference Luigi Percuoco (Italy) | 11:15 | Q |
| @Museum as @Home. Penguinpass, the smart access disruption Pietro Allegretti (Italy) | 11:30 | Q |
| Totally interactive. The new dimension of 3&4D labs for museums Massimo Spaggiari (Italy) | 11:45 | Q |
| Museum Fair & Expo Forum 05.07.2016, 14:00 – 14:45 | | |
| Expo Forum: Propagroup SPA | | |
| PROPADYN: The innovative humidity stabilizer Davide Crapanzano (Italy) | 14:00 | Q |

Specialist Meeting / OFF-SITE Meeting
05.07.2016, 17:30 – 18:30

Orange Hall 2 (North Wing - Level -1)

CIMUSET – Museums and Collections of Science and Technology

Contemporary heritage: Shaping the landscape of future memory

Chairs:

Laura Ronzon (Italy)

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| Introduction Laura Ronzon (Italy) | 17:30 | Q | ☰ |
| Departmental museums of communication in Russia's cultural landscape Nina Borisova (Russian Federation) | 17:40 | Q | ☰ |
| The visitors' behavior of an experimental project for reviving scientific instruments in a new science museum Jeng-Hong Chen | 17:48 | Q | ☰ |
| Sustainability in museums: Local approaches for community impact Stacey Freeman (United States) | 17:56 | Q | ☰ |
| Towards invisibility – Three dimensional models and institutional memory Jane Insley (United Kingdom) | 18:04 | Q | ☰ |
| The role of collaboration between museum professionals and educators in the teaching history of science and technology courses Olga Krasnyak (Korea, Republic of) | 18:12 | Q | ☰ |
| The museum of Astronomy and Related – MASTSciences in the landscape of São Cristóvão neighborhood Maria Esther Valente (Brazil) Isabel Henze (Brazil) | 18:20 | Q | ☰ |

Wednesday

Museum Fair & Expo Forum
06.07.2016, 11:15 – 12:00

Expo Forum (Exhibition Area)

Expo Forum: Giant Monkey Software Engineering GmbH

Facilitating public access to the prussian cultural heritage using cutting edge technology

Chairs:

Lion Vollnhals (Germany)

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| How the deployed technology facilitates visitors access to the divers offering of 19 museums in a single online shop Lion Vollnhals (Germany) | | Q | ☰ |
| How the deployed technology facilitates affiliate and reseller structures thereby increasing the museums reach Lion Vollnhals (Germany) | | Q | ☰ |
| How the deployed technology facilitates online booking of individual group offerings trough live availability checks Lion Vollnhals (Germany) | | Q | ☰ |

Museum Fair & Expo Forum
06.07.2016, 13:00 – 13:20

Expo Forum (Exhibition Area)

Expo Forum: Les Films Grain de Sable

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| Short presentation of the Baghdad 3D, the future of our origins project, characters, partners, purpose, schedule Ivan Erhel (France) | 13:00 | Q | ☰ |
| Broadcasting of the teaser Bagdad 3D, the Future of our Origins Ivan Erhel (France) | 13:10 | Q | ☰ |
| Presentation of the SUMER VR application, an experience of immersive virtual reality inside the most beautiful sites of Iraq Ivan Erhel (France) | 13:13 | Q | ☰ |
| Presentation of the Mesopotamia 3D exhibition, an exhibition of 3D printed and holographic artefact masterpieces Ivan Erhel (France) | 13:16 | Q | ☰ |
| Questions and demonstration of different experiences of VR immersion inside some of the most beautiful sites of Iraq Ivan Erhel (France) | 13:19 | Q | ☰ |

ICOM-CC – Conservation



Loans and environmental guidelines – Current procedures and perspectives

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| Welcome Kristiane Strætkvern (Denmark) | 14:30 | Q | ☰ |
| Objects that travel: What risks? What rules? What to wear? Stefan Michalski | 14:46 | Q | ☰ |
| Museum experience J. Sengupta (India) | 15:02 | Q | ☰ |
| The conservators' role in loans Kristiane Strætkvern (Denmark) | 15:18 | Q | ☰ |
| Museum exhibitions and loans Roberta Saraiva Coutinho (Brazil) | 15:34 | Q | ☰ |
| Coffee Break | 15:50 | Q | ☰ |
| Case studies L. Souza (Brazil) | 16:15 | Q | ☰ |
| Open dialogue with participants W. Wei | 16:30 | Q | ☰ |
| Closing W. Wei L. Souza (Brazil) | 18:15 | Q | ☰ |