



ICOM international
council
of museums



故宫博物院

ICOM-ITC April 2017 Training Workshop

My Museum, Your Museum:
Developing Meaningful Experience
for Visitors of All Ages

Apr. 2-11, 2017
Beijing, China



Table of Contents

Welcome Address.....	1
Introduction to the Training Workshop.....	2
Profile of Lecturers.....	3
Workshop Agenda.....	9
Chinese Participants.....	11
International Participants.....	13
ICOM-ITC Staff.....	15
Information about the Participating Museums.....	16
Useful Information.....	19
Contact Information.....	24

Welcome Address

Dear lecturers, dear participants,

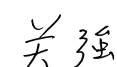
First of all, we would like to extend our warmest welcome to you on behalf of ICOM-China and the Palace Museum.

Established on July 1, 2013, the ICOM-ITC has organized seven regular training workshops in Beijing and a special one in Tanzania in September, 2015. It is dedicated to providing an efficient platform of communicating and exchanging ideas on present challenges and future directions for museum professionals worldwide with well-designed programmes in a rigorous yet pleasant way. By now, a total of 249 museum professionals from Asia, Africa, Europe, Latin America and Oceania have participated in the previous workshops and been trained in such aspects as museum management, collection, exhibition and education.

The theme of the ICOM-ITC April 2017 Training Workshop is “My Museum, Your Museum: Developing Meaningful Experience for Visitors of All Ages”. According to the ICOM Statutes, adopted by the 22nd General Assembly in Vienna, 2007, “A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.” As education becomes the primary function of museum in the latest museum definition, the whole museum industry has entered a transitional period with a priority shift from “object to “human”. The needs of audience become a significant aspect in the development of museums. If a museum meets the needs of audience or the society impacts the development of the museum a lot. Through this workshop, we hope to explore how museums, with audiences growing in number and diversity, can stick to its social education purpose, offer extensive experience to audience of all ages and realize its social values besides its functions of acquiring, conserving, researching, communicating and exhibiting.

The workshop benefits tremendously from the great dedication and active participation from all the experts, participants and faculty members. So, please allow us to extend our most sincere gratitude to you. We also hope it could provide assistance to and inspiration for your academic research and daily work.

In the end, wish you all a pleasant stay in Beijing and this workshop a big success.



Guan Qiang
Chair
ICOM China

Apr. 2017



Shan Jixiang
Director
The Palace Museum

Apr. 2017

Introduction to the Training Workshop

The ICOM-ITC was established on July 1, 2013 as a joint collaboration of ICOM and ICOM China, the Palace Museum. It is based on the purposes, missions and shared professional goals of ICOM and its Chinese national committee, and relies on the Palace Museum for its operation and management. Its main objective is to develop museum expertise and knowledge of young promising museum professionals in developing countries, especially in the Asia-Pacific region.

The ICOM-ITC holds two workshops each year, one in April and one in November. Each workshop has a specific museum topic. The April 2017 workshop is to be held from April 2 to 11, 2017 under the theme of “My Museum, Your Museum: Developing Meaningful Experience for Visitors of All Ages”. Seven museum experts from China, Canada, Singapore, Turkey and the United States, are invited as lecturers; and thirty-one participants are admitted, including sixteen from China and fifteen from other countries.

The Chinese participants are from 16 institutes of 10 provinces, including Beijing Auto Museum, Capital Museum, Chemical Industry Museum of China, China Maritime Museum, China Science and Technology Museum (CSTM), Chongqing China Three Gorges Museum, Fudan University, Guangdong Museum, Hunan Provincial Museum, Inner Mongolia Museum, Jiexiu City Museum, Nanjing Museum, Prince Kung’s Palace Museum, Shanghai Science & Technology Museum, Yunnan Provincial Museum and Tianjin Hengda Wenbo S.&T. Co, LTD. The international participants are from fourteen countries of five continents, mostly developing countries, including Australia, Benin, Ecuador, Egypt, India, Mongolia, Namibia, Pakistan, Poland, Seychelles, Singapore, South Korea, Thailand and Vietnam.

The theme of the workshop will be discussed and explored through diverse forms of programmes, like lectures, case studies, group discussions and museum visits. Lecturers and participants would discuss on the diversity of audience, challenges and strategies of museum education, theories of educational programme planning and implementing, as well as practical cases. Besides, the participants will visit three local museums or educational institutions to explore, observe and experience their educational theories and practices. In addition, the “Reading Artifacts” course will offer the participants a chance to observe the cultural relics of the Palace Museum closely, and help them make better use of museum collection and fully explore the educational function of a museum.

This workshop will promote exchanges and cooperations between different museums from different regions and offer the professionals a platform to make deep explorations and broaden their minds with an international perspective, extensive courses and diverse programme forms.

Profile of Lecturers



Shan Jixiang (China)

Curator
Director, the Palace Museum
Senior Architect
Registered City Planner

Dr. Shan Jixiang has become the Director of the Palace Museum since January 2012. He has been the member of both the tenth and the eleventh National Committees of the Chinese People's Political Consultative Conference (CPPCC), and is a member of the twelfth National Committee of the CPPCC, and the President of Cultural Relics Society of China.

As a student of China’s renowned academician, Professor Wu Liangyong, Dr. Shan graduated from the School of Architecture, Tsinghua University and received the Eng. D degree. He is a doctoral supervisor and adjunct professor of a number of universities and colleges, including Peking University and Tsinghua University. In March 2005, Dr. Shan received the International Leadership Award issued by the American Planning Association (APA). In September 2014, Dr. Shan was awarded the Forbes Prize by the International Institute for Conservation of Historic and Artistic Works.

His published works include over a hundred academic theses and more than ten monographs such as Cultural Heritage-Thoughts and Practice, etc.



**Guan Qiang
(China)**

Deputy Director and Member of
Party Committee,
State Administration of Cultural
Heritage (SACH)

After his graduation from the Department of Archeology of Peking University (BA) in 1985 and later from the Department of Archeology of Jilin University (MA) in 1988, Mr. Guan entered Exhibition Department of the Palace Museum in July, 1988. During his work, Mr. Guan participated in a language programme (English) in Predeparture Training Department at Beijing Language and Culture University and then pursued further education on Archeology at Cairo University in Egypt. From 1993 to 1996, he was temporarily transferred to Cultural Relics Division II of State Administration of Cultural Heritage.

In 1997, Mr. Guan started to serve in the SACH, and successively worked for Archaeology Management Division, Department of Cultural Relics Preservations, and Administrative Office. In April 2009, he took the post of the Chief of Department of Cultural Relics Preservations and Archeology (Department of World Cultural Heritage). Since December 2015, he has served as Deputy Director of the SACH and member of its Party Committee, in charge of the Department of Science and Technology (Department of Museum and Cultural Relics), Beijing Luxun Museum (New Culture Movement Memorial of Beijing), Cultural Relics Publishing House, and Art Exhibitions China.

With fairly long-time experience of working with museums and cultural heritage preservation, Mr. Guan published academic articles as follows, *Study on the Archaeological Relics in "Hetao Region" of Neolithic Age*, *Theoretical Breakthrough on the Protection of Street Blocks*, etc.



**Guo Meixia
(China)**

Deputy Director of Publicity
and Education Department,
the Palace Museum
Curator of Education

Ms. Guo Meixia graduated and got her master degree in history from Capital Normal University. At present, she is also a doctoral candidate of Capital Normal University. She started her career in the Publicity and Education Department of the Palace Museum in 2003. In 2014, she attended the training at Getty Leadership Institute in America and has applied the theory learned from there into practice.

Her professional work focuses on museum exhibition promotion, education program planning, museum volunteer management and the organization of ICOM-ITC training workshops. With the help of her rich experience in developing and implementing museum education programs, the activities she and her team developed are welcome among visitors of all age groups, which raised the educational work of the Palace Museum onto a new level.

The main directions of Ms. Guo's researches concentrate on museum education and ancient cultural history of China. On museum theories and practices, she has published articles on the education work of the Metropolitan Museum, cooperation between museum and school, children education, museum education planning, museum volunteer management, etc. She has also published several books about museum education. On ancient cultural history of China, she has published articles on research on decorative patterns on the ceramics, clothes & accessories of China's court missionaries, Catholic Church dispatched painters to Qing court, and so forth.



Claude Faubert (Canada)

Museum Consultant
ICOM-ITC Coordinator

Mr. Claude Faubert is a museum consultant specialising in science and technology museums and exhibitions, cultural heritage as well as in museum training. Mr. Faubert was director general of the Canada Science and Technology Museum, Canada's largest and most comprehensive science and technology museum from 2001 to 2011, and its Vice-President of Collection and Research from 2011 to 2015.

Mr. Faubert was a member of ICOM's Executive Council from 2007 to 2013. He is a current member of the board of the Commonwealth Association of Museums (CAM) and a voting member of Cimuset.

Since 2013, Mr. Faubert has been the coordinator for the ICOM International Training Centre housed in the Palace Museum, Beijing.



Asmah Alias (Singapore)

Senior Assistant Director for
Education and Community
Outreach,
National Heritage Board

Ms. Asmah Alias is a Senior Assistant Director for Education and Community Outreach at the National Heritage Board (NHB) in Singapore.

She started her career in the museum and heritage sector more than 10 years ago at National Museum of Singapore, Singapore's oldest museum. As a trained communications and marketing professional, she was then involved in marketing the museum's programmes and services as the grand old dame had just gone through major restoration works. As part of job rotation and career progression, Ms. Alias eventually took on other portfolios including business development which involved formulating business strategies in the areas of venue management, tenancy and product development.

In 2013, Ms. Alias moved on to the museum's headquarters: NHB, which manages the national museums, heritage institutions and precincts in Singapore. Her current role at NHB's Education & Community Outreach Division includes developing strategic policies for promotion of heritage to all schools in Singapore in collaboration with key education partners such as the Ministry of Education and Early Childhood Development Agency. She also leads the education team in conceptualising and developing education programmes to create and maintain interest in heritage and culture especially among the young ones. Ms. Alias also heads the Grants team which administers NHB's Heritage Grants scheme to provide funding support for interested individuals and non-profit groups seeking to develop and implement heritage-related projects that seek to preserve and promote Singaporeans' learning and appreciation of heritage.



**Leslie Swartz
(US)**

Senior Vice President for
Research and Program
Planning,
Boston Children’s Museum

Ms. Leslie Swartz, Senior Vice President for Research and Program Planning at Boston Children’s Museum, is responsible for research and evaluation, museum-wide long-range planning and funding strategies.

Over her tenure at Boston Children’s Museum, she has led many education and exhibition projects as well as the community outreach, and curriculum and professional development departments. She was the project director for Children of Hangzhou: Connecting with China, a traveling exhibit, and associated mobile app League of Extraordinary Bloggers, a game for exploring Asian cultures, and other educational programs.

Ms. Swartz directs the Harvard East Asian Program, which offers professional development, curricula and public programs focused on Japan and China. She co-authored Moonbeams, Dumplings and Dragon Boats: A Treasury of Chinese Holiday Tales, Activities and Recipes (Harcourt: 2002), a highly popular family book. She co-founded the Boston Dragon Boat Festival, the first in the U.S. She was also a co-founder of the Hangzhou Boston Sister City relationship, and has traveled extensively in China.

She holds a BA from Oberlin College, and an MA in East Asian Studies from the University of Michigan.

Workshop Agenda (Apr. 2-6)

Date	Time	Lecture/Activity	Lecturer/Participant	Venue
Apr.2 (Sun.)	All day	Arrivals and registration	ICOM-ITC staff	Jade Garden Hotel
	17:00	Small Gathering	Lecturers, participants, and ICOM-ITC staff	
	Dinner (Jade Garden Hotel)			
Apr.3 (Mon.)	9:00-9:30	Opening Ceremony	Leaders, Lecturers, participants, and ICOM-ITC staff	Zhaoxiang Residence of the PM
	9:30-12:00	The Development and Social Education Work of Museums in China	Mr. Guan Qiang	
	Lunch (The PM)			
	14:00-17:00	The Faces of the Palace Museum	Prof. Dr. Shan Jixiang	Zhaoxiang Residence of the PM
	Dinner (Jade Garden Hotel)			
Apr.4 (Tue.)	9:00-12:00	Families in Museums: Best Practices from the Boston Children’s Museum	Ms. Leslie Swartz	The PM Learning Centre
	Lunch (Jade Garden Hotel)			
	13:30-17:00	Working with Our Audience: Best Practices from Singapore’s National Heritage Board	Ms. Asmah Alias	The PM Learning Centre
	Dinner (Jade Garden Hotel)			
	19:00-21:00	Preparing Presentations	Lecturers, participants, and ICOM-ITC staff	Jade Garden Hotel
Apr.5 (Wed.)	9:00-12:00	Techniques for Engaging Visitors of All Ages and New Audiences	Ms. Leslie Swartz	The PM Learning Centre
	Lunch (Jade Garden Hotel)			
	13:30-17:00	Developing Activities for New Audiences	Ms. Asmah Alias	The PM Learning Centre
	Dinner (Jade Garden Hotel)			
	19:00-21:00	Group Work and Discussions	Lecturers, participants, and ICOM-ITC staff	Jade Garden Hotel
Apr.6 (Thu.)	9:00-12:00	How to Develop a Museum Education Program	Ms. Guo Meixia	The PM Learning Centre
	Lunch (The PM)			
	13:30-17:00	Museum Visits	Lecturers, participants, and ICOM-ITC staff	Museums in Beijing
	Dinner (On your own)			

Workshop Agenda (Apr. 7-12)

Date	Time	Lecture/Activity	Lecturer/Participant	Venue
Apr.7 (Fri.)	9:00-12:00	Learning About and From New Audiences	Ms. Leslie Swartz	The PM Learning Centre
	Lunch (Jade Garden Hotel)			
	13:30-17:00	Reaching Out to Underserved Audiences and Building Capabilities	Ms. Asmah Alias	The PM Learning Centre
	Dinner (Jade Garden Hotel)			
Apr.8 (Sat.)	9:00-12:00	Mini Workshop :Transforming Your Museum I	Ms. Leslie Swartz Ms. Asmah Alias	The PM Learning Centre
	Lunch (Jade Garden Hotel)			
	13:30-17:00	Mini Workshop :Transforming Your Museum II	Ms. Leslie Swartz Ms. Asmah Alias	The PM Learning Centre
	Dinner (Jade Garden Hotel)			
Apr.9 (Sun.)	All day	Excursion	Lecturers, participants, and ICOM-ITC staff	
	Dinner (Jade Garden Hotel)			
Apr.10 (Mon.)	9:00-12:00	Reading Artifacts I	Mr. Claude Faubert	Zhaoxiang Residence of the PM
	Lunch (The PM)			
	13:30-17:00	Reading Artifacts II	Mr. Claude Faubert	Zhaoxiang Residence of the PM
	Dinner (Jade Garden Hotel)			
Apr.11 (Tue.)	9:00-12:00	Normal Visit of the Palace Museum	Lecturers, participants, and ICOM-ITC staff	The PM
	Lunch (The PM)			
	13:30-15:30	Special Visit of the PM Learning Center	Lecturers, participants, and ICOM-ITC staff	The PM Learning Centre
	15:30-16:00	Evaluation of the Workshop	Participants	Zhaoxiang Residence of the PM
	16:00-17:00	Closing Ceremony	Leaders, Lecturers, participants, and ICOM-ITC staff	
	Dinner (Jade Garden Hotel)			
Apr.12 (Wed.)	All day	Departures	ICOM-ITC staff	Jade Garden Hotel

Chinese Participants



Du Ying
Capital Museum
Deputy Director of the Research Department



Feng Qiaojuan
Beijing Auto Museum
Director of Public Education Department



He Su
Yunnan Provincial Museum
The Identification of Responsibility Expert of National Heritage Entry and Exit Audit Yunnan Management Office



He Ye
Hunan Provincial Museum
Deputy Director of Information Center



Hu Yue
Jiexiu City Museum
Deputy Director of Social Education Department



Liu Hongxuan
Inner Mongolia Museum
Education Director of Social Education Department



Wang Guangdong
Tianjin Hengda Wenbo S.&T. Co, LTD
Deputy Manager of International Division



Wang Zise
China Science and Technology Museum (CSTM)
Deputy Director of Exhibition and Education Program Department

Chinese Participants



Xiao Yun
China Maritime Museum
Deputy Director of
Education Department



Xie Shuo
Chongqing China Three
Gorges Museum
Public Education



Xin Ge
Shanghai Science &
Technology Museum
Director of Research &
Design Institute



Xu Yue
Nanjing Museum
Deputy Director
of Society Service
Department



Yuan Xiao
Chemical Industry
Museum of China
Project Supervisor of
Education Department



Zhang Mengmeng
Prince Kung's Palace
Museum
Supervisor of Public
Education Department



Zheng Li
Guangdong Museum
Education Department



Zheng Yi
Museum of Fudan
University, Fudan
University
Director Assistant,
Associate Professor &
Master Graduate's Mentor
of Department of Cultural
Heritage and Museum
Curation

International Participants



**Abdelrahman
Othman Elsayed**
(Egypt)
National Museum of
Egyptian Civilization
Curator, Head of
Community Outreach
Department



Abdoulaye Imorou
(Benin)
Cultural Heritage Division
of Ministry of Tourism and
Culture
Head of Department for the
Promotion of Museums and
Educational Action



Alana Sivell
(Australia)
National Portrait Gallery of
Australia
Digital Learning Coordinator



Aleksandra Glowacz
(Poland)
Museum of King Jan III's
Palace at Wilanów
Head of Education



Alisa Saisavetvaree
(Thailand)
Queen Sirikit Museum of
Textiles
Curator



Carmen Cordero
(Ecuador)
Museum of Aboriginal
Cultures
Deputy Director



Gong Panpan
(Singapore)
National Museum of Singapore
Manager (Visitor Experience)



**Helen Kate Marais
Harris**
(Namibia)
The National Art Gallery of
Namibia
Exhibitions Curator

International Participants



Maintsetseg Choinzon
(Mongolia)
Mongolain Theatre Museum
Researcher and Educator



Nguyen Ngoc
(Vietnam)
Vietnam Fine Arts Museum
Museum Educator and Communicator



Nicole Barreau
(Seychelles)
Seychelles Natural History Museum
Senior Museum Assistant



Pham Thi Mai Thuy
(Vietnam)
Vietnam National Museum of History
Deputy head of Department of Education and Community



Rafaqat Masroor
(Pakistan)
Pakistan Museum of Natural History, Ministry of Science and Technology
Associate Curator (Mid-Management)



Reena Dewan
(India)
ArtsAcre Museum
Director



Souyeon Woo
(South Korea)
National Museum of Korea
Museum Educator

ICOM-ITC Staff



Yan Hongbin
Director of Publicity and Education Department



Guo Meixia
Deputy Director of Publicity and Education Department



Fan Xuechun
Publicity and Education Department



Tan Yao
Publicity and Education Department



Wang Qianhui
Publicity and Education Department



Li Yingchong
Publicity and Education Department

Information about the Participating Museums

Capital Museum of China

The Capital Museum of China was opened in 1981 in Confucius Temple and moved into its present building in 2006. It houses a large collection of ancient porcelain, bronze, calligraphy, painting, jade, sculpture and Buddhist statues from imperial China as well as other Asian cultures.

With its magnificent architecture, abundant exhibitions, advanced technology and complete functions, the Capital Museum, large and modern, makes its contribution to the titles such as “famous historical and cultural city”, “cultural center” and “international metropolis” of Beijing and ranks among the first class museums both at home and abroad.

The social education work of the Capital Museum is mainly combined with the recent exhibition and museum collections, has three basic programme forms, which are interpretation, hands-on activities and lectures. The main purpose of the Capital Museum’s social education work is to popularize and promote traditional culture and local custom. Besides traditional museum interpretation, the museum holds several traditional Chinese cultural education programmes regularly, e.g. Chinese Opera Mask Painting, New Year Picture Printing, Stone Rubbing Experiencing and so forth. The museum also cooperates with communities and schools, and creates several brand education projects, like Museum Adventure, etc.

Address: 16 Fuxingmen Outer Street, Xicheng District, Beijing
Access: Walk to Tiananmen West Station, take Subway Line 1 to Muxidi Station (Exit C1); the museum is 500 meters to the east.

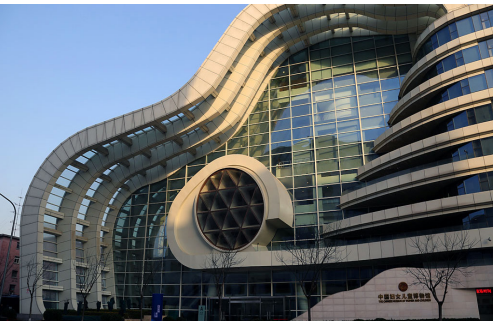


China National Museum of Women and Children

China National Museum of Women and Children is the first state-level museum of China which focuses on women and children. The museum has six exhibition halls of General History of Women and Children, one International Friendship exhibition hall, and one Female Art exhibition hall. It also holds temporary exhibitions about family tradition, history and revolution, national culture and folk custom.

Serving women and children is the main purpose of the museum’s social education work. Its social education programmes are not only combined with the exhibitions of the museum, but also concerned with the core work of All-China Women Federation and the common social issues. Currently, China National Museum of Women and Children has many education programmes, such as patriotic education programmes, traditional women handcraft experiencing, art initiation activities, family activities, and science education activities. The museum also holds interpretation training courses for child interpreters and public welfare activities for children in need.

Address: No.23 Jianguomen Inner Street, Dongcheng District, Beijing
Access: Walk to Tiananmen East Station, take Subway Line 1 to Dongdan Station (Exit B); the museum is 800 meters to the northeast.



Youth Lake Primary School

Youth Lake Primary School was founded in 1980. There are 52 faculty members and staff, and 550 students in 16 classes in the school.

As an experimental school of Calligraphy Education Division of the Chinese Society of Education, while practicing the concept of culture education and improving its education quality, Youth Lake Primary School has held a series of calligraphy-related cultural practical activities, like papermaking, mounting, seal carving, and rubbing.

Besides those school activities, the school also holds several calligraphy education activities outside, with the Palace Museum as one of its out of school education base. The school also compiles some calligraphy textbooks and activity handbooks based on its practical experience of calligraphy education.

Recently, calligraphy education activities have become the school's education specialty, and been highly regarded. Youth Lake Primary school has been entitled with "World Heritage Education Base for the Teenager and the Youth of World Heritage Institute of Training and Research-Asia and Pacific of UNESCO", "Experimental School of Calligraphy Education Division of the Chinese Society of Education", "Standard Chinese Character Writing Education School of Beijing", "Comprehensive Practice Model School of Beijing" and so forth.

Address: No.13 Duck Bridge Road, Xicheng District, Beijing

Access: Walk to Xihuamen Station, take Bus No. 5 to Baizhifang Bridge North Station, the school is about 200 meters to the south.



Useful Information

Training Venue

The Palace Museum

Address: 4 Jingshan Qianjie, Dongcheng District, Beijing

Hotel

Jade Garden Hotel

Address: 1 Nanheyuan Street, Dongcheng District, Beijing

Meals

In most days, the Training Centre offers three meals a day to all the lecturers and participants.

Breakfast: Jade Garden Hotel

Lunch: Jade Garden Hotel or the Palace Museum

Dinner: Jade Garden Hotel

Transportation

The training centre provides each lecturer and participant from outside Beijing with a public transport card. You can take bus and subway with this card.

The nearest stations:

Subway: Tian'anmen East Station (Line 1), Wangfujing Station (Line 1)

Bus: Donghuamen Station (2/82)

Tip: You can find English spoken staffs in most of the big hotels, fine dining restaurants and shopping malls. Most of the taxi drivers do not speak fluent English, therefore we suggest you ask the hotel staff to write down your destination in Chinese before going out. Please make sure to carry the hotel information (in Chinese) with you.

Currency

The currency used in China is CNY.

The exchange rate of CNY and USD is approximately 1USD= 6.87 CNY.
Most hotels, restaurants, supermarkets, and shops accept international credit cards.

Electricity

The voltage in China is 220 Volt, with 50Hz frequency.

Telephone

The country code for China is 86; the city code for Beijing is 010 and for Beijing local calls just dial the eight digit number. To make an international direct dial call from Beijing, use the international access code “00”. Local SIM cards are easily available.

Climate

According to weather statistics, Beijing's average temperature in April is around 18°C (64.4 °F), with considerable day/night temperature difference.

Shopping

Wangfujing Shopping Street

The Jade Garden Hotel is near to Wangfujing Shopping Street which is one of China’s most attractive and modern shopping streets. Now much of the road is off-limits to cars and other motor vehicles, and it is not rare to see the entire street full of people.

How to Get There

On foot: walk along the Donghuamen Road. In about 10 minutes (approximately 500 meters) you will see an Apple Store and Wangfujing Shopping Street is on your right.

Xidan Commercial Street

Xidan Commercial Street is a favorite shopping area among locals, especially young people, as it is a fantastic combination of shopping, dining, entertainment, culture and commerce.

How to Get There

By subway: take Subway Line 1 at Tian’anmen East Station and get off at Xidan Station.

By bus: take Bus 2/82 at Donghuamen Station and get off at Tian’anmen East Station, transfer to Bus 52/1/99 and get off at East Xidan Lukou Station.

Places to go in the evening

Nanluoguxiang Hutong

Nanluoguxiang, one of the best preserved historical areas in downtown Beijing, is famous for its hutong and siheyuan courtyards, as well as the bars, cafes, clothing and handicraft shops there. This 768-meter-long south-north central lane has 16 hutong branching off the central lane, giving each side 8 hutong. Located between Gulou East Street and Di'anmen East Street, this quaint street boasts many cool shops offering silk shawls, handicrafts designed by local artists, and trendy T-shirts featuring images of everything. It is more than just a chic place to buy some Chinese-inspired gifts for friends, but also a mirror perfectly showing Chinese architecture of the Yuan Dynasty.

How to Get There

By subway: take Subway Line 1 from Tian’anmen East Station, transfer at Dongdan Station to Subway Line 5. Get off the train at Dongsì Station, transfer to Subway Line 6, and Nanluoguxiang Station is only one stop away.

By bus: take bus 60 from Donghuamen Station and get off at Luoguxiang Station (about 20 minutes), Nanluoguxiang is two minutes' walk away.

Houhai Bar Street

Houhai (literally: “Rear Sea”) refers to a lake and its surrounding neighborhood in Xicheng District of central Beijing. Houhai is the largest of the three lakes, along with Qianhai (lit. the "Front Sea") and Xihai (lit. the "Western Sea"), that comprise Shichahai, the collective name for the three northern-most lakes in central Beijing. In the last 200 years, many governmental

officers, celebrities, monks and nuns chose to build mansions, temples and nunneries in it. Thus, its attraction lies not only in its natural beauty, but also in the historical value of its architecture. Since the early 2000s, the hutong neighborhood around Houhai has become known for its nightlife as many residences along the lake shore have been converted into restaurants, bars, and cafes. The area is especially popular with foreign tourists visiting Beijing and is also often visited by the expatriate community and the younger generations of locals.

How to Get There

By bus: take bus 2/ 82 at Donghuamen Station, and get off at Gulou Station.

Tian'anmen Square

Located at the center of Beijing City, Tian'anmen Square covers an area of 440,000 square meters. Thousands of people come here every day. It is a must-see place in Beijing. At the north end of the Square is Tian'anmen Tower. The most important use of it in the past was to declare in a big ceremony to the common people who became the emperor and who became the empress. Until 1911 when the last feudal kingdom was over, no one could enter the Tower except for the royal family and aristocrats. The granite Monument to the People's Heroes is just at the center of the square. Built in 1952, it is the largest monument in China's history. "The People's Heroes are Immortal" written by Chairman Mao is engraved on the monument. Eight unusually large relief sculptures show to the people the development of Chinese modern history. Two rows of white marble railings enclose the monument, simple and beautiful. West of the Square is the Great Hall of the People. This building is the site of the China National People's Congress meetings and provides an impressive site for other political and diplomatic activities. Memorial Hall of Chairman Mao is at the south side of the Square, and National Museum of China the east side.

How to Get There

By bus: take bus 2/ 82 at Donghuamen Station, and get off at Tian'anmen East Station.

Excursion

Mutianyu Great Wall

Located in Huairou County about 45 miles from Beijing, Mutianyu Great Wall enjoys a long history and is part of the glorious culture of China. It connects Juyongguan Pass in the west and Gubeikou Great Wall in the east. The wall was first built in Northern Qi Dynasty (550-557). In Ming Dynasty (1368-1644), Tan Lun and Qi Jiguang, two famous patriotic generals, rebuilt it in order to strengthen its defensive potential when they guarded the strategic pass. It served as the northern protective screen, guarding the capital and imperial mausoleums for generations. Besides its strategically important location and compact layout, the Mutianyu Great Wall is also famous for the breath-takingly beautiful scenery. There is steep climb from the main gate but there is a chairlift to make it easy. A good place for views across the ridges and down the valleys.

Summer Palace

Situated in the Haidian District northwest of Beijing City, the Summer Palace is 15 kilometers (9.3 miles) from central Beijing. Being the largest and most well-preserved royal park in China, it greatly influences Chinese horticulture and landscape with its famous natural views and cultural interests, which also has long since been recognized as 'The Museum of Royal Gardens'.

The construction started in 1750 as a luxurious royal garden for royal families to rest and entertain. It later became the main residence of royal members in the end of the Qing Dynasty. However, like most of the gardens of Beijing, it could not elude the rampages of the Anglo-French Allied Force and was destroyed by fire. According to historical documents, with original name as 'Qingyi Garden' (Garden of Clear Ripples), the Summer Palace (Yiheyuan) was renamed after its first reconstruction in 1888. It was also recorded that Empress Dowager Cixi embezzled navy funds to reconstruct it as a resort in which to spend the rest of her life. In 1900, the Summer Palace suffered another hit by the Eight-Power Allied Force and was repaired in the next two years. In 1924, it was open to the public. It ranked amongst the World Heritage Sites by UNESCO in 1998, as well as one of the first national AAAAA tourist spots in China.

Contact Information

Contact Information of Lecturers

No.	Name	Country	Gender	Institution	Position	Tel./Mobile	Email
1	Dr. Shan Jixiang	China	M	The Palace Museum	Director	86-10-85007028	icomitc@163.com
2	Mr. Guan Qiang	China	M	State Administration of Cultural Heritage	Deputy Director	86-10-64031809	zgbwgxh@sina.com
3	Ms. Guo Meixia	China	F	The Palace Museum	Deputy Director of Publicity and Education Department	86-10-85007418	guomeixia527@163.com
4	Mr. Claude Faubert	Canada	M		Museum consultant, ICOM-ITC Coordinator	1-613-991-0372 1-613-297-7104	cfaubert@rogers.com
5	Ms. Asmah Alias	Singapore	F	National Heritage Board	Senior Assistant Director for Education and Community Outreach	65-6332 3550	asmah_alias@nhb.gov.sg
6	Ms. Leslie Swartz	US	F	Boston Children's Museum	Senior Vice President for Research and Program Planning	1-617-986 3681	Swartz@BostonChildrensMuseum.org

Contact Information of Chinese Participants (I)

No.	Name	Province	Gender	Institution	Title	Tel./Mobile	Email
1	Du Ying	Beijing	F	Capital Museum	Deputy Director of the Research Department	86-10-63370045 86-13811558137	dodo1978_0@126.com
2	Feng Qiaojuan	Beijing	F	Beijing Auto Museum	Director of Public Education Department	86-10-83627751 86-13901362790	13901362790@139.com
3	He Su	Yunnan	F	Yunnan Provincial Museum	The Identification of Responsibility Expert of National Heritage Entry and Exit Audit Yunnan Management Office	86-871-63531181 86-18908851919	3212841461@qq.com
4	He Ye	Hunan	M	Hunan Provincial Museum	Deputy Director of Information Center	86-731-84535566-8507 86-13574899346	107245400@qq.com
5	Hu Yue	Shanxi	F	Jiexiu City Museum	Deputy Director of Social Education Department	86-354-7222109 86-15103448728	2006041013@163.com
6	Liu Hongxuan	Inner Mongolia	M	Inner Mongolia Museum	Education Director of Social Education Department	86-13948101661	694576883@qq.com
7	Wang Guangdong	Tianjin	M	Tianjin Hengda Wenbo S.&T. Co. LTD	Deputy Manager of International Division	86-22-58385868-8671 86-18892299027	gd.wang@hengdawb.com
8	Wang Zise	Beijing	F	China Science and Technology Museum (CSTM)	Deputy Director of Exhibition and Education Program Department	86-10-59041103 86-18910551612	32624847@qq.com

Contact Information of Chinese Participants (II)

No.	Name	Province	Gender	Institution	Title	Tel./Mobile	Email
9	Xiao Yun	Shanghai	F	China Maritime Museum	Deputy Director of Education Department	86-21-68282193 86-13818190822	Lavender_xiao@126.com
10	Xie Shuo	Chongqing	F	Chongqing China Three Gorges Museum	Public Education	86-23-63679063 86-13609416400	aheadhell@163.com
11	Xin Ge	Shanghai	F	Shanghai Science & Technology Museum	Director of Research & Design Institute	86-21-68622000 86-13788990170	xing@sstm.org.cn
12	Xu Yue	Jiangsu	F	Nanjing Museum	Deputy Director of Society Service Department	86-25-84802119 86-13851810228	510829487@qq.com
13	Yuan Xiao	Beijing	F	Chemical Industry Museum of China	Project Supervisor of Education Department	86-10-82035908 86-13811461349	yuanxiao@cncic.chemchina.com
14	Zhang Mengmeng	Beijing	F	Prince Kung's Palace Museum	Supervisor of Public Education Department	86-10-83226628 86-13811325501	93805129@qq.com
15	Zheng Li	Guangdong	F	Guangdong Museum	Education Department	86-13430316529	546846435@qq.com
16	Zheng Yi	Shanghai	F	Museum of Fudan University, Fudan University	Director Assistant, Associate Professor & Master Graduate's Mentor of Department of Cultural Heritage and Museum Curation	86-21-65649667 86-13816836798	yizheng@fudan.edu.cn

Contact Information of International Participants (I)

No.	Name	Country	Gender	Institution	Title	Tel./Phone	Email
1	Abdelrahman Othman Elsayed	Egypt	M	National Museum of Egyptian Civilization	Curator, Head of Community Outreach Department	20-1065538000	abdo.nmec@gmail.com
2	Abdoulaye Imorou	Benin	M	Cultural Heritage Division of Ministry of Tourism and Culture	Head of Department for the Promotion of Museums and Educational Action	229-95929413	bebelaye6@gmail.com
3	Alana Sivell	Australia	F	National Portrait Gallery of Australia	Digital Learning Coordinator	61-02-61027075	alana.sivell@npg.gov.au
4	Aleksandra Glowacz	Poland	F	Museum of King Jan III's Palace at Wilanów	Head of Education	48-515256439	aglowacz@muzeum-wilanow.pl
5	Alisa Saisavetvaree	Thailand	F	Queen Sirikit Museum of Textiles	Curator	66-847723223	alissaaaa@gmail.com as15@qsmthailand.org
6	Carmen Cordero	Ecuador	F	Museum of Aboriginal Cultures	Deputy Director	593-991536631	carmenlcordero@hotmail.com
7	Gong Panpan	Singapore	F	National Museum of Singapore	Manager (Visitor Experience)	65-81333586	gong_pan_pan@nhb.gov.sg
8	Helen Harris	Namibia	F	The National Art Gallery of Namibia	Exhibitions Curator	264-816411305	curator@hagn.org.na

Contact Information of International Participants (II)

No.	Name	Country	Gender	Institution	Title	Tel./Phone	Email
9	Maintsetseg Choinzon	Mongolia	F	Mongolain Theatre Museum	Researcher and Educator	976-99161298	maitsetseg_4@yahoo.com
10	Nguyen Ngoc	Vietnam	F	Vietnam Fine Arts Museum	Museum Educator and Communicator	84-904858485	ngocvnfam@yahoo.com
11	Nicole Barreau	Seychelles	F	Seychelles Natural History Museum	Senior Museum Assistant	248-4321333 248-2514606	nbarreau@gov.sc nicole2377@hotmail.co.uk
12	Pham Thi Mai Thuy	Vietnam	F	Vietnam National Museum of History	Deputy head of Department of Education and Community	84-983772291	thuymaibtg@yahoo.com.vn
13	Rafaqat Masroor	Pakistan	M	Pakistan Museum of Natural History, Ministry of Science and Technology	Associate Curator (Mid-Management)	92-3335451331	rafaqat.masroor78@gmail.com
14	Reena Dewan	India	F	ArtsAcre Museum	Director	91-9748466444	reena.dewan72@yahoo.com
15	Souyeon Woo	South Korea	F	National Museum of Korea	Museum Educator	82-1089180411	suyunwoo@hotmail.com

Contact Information of ICOM-ITC Staff

No.	Name	Gender	Institution	Title	Tel.	Mobile	Email
1	Yan Hongbin	M	The Palace Museum	Director, Publicity and Education Department	86-10-85007458	86-13801355418	yanhongbin@dpm.org.cn
2	Guo Meixia	F	The Palace Museum	Deputy Director, Publicity and Education Department	86-10-85007418	86-13671008173	guomeixia527@163.com
3	Fan Xuechun	F	The Palace Museum	Publicity and Education Department	86-10-85007419	86-18610290662	fanxuechun1130@163.com
4	Tan Yao	F	The Palace Museum	Publicity and Education Department	86-10-85007942	86-15010202686	15010202686@163.com
5	Wang Qianhui	F	The Palace Museum	Publicity and Education Department	86-10-85007419	86-13552581871	qianhuiwang0112@163.com
6	Li Yingchong	F	The Palace Museum	Publicity and Education Department	86-10-85007942	86-13718740756	lyingchong@126.com