



# 2020 ICOM ICEE ANNUAL CONFERENCE

*In Partnership with the National Institute of Anthropology and History (INAH)*

## ***SHIFTING LANDSCAPES:***

Future Proofing Museums  
in Times of Change

*Conference Theme Description*



October 26 – 31, 2020  
National Museum of Anthropology  
Mexico City, Mexico



# **SHIFTING LANDSCAPES:**

## Future Proofing Museums in Times of Change

### *2020 ICOM ICEE Conference Theme Description*

#### **DESCRIPTION**

For its Annual Conference 2020, in Mexico City, the International Committee for Exhibition Exchange (ICEE) will address and analyse how cultural landscapes – locally, regionally, nationally and globally – are shifting and adapting in what seems to be a period of rapid change around the world.

Globalisation, technological advances, shifting demographics, climate change and moves in societal values are redefining how visitors interact with cultural institutions. People are living longer, populations are growing and maturing with different influences. Visitors to museums and science centres can often encompass several generations.

#### **RESEARCH QUESTIONS**

How can exhibitions and related content connect and engage with such diverse demographics?

How is the museum and exhibition field responding to values, skills and attitudes that vary considerably across audiences?

How are cultural institutions and exhibition development organizations looking at sustainability?

What networks, relationships or new collaboration models have contributed to strengthening exhibition offerings by making them more sustainable?



# ***SHIFTING LANDSCAPES:*** Future Proofing Museums in Times of Change

***2020 ICOM ICEE Conference Theme Description***

We invite ICOM members, colleagues, and conference participants to submit session proposals exploring *Shifting Landscapes: Future Proofing Museums in Times of Change* through of the subthemes of:

**CONNECT**

**ENGAGE**

**SUSTAIN**



# **SHIFTING LANDSCAPES:**

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### **CONNECT**

#### **DESCRIPTION**

The ways we connect with each other and the world around us has changed dramatically over the last few decades. From black and white television and telephone calls riddled with static, to live broadcasts of the Olympic Games and video chats with a group of people across continents. The ways to connect are endless, both privately and in business. Six degrees of separation seem more real than ever before.

Current day ultra-connectivity opens up new pathways for museums and museum professionals, but can also pose new challenges. What is the role of museums, science centres and cultural institutions in this hyper connected world?

#### **RESEARCH QUESTIONS**

How can exhibitions create new connections between business partners, between visitors, between cultures, between times?

How can museums and science centres connect to new markets and new audiences through new technology?

For this session theme, presenters are encouraged to share how their institution or organization is connecting with new partners and increasingly diverse visitors.

What have been the risks, challenges, failures and successes? What kind of exhibitions or exhibition products are working to create these valuable connections?





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### **ENGAGE**

#### **DESCRIPTION**

Why, in this hyper connected world, are more people feeling isolated? With every desire essentially a click away, why do we find ourselves feeling lonely? With a counter trend of xenophobia, polarisation and conservatism in politics in many parts of the world, now more than ever, people are longing for real engagement and a sense of belonging.

Museums, science centres, exhibition developers and cultural institutions have a unique opportunity to engage visitors, to give them the sense of involvement, to let them know that we are all part of the same fabric of humanity. The challenge now facing the museum and exhibition field is how to create these moments of engagement and inclusion.

#### **RESEARCH QUESTIONS**

How can exhibitions and related content create a sense of belonging in a hyper connected world?

For this session theme, presenters are encouraged to share what kind of exhibitions and related products are creating this level of engagement and inclusion for their visitors.

What “sure thing” engagement pieces have failed?

What surprises have they experienced?

How are exhibition creators bringing in the concepts of engagement and inclusion into their development process?



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### SUSTAIN

#### DESCRIPTION

Nowadays, the term sustainability has become a critical component that seeks to reduce the negative impact of specific practices in order to achieve long term positive impact.

Recognizing the importance and critical role of sustainability in creating a more inclusive and equal society, the United Nations General Assembly adopted the [2030 Agenda for Sustainable Development](#). The plan focuses on [17 goals](#) with specific key actions including access to quality education, reduced inequalities, climate action, and sustainable cities and communities, among others.

The connections between museums and sustainable development are based on the key functions that museums and science centres around the world implement daily.

#### RESEARCH QUESTIONS

As an example, through exhibitions and educational programming, we can raise public awareness on climate change and the value of preserving our environment.

For this session theme, presenters are invited to think about their work in exhibitions through the eyes of sustainability, exploring the ways in which museums, science centres and exhibition developers can leverage sustainable development to create more powerful, diverse and inclusive exhibitions.

How can museums and science centres achieve sustainable development?

What are the challenges we face locally, regionally, nationally and globally?

What are you doing to make your institution and exhibitions more sustainable in the face of shifting landscapes?



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*Shifting Landscapes: Future Proofing Museums in Times of Change*, is organized by the International Committee of Exhibition Exchange, International Council of Museums, (ICOM ICEE), in partnership with the National Institute of Anthropology and History (INAH), Mexico.



**ICOM** international  
council  
of museums

**M ICEE** ICOM  
international  
committee  
for exhibition exchange

