

M ICAMT

ICOM
international committee
for architecture
and museum techniques

Detailed Program

August 22-26, 2022

Sessions Themes:

- ◆ **Museum Techniques and Risk Management**
- ◆ **Sustainability**
- ◆ **Exhibition Design & Digital interventions in Museum Architecture**
- ◆ **Museum Architecture (new cases, completed during COVID-19)**

26th ICOM
General Conference
20→28 Aug

THE POWER
OF MUSEUMS

ICOM PRAGUE 2022



Day 1

Block A ♦ ICAMT & DRMC JOINT SESSION



- August 22, Monday



- Museum Techniques and Risk Management



- 16:00 - 17:30



- Venue 1 - Prague Congress Centre (PCC), Club C

5. května 65. 140 00 Prague 4

SCHEDULE:

- 16:00-16:05 ♦ **Opening speech**
Nana Meparishvili, Georgia (Chair of ICAMT)
Diana Pardue, USA (Chair of DRMC)
- 16:05-16:25 ♦ **Key-Note Speech**
Ukraine's cultural heritage at risk
Vasyl Rozhko, Ukraine (remote participation)
- 16:25-16:35 ♦ **Careful, breakable!**
Museum Collections between Seismic Vulnerability and Museum Design
Giada Cerri, Italy (remote participation)
- 16:35-16:45 ♦ **The Power of museums: as a Regional Cultural Rescue Hub**
Samuel Franco, Guatemala (on-site participation)
- 16:45-16:55 ♦ **Together for Ukrainian Heritage! Remote digital heritage documentation and preservation based on a crowdsourcing platform**
Kamila Oles, United Kingdom (on-site participation)
Co-author: *Rimvydas Laužikas, Lithuania*
- 16:55-17:05 ♦ **Destruction and protection of museum collections: the importance of protocols, standards, and normative instruments and the Brazilian Institute of Museums guidelines**
Yacy Ara Froner, Brazil (on-site participation)
Co-author: *Willi de Barros Gonçalves, Brazil*
- 17:05-17:15 ♦ **The São Paulo Museum of Art (MASP) building's adaptation to meet the fire protection code**
Miriam Elwing, Brazil (on-site participation)
- 17:15-17:25 ♦ **Issues of recovery of archaeological sites damaged by the 2016 Kumamoto Earthquake**
Yohsei Kohdzuma, Japan (on-site participation)
- 17:25-17:30 ♦ **Q & A**

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Day 2

Block B ♦ ICAMT SESSION



- August 23, Tuesday



- Sustainability



- 14:30 - 16:00



- Venue 1 - Prague Congress Centre (PCC), **South Hall 2a**

5. května 65. 140 00 Prague 4

SCHEDULE:

14:30-14:35 ♦ **Opening**

14:35-14:45 ♦ **How to make an unsustainable exhibition**
Mårten Janson, Sweden (on-site participation)

14:45-14:55 ♦ **Making the sustainable tangible: a practical SDG Tool for museums**
Kiem Llan The, The Netherlands (on-site participation)

14:55-15:05 ♦ **The application of sustainable materials in Museums interior space -
The example of bamboo**
Manuel Furtado Mendes, Portugal (on-site participation)

15:05-15:15 ♦ **Space for Dialogue and Social Sustainability -
Creating a Long-term Exhibition in an Ethnography Museum in Taiwan**
Chun-wei Fang, Taiwan (on-site participation)

15:15-15:25 ♦ **State of the art in the application of a sustainable circular economy among
museums of Lombardy and main barriers to be overcome**
Maria Cristina Vannini, Italy (on-site participation)
Co-author: Lucia Pini, Italy

15:25-15:35 ♦ **Passive House – sustainability for museums**
Anna Buzdogán, Germany (on-site participation)

15:35-15:45 ♦ **Community-based Rehabilitation of Hara Mangrove Forest and Sustainable
Eco-tourism Planning in Sarzursuma Reef, in Gouron, Qeshm island**
Yasaman Esmaili, Iran (on-site participation)
Co-author: Kimia Amini, Iran

15:45-16:00 ♦ **Q & A**

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Day 2

Block C ♦ ICAMT SESSION



- August 23, Tuesday



- Exhibition Design & Digital Interventions in Museum Architecture



- 16:30 - 18:00



- Venue 1 - Prague Congress Centre (PCC), Meeting Room 3.2

5. května 65. 140 00 Prague 4

SCHEDULE:

16:30-16:50 ♦ **Key-Note Speech**

Moments of History

Michal Stehlík, Josef Kortan, Martin Souček - Czech Republic (on-site participation)

16:50-17:00 ♦ **Towards an understanding of the embedding of digital sensory experiences in the physical space of the museum**

Kali Tzortzi, Greece (remote participation)

Co-author: Effrosyni Nomikou, Greece

17:00-17:10 ♦ **A mixed reality journey through an innovative interactive installation in the Silversmithing Museum**

Elli Karyati, Greece (on-site participation)

Co-author: Alexandros Basiakoulis, Greece

17:10-17:20 ♦ **Virtual Reality Based Decision Support Model For Production Process of Museum Exhibition Projects**

Umut Durmuş, Turkey (on-site participation)

17:20-17:30 ♦ **Digital and Analog Scenography for Art and Ethnology in Humboldt Forum**

Timothy Ventimiglia, Germany (on-site participation)

17:30-17:40 ♦ **Immersive Experiences of AR Museum Guide, National Taiwan Museum**

Chia-Wei WEN, Taiwan (on-site participation)

Co-author: Ying-Ying LAI, Taiwan

17:40-18:00 ♦ **Q & A**

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ON-SITE ONLY EVENT

Videotaped

Day 4

ICAMT ♦ OFF-SITE MEETING



- August 25, Thursday



- Museum Architecture (new cases, completed during COVID - 19)



- 09:00 - 13:30



- Venue 2 - DOX (Centre for Contemporary Art)

Poupětova 1, 170 00, Prague

SCHEDULE:

- 09:00-09:30 ♦ Arrival and registration
- 09:30-10:00 ♦ Official welcoming and morning coffee
- 10:00-10:30 ♦ Presentation about DOX
Michaela Šilpochová, Czech Republic

ICAMT session/presentations

- 10:30-10:50 ♦ Key-Note Speech
Museum of Etruscan Art, Milan, Italy
Mario Cucinella, Giovanna Forlanelli Rovati - Italy
- 10:50-11:00 ♦ Bolnisi Regional and Vani Archaeological –2 New Museums of Georgia, opened during COVID-19
Nana Meparishvili, Georgia
- 11:00-11:10 ♦ MUSEum+ New Concept of Museum and Revitalised Postindustrial Heritage
Leszek Jodliński, Czech Republic
- 11:10-11:20 ♦ NFMK's special exhibition 'Our Lives beyond Epidemics'
Miok Cindy Choi, Korea
- 11:20-11:30 ♦ An Immaterial Display
Livia Nolasco-Rózsás, Germany
- 11:30-11:45 ♦ ICAMT Podcast series
Maddalena d'Alfonso, Italy
Goppion S.p.A. - Sponsor of the ICAMT Podcast series #2
- 11:45-12:30 ♦ Guided tour from Anežka Horácková & free time to visit exhibitions

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ICAMT ♦ OFF-SITE MEETING



- August 25, Thursday



- Museum Architecture (new cases, completed during COVID - 19)



- 13:30 - 18:00



- Venue 3 - CAMP (Center for Architecture and Metropolitan Planning)

Vyšehradská 51, 128 00, Prague

SCHEDULE:

12:30-13:30 ♦ Lunch break (DOX)

13:30-14:00 ♦ Transfer from DOX to CAMP (by train)

14:00 - ♦ Arrival to CAMP

14:00-15:00 ♦ Official Welcoming and Presentation about CAMP
Lecture about Karl Prager & Architectural Competition about New Theatre

15:00-15:30 ♦ Free Time to Visit Exhibitions (CAMP)

15:30 - ♦ Light Refreshments in the Garden (CAMP)

16:30-18:00 ♦ ICAMT Board Dinner (venue - TBD)

19:00 - ♦ ICAMT Dinner (Place - To Be Determined)

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You have
to be
registered
in
advance

Day 5

ICAMT ♦ EXCURSION DAY

To join this tour, your choice must have been pre-selected during the registration process.
In case of any question, please, contact the organizers of the General Conference.



- August 26, Friday



- All Day Event



- Venue: Brno, Czechia

SCHEDULE:

08:00 - ♦ Departure of the Museum Retro Train from Prague's Main Railway Station

11:00 - ♦ Arrival at Brno's Main Railway Station

11:15 - ♦ Transfer to Jurkovič Villa

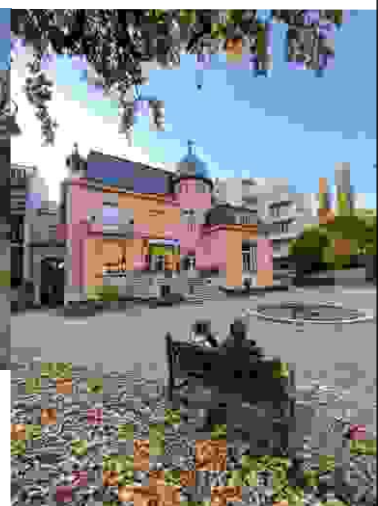
♦ Jurkovič Villa – Moravian Gallery of Arts

This Art Nouveau gem is the home of the architect Dusan Jurkovič (1868-1947), who designed and built it for himself and his family in 1906. He first bought the land for the building at the edge of the (then autonomous) district of Žabovřesky over the river Svratka, then incorporated his villa into this picturesque landscape with extraordinary sensitivity. He lived here until 1919, when he moved to Slovakia. Today, this extraordinary monument of Art Nouveau architecture houses the Moravian Gallery in Brno and is open to visitors.

13:15 - ♦ Transfer to - Villa Löw-Beer

♦ Villa Löw-Beer – Brno Region Museum

The Löw-Beer Villa represents a cornerstone of the villa community that started to develop on the slopes of the Černá Pole neighbourhood in the 1860s. In 1903, factory owner Moritz Fuhrmann had a house built based on a design by the Viennese architect Alexander Neumann. After Fuhrmann's death, the villa was bought by textile tycoon Alfred Löw-Beer in 1913. In 1929, he gave a part of the plot to his daughter Greta to build a family house on; this house would become the Tugendhat Villa. The restored Art Nouveau Löw-Beer Villa features an exhibition called The World of the Brno Bourgeoisie Around the Löw-Beers and the Tugendhats. It vividly presents chapters from the history of architecture and the lifestyle of the upper echelons of Brno from the mid-19th century to the early 20th century. Short exhibitions are installed in the Celnice Gallery, which is located in the villa's garden house.



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15:30 - ◆ Guided tour of Villa Tugendhat

◆ Villa Tugendhat – Brno City Museum

The only work of Czech modern architecture on the **UNESCO** World Heritage List.

This functionalist villa was built between 1929-1930 in the Brno area known as Černá Pole. The clients were the the **Tugendhat couple** (Greta née Weiss, 1903-1970 and Fritz Tugendhat, 1895-1958) who wished to live in a "modern spacious house with clear and simple shapes". The result was (and still is) the most important European building by architect **Ludwig Mies van der Rohe** (1886-1969). He had to deal with the sloping land facing southwest that the building had available. The terrain, however, turned out to be an advantage, since it "directed" the architect to create a sophisticated layout for the house: The villa has three storeys; the main living space is on the second floor with a kitchen, room for staff, accessories, and a terrace and a winter garden. Below the living area is the basement with the technical equipment, while the third floor holds rooms, bedrooms and accessories. Because the villa is on a slope, the entrance from the street is on the top floor. From the street one can also walk onto the terrace. The house also has an apartment for a driver and a garage.

The stucco of the house conceals a **steel frame** and masonry bricks, while part of the construction is borne by a cross-plan of steel columns which pass (lined with chrome covers) through the main living space.

At the time, the villa cost an "unbelievable" **five million crowns**, a price corresponding to approximately ten "normal" rental houses.

Due to their Jewish origin, the Tugendhats had to emigrate in 1938 to Switzerland, then later to the United States. The abandoned villa was occupied in 1939 by the Gestapo. At the end of the war, the house, especially its interior, was damaged by the Soviet Army. From 1945, the villa served various purposes, including a dance school and a children's rehabilitation center. In the 1960s, construction work finally commenced on the rescue and restoration of the villa, then in 1963 the building was declared a cultural monument. In 1970, work began on restoring the garden. The years 1981-1985 saw a major reconstruction of the monument. In 2001, this famous building by Ludwig Mies van der Rohe's became a **UNESCO World** Heritage Site. As of March of 2012, the monument reopened to visitors after a 2-year renovation and restoration process. During an extended sightseeing tour, visitors can explore the remarkable technical floor of the house. The exhibition dedicated to the villa presents the architect Mies van der Rohe and the family life of the Tugendhats.

◆ The Brno House of Arts

Brno House of Arts is an allowance organization in Brno. It is a part of the Brno culture for nearly one hundred years and it is an open a modern institution that facilitates and encourages contact between artists and the public. Art House is traditionally one of the most important initiators of Brno culture and its ambition is to become a dynamic space connected in the network of prestigious European galleries. It is an institution that contains two houses and exhibition gallery space: Brno House of Arts on Malinovského Square, the House of Kunštát Lords and Gallery G99. The Centre for the New Media Art, Vašulka Kitchen Brno (VKB), is located in the basement of Brno House of Arts on Malinovského Square since the year 2018.

Originally Art Nouveau building (Kaiser Franz-Josef-Jubiläums Künstlerhaus) was rebuilt in 1946–1947 in the style of functionalism by the architect Bohuslav Fuchs. Between 2008 and 2009 the building was reconstructed by the architect Hruša. It focuses on contemporary art and young artists.

19:30 - ◆ The Museum Retro Train departs to Prague (Please be at the station at least 15 min. prior to departure)



PRAGUE

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ICAMT Session Venues

ORIENTATION MAP PRAGUE METRO

-  - Venue **1** Prague Congress Centre
-  - Venue **2** DOX
-  - Venue **3** CAMP

