

# Museum Communications at a Crossroads: Empowering Our Communities in Times of Change and Crisis

*A joint conference from ICOM Marketing and Public Relations, ICOM Georgia,  
and Tbilisi Museums Union, with Academia Europaea Tbilisi Regional Hub  
and Georgian Museum of Fine Arts*

5 – 7 December 2024  
Georgian Museum of Fine Arts  
Tbilisi, Georgia

**3-4 December**

*Everything in a Museum Communicates Workshop takes place at other venues*

## Wednesday, 4 December

**15:00-19:00 On-site Registration and Check-In:**

**Ilia Chavchavadze Literary-Memorial Museum**

Address: 7 Ivane Javakhishvili str.

Tours:

**16:00 – Ilia Chavchavadze Literary-Memorial Museum**

Address: 7 Ivane Javakhishvili str.

**17:00 – Kote and Soso Tsereteli Museum**

Address: 2 Dimitri Uznadze str.

**17:00 – Galaktion Tabidze House Museum**

Address: 4 Kote Marjanishvili str.

**19:30**

**Opening Reception for Conference/Closing Reception for Workshop**

Ilia Chavchavadze Literary-Memorial Museum, address: 7 Ivane Javakhishvili str.

## Thursday, 5 December

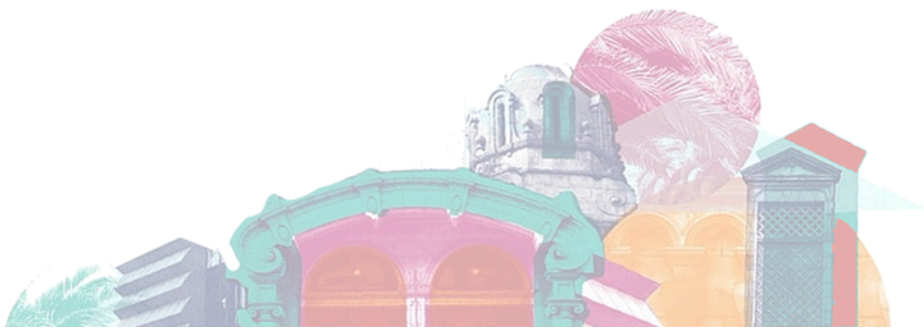
**9:00-10:00 Welcome Coffee & Registration**

**10:00-10:30 Opening Remarks**

Lana Karaia, Chair, ICOM Georgia

Dr. Nini Sanadiradze, General Director of Tbilisi Museums Union

Deborah Ziska, United States; Chair, ICOM MPR, introduces



**10:30-11:30 Keynote Session**

**GNM: At the Nexus of Culture, Science, and Exploration — Building Brands on Our Biocultural Heritage**

Prof. Dr. David Lordkipanidze, General Director of the Georgian National Museum; Academic Director of AE Tbilisi Hub

Moderator: Natia Khuluzauri, Georgia; Board Member, ICOM MPR

**11:30-13:00 Session One | When Digital Projects Foster Dialogue, Collaboration, and Community Engagement**

Moderator: Niloofar Yazdkhasti, Iran; Vice Chair, ICOM MPR

**Transformative Frameworks for Sustainable Futures: The Role of Curators as Systems Designers in the 4th Industrial Revolution**

Christiana Kazakou, Greece/UK

**Examining Place and Action Memories through Experience and Games**

Ebru Güç, Turkey

**Harnessing Data Tracking for Museums: Promoting Civic Engagement and Innovative Communication**

Manuel Scortichini, Italy

**From Artifacts to Experiences: Transforming Museums into Interactive Centers**

Alok Bhasin and Puja Anand, India

**Enhancing Inclusivity and Dialogue in Museum Theatre through Digital Transformation**

Foteini Venieri, Greece

**13:00-14:00 Lunch at Museum | Video projection**

**Intangible Heritage of Occupied Didi Liakhvi Valley – Georgia (18:00 min.)**

Accompanies exhibit on display: *Traditions of the Great Liakhvi Valley: Village Kekhvi*. The four video sketches (Wrestling, Fishing, Beer Brewing, Angels Day) were designed to preserve the intangible cultural heritage of the occupied Tskhinvali region. The project is organized by the National Committee of Blue Shield of Georgia and financially supported by a grant from the U.S. Embassy and Cultural Emergency Response (CER, the Netherlands). <https://blueshield.ge/?cat=943&lang=en>



## 14:00-15:30 Session Two – Museum Initiatives in Conflict Zones

Moderator: Deborah Ziska, United States; Chair, ICOM MPR

### **Engagement in Museums Dealing with Difficult Pasts: A Focus on Conflictarium and Partition Museum**

Aakanksha Tated, India

### **Didi Liakhvi Museum-Reserve as a Symbol of Unity for Displaced Communities**

Mariam Lomsadze and Salome Kasabishvili, Georgia

### **Building Bridges: Collaborating with Museums and Community Centers to Safeguard Intangible Cultural Heritage of Displaced Communities**

Tamari Sopromadze, Georgia

### **Shadows and Walls: Hanenko Museum During War – Ukraine (36:37 min.)**

In the documentary short film, an empty museum is documented, where tours, concerts, exhibitions, and performances used to take place.

Museum staff share how the museum continues to operate during the war and describe the initial days/months of the full-scale invasion.

Production: MIR&CO PRODUCTION. This film was created with the support of the Ukrainian Cultural Fund.

<https://www.youtube.com/watch?v=RQmGF9OvI80&t=757s>

### **Documentation and Data Transparency as Safety Policy**

Dariia Sukhostavets, Ukraine

## 15:30-16:00 Coffee Break

## 16:00-17:30 Session Three – Fostering Purpose

Moderator: Natia Khuluzauri, Georgia; Board Member, ICOM MPR

### **Strategies and Practices to Overcome the Obstacles that Museum and Science Centres Face in Advancing Sustainable and Regenerative Development**

Divyeshkumar Gameti, India

From Soviet Memory to Banksy, Contemporary Street Art Icon

Nino Akhvlediani and Marika Babunashvili, Georgia



## **On the Construction of the 'Universal' Audience in Artistic Communication**

Timothy deVries, Canada

## **Effectiveness of the Exhibition's Communication Technologies: Vera Pagava Exhibition**

Anna Verulashvili, Georgia

## **Museum Branding with Purpose – Stand Out for What You Stand For**

Cecilia Martin Abad, Spain/UK

### **17:30-18:00 Everything in a Museum Communicates – Workshop Takeaways**

ICOM MPR Board Members Natia Khuluzauri, Georgia, and Luis Marcelo Mendes, Brazil

### **Instructions for the Second Day**

Lana Karaia, Chair ICOM Georgia

## **Friday, 6 December**

### **9:00-10:00 Welcome Coffee**

### **10:00-10:15 Welcome and Opening Remarks**

Host: Lana Karaia, Georgia, Chair ICOM Georgia

Remarks: Deborah Ziska, United States, Chair MPR

### **10:15-11:30 Keynote Session**

#### **How Far Does Your Tolerance Go?**

Maria Vlachou, Executive Director, Acesso Cultura/Access Culture, Portugal

Moderator: Luis Marcelo Mendes, Brazil; Board Member, ICOM MPR

### **11:30-13:00 Presentations and Debate – Communicating Social Justice in the Culture Wars**

#### **Communicating Social Justice in the Culture Wars**

Anna Cornelius, United Kingdom

#### **Guardians of Democracy: How Tbilisi Museums Union Inspires Responsible Action and Fosters Democratic Values**

Nini Sanadiradze, Georgia

#### **Addressing the Rise in Right-wing Extremism in Museum Education**

Michaela Smidová and Eliška Pekárková, Czech Republic



**13:00-14:00 Lunch at Museum**

**Video:**

Intangible Heritage of Occupied Didi Valley – Georgia (18:00)

**14:00-15:30 Session Four – Building Community Resilience**

Moderator: Anna Dentoni, Italy, Board Member, ICOM MPR

**The KBR Museum's Journey Toward Accessibility in a Heritage-Listed Building**

Carolien Mertens, Belgium

**Museums as A Mechanism for Community Integration**

Emma Loosley Leeming, UK, Mikheil Tsereteli and  
Darejan Dzotsenidze, Georgia

**Empowering Crisis-Affected Communities through Museum-Based Initiative in Iran**

Mohammad Hekmat, Iran

**Connecting Past and Present: The Iran Dolls Museum's Engagement with Women's Rights and Community Dialogue**

Nilloofar Yazdkhasti, Iran

**Empowering Communities through Sustainable Museum Practices: A Response to Global Challenges**

Md. Arafat Ali, Bangladesh

**15:30-16:00 Coffee Break**

**16:00-17:30 Session Five – Safe Spaces in Museums**

Moderator: Carolien Mertens, Belgium; Board Member ICOM MPR

**Affective Strategies to Achieve Safe Spaces in Museums: Citizen Labs in Mexico**

Jessica Ramírez Rivera, Mexico

**Embracing a Mixed Pricing Strategy to Overcome Financial Barriers for Museum Visitors Amid Inflation**

Lingjun Li, United Kingdom



**Cháke Bicho, MuCi's Exhibition that Promotes Environmental Education to its Community**

María Amalia Brítez Rodríguez, Paraguay

**Huella M: Model Framework for Sustainable Museum Management**

Julio González Liendo, Colombia

**People Make Museums: Artequin Museum**

Roberto Torres, Chile

**17:30-18.30 Conference Takeaways**

With travel grantees Dariia Sukhostavets, Ukraine; Vladyslava Dermanska, Ukraine; Maryna Kutsenko, Ukraine; Mohammad Hekmat, Iran; Niloofar Yazdkhasti, Iran; Maria Amalia Britez Rodriguez, Paraguay and Jessica Ramirez Rivera, Mexico

Moderator: Deborah Ziska, United States; Chair, ICOM MPR

**Closing Remarks**

Lana Karaia, Chair ICOM

Deborah Ziska, Chair, ICOM MPR

**Saturday and Sunday, 7-8 December**

Excursions: <https://icom-georgia.mini.icom.museum/en/mpr-2024/tours/>

