

**Get Connected!**  
**New Markets, Audiences, and Perspectives in Exhibition Exchange**

**2015 ICEE Annual Conference**  
**November 17-19, Cape Town, South Africa**

***Conference Programme***

**Monday, November 16<sup>th</sup>, 2015**

*South African Missionary Meeting House Museum, 40 Long Street, Cape Town*

18:30-20:30 Welcoming Reception hosted by the Department of Cultural Affairs and Sport,  
Western Cape Government

**Tuesday, November 17<sup>th</sup>, 2015**

*Martin Melck House, 96 Strand Street, City Bowl, Cape Town, South Africa*

8:00-15:00 Registration

9:00-9:30 Opening Remarks

Words of Welcome by Hosts and Organizers

9:30-9:45 Welcoming Remarks by The Honorable Anroux Marais,  
Minister of Cultural Affairs and Sport, Western Cape Government

9:45-10:30 Keynote Presentation I

***Where Do We Come From? What Are We? Where Are We Going? South African art museums at the crossroads of staying and getting connected***

Marilyn Martin, Independent Writer, Curator, Senior Scholar at Michaelis School of Fine Art and Former Director of Iziko South African National Gallery, Cape Town

10:30-11:00 Coffee break

11:00-11:45 Keynote Presentation II

***Cultural Entrepreneurship for an International Audience***

Wim Pijbes, General Director, Rijksmuseum, Amsterdam

11:45-13:30 Lunch on site at Martin Melck House

13:30-14:30 **Session 1: New Perspectives in Exhibition Exchange-Exhibition Development**

Moderator: Helene Vollgraaff, Chair of ICOM SA and Director, HV Projects, Cape Town

***What remains is tomorrow! Artists in Venice and History-past, present and future***

Christopher Till, Director, Apartheid Museum, Johannesburg

***Of Journeys and Memory – A case study reflecting on the design of two new southern African museums***

Jon Weinberg, Director, dijondesign, Cape Town

14:30-14:45 Break

14:45-15:45 **Session 2-New Markets in Exhibition Exchange**

Moderator: Antonio Rodriguez, Consultant, Traveling Exhibitions & International Programs, Strategic Partnerships & Alliances, Washington D.C., USA and ICEE Board Member

***How to Structure Fruitful Collaborations with Emerging Markets***, Francesca Polo, Executive Director, Vastari Group Ltd., London, U.K.

***From the Sign of the Polyhedron: an analysis on current challenges of exhibitions exchange viewed through the prism of diversity and inclusion***

Lourdes Ramos, Executive Director, Puerto Rico Art Museum, Santurce, Puerto Rico

18:30-21:00 Evening reception at Cullinan Hotel

*Generously sponsored by the SA Apartheid Museum*

**Wednesday, November 18th, 2015**

*Martin Melck House, 96 Strand Street, City Bowl, Cape Town, South Africa*

8:00-15:00 Registration

9:00-9:15 Opening remarks/Announcements

9:15-10:15 **Session 3-New Audiences in Exhibition Exchange**

Moderator: Petra Rotthoff, CSO Marketing and Sales, MuseumsPartner, Innsbruck, Austria and ICEE Board Member

***Redefining new audiences***

Hanneke Kik, Project Manager, Travelling Exhibitions and Fundraising, National Museum of Antiquities, Leiden, Netherlands

***Libraries – A Significant Expanding Market for Traveling Exhibitions,***

Robert Mac West, President, Informal Learning Experiences, Denver, Colorado USA

10:15-10:30 Coffee break

10:30-12:00 **Marketplace of Exhibitions and Ideas**

Moderator: Gevorg Orbelyan, Head of Exhibitions, Yerevan City Museum, Yerevan, Armenia and ICEE Board Member

12:00-13:30 Lunch at Café Riteve  
88 Hatfield Street, Gardens, Cape Town

13:30-17:00 **Behind-the-Scenes Museum tours:**

13:30-15:00 Visit of South African Jewish Museum and Cape Town Holocaust Centre

15:00-15:30 Walk to Iziko South African National Gallery and Iziko Slave Lodge

15:30-16:30 Visit of Iziko South African National Gallery and Iziko Slave Lodge

16:30-17:00 Walk to Castle of Good Hope

17:00-18:00 Visit of Castle of Good Hope

18:00 **Networking Dinner** hosted by **izi.TRAVEL**

**Thursday, November 19th, 2015**

*Martin Melck House, 96 Strand Street, City Bowl, Cape Town, South Africa*

8:00-9:00 Registration

- 9:00-9:15 Opening remarks/Announcements- Antonio Rodriguez, Consultant, Traveling Exhibitions & International Programs, Strategic Partnerships & Alliances, Washington D.C., USA and ICEE Board Member
- 9:15-10:15 **Session 4- New Perspectives in Exhibition Exchange-Travelling Exhibitions**  
Moderator: Anne-Marie Raymond, Head, Exhibition Planning, Canadian Museum of History, Gatineau, Canada and Secretary of ICEE Board
- Trust and Innovation: Long Term Alliances and New Exhibition Format***  
Isabel Salgado Gispert, Head of Exhibitions, La Caixa Foundation, Barcelona, Spain
- Future approach to international travelling exhibition services***  
Peter Elsaesser, CEO MuseumsPartner, Innsbruck, Austria
- 10:15-10:45 Coffee break
- 10:45-11:15 **ICEE Business Meeting**
- 11:15-11:45 **Presentation on ICOM 2016 Triennial Conference, July 3 to 9, Milan, Italy and ICEE 2016 Conference**  
Carina Jaatinen, Director, Espoo City Museum, Espoo, Finland and Chair ICEE
- 11:45-12:00 Closing Remarks
- 12:00-13:30 Packed lunch provided to take on bus  
(60 minute drive to Solms Delta Museum)
- 14:30-16:30 **Afternoon Tour to Cape Winelands**  
Solms Delta Wine Estate, Franschoek  
Tour of Museum and archaeological sites, followed by wine tasting.
- 17:00-19:30 **Closing Reception**  
Rupert Art Museum  
*Stellentia Avenue, Stellenbosch*
- 20:00 Return to Cape Town