

**ICOM** international  
council  
of museums  
**Russia**

**MPR** ICOM  
international committee  
for marketing  
and public relations



SPECIAL GUEST

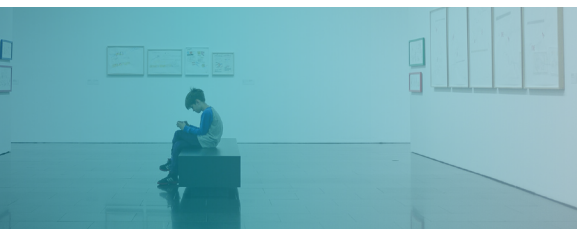


Государственный музей  
изобразительных искусств  
имени А.С. Пушкина

# LET'S TALK!

## Reimagine the Visitor's Journey

45th ICOM MPR Hybrid Annual Conference



Moscow

THURSDAY

16

SEP  
2021

SUNDAY

19



## THE INTERNATIONAL COUNCIL OF MUSEUMS

The Russian Committee of the International Council of Museums (ICOM Russia) is a Russian National Committee of the International Council of Museums (ICOM), an international organization of museums and museum professionals committed to the conservation, continuation, and promotion of the world's natural and cultural heritage.

ICOM of Russia promotes the strengthening of the competencies of museum specialists, provides consulting and methodological support, organizes professional events on the territory of the Russian Federation and abroad.

ICOM-MPR is an international subcommittee of ICOM. ICOM, The International Council of Museums, works for society and its development. It is committed to ensuring the conservation, and protection of cultural goods. ICOM establishes professional and ethical standards for museum activities, makes recommendations on such issues, promotes training, advances knowledge and raises public cultural awareness through global networks and co-operation programs.



## THE INTERNATIONAL NUMISMATIC CLUB MUSEUM

The Museum was founded in 2015 and is located in the historic, 17th-century Zinoviev-Yusupov Chambers, on Bolshoi Afanasy-

evsky Lane in Moscow. The permanent display is formed by the personal collection of the founder of the museum – Vagit Yusufovich Alekperov. The museum collections number over 5,000 coins, including the most complete collection of gold coins of the Russian Empire, platinum coins, and one of the world's finest private collections of ancient Greek and Roman gold coins, thalers, and modern Russian commemorative coins. The uniqueness of this collection lies in the great variety of the rarest of specimens, the exceptional condition of the coins, and, most importantly, in its accessibility for visitors and scholars.

The International Numismatic Club Museum is a member of the most authoritative Russian and international organisations: The Union of Museums of Russia; International Council of Museums (ICOM); International Numismatic Council (INC).

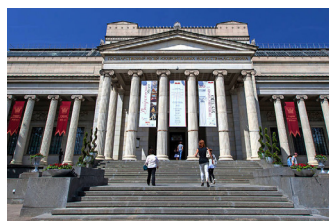
The International Numismatic Club Museum works closely with the scientific and museum communities, establishes grants and conducts competitions, supports domestic numismatists and researchers, and publishes specialised literature.



## THE PUSHKIN STATE MUSEUM OF FINE ARTS



ГОСУДАРСТВЕННЫЙ МУЗЕЙ  
ИЗОБРАЗИТЕЛЬНЫХ ИСКУССТВ  
ИМЕНИ А.С. ПУШКИНА



The Pushkin State Museum of Fine Arts is a museum complex that is currently in possession of one of the largest world art collections from Ancient Egypt and Greece to our days. Today the holdings of the museum contain around 700,000 art works of different epochs. The jewel of the collection is French art of the XIX – XX centuries – one of the most famous collections of Impressionist and Post-Impressionist paintings in the world. Due to the active exhibition, scientific and inclusive activities, music festivals, artistic and educational work with adults and children The Pushkin Museum is now one of the most important cultural centers of Russia, which is visited by more than one million people per year.

September 16

# Day One

Date	Moscow Time	Activity
<b>THURSDAY SEPTEMBER 17TH, 2021   ARRIVAL DAY</b>		
Thursday Sep 16th, 2021	-	Guests Arrive
Thursday Sep 16th, 2021	19:00- 20:30	Meeting of the Board of ICOM MPR

September 17

# Day Two

Location:  
THE INTERNATIONAL  
NUMISMATIC CLUB MUSEUM

Date	Moscow Time	Activity
<b>FRIDAY   SEPTEMBER 17TH, 2021   1ST DAY OF CONFERENCE</b>		
Friday Sep 17th, 2021	09:00	<b>ON-SITE PARTICIPANTS REGISTRATION</b> - cultural program - first coffee/tea of the day
Friday Sep 17th, 2021	9:30 - 10:30	Guided Tour at The International Numismatic Club Museum
Friday Sep 17th, 2021	10:45	<b>CONFERENCE BEGINS</b>
Friday Sep 17th, 2021	10:45 - 11:25	<b>WELCOME</b> <ul style="list-style-type: none"><li>• <b>Alexander Sholokhov</b>, President, ICOM Russia</li><li>• <b>Roman Davydov</b>, The International Numismatic Club Museum</li><li>• Introduction of the Keynote Moderator: <b>Matthias Henkel</b></li><li>• <b>Matthias Henkel</b>, Chair of ICOM MPR Introduction into the Conference theme (Digital Statement)</li></ul>
Friday Sep 17th, 2021	11:30-12:30	<b>KEYNOTE SPEAKER</b> <b>Lisa Baxter</b> , FRSA, Founder of The Experience Business

September 17

# Day Two

Location:

THE INTERNATIONAL  
NUMISMATIC CLUB MUSEUM

Date	Moscow Time	Activity
Friday Sep 17th, 2021	12:30-12:45	Q & A
Friday Sep 17th, 2021	12.50-14:00	<b>LUNCH BREAK</b> Guided Tour at The International Numismatic Club Museum for the Online Audience
<b>PLENARY SESSION</b>		
Friday Sep 17th, 2021	14:00 -15:00	<b>KEYNOTE SPEAKER</b> <i>Dragana Lucija Ratcovic Aydemir</i> Moderator: <i>Tamara Ognjevic</i>
Friday Sep 17th, 2021	15:00-15:10	Q & A
Friday Sep 17th, 2021	15:10-15:25	<i>Boris Akunin</i> , Writer (Digital Statement) Moderator: <i>Tamara Ognjevic</i>
Friday Sep 17th, 2021	15:25 - 15:40	Discussion
Friday Sep 17th, 2021	15:40-16:00	<b>COFFEE / TEA BREAK</b>
Friday Sep 17th, 2021	16:05-16:30	<i>Eike Schmidt</i> (Digital Statement), Director General, Uffizi Gallery, Florence Moderator: <i>Olga Chistanova</i>
Friday Sep 17th, 2021	16:30-16:45	Discussion
Friday Sep 17th, 2021	16:45 - 17:00 17:00 - 17:15	<i>Tasia Duske</i> (Digital Statement), CEO of the Museum Hack Moderator: <i>Bjorn Stenvers</i>
Friday Sep 17th, 2021	17:30 - 18:30	<b>ONLINE WORKSHOP</b> <i>Lisa Baxter</i> , FRSA, Founder of The Experience Business
Friday Sep 17th, 2021	19:30 - 21:00	<i>Digital Quote of Gerhard Thiele (Astronaut)</i> , Team of Space-Shuttle-Flight STS-99 Moderator: <i>Matthias Henkel</i>
<b>RECEPTION</b>		

September 18

# Day Three

Location:  
THE INTERNATIONAL  
NUMISMATIC CLUB MUSEUM

Date	Moscow Time	Activity
Saturday Sep 18th, 2021	08:00-09:25	MPR Smart Talk presenters – technical support for the participants

## INTRODUCTION

Saturday Sep 18th, 2021	9:30 -10:05	<b>Artyom Silkin</b> , Deputy of the Sviyazhsky rural settlement of the Zelenodolsk municipal district of the Republic of Tatarstan Moderator: <b>Olga Sinitsyna</b>
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Saturday Sep 18th, 2021	10:05 -10:15	Q & A
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Saturday Sep 18th, 2021	10:15 -10:45	<b>Natalia Nikitina</b> , General Director of the Klomensky Posad Moderator: <b>Olga Sinitsyna</b>
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Saturday Sep 18th, 2021	10:45-10:55	Q & A
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Saturday Sep 18th, 2021	10:55-11:05 11:05-11:15	<b>Deborah Ziska</b> , Co-Chair of ICOM MPR <b>Preview of the ICOM General Conference in Prague 2022</b> <b>Susan Van't Slot</b> (SKD - Mariniersmuseum) Moderator: <b>Matthias Henkel</b>
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Saturday Sep 18th, 2021	11:20-13:00	<b>LUNCH BREAK AT THE INTERNATIONAL NUMISMATIC CLUB MUSEUM</b>
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CHANGE OF VENUES:  
THE PUSHKIN STATE MUSEUM OF FINE ARTS

September 18

# Day Three

Location:

THE PUSHKIN STATE MUSEUM  
OF FINE ARTS

Date	Moscow Time	Activity
Saturday Sep 18th, 2021	13:35-15:00	<p><b>SPECIAL GUEST - PANEL DISCUSSION</b></p> <p><i>“Universal tongue of communications – live, hybrid or fully digital?”</i></p> <p><i>What language will speak the Museum in the future?”</i></p> <p><b>PARTICIPANTS</b></p> <p><b>Francesco Spagnolo</b>, Curator &amp; Associate Adjunct Professor, University of California, Berkeley, Curator of The MagnesCollection in the Department of Music</p> <p><b>Kristina Krasnyanskaya</b>, Executive Director of the Jewish Museum and Tolerance Centre</p> <p><b>Lia Chechick</b>, Chief Curator, The Jewish Museum and Tolerance Center, Moscow, Russia</p> <p><b>Matthias Henkel</b>, PhD, Chair of ICOM MPR</p> <p><b>Florence Chao</b>, audio description and touch programs curator 海外存珍—順天美術館藏品歸鄉展 近用體驗區» of the Taiwan National Museum of Fine Arts</p> <p><b>Kristina Barekyan</b>, German chancellor fellow, Alexander von Humboldt Foundation, guest researcher at Network of European museum organizations</p> <p>Moderator:</p> <p><b>Evgeniya Kiseleva</b>, PhD, Head of Interdisciplinary projects of the Pushkin State Museum of Fine arts, assistant professor of Media art and cinema department of the Russian State University the Humanities and Centre for Digital Cultures and Media Literacy of the Higher School of Economics</p>
Saturday Sep 18th, 2021	15:00-15:20	<b>COFFEE BREAK</b>

September 18

# Day Three

Location:

THE PUSHKIN STATE MUSEUM  
OF FINE ARTS

Date	Moscow Time	Activity
Saturday Sep 18th, 2021	15:20-15:25	Moderator: <b>Tamara Ognjevic</b> , introduction of the format MPR SMART TALKS
Saturday Sep 18th, 2021	15:25-15:35	1. Case study <b>Anna Mikhailova</b> (Ideas for Museums) <b>Challenge on Telegram channel as a format for working with a loyal audience.</b>
Saturday Sep 18th, 2021	15:37-15:47	2. Case study <b>Maria Rakhcheeva</b> (K.A. Timiryazev State Biological Museum) <b>A new brand inside the museum: 5 steps of creating an Online educational studio "Bioefir".</b>
Saturday Sep 18th, 2021	15:50-16:00	3. Case study <b>Elena Kosheleva</b> (Mosenergo and Energy Museum of Moscow) <b>New reality</b>
Saturday Sep 18th, 2021	16:03-16:13	4. Case study <b>Vyacheslav Klimentov</b> (Museum of Cosmonautics, Moscow) <b>Cosmonautics Museum LIVE: how to stay connected with the whole country.</b>
Saturday Sep 18th, 2021	16:15-16:25	5. Case study <b>Elena Marusina</b> (The International Numismatic Club Museum) <b>New technologies and modern communication methods. From a private collection to a museum and popular public space.</b>
Saturday Sep 18th, 2021	16:27-16:37	6. Case study <b>Ekaterina Hormach</b> (Museum of the Special Purpose Garage of the FSO of Russia) <b>Contemporary Museum: Traditions and Innovations</b>

September 18

# Day Three

Location:

THE PUSHKIN STATE MUSEUM  
OF FINE ARTS

Date	Moscow Time	Activity
Saturday Sep 18th, 2021	16:40-16:50	7. Case study <b>Elena Istyagina-Eliseeva</b> (State Sports Museum) <b><i>Sports Museum in the Pandemic Era: New Challenges - New Opportunities</i></b>
Saturday Sep 18th, 2021	16:50-17:10	<b>TEA/COFFEE BREAK</b>
Saturday Sep 18th, 2021	17:15-17:45	<b>CONCLUSION OF THE CONFERENCE BY YOUNG MUSEUM PROFESSIONALS/STUDENTS</b> Moderator: <b><i>Bjorn Stenvers</i></b>
Saturday Sep 18th, 2021	17:55-18:10	<b>FAREWELL CEREMONY</b>



## Visit to the Kolomenskaya Pastila



(COLOMNA PASTILA MUSEUM) The museum "Kolomenskaya Pastila" is a new type of museum which preserve and present intangible heritage, something ephemeral and elusive: tastes,

smells, culture of everyday life, the way of speaking. Museum was open in 2009 in the heart of Kolomna Posad. Museum specialists studied archives and restored the technology of making pastille and created a whole collection of disappeared flavors, each with its own special history. Realization of this project has turned the depressing, dying historical part of the city has turned into a prestigious place to live. The city was included in the top ten most popular small tourist cities in Russia, and pastila in 2014 became the official delicacy of the year of culture of Great Britain-Russia and was included in the line of national souvenirs. In 2016 the project received the Russian Government's Tourism Award, and in 2017 it became a nominee for the prestigious award "Best European Museum of the year 2017" (EMYA). During these years museum has opened several branches: Museum of Kalach, Museum-residence "Artcommunalka. Erofeev and others", Museum-Navigator, Literary café "Lazhechnikov", "Communal Odyssey" (the beginning of the City Archive of Personal memories of Kolomna residents), Pilnyak Center, museum-laboratory "Silk factory" (the factory includes a creative co-working space, a museum and exhibition hall, an experimental laboratory with innovative threads, an art residence and an open production facility with a display of old and new technologies), center of social innovations "Library of Heritage".



### MORE INFORMATION HERE:



[www.kolomnapastila.ru](http://www.kolomnapastila.ru)



[vk.com/kolomnapastila](https://vk.com/kolomnapastila)



[pastilakolomna](https://www.instagram.com/pastilakolomna)



[www.facebook.com/kolomnapastila](https://www.facebook.com/kolomnapastila)



[www.youtube.com/user/kolomnapastila](https://www.youtube.com/user/kolomnapastila)

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## INFORMATION

### THE INTERNATIONAL NUMISMATIC CLUB MUSEUM

Bolshoy Afanasyevsky Lane, 24, Moscow, 119019

### A. S. PUSHKIN STATE MUSEUM OF FINE ARTS

The Moscow Lopukhins ' Mansion  
Maly Znamensky lane, 3/5 p. 4

## CONTACTS

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### **Olga Chistanova, Executive Director of ICOM of Russia**

Cellphone: +7(923) 396 47 90

Email: Directorate@icom-russia.com

### **Alina Sosnovskaia, Project Curator of ICOM of Russia**

Cellphone: +7 (983) 159-08-78

Email: Directorate@icom-russia.com

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## THE ORGANIZING TEAM

Matthias Henkel, *Chairman of ICOM MPR*

Tamara Ognevich, *Member of the ICOM MPR Presidium*

Bjorn Stenvers, *Treasurer of ICOM MPR*

Afanasy Gnedovsky, *Member of the Presidium of the ICOM of Russia*

Olga Chistanova, *Executive Director of ICOM of Russia*

Alina Sosnovskaia, *Project Curator of ICOM of Russia*

Design by Alena Kesseem