WHEN MUSEUMS GO ONLINE

THE LAW & DIGITAL CULTURAL HERITAGE DAY

11 DECEMBER 2020
13:00 - 18:30
Jointly organized by the International Council of Museums (ICOM) and the University of Geneva (UNIGE), this international conference will focus on the digitization of museum collections.

The Covid-19 pandemic has accelerated the digitization movement that has been carried out for several years within museums and which aims, among other things, to meet museums’ objectives of research, conservation, continuation and communication to society of the world’s natural and cultural heritage, present and future, tangible and intangible. The legal issues associated with this movement are complex, with a disparity of solutions available to museums and laws that are sometimes inadequate, inappropriate or insufficient. In the long term, the acceleration of technologies also raises the question of the future of the museum experience.

The conference will explore these topics on the basis of a study project which, since 2016, has brought together a group of experts from Swiss and foreign universities under the supervision of Dr. Yaniv Benhamou, Prof. Marc-André Renold and Ms Justine Ferland. The project led to the launch of the website Digitization of Museums Collections (www.digitizationpolicies.com) in 2020 which aims to clarify the current legal and political framework while formulating policies to facilitate the activities of museums in the digital environment. Museum professionals are strongly encouraged to provide feedback about the recommendations issued (pertaining copyright, database rights, dispute resolution and a museum code of conduct) in order to encourage a continuous dialogue and to shape policies adapted to the needs of cultural heritage institutions.

This conference will provide a discussion forum for the global museum community, other partners in the field of cultural heritage and stakeholders concerned with the legal and societal issues related to digitization.
13:00  Welcoming of participants

13:15  Opening remarks
Dr. Peter Keller, Director General, ICOM, Paris, Dr. Yaniv Benhamou, University of Geneva, Geneva

13:30  Setting the scene: Copyright challenges of museums
Dr. Yaniv Benhamou, University of Geneva, Geneva

13:45  Launch of the Policy Project Digitization of Museum Collections
Justine Fertand, University of Geneva, Geneva

14:00  When copyright meets digital museums
Chair: Dr. Yaniv Benhamou, University of Geneva, Geneva
Museums and the digital shift - Impact of the COVID-19 situation on digital activities of museums
Dr. Peter Keller, Director General, ICOM, Paris
Encouraging access and inhabiting cultural information spaces through technologies
Prof. Sarah Kenderdine, EPFL, Lausanne
Digital copyright and exceptions
Prof. Florent Thouvenin, University of Zurich, Zurich
Cross-border exchanges and their legal challenges
Prof. Lucie Guibault, Schulich School of Law, Dalhousie University, Halifax

15:00  Digital Due Diligence - Museum Code of conduct: practices and legal challenges
Chair: Morgane Fouquet-Lapar, ICOM, Paris
Dr. Katharina Garbers-von Boehm, Büsing Müffelmann & Theye, Berlin
Brigitte Vezina, Creative Commons, The Hague
Dr. Elisabeth Logeais, UGGC Avocat, Paris
Prof. Jérôme David, Bodmer Lab, University of Geneva, Geneva

16:00  Break

16:15  Dispute Resolution
Chair: Prof. Marc-André Renold, University of Geneva, Geneva
Boris Wastlau, Musée d'ethnographie de Genève, Geneva
Sandra Sykora, Independent Legal Counsel and Art Historian, Lucerne
Ignacio de Castro, WIPO Arbitration and Mediation Center, Geneva

17:15  Beyond copyright - impact of digital museums on people
Chair: Dr. Peter Keller, Director General, ICOM, Paris
Fadi Boustani, Musée du Louvre, Paris
Prof. Béatrice Joyeux-Prunel, University of Geneva, Geneva
Sarah Dominique Oriandi, ICOM Italy & Deborah De Angelis, Creative Commons, Italy
Prof. Monika Hagedorn-Saupé, CIDOC, ICOM, Berlin

18:15  Closing Remarks