

# SEMINARIO INTERNACIONAL

**ICOM** consejo  
internacional  
de museos  
**España**

**Museos, turismo e innovación  
Hacia un futuro sostenible**

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**ICOM** international  
council  
of museums  
**Europe**

**Museums, tourism and innovation  
Towards a sustainable future**

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## 17/06/2024 International Seminar ICOM Europe

**9:58 - 9:59: "INTERNATIONAL SEMINAR ICOM SPAIN - ICOM EUROPE Museums, tourism and innovation. Towards a sustainable future."**

**9:59 - 10:00: Museums, tourism and innovation. Towards a sustainable future**

**10:00 - 10:30: Welcome: ICOM Spain and ICOM Europe**

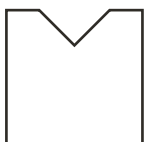
### Speakers

**María Auxiliadora Llamas**

ICOM España  
President  
Madrid Spain

**Giuliana Ericani**

ICOM Europa  
President  
Paris France



## 10:30 - 11:14: The Sustainable Museum, a Model to Create

Born in the environmental field, the discourse on Sustainability is now closely associated with Cultural Heritage. Defined by its "living" character, based on deep and intrinsic relationships with Economy, Environment and Society, this issue brings out in a particularly explicit way new stakes that go far beyond those classically associated with conservation.

This association transforms our ways of apprehending Heritage and Sustainability and acting in these two fields: on the one hand, Heritage introduces new variables and priorities, requiring us to take into account the notion of sustainable conservation; on the other, the founding principles of Sustainability broaden (and upset) the field of Heritage, questioning the museum model and committing it to a profound transformation – adaptation and resilient efforts advocated by the IPCC sixth Assessment Report and relayed by the International Museum community.

### Speakers

#### Hélène Vassal

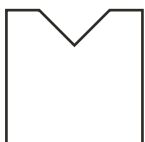
Musée du Louvre

Head of Collections Management. Vocal de la Junta de

ICOM SUSTAIN

Paris France

## 11:14 - 11:15: Museums and sustainability. Towards a common future



## **11:15 - 11:45: People and Partnership. How museum collaborate and activate research and practices for integrated sustainability. Multilevel networks to co-create change and become a lever for Sustainability and the Agenda 2030 SDGs**

A collaborative approach is essential to amplify the strategic role played by museums as Vectors for the “culture of sustainability”, to foster and achieve the 17 SDGs of Agenda 2030 and to encourage participation, action and impacts, in a process of rising awareness and development of competence and skills. It concerns the orientation towards many issues, for the transformation and creation of a cultural sustainability, declined in all the fields of museum activity. A path that follows criteria and actions both at the scale of the building, for programs and activities and in the relationship with communities and places, in terms of participation and activism to increase the relevance and the systemic change.

The presentation explores multilevel networks and partnership, and she highlights how this strategic and systemic approach allows museums to collaborate and share resources, knowledge, and experiences, thereby strengthening their relevance within society and co-creating sustainable change for people and the environment.

In particular, focusing on the importance of the networks and partnerships, Michela Rota highlights, through the experiences in ICOM: the issues concerning sustainability in the Strategic Plan 2022-2028; a focus on the mission and some activities of the IC SUSTAIN , such as the Action Plan on Sustainability; a research project and some activities carried out in ICOM Italy Working Group Sustainability and Agenda 2030 (created in 2020), with a focus on a research project called MUSEINTEGRATI - in particular on the outcome of Guidelines for the collaboration between museums and people active for the environment and climate (as the coordinator of the ICOM I WGS).

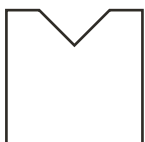
### **Speakers**

#### **Michela Rota**

ICOM Italy - ICOM SUSTAIN

Architect, PhD in Cultural Heritage in the frame of Science  
of Sustainability and Museums

Torino Italy



## **11:45 - 12:15: Pontevedra Museum: the challenge of achieving a sustainable balance**

In the Museum of Pontevedra, the dispersion and characteristics of its buildings and the diversity of its collections make the unwavering commitment to sustainability a challenge. In this intervention, the actions undertaken and how, through its collections and attractive programming, the Museum promotes climate and social sustainability among its audiences, as well as becoming, with a positive environmental impact, a powerful asset for local development, will be presented.

### **Speakers**

#### **María de los Ángeles Tilve**

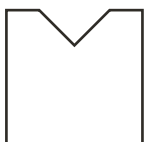
Pontevedra Museum  
Director  
Pontevedra Spain

## **12:30 - 13:00: What kind of visit model do we encourage in museums? Virtual visits and quality of experience**

### **Speakers**

#### **Olga Ovejero**

Subdirection General os State Museums, Ministry of  
Culture, Government of Spain  
Head of the Dissemination and Development area  
Madrid Spain



## 13:00 - 13:30: Museum and sustainability: the project of the National Museum of Carriages, Lisbon (Portugal)

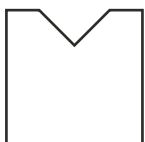
The Inclusive and Solidary Museum (MIS) is a social sustainability project that celebrates the difference, promotes equality and inclusion through Education and Heritage.

The main objective of this program is to give the opportunity to children, young people and even adults who have never visited a Museum in their lives, to feel included in the Museum, which makes inclusion and solidarity the principles of its programmatic action.

### Speakers

#### Mario Antas

Museu Nacional dos Coches de Lisboa. Member of the Board of ICOM Europe.  
Director of National Coach Museum  
Lisboa Portugal



## 13:30 - 14:15: Discussion of the morning session: Museums and sustainability. Towards a common future

### Moderator

#### Juliette Raoul-Duval

ICOM Europa  
Vicepresident  
Paris France

### Speakers

#### Hélène Vassal

Musée du Louvre  
Head of Collections Management. Vocal de la Junta de  
ICOM SUSTAIN  
Paris France

#### Michela Rota

ICOM Italy - ICOM SUSTAIN  
Architect, PhD in Cultural Heritage in the frame of Science  
of Sustainability and Museums  
Torino Italy

#### María de los Ángeles Tilve

Pontevedra Museum  
Director  
Pontevedra Spain

#### Olga Ovejero

Subdirection General os State Museums, Ministry of  
Culture, Government of Spain  
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#### Mario Antas

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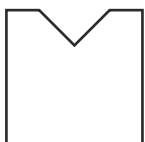
## 14:15 - 14:30: Conclusions of the session of the morning

### Speakers

#### Giuliana Ericani

ICOM Europa  
President  
Paris France

## 15:59 - 16:00: Museums and innovation. Technology at the service of the public



## 16:00 - 16:20: "Els Ulls de la Història. An immersive look at Catalan cultural heritage

### Speakers

#### Marta Antuñano

Catalan Cultural Heritage Agency Department of Culture of  
the Generalitat of Catalonia  
Barcelona Spain

## 16:20 - 16:40: Implementation of Virtual Archaeology in the Museum of Cadiz as a public, inclusive, educational and dissemination tool.

### Speakers

#### Ana María Niveau de Villedary

Cadiz University (UCA)  
Professor of Prehistory  
Cádiz Spain

#### Pablo Sicre-González

Cadiz University (UCA)  
Contract Researcher  
Jerez de la Frontera Spain

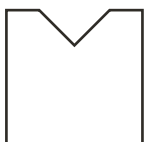
## 16:40 - 17:00: Archaeology, education, technology and audiences: The National Archaeological Museum

Following its comprehensive refurbishment (2014), the National Archaeological Museum redoubled its efforts in terms of education, dissemination and communication with its audiences. Thanks to the collaboration with our technology partner, Samsung, outstanding projects have been developed, including the multi-platform application for browsing the permanent exhibition 'Virtual MAN' and the interactive tool 'MAN Virtual Classroom', aimed at teachers and schoolchildren, for learning as part of the school curriculum.

### Speakers

#### Isabel Izquierdo

Museo Arqueológico Nacional (MAN)  
Director  
Madrid Spain







## 17:00 - 17:20: Communication by Ana Moreno

### Speakers

#### Ana Moreno Rebordinos

Prado Museum  
General Education Coordinator  
Madrid Spain

## 17:20 - 17:50: Discussion of the afternoon session: Museums and innovation. Technology at the service of the public

### Moderator

#### Isabel Rey Fraile

ICOM Spain  
Secretary of the Executive Council  
Madrid Spain

### Speakers

#### Marta Antuñano

Catalan Cultural Heritage Agency Department of Culture of the Generalitat of Catalonia  
Barcelona Spain

#### Ana María Niveau de Villedary

Cadiz University (UCA)  
Professor of Prehistory  
Cádiz Spain

#### Pablo Sicre-González

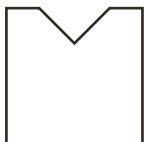
Cadiz University (UCA)  
Contract Researcher  
Jerez de la Frontera Spain

#### Isabel Izquierdo

Museo Arqueológico Nacional (MAN)  
Director  
Madrid Spain

#### Ana Moreno Rebordinos

Prado Museum  
General Education Coordinator  
Madrid Spain



## 17:50 - 18:00: Conclusions of the afternoon session

### Speakers

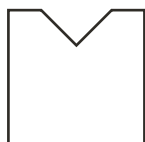
#### **Rosa María Hervás**

ICOM Spain / Univerasity of Murcia

Member of the Executive Council of ICOM Spain /

University Professor

Murcia



## 18/06/2024 International Seminar ICOM Europe

### 9:29 - 9:30: Museums and tourism: current affairs and challenges

### 9:30 - 9:50: Overtourism. Some strategies in the Galleria dell'Accademia di Firenze

Over the years a lot of places, in the pursuit of tourism have gradually lost essential pieces of their identity just as they have lost their citizens. Also in the Galleria dell'Accademia in Florence previously tourists crowded along a single trajectory from the entrance to Michelangelo's David. Some strategies to show them more in a pleasant way.

#### Speakers

##### **Cecilie Hollberg**

Galleria de la Academia de Florencia

Director

Florencia Italy

### 9:50 - 10:10: Fruition and conservation. The experience of the Coliseum Archaeological Park

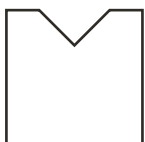
#### Speakers

##### **Angelica Pujia**

Parco Archeológico del Colosseo

Officer, senior conservator

Roma Italy



## 10:10 - 10:30: Intelligently Artistic: AI as a Catalyst for Creativity, Innovation, and Progress

This presentation explores the impact of recent rapid advancements in both generative AI and the broader field of AI on The Museum of Modern Art (MoMA) in NYC. Starting with Refik Anadol's "Unsupervised" exhibition, which opened at MoMA less than two weeks before OpenAI's release of ChatGPT, MoMA has found itself at the forefront of discussions surrounding AI in museums. This presentation examines the impact of Refik Anadol's work on viewers and AI discourse while also highlighting concrete ways MoMA leverages AI to advance its mission and address diverse challenges from the mundane and operational to the complex

### Speakers

#### Diana Pan

The Museum of Modern Art (MoMA)  
Chief Technology Officer  
Nueva York United States of America

## 10:30 - 10:50: Discussion of the first morning session: Museums and tourism: current affairs and challenges

### Moderator

#### María Auxiliadora Llamas

ICOM España  
President  
Madrid Spain

### Speakers

#### Cecilie Hollberg

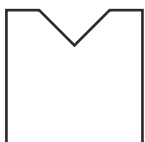
Galleria de la Academia de Florencia  
Director  
Florencia Italy

#### Angelica Pujia

Parco Archeológico del Colosseo  
Officer, senior conservator  
Roma Italy

#### Diana Pan

The Museum of Modern Art (MoMA)  
Chief Technology Officer  
Nueva York United States of America



## **11:09 - 11:10: Cultural tourism: current affairs and challenges**

### **11:10 - 11:30: Overtourism and sustainability: a bibliometric study**

Paradoxically, overtourism has started to develop, above all, since the pandemic caused by COVID-19. Therefore, it can be established that the phenomenon of overtourism is currently in the process of extensive study, both of its causes and of its potential and real consequences. In the solutions proposed in the literature, we find that these are diverse and may not be applicable to all tourist destinations.

#### **Speakers**

##### **Cristina Santos**

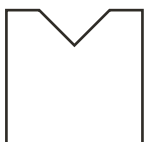
ESIC Business & Marketing School  
Professor-Researcher  
Valencia Spain

### **11:30 - 11:50: The ICOMOS International Charter for Cultural Heritage Tourism 2022: commons, capacity building and capacity building for transforming tourism**

#### **Speakers**

##### **Celia Martínez**

Universidad de Granada (UGR)  
Full Professor. Member of ICOMOS Board. Vice-president  
of the ICOMOS International Scientific Committee on  
Cultural Tourism  
Directiva de ICOMOS (Internacional)  
Granada Spain



## 11:50 - 12:10: Heritage, tourism and sustainability: a vision from the rural world

Rural societies are faced with the challenge of facing their future. Cultural heritage, the development of new economic opportunities such as tourism and the consolidation of social structures and identity processes play a fundamental role in the sustainability of these spaces. It is necessary to raise a debate that will lead us to new approaches and methodologies of intervention.

### Speakers

#### Julio Grande

Sepinum

CEO

San Vicente de la Sonsierra Spain

## 12:10 - 12:30: Discussion of the second morning session: Cultural tourism: current affairs and challenges

### Moderator

#### Luis Pérez Armiño

ICOM Spain

Vice-President

Madrid Spain

### Speakers

#### Cristina Santos

ESIC Business & Marketing School

Professor-Researcher

Valencia Spain

#### Celia Martínez

Universidad de Granada (UGR)

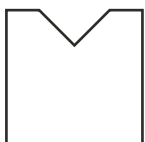
Full Professor. Member of ICOMOS Board. Vice-president of the ICOMOS International Scientific Committee on Cultural Tourism. Directiva de ICOMOS (Internacional) Granada Spain

#### Julio Grande

Sepinum

CEO

San Vicente de la Sonsierra Spain





## 12:30 - 12:40: Conclusions of the morning session

### Speakers

#### Mario Antas

Museu Nacional dos Coches de Lisboa. Member of the Board of ICOM Europe.  
Director of National Coach Museum  
Lisboa Portugal

## 12:40 - 12:55:

### Speakers

#### Luis Pérez Armiño

ICOM Spain  
Vice-President  
Madrid Spain

## 12:55 - 13:00: Farewell

### Speakers

#### Giuliana Ericani

ICOM Europa  
President  
Paris France

#### María Auxiliadora Llamas

ICOM España  
President  
Madrid Spain

