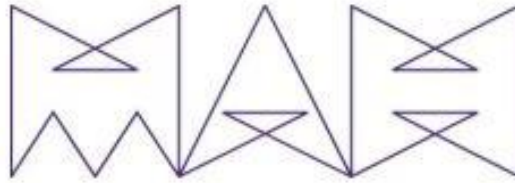




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ICEE

**2021 ICOM ICEE ANNUAL CONFERENCE**  
***REIMAGINIG EXHIBITION EXCHANGE***

MVSEE



## **2021 ICOM ICEE Annual Conference** ***Reimagining Exhibition Exchange*** **September 28 – 30, 2021**

*In Collaboration with the Museum of Art and History of the City of Geneva (MAH)  
and ICOM Switzerland*

### **Registration Free of Charge**

The 2021 ICOM ICEE Annual Conference will be held online from Tuesday, September 28 to Thursday, September 30, 2021, in collaboration with the [Museum of Art and History of the City of Geneva \(MAH\)](#), and [ICOM Switzerland](#). The safety of our members, participants, partners, and collaborators is our top priority. With the ongoing uncertainties of the global pandemic, along with travel restrictions and limited funds for travel, we are aware that it will be difficult for many to join an in-person conference. This is why the organizing committee has decided for a fully digital conference.

From unique presentations to a variety of networking opportunities, the 2021 ICEE Annual Conference will provide participants with a global digital platform to connect and share ideas and experiences with museum professionals from around the world.

[Click HERE to register  
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Thursday, September 30](#)



## Panel

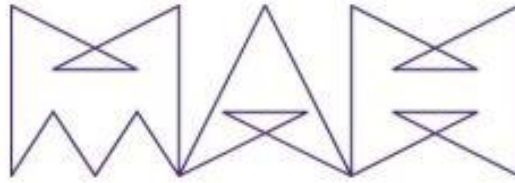
- *Collections and Mutual Confidence: Long-Term Collaboration with Pointe-à-Callière in Montreal.* By Merja Laukia, Director of Collections and Exhibitions, Musée des Confluences (Lyon, France).
- *Redesigning and Reimagining the Museum Development Concept: Changes in Evaluation of Museum Collections of the Cultural Institution of Bonyad Museums (CIBM) During Covid-19 Pandemic.* By HamidReza Ghanbari Hamedani, Director of Museum Services Development, Research and Planning, Mohsen Ghanooni, Head of Conservation Department, Cultural Institution of Bonyad Museums (Iran), and Mitra Saeedi, Conservator of the World Art Museum (Iran).
- *Concept and Sketches for a Low-Cost Travelling Museum Exhibition Typology.* By Sandro Debono, Associate Lecturer in Museum Studies, University of Malta (Malta).
- The keynote presentation and panel will be followed by a brief Q&A session discussion.

## ICOM ICEE General Meeting

- Moderated by Antonio Rodríguez, Chairman, ICOM ICEE, and Hanneke Kik, Secretary, ICOM ICEE.
- Special Guests: Martina Lehmannová, Managing Director, ICOM Czech Republic; Ivana Goossen, Director, Kunsthalle Praha, and Anna Povejšilová, Membership & Development Manager, Kunsthalle Praha, partner institution for the 2022 ICOM ICEE Annual Conference.

## Conference Closing Remarks

- Laura Zani, Former ICOM ICEE Board Member, ICOM ICEE Advisory Committee Member; Executive Advisor in Charge of International Relations and Fundraising, Musée d'art et d'histoire Geneva (MAH), (Switzerland).
- Antonio Rodríguez, Chairman, ICOM ICEE, Member of ICOM ICWG, ICOM SAREC, ICOM SPC, and ICOM US Board (ex-officio); Senior Advisor, International Programs and Touring Exhibition, Washington DC, USA.



## **Redesign and reimagine of museum development concept:**

### **Change and evaluate of collections and museums of the Cultural Institution of Bonyad Museums (CIBM) during Covid- 19pandemic**

Hamidreza Ghanbari Hamedani<sup>1</sup>, Mohsen Ghanooni<sup>2</sup>, Mitra Saeedi<sup>3</sup>

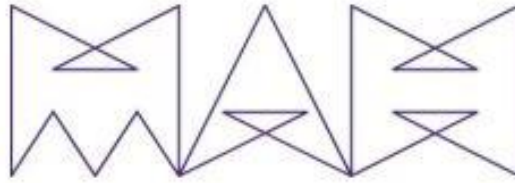
#### **Abstract**

The Outbreaking of the Covid-19 pandemic caused the closure of cultural institutions and museums not only in Iran but also all around the world. Along with all the problems that arose, it presented new opportunities and challenges in the concept of the development of museums. On the other hand, the lack of visitors in museums and exhibitions provided a great opportunity for the museums' experts of the Cultural Institution of Bonyad museums to improve their workspace, rectify the museums' spaces, information exchange, and cooperation with scientific and academic institutions. Moreover, one of the great achievements was the opportunity to redesign and modify the Dafineh Building into four museums: World Art Museum, Islamic Art Museum, Museum of Antique gems and jewelry, Money Museum. The Dafineh Building was a place of the Money Museum and collection of CIBM. This designed development led to exhibiting four thousand artifacts that were hidden in storage for decades. For this enormous project, an expertise team of the CIBM cooperated along with specialized expertise of scientific and academic institutes to identify and examine the authenticity of objects according to the new mankind's requirements.

Subsequently, this case study will try to present a report about the process of the project by focusing on the concept of museum development during the pandemic of covid-19. The main focus will be on the approaches that were used in this transformation and to redefine the way that modern services in museums are provided and to focus on development during the Covid pandemic.

#### **Key words**

Development, Redesign, Covid-19, Cultural Institution of Bonyad Museums, Iran



## بازطراحی و بازآفرینی مفهوم توسعه موزه‌ای: تغییر و تبدیل گنجینه و موزه‌ها در موسسه فرهنگی موزه‌های بنیاد در عصر کرونا

حمیدرضا قنبری همدانی، محسن قانونی، میترا سعیدی

### چکیده

باتوجه به شیوع همه گیری کووید-19 و تعطیلی مراکز فرهنگی و موسسات موزه‌ای در جهان و به تبع آن در ایران فرصت و چالشی جدید را در مفاهیم توسعه ای پیش روی موزه‌ها قرار داده است. از سویی دیگر نبود مخاطبین و بازدیدکنندگان در نمایشگاه‌ها و موزه‌ها، فرصت بسیار مناسبی در اختیار تیم متخصصان موزه‌ای موسسه فرهنگی موزه‌های بنیاد قرار داد تا این چالش را در مفهوم توسعه موزه‌ای و نمایشگاهی، ارتقاء محیط کاری، اصلاح محیط های پیشین موزه‌ای، همکاری و تبادل با موسسات علمی و دانشگاهی به انجام رسانده و در نهایت به افزایش نیروی انسانی متخصص، در جهت ارائه بهتر خدمات فرهنگی و موزه‌ای بانجامید. در همین راستا یکی از مهم‌ترین دستاوردهایی که می‌توان به آن اشاره نمود بازطراحی و تبدیل بنای دفینه واقع در تهران به چهار موزه‌ی هنر جهان، هنر اسلامی، گوهر و آرایه‌های تاریخی و پول بوده است. بنای دفینه که پیش از توسعه و در قبل از همه گیری کووید-19 ساختمان موزه پول و محل خزانه‌های آثار تاریخی بوده، در طی شیوع پاندمی، بازطراحی و بازآفرینی و درنهایت ارتقاء پیدا نمود. در دوره توسعه‌ای جدید حدود ۴ هزار اثر به نمایش درآمده است که این امر موضوعی بسیار چالش‌برانگیز و منحصربه‌فرد در نوع خود محسوب می‌شود. به این منظور بخش قابل توجهی از آثار تاریخی که فرصت نمایش و ارائه برای آنها متصور نبوده و سالها در مخازن نگهداری می‌شدند، توسط تیمی از کارشناسان موسسه به همراه کارگروه‌های تخصصی از دیگر موسسات علمی و دانشگاهی، کارشناسی، اصالت‌سنجی و در فضایی باتوجه به نیازهای دنیای جدید بازتعریف و در اختیار مردم قرار گرفت. بر این اساس در این مقاله سعی خواهد شد تا با محور قرار دادن مفهوم توسعه موزه‌ای با محوریت تغییر و تحولات صورت گرفته در عصر پاندمی گزارشی از فرآیند کارهای صورت گرفته ارائه شود. در این میان تمرکز اصلی در قبال رویکردهای بکار گرفته شده در این تحول، بازتعریف شیوه ارائه خدمات موزه‌ای نوین و توجه به نگاهی جدید به مفهوم توسعه در عصر کرونا خواهد بود که بدان اشاره خواهد شد.

### واژگان کلیدی

توسعه، بازطراحی، همه گیری کووید-19، موسسه موزه های بنیاد، ایران



Time (EST) and (CET)	Day ONE Tuesday, September 28	Day TWO Wednesday, September 29	Day THREE Thursday, September 30
9:00 AM to 10:45 AM (EST) 3:00 PM to 4:45 PM (CET)	Welcoming Remarks  Session I Keynote Presentation Panel and Q&A	Daily Announcements  Session II Keynote Presentation Panel and Q&A	Daily Announcements  Session III Keynote Presentation Panel and Q&A
10:45 AM to 11:00 AM (EST) 4:45 PM to 5:00 PM (CET)	Networking Virtual Break ( <a href="#">SpatialChat</a> )	Networking Virtual Break ( <a href="#">SpatialChat</a> )	Networking Virtual Break ( <a href="#">SpatialChat</a> )
11:00 AM to 11:30 AM (EST) 5:00 PM to 5:30 PM (CET)	Marketplace of Exhibitions (Presentations)	Special Presentation I	ICEE General Meeting Conference Closing Remarks Breakout Rooms
11:30 AM to 12:00 PM (EST) 5:00 PM to 5:30 PM (CET)		Special Presentation II	
12:00 PM to 12:30 PM (EST) 6:00 PM to 6:30 PM (CET)	Marketplace Networking ( <a href="#">SpatialChat</a> )	Virtual Tours	

The time zone for all conference sessions is Eastern Standard Time (EST). The conference programme displays all sessions in both, Eastern Standard Time (EST) (New York), and Central European Standard Time (CEST) (Geneva). All conference sessions will be delivered via Zoom and recorded for later access for registered attendees.

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