



26th ICOM
General Conference
20→28 Aug

ICOM
PRAGUE
2022

THE POWER
OF MUSEUMS

ICOM Prague 2022 basic PRESS KIT

Dear colleagues and friends,

We would like to thank you once again for your registration for ICOM Prague 2022 and we look forward to meeting you in Prague!

Here we bring you a very basic PRESS kit with basic information, contacts, and the most important sessions of ICOM Prague 2022!

Thank you for being with us!

Detailed programme on icomprague2022.gcon.me/page/home (top right corner - > Log in with same email you've used for registration)

More information about ICOM Prague 2022 on prague2022.icom.museum

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PRESS Meetings with Keynote Speakers and Panelists

Immediately following each keynote speech and the main panel discussion, there will be time for your questions to the speakers. We have prepared for you Club H in the Prague Congress Centre, where you can meet the Keynotes and Panelists and ask them questions, arrange a private interview etc. PRESS Meetings and PRESS Conference will be in English.

- **Heritage Protection Responses in Ukraine**, 21 August 2022, 18:15–18:45, Panorama Hall, Prague Congress Centre
- **Purpose: Museum and Civil Society**, 22 August 2022, 11:30–12:00, Club H, Prague Congress Centre
- **Sustainability: Museums and Resilience**, 23 August 2022, 10:45–11:15, Club H, Prague Congress Centre
- **Vision: Museums and Leadership**, 23 August 2022, 13:45–14:15, Club H, Prague Congress Centre
- **Delivery: Museums and New Technologies**, 24 August 2022, 10:45–11:15, Club H, Prague Congress Centre

PRESS conference – ICOM Museum definition

- 25 August 2022, 10:00–11:00, [Ministry of Culture of the Czech Republic](#)
(Ministerstvo kultury, Maltézské náměstí 1, 110 00, Praha)



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21 August is a very important day in the Czech Republic because it is the anniversary of the Soviet occupation of Czechoslovakia in 1968, and we are happy to talk about Heritage protection and Red Lists on this day!

The ICOM Red Lists, a tool to Protect Cultural Objects: Discussion on the New Red List Southeast Europe!

21 August 2022, 15:45–16:45, Panorama Hall, Hybrid format

Since 2000, ICOM has been producing Red Lists to protect heritage from illicit trafficking. The entire series covers over 50 countries and Lists have been translated into over 20 languages. As tools created by museum experts to assist non-museum experts, Red Lists have a track record in identifying and protecting heritage at risk. This session will feature experts who have worked on the most recent Red List for Southeast Europe and highlight some activities for its sharing and communication.

Heritage Protection Responses in Ukraine

21 August 2022, 17:00–18:00, Panorama Hall, Hybrid format

Following the Russian invasion of Ukraine in February 2022, ICOM firstly condemned any destruction or threat to cultural heritage, called for relevant actors to support museums and museum personnel, and declared its expectation that all countries in the region abide by their obligations under the international cultural conventions. At operational level, ICOM has since worked closely with its members both inside and outside Ukraine to ascertain the needs of museums and museum professionals in Ukraine and to understand what support other museums and museum professionals elsewhere in the ICOM network can offer their Ukrainian colleagues. This panel will spotlight actions already carried out, as well as offer an opportunity to exchange on future needs for the museum community in Ukraine.



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Main topics and speakers of ICOM Prague 2022 – The Power of Museums

22 August 2022 – Purpose: Museums and Civil Society

In recent times, many voices have been raised regarding the role cultural institutions should play within their own local communities. The democratic battles fought worldwide in the name of human rights urge museums to take an active stance towards a fair advancement of civil society. Believing that the cultural sector can remain neutral in the face of exclusion and discrimination would endanger museums' own relevance. This plenary session stimulates a wider debate on projects and ideas capable of enabling museums to take on a key role as agents of social change.

9:45–10:15 – Keynote speech by [Margarita Reyes Suárez](#)

10.15–11.15 – Panel Discussion with [Kateryna Chuyeva](#), [Jasminko Halilovic](#), [Barbara Kirshenblatt-Gimblett](#) and [Hang Nisay](#)

Congress Hall, Hybrid format

23 August 2022 – Sustainability: Museums and Resilience

Climate change, natural disasters and a wide range of environmental concerns call for the implementation of more effective actions from global institutions. Moreover, the COVID-19 pandemic dramatically underlined the need to develop more sustainable funding models for museums and other cultural institutions. In this context, can museums, through their activities and programmes, actively participate in the creation of sustainable models for contemporary societies? A varied group of panellists will provide an opportunity to share experiences and innovative ways to move towards a sustainable future.

9:00–9:30 – Keynote speech by [Hilda Flavia Nakabuye](#)

9:30–10:00 – Panel Discussion with [Ondřej Dostál](#), [Mordecai Ogada](#), [Jahvani Phalkey](#) and [Sébastien Soubiren](#)

Congress Hall, Hybrid format

ICOM international
council
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23 August 2022 – Vision: Museums and Leadership

Disruption is emerging as a key factor for contemporary museum leadership. Museum directors are faced with the difficult tasks of encouraging their colleagues to find new solutions to unprecedented issues, as they seek ways for their organisations to endure and survive. Expert panellists from renowned international institutions will debate on the challenges faced by museum leaders today, including the integration of physical and digital, the need for new business models, a greater engagement with the social role of museums and more.

12:00–12:30 – Keynote speech by [Lonnie G. Bunch III. & Hilary Carty](#)

9:30–10:00 – Panel Discussion with [Elizabeth Merrit, Marek Prokůpek, Andrés Roldan and Antje Schmidt](#)

Congress Hall, Hybrid format

24 August 2022 – Delivery: Museums and New Technologies

New technologies for museums are not only precious tools for creating digital exhibitions and improve audience engagement, but also effective resources to protect and store collections, reduce organisational costs and expand accessibility in cultural institutions. The application of digital instruments accelerated due to the recent forced closures of most museums worldwide: several museums have resorted to the use of digital tools to maintain contact and engage with their publics remotely. This plenary session addresses the potential of new technologies to meet the different needs of contemporary museums.

9:00–9:30 – Keynote speech by [Seb Chan](#)

9:30–10:00 – Panel Discussion with [Nanet Beumer, Sarah Brin, Lāth Carlson and Sarah Kenderdine](#)

Congress Hall, Hybrid format



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Good to know

- ICOM Prague 2022 is very first ICOM General conference held in hybrid format!
- In total, more than **600** lectures, roundtables, debates and other formats will take place during ICOM Prague2022 with approximately **1,000** speakers, authors, co-authors and lecturers. 19 August we have **3 509** registered participants from **123** countries - **2870** onsite and **639** remotes. Exact statistics will be evaluated and published after ICOM Prague 2022 ends.
- We have decided that funds that were initially designated for the promotion of the conference will be donated to **UNICEF**, with the aim to help children.
- Social responsibility and sustainability are themes that resonate in museums more than ever after the global crises of recent years. COVID-19, the war in Ukraine, the looming financial crisis and many other negative but also positive changes of recent years have led us to the firm conviction that if we want to talk about civil society, sustainability, leadership or new technologies at ICOM Prague 2022, the organisation of the ICOM General Conference must lead by example.

Museums have the Power to make the world a better place!