

REIMAGINING THE MUSEUM OAXACA 2019

Conference
of the Americas

20—22 November 2019,
Oaxaca, Mexico



Welcome

Welcome to Reimagining the Museum, a much-anticipated conference that unites museum colleagues in the Americas to discuss and debate some of the hottest issues facing the museum field and how to make meaningful change in service to our communities. At a moment in history when our natural and physical world seems under siege from fires, literally and metaphorically, we believe museums can spark human ingenuity, imagination, and action to surmount critical societal issues.

In 2015, the first edition of Reimagining the Museum in Buenos Aires was launched, through a partnership between Fundación TyPA (Teoría y Práctica de las Artes) in Argentina and AAM (American Alliance of Museums) in the United States, to critically examine equity and museums. The conversation continued in Medellín in 2017 through a collaboration with our organizing partner, Parque Explora, to investigate how culture can be a catalyst for civic and urban regeneration.

Today, we meet once again in Oaxaca, Mexico, to resume dialogue focused on the challenges and responsibilities in celebrating difference, living harmoniously, and stewarding the resources of our precious planet. We are delighted to be sharing the gift of Oaxaca with you, a place that celebrates its cultural and natural diversity every day. And we are indebted to a consortium of important Mexican museums and cultural organizations whose tireless efforts and commitment made this program a reality. Lastly, thank you for sharing our vision as we work together to imagine, and reimagine, all the things that museums can be!





Organizers



Fundación TyPA Teoría y Práctica de las Artes

Fundación TyPA has been promoting training and advancement in the areas of the museum, literature and film in Latin America since 2004, with a special focus on museums. It organizes training programs, translates and generates its own publications, provides advice and organizes collaborative networks to support cultural production and its circulation around the world. Over the past 10 years, TyPA has invited experts from leading institutions to participate in its programs benefiting nearly 2000 museum professionals in the region.



American
Alliance of
Museums

AAM American Alliance of Museums

The world's largest museum service organization, the American Alliance of Museums strengthens museums through leadership, advocacy and collaboration. AAM has been bringing museums together since 1906, helping to develop standards and best practices, offering essential resources and career development and providing advocacy on issues of concern to the entire museum community. AAM represents a membership of more than 35,000 institutions & individuals from all 50 U.S. states and nearly 60 countries.

Local partners

Oaxaca, Mexico, will serve as the host city, in partnership with museums and cultural organizations in Mexico, including the Fundación Alfredo Harp Helú Oaxaca and the Museo de la Filatelia, MUFI in Oaxaca; and the Museo Universitario Arte Contemporáneo MUAC, UNAM; the Museo Interactivo de Economía, MIDE; and the Papalote Museo del Niño.





Activities

Reimagining the Museum is designed to offer examples of museum best practices and innovative case studies in institutional transformation as well as opportunities to learn how to initiate and manage change. There will be moments of reflection, inspiration, and debate, plus the opportunity to explore new tools and strategies.

To maximize your experience, we encourage you to make your own observations and engage deeply in conversations with colleagues.

KEYNOTE PRESENTATIONS

Distinguished experts in the cultural field share insights on the central themes of the conference.

CONVERSATIONS

Distinguished subject matter experts provide insight into some of today's most pressing societal challenges and how museums can advance positive social change, influence political discourse, assume greater civic responsibility, and take risks.

WHAT'S ON THE EXPERT'S MIND?

Invited speakers share career insights and what keeps them up at night.

DIALOGUE SESSIONS

Practitioners and thought leaders discuss their experiences and initiate dialogue around specific themes (Side A), and lead activities that translate ideas into practice (Side B).

WORKSHOPS

Practical, hands-on sessions offer participants an opportunity to experiment and explore new approaches.



ON TRIAL

Conducted in a trial-like session format, hear opposing points of view on controversial and timely museum issues.

THE CROWNING

In a fun future-looking event, judges evaluate presentations of visionary projects selected through an open call to the museum field.

ON STAGE

Short rapid-fire presentations on innovative museum projects that are transforming museum practice. Attend presentations of most interest to you scheduled in three concurrent time slots.

THE WEDDING

Six participants will present promising, aspirational museum projects whose success is dependent on finding an ideal museum partner.

OAXACA IN PRACTICE

Participate in field trips hosted at select cultural venues in Oaxaca. Learn first-hand from museum staff about their programs, processes, and practices.

IN THERAPY

Chronic museological issues can be very serious and, sometimes, there is no choice but to seek professional help. Museological therapists will be in residence at Reimagining the Museum for free consultations to offer comfort, advice and active listening to those seeking urgent care.

LUNCHEON CONVERSATIONS

During lunch, join informal roundtable conversations on an array of topics that offer food for thought and networking with colleagues who share similar interests. View Today's Menu and join a conversation. Pre-registration is not required.



Navigating the Big Issues

Museums have the capacity to inform social, cultural or environmental values and provide alternative solutions to timely societal dilemmas.

Inspired by Oaxaca, this edition of Reimagining the Museum will focus on the challenges and responsibilities of coexistence between people of diverse social, political and cultural origin within our ever-changing natural environment. Museums in all disciplines can provide an understanding of societal dilemmas within their unique cultural contexts to advance greater social harmony.

During Reimagining the Museum themes are highlighted, and connections and references emerge and intersect. Museums of all sizes can, and do, address big issues.

#SmallMuseums, regardless of their size, can demonstrate strength and create spaces that foster greater community cohesion.

#lives in motion

While migration is inherent in the human species, regulating its flow, through internal and external borders has become a more common phenomenon. What type of community can we build in an era of increased mass migration? Is it possible to turn a wall into a table?

#structural violence

If violence arises from systemic social injustice and inequality, how can museums provide a deeper understanding on its causes and propose solutions to effectively combat it?

#dismantle gender

Gender relations and the consequences of a patriarchal society have generated growing concern: What strategies can redress gender inequality? What role can museums play in deconstructing existing power structures?

#deconstructing culture

Variation and hybridization are equally important in the evolution and sustainability of culture. Is this dichotomy the only way to understand and define our relationships with other species? How do we provide a deeper understanding about the human impact on our natural world?

#decolonial turn

In a so-called postcolonial era, the colonization of knowledge and power remains pervasive. How do we combat stereotypes? How can practices, experiences and communication foster different power structures? How do we bring about a decolonial turn?

Wednesday,
20 Nov.

9:20—9:40	Gran salón 1,2,3 Welcome and Orientation												
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11:00—11:30	Recinto ferial Coffee Break												
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6:00—6:30	Salida principal Buses												
7:00—8:00	Plaza del Carmen Alto Oaxacan Calenda												

Thursday,
21 Nov.

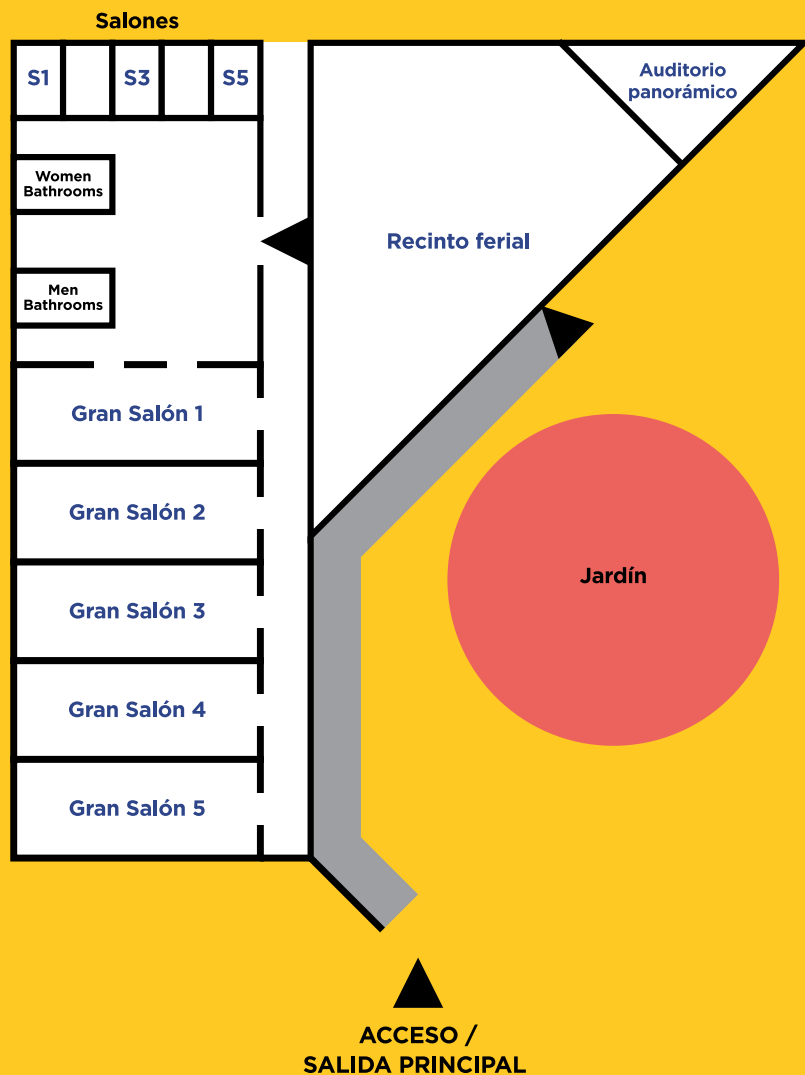
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6:00—6:30	Buses to El Llano														
6:30—9:00	Museum Visits														

Friday,
22 Nov.

9:00—9:45	Gran salón 1,2,3 KEYNOTE PRESENTATION. Fred Wilson	
9:45—11:00	Gran salón 1,2,3 DIALOGUE SESSIONS Museums On the Edge of Fire: Public Policies and Civic Responsibilities	
	Gran salón 4,5 DIALOGUE SESSIONS Self Determination and Decolonizing Thought	
	Auditorio panorámico WHAT'S ON THE EXPERT'S MIND? Néstor García Canclini and José Luis Paredes Pacho	
11:00—11:30	Recinto ferial Coffee Break	
11:30—1:00	Various auditoriums ON STAGE Sessions will repeat at: 11:30, 12:00 & 12:30h	Jardín IN THERAPY PRE-REGISTRATION REQUIRED
1:00—2:30	Recinto ferial - Flowered tables Lunch Break LUNCHEON CONVERSATIONS	
1:30—2:10	Auditorio panorámico WHAT'S ON THE EXPERT'S MIND? Michael John Gorman	
2:30—3:30	Recinto ferial THE WEDDING. The Ceremony	
3:30—5:30	Recinto ferial Collective Workshop	
5:30—6:00	Recinto ferial Closing Words	
6:00—6:30	Salida principal Buses to Hotels and El Llano	
7:30	Hotels and El Llano Buses to Closing Party	
8:00—00:00	Parque de Béisbol Lic. Eduardo Vasconcelos / Guerrero de Oaxaca Closing Party	

Venues

Centro Cultural y de Convenciones de Oaxaca



Venues

Oaxaca and its surroundings

Sessions on the afternoon of day 2 will take place in different venues in Oaxaca city and its surroundings.

- ▶ Centro de las Artes de San Agustín
- Santiago Matatlán
- ▾ Museo de las Culturas de Oaxaca
- Jardín Etnobotánico de Oaxaca
- Centro Cultural San Pablo
- ▶ Centro Fotográfico Manuel Álvarez Bravo
- ▴ Instituto de Artes Gráficas de Oaxaca
- ▶ Fonoteca Eduardo Mata
- Museo Textil de Oaxaca
- ▼ Central de Abastos
- ▶ Museo de la Filatelia de Oaxaca
- Monte Albán
- ▾ Museo Infantil de Oaxaca

Day 1

MORNING

Starting at 7:00	Hotels Misión de los Ángeles, City Centro and Victoria (hotel guests) Parque El Llano, Av. Benito Juárez 809 (all participants)	Bus departure
8:00—9:20	Recinto ferial	Registration
9:20—9:40	Gran salón 1,2,3	Welcome and Orientation
9:45—11:00	Gran salón 1,2,3	CONVERSATION Museums as Activists: Staying with Trouble
11:00—11:30	Recinto ferial	Coffee Break
11:30—12:15	Gran salón 1,2,3	KEYNOTE PRESENTATION. Alejandro de Ávila Blomberg
12:15—1:15	Gran salón 1,2,3	THE WEDDING. The Proposal
1:00—2:30	Recinto ferial - Flowered tables	Lunch Break LUNCHEON CONVERSATIONS
1:30—2:10	Auditorio panorámico	WHAT'S ON THE EXPERT'S MIND? George Yúdice

AFTERNOON

2:30—6:00	Gran salón 2,3	DIALOGUE SESSIONS Culture of Peace: Violence as a Blind Spot for Museums
	Gran salón 4	Gender Order: Reconfiguring Museum Strategies
	Gran salón 5	Migration and Roots: Nurturing Stories and Lives in Motion
	Auditorio panorámico	WORKSHOPS <small>PRE-REGISTRATION REQUIRED</small> Metaphor and Museums
	Gran salón 1	Becoming OF/BY/FOR ALL Your Community
	Salón 1	Leading with Agency and Impact
	Salón 3	Power to the People: Community Participation in Museum Practice
	Salón 5	Visitor Studies: What Do We Want To Know About Our Audiences And How To Ask?
6:00—6:30	Salida principal	Buses
7:00—8:00	Plaza del Carmen Alto	Oaxacan Calenda

Wednesday,
20 Nov.

9:20 — 9:40

Gran salón 1,2,3

Welcome and Orientation

Américo Castilla (Fundación TyPA, Argentina), **Laura L. Lott** (American Alliance of Museums, United States), **Dolores Beistegui** (Papalote Museo del Niño, Mexico)

9:45 — 11:00

Gran salón 1,2,3

CONVERSATION Museums as Activists: Staying with Trouble

Néstor García Canclini (Universidad Autónoma Metropolitana de México, Mexico), **Jorge Melguizo** (COMFAMA, Colombia), **Hortensia Völckers** (Kulturstiftung des Bundes, Germany), **Elaine Heumann Gurian** (The Museum Group, United States). Moderator: **Américo Castilla** (Fundación TyPA, Argentina)

Museums exist within complex societies where fostering harmony within culturally diverse environments requires dedicated commitment. Some cultural institutions prefer to play a minimal role in addressing social needs, or may not consider it part of their mission, while others “stay with the trouble” to help foster greater social cohesion. Explore strategies with varying degrees of risk that address social needs within different cultural contexts.

11:00 — 11:30

Recinto ferial

Coffee Break

11:30 — 12:15

Gran salón 1,2,3

KEYNOTE PRESENTATION. Alejandro de Ávila Blomberg

Alejandro de Ávila Blomberg (Mexico) Jardín Etnobotánico de Oaxaca

Alejandro de Ávila Blomberg, founder and director of the Jardín Etnobotánico de Oaxaca, will offer insight on the history and interrelationship between Oaxaca’s biological and cultural diversity as exemplified at the botanical garden.

12:15 — 1:15

Gran salón 1,2,3

THE WEDDING. The Proposal

Six participants will present promising, aspirational museum projects whose success is dependent on finding an ideal museum partner. During the remainder of the conference, these aspiring partners will assess their prospects through discussions with potential suitors. This light-hearted format captures the spirit of Reimagining the Museum, encouraging alliances between people with passionate conviction and purpose!

Daniel Castro (Museo Nacional de Colombia, Colombia) will present the candidates.

Isabel Collazos Gottret (Centro Cultural Simón I. Patiño Santa Cruz, Bolivia) Cultural manager seeks experienced museum professionals to inform an exhibition methodology that addresses design processes, audience engagement strategies and alternative exhibition development models.

Hillary Enríquez Díaz

(Colectivo Fluorescente, Mexico) Destroyed as a Museum, an independent project of exhibitions in sites that are in a partial or total state of abandonment, seeks alliances to develop workshops, museum convenings and community experiences in sites located in Michoacán and other locations.

Pamela Ipinza Mayor (Museo de la Memoria y los Derechos Humanos, Chile) The Museo de la Memoria y los Derechos Humanos seeks an institution with whom to broaden work and exhibitions that create greater visibility on the role and contribution of women in heritage and memory.

Stephanie López Barona

(Museo La Tertulia, Colombia) Museo La Tertulia seeks an institution with whom to design educational and artistic interventions in communication, art and technology, radio and sound and forge a radio partnership on a shared channel to broadcast their voices to other galaxies.

Waldini Ortega

(Museo Infantil de Oaxaca, México) Museo Infantil de Oaxaca, located in Oaxaca’s old Railway Station, seeks a partner with a compassionate soul and a child-like spirit to develop projects intended for the railroad and children’s communities.

Nicolás Testoni

(Ferrowhite museo taller, Argentina) Railway museum, heart of fire, seeks an equally spirited institution of any age and condition, sensible but also sensitive, confident but not condescending, with a spark that has yet to smolder, interested in a happy family of projects; the first to unite the museums of the Americas through telegraph devices.

1:00 — 2:30

Recinto ferial

Lunch Break

1:00 — 2:30

Recinto ferial - Flowered tables

LUNCHEON CONVERSATIONS

During lunch, join informal roundtable conversations on an array of topics that offer food for thought and networking with colleagues who share similar interests. View Today’s Menu and join a conversation. Pre-registration is not required.

- Ethnography and Popular Culture Museums and Centers
- Art Museums and Centers
- Museums of Memory
- Science and Natural History Museums and Centers
- History Museums, Historic Houses and Spaces
- Children’s Museums and Centers
- Regional Museums of Art, History, Science and Other Disciplines
- Community Museums
- Museums Reenvisioning Themselves

1:30 — 2:10

Auditorio panorámico

WHAT'S ON THE EXPERT'S MIND? George Yúdice

George Yúdice (University of Miami, United States)

Learn more about Yudice's current research Collaborative Discovery: Interaction of Knowledge, that focuses on the emergence of a new institutional framework for museums and cultural centers as social innovation laboratories that thrive on experimentation with local communities, sometimes in partnership with artists.

AFTERNOON

2:30 — 6:00

Gran salón 2,3

DIALOGUE SESSIONS Culture of Peace: Violence as a Blind Spot for Museums

Christy S. Coleman (American Civil War Museum, United States), **Jorge Humberto Gálvez Girón** (Museo Casa de la Memoria Indómita, Mexico), **Jorge Melguizo** (COMFAMA, Colombia), **Marília Bonas** (Memorial da Resistência de São Paulo, Brasil). Moderator: **Tania Reneaum Panszi** (Amnistía Internacional, Mexico).

Gain insight into how museums can deepen understanding of the root causes of civic violence to help foster cultures of peace.

4:00 — 4:30 Coffee Break

Side B is an exercise that examines everyday events, places and objects to better understand the nature of violence. Facilitated by **Marília Bonas** (Memorial da Resistência de São Paulo, Brazil).

2:30 — 6:00

Gran salón 4

DIALOGUE SESSIONS Gender Order: Reconfiguring Museum Strategies

Teresa Riccardi (Museo de Artes Plásticas Eduardo Sívori, Argentina), **Héctor Manuel Meneses Lozano** (Museo Textil de Oaxaca, Mexico), **Anna Woten** (Atlanta History Center, United States), **Tony Boita** (Revista Memória LGBT, Brasil). Moderator: **Ana Rosas Mantecón** (Universidad Autónoma Metropolitana Iztapalapa, Mexico)

The contemporary debate on gender relations and the consequences of patriarchy, with its trail of violence and oppression, has led to a growing interest in gender issues in museums. Gain greater insight on how gender pervades organizational culture, collections, and behaviors and its implications for museum practice.

4:00 — 4:30 Coffee Break

Side B of this session challenges participants to devise creative strategies to combat gender discrimination. Dream big, think outside the box, and help tackle challenging museum scenarios we confront. Be prepared to advocate for your strategies. Facilitated by **Kathleen McLean** (Independent Exhibitions, United States) and **Barbara Henry** (Barbara Henry & Associates, United States).

2:30 — 6:00

Gran salón 5

DIALOGUE SESSIONS Migration and Roots: Nurturing Stories and Lives in Motion

Armando Perla (Rörelsernas Museum, Sweden), **Carlos Tortolero** (National Museum of Mexican Art, United States),

Luis Manjarrés (Museo de Memoria de Colombia, Colombia), **Ricardo Rubiales** (Centro de Ciencias de Sinaloa, Mexico). Modera: **Amarela Varela Huerta** (Universidad Autónoma de la Ciudad de México, Mexico)

While migration is inherent in the human species, the recent heightened interest to regulate its flow with physical borders has been contentious and controversial. What are potential roles and responsibilities for museums in deepening understanding of and context for migration today?

4:00 — 4:30 Coffee Break

Side B of this session is an exercise to activate ideas expressed in the panel discussion on migration. To what extent is the history of human mobility part of our personal stories? Can we recognize the “foreigners” amongst us? What parts of our shared life can we build together? Can we turn a wall into a table? Facilitated by **Elaine Heumann Gurian** (The Museum Group, United States) and **Nicolás Testoni** (Ferrowhite museo taller, Argentina).

2:30 — 6:00

Auditorio panorámico

WORKSHOP Metaphor and Museums

Alejandra Estrada (Independent, Colombia)

Occasionally, we bite our tongues when communicating difficult or controversial ideas in museums. Can metaphor be embedded in the language of a museum to minimize some communication problems? This workshop proposes that we train our minds in the language of visual metaphor through word play and the free association of meanings.

2:30 — 6:00

Gran salón 1

WORKSHOP Becoming OF/BY/FOR ALL

PRE-REGISTRATION REQUIRED

Nina Simon + Lauren Benetua (OF/BY/FOR ALL, United States)

This workshop will dive into the nuts and bolts of becoming OF/BY/FOR ALL. It will unpack the opportunities and challenges involved in becoming more representative OF them, more co-created BY them, and more welcoming FOR them. We will share some of the most pernicious obstacles to doing this work well and tackle the toughest questions about how to make inclusive change at your institution.

2:30 — 6:00

Salón 1

WORKSHOP Leading with Agency and Impact

PRE-REGISTRATION REQUIRED

Hilary Carty (Clare Leadership, United Kingdom)

This workshop will explore the perspectives, approaches and tools required for effective leadership, with a particular focus on leading in mid-career roles. Participants will assess their own unique circumstances, challenges and opportunities, and develop strategies and priorities for making a positive difference.

2:30 — 6:00

Salón 3

WORKSHOP PRE-REGISTRATION REQUIRED
**Power to the People:
Community Participation in
Museum Practice**

Owain Rhys, Heledd Fychan y Elen Phillips (Amgueddfa Cymru-National Museum Wales, United Kingdom)

St Fagans National Museum of History, part of Amgueddfa Cymru-National Museum Wales, was recently honored as the Art Fund UK Museum of the Year for their pioneering community participation work and new facilities and galleries. This workshop will share participatory tools and methodologies for collecting and involving communities in programming and decision making.

2:30 — 6:00

Salón 5

WORKSHOP PRE-REGISTRATION REQUIRED
**Visitor Studies: What Do We
Want To Know About Our
Audiences And How To Ask?**

Leticia Pérez Castellanos (ENCRyM-INAH, Mexico), **Graciela Schmilchuk** (CENIDIAP-INBA, Mexico)

This workshop invites you to examine and practice two critical steps in the visitor studies process: define why, for what and for whom the study will be carried out; and design each survey question to meaningfully inform next steps.

6:00 — 6:30

Salida principal

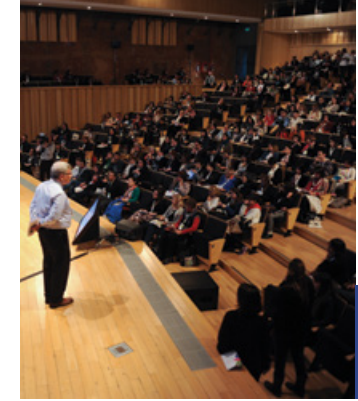
Buses

7:00 — 8:00

Departure point: plaza del Carmen Alto

Calenda oaxaqueña

The Municipality of Oaxaca de Juárez welcomes the participants of Reimagining the Museum to a calenda: a traditional festive event that celebrates community, coexistence, and multiculturalism. At the conclusion of the calenda, participants will be free to explore the local night life or return to their hotel on their own.



Day 2

MORNING

7:50	Hotels Misión de los Ángeles, City Centro and Victoria (hotel guests) Parque El Llano, Av. Benito Juárez 809 (all participants)	Bus departure
9:00—9:45	Gran salón 1,2,3	KEYNOTE PRESENTATION. Rita Segato
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11:00—11:30	Recinto ferial - Flowered tables	Coffee Break Breakfast TyPA Lab on Museum Management
11:30—1:00	Gran salón 1,2,3	ON TRIAL. Museums and Tourism on Trial
	Gran salón 4,5	THE CROWNING
1:00—2:30	Recinto ferial	Lunch
	Salida principal	Buses to host museums

AFTERNOON ALL SESSIONS REQUIRE PRE-REGISTRATION

2:30—6:00	Centro de las Artes San Agustín	DIALOGUE SESSIONS The Narcissus Pause: Curators Facing a Refracted Mirror
	Santiago Matatlán	Vibrant and Thriving Cultures of Indigenous America
	Museo de las Culturas de Oaxaca + Jardín Etnobotánico	From Museums of Natural Science to the Nature of Scientific Museums
	Centro Cultural San Pablo	Art, Alliances, Commitments and Political Experience
	OAXACA IN PRACTICE	
	Museo Textil de Oaxaca	The Art of Indigo
	Central de Abastos	A Brief Guide to the Central de Abastos
	Museo de Filatelia de Oaxaca	Building Community Bonds Through Stamp Collecting
Monte Albán	Monte Albán Through the Eyes of Archaeologists	
Museo Infantil de Oaxaca	Between Tracks and Trains, and Playing with Tamayo: A Playful Exhibit Experience	
6:00—6:30	Buses to El Llano	
6:30—9:00	Museum Visits	

Thursday,
Nov. 21

9:00 — 9:45

Gran salón 1,2,3

KEYNOTE PRESENTATION. Rita Segato

Rita Segato (Argentina, Universidade de Brasília)

Rita Segato, anthropologist, will offer a theoretical framework in which to explore and examine the conference themes of colonialism, gender, violence, migration and roots.

9:45 — 11:00

Gran salón 1,2,3

CONVERSATION The Present of the Future of Museums

Richard Sandell (University of Leicester, United Kingdom), **Lucina Jiménez López** (Instituto Nacional de Bellas Artes y Literatura, Mexico), **Daniel Castro** (Museo Nacional de Colombia, Colombia), **Selma Holo** (USC Museums, United States). Moderator: **Dolores Beistegui** (Papalote Museo del Niño, Mexico)

In an age of increasing public disenchantment in preserving the past, museums are envisioning new strategies for greater social relevance. Learn how museums of all types and sizes are broadening their role to address urgent societal needs, redress social inequality, and help visitors better understand one another.

11:00 — 11:30

Recinto ferial - Mesas floreadas

Coffee Break

Breakfast TyPA Lab on Museum Management

Fundación TyPA invites you to have coffee with instructors and graduates from the TyPA Lab on Museum Management. This is a great opportunity to learn more about participating in the 2020 edition of this unique professional training program.

11:30 — 1:00

Gran salón 1,2,3

ON TRIAL Museums and Tourism on Trial

Américo Castilla (Fundación TyPA, Argentina), **Sharon Heal** (Museums Association, United Kingdom), **Ana Rosas Mantecón** (Universidad Autónoma Metropolitana Iztapalapa, Mexico), **Damián Cabrera** (Centro de Artes Visuales/Museo del Barro, Paraguay), **Graciela de la Torre** (Museo Universitario Arte Contemporáneo, Mexico), **Ximena Escalera Zamudio** (Jardín Escultórico de Edward James, Mexico), **Heledd Fychan** (Amgueddfa Cymru-National Museum Wales, United Kingdom), **Ulla Holmquist Pachas** (Centro Cultural Inca Garcilaso, Peru), **Demián Ortiz Maciel** (Biblioteca de Investigación Juan de Córdova, Mexico)

Do museums that adapt to the needs and demands of tourism put the collections and traditions of the cultures they exhibit at risk? In this mock trial, a judge hears opposing arguments from a prosecutor, defense attorney, and witnesses and weighs the evidence before you, the audience, decide the final verdict. "Order in the court!"

11:30 — 1:00

Gran salón 4,5

THE CROWNING

In a fun future-looking event, judges evaluate presentations of visionary projects selected through an open call to the museum field. Jury: **Hilary Carty** (Clore Leadership, United Kingdom), **Gabriela Massuh** (writer and cultural manager, Argentina) and **Claudia Zaldívar** (Museo de la Solidaridad Salvador Allende, Chile).

To Migrate: An Act of Value

Adriana Correa Velásquez (Corporación Maloka de Ciencia, Tecnología e Innovación, Colombia)
Every minute four Venezuelans cross the border. More than a million have made Colombia their home. And with each new refugee the urgency to raise greater awareness in society increases. Maloka proposes an exhibition to reflect, recognize, and elevate the importance of science and museums in this conversation.

Museums and Pets, Friends Forever

Luis Marcelo Mendes (Independent consultant, Brazil)
If we believe museums are "democratizing, inclusive and polyphonic spaces," should we not make them pet-friendly as well? We invite museum professionals to open their minds and hearts to the subculture of pet guardians, promoting museums as fun and stress-free zones, where everyone is welcome. It's time to include our friends in the International Committee of Museums (ICOM)'s proposed new definition of museums.

Ancient Peru Today

Isabel Collazos (Museo Larco, Peru)
The history of Peru has always been distant and depersonalized. A potential

contributing factor is a formal education system that teaches about culture, places and significant historical dates but never about people or personal achievements. This project proposes that visitors reconnect with the past through their own stories to better understand the relevancy of Peru's history in their lives today.

Tales from Los Courts

Sarah Zenaida Gould (Museo del Westside, United States)
Hear about a proposed storytelling project that gives resonance to the lived experiences of residents of the Alazan Apache Courts - the oldest public housing complex in San Antonio, Texas and the Museo del Westside's neighbor - who are confronting their imminent displacement through gentrification.

1:00 — 2:30

Lunch and buses to host museums

AFTERNOON

ALL SESSIONS REQUIRE PRE-REGISTRATION

2:30 — 6:00

Centro de las Artes San Agustín

DIALOGUE SESSIONS The Narcissus Pause: Curators Facing a Refracted Mirror

Ignacio Paravano (Independiente, Mexico), **Richard Sandell** (University of Leicester, United Kingdom), **Damián Cabrera** (Centro de Artes Visuales/Museo del Barro, Paraguay), **Claudia Zaldívar** (Museo de la Solidaridad Salvador Allende, Chile). Moderator: **James Volkert** (Exhibition Associates, United States)

Curators provide indispensable knowledge but, in recent years, have had to strike a balance between advancing their academic interests while taking into consideration community needs and contemporary and conflictive public debates. Curators will reflect on their current role and how curatorial practice is changing.

4:00 — 4:30 Coffee Break

Side B introduces a participatory exercise to translate ideas into action by examining the exhibition *America. New Visions from the Old World*. Facilitated by **James Volkert** (Exhibition Associates, United States) and **Ignacio Paravano** (Independent, Mexico).

2:30 — 6:00

Santiago Matatlán

DIALOGUE SESSIONS Vibrant and Thriving Cultures of Indigenous America

Lluvia Sepúlveda (Museo Nacional de Culturas Populares, Mexico), **Elvira Espejo** (Museo Nacional de Etnografía y Folklore, Bolivia), **Cauhtémoc Camarena Ocampo** (Unión de Museos Comunitarios de Oaxaca, Mexico), **Karine Duhamel** (Canadian Museum for Human Rights, Canada). Moderator: **Demián Ortiz Maciel** (Biblioteca de Investigación Juan de Córdova, Mexico)

Museums' appropriation of indigenous narratives, knowledge, and material culture, has put indigenous identity, heritage and culture in peril. What new directions in museology can we cultivate to nurture respectful, inclusive, and trusting relationships between museums and living indigenous cultures of the Americas?

4:00 — 4:30 Coffee Break

Side B is a visit to the Museo Comunitario Ta Guuil Reñi to engage

in a reflective exercise on the role of museums in collective memory and community identity. Facilitated by **Teresa Morales** and **Cauhtémoc Camarena Ocampo** (Unión de Museos Comunitarios de Oaxaca, Mexico).

2:30 — 6:00

Museo de las Culturas de Oaxaca + Jardín Etnobotánico de Oaxaca

DIALOGUE SESSIONS From Museums of Natural Science to the Nature of Scientific Museums

Silvia Cristina Singer Sochet (Museo Interactivo de Economía, Mexico), **Eduardo Santana Castellón** (Museo de Ciencias Ambientales, Mexico), **Michael John Gorman** (BIOTOPIA - Naturkundemuseum Bayern, Germany), **Sebastián Bosch** (Museo Provincial de Ciencias Naturales "Dr. Ángel Gallardo", Argentina). Moderator: **Andrés Roldán** (Parque Explora, Colombia)

Explore how contemporary issues are redefining natural history and scientific museums and their practices for greater relevancy to include: reexamining the interdependence between humans and other species; building knowledge informed by ancestral perspectives; investigating the impact of urban planning and development on the natural environment; and examining the interplay between culture and the economy to foster sustainability.

4:00 — 4:30 Coffee Break

Side B introduces a game exercise to assess participants' responses to the interpretation of nature and includes a guided tour of the Jardín Etnobotánico de Oaxaca. Facilitated by **Andrés Roldán** (Parque Explora, Colombia).

2:30 — 6:00

Centro Cultural San Pablo

DIALOGUE SESSIONS Art, Alliances, Commitments and Political Experience

Ana Longoni (Museo Reina Sofía, Argentina, Spain), **Gerardo Mosquera** (Independiente, Cuba), **Joan Weinstein** (Getty Foundation, United States). Moderator: **George Yúdice** (University of Miami, United States)

Examine the relationship between art and politics in the context of how museums reconcile competing agendas to include: organizing exhibitions based on aesthetic and social values; managing their collections; responding to the interests and pressures of their multiple constituencies; seeking sustainability; and building a brand and marketing themselves.

4:00 — 4:30 Coffee Break

Side B of this session offers a tour of three institutions founded by the artist Francisco Toledo: Instituto de Artes Gráficas de Oaxaca, Centro Fotográfico Manuel Álvarez Bravo and Fonoteca Eduardo Mata. Learn more about their initiatives to champion art accessibility, the preservation of Mexican languages, and the protection of the natural environment. Facilitated by the **Instituto de Artes Gráficas de Oaxaca** and the **Centro Fotográfico Manuel Álvarez Bravo**.

2:30 — 6:00

Museo Textil de Oaxaca

OAXACA IN PRACTICE The Art of Indigo

Join this practical workshop to learn about textile traditions in Oaxaca. Participate in a hands-on demonstration

exploring reserve dyeing methods on cotton canvas followed by a deeper exploration of the museum's work with indigo producers and textile artists from different regions of Oaxaca, Mexico, and the world.

Facilitated by **Museo Textil de Oaxaca**

2:30 — 6:00

Central de Abastos

OAXACA IN PRACTICE A Brief Guide to the Central de Abastos

El Balcón invites participants to explore through performances the lively Central de Abastos, Oaxaca's largest food market, and observe the influential role it plays in food commerce, culinary practices, and customer tastes.

Facilitated by **El Balcón**

2:30 — 6:00

Museo de Filatelia de Oaxaca

OAXACA IN PRACTICE Building Community Bonds through Stamp Collecting

Explore and reflect on the museum's management strategies that use local art and stamp collecting to advance local community development. A workshop by **Ricardo Rubiales** and the MUFI team that investigates the structures and formats of social networks.

Facilitated by **Museo de Filatelia de Oaxaca** in partnership with local artists

2:30 — 6:00

Monte Albán

OAXACA IN PRACTICE Monte Albán through the Eyes of Archaeologists

Join two researchers from the Centro INAH-OAXACA to explore Monte Albán, the majestic archaeological site designated a World Heritage Site by UNESCO. Find out more about the cultural diversity of this ancient city and how it continues to influence the present.

Facilitated by **Centro INAH-OAXACA**



2:30 — 6:00

Museo Infantil de Oaxaca

OAXACA IN PRACTICE Between Tracks and Trains, and Playing with Tamayo: A Playful Exhibit Experience

Join museum staff on a tour of exhibits that recreate real and imagined experiences at a local market, on a train, and with the oldest tree in the city while learning about Oaxaca's history and traditions.

Facilitated by **Museo Infantil de Oaxaca**



6:00 — 6:30

Buses to El Llano

6:30 — 9:00

Museum Visits

With map in hand, we invite you to explore some of the museums and cultural spaces of Oaxaca that open their doors to Reimagining the Museum. Search the map for those venues who have extended hours to welcome you and those who will host a special event.

Day 3

Friday,
Nov. 22

MORNING

7:50	Hotels and Parque El Llano	Bus departure
9:00—9:45	Gran salón 1,2,3	KEYNOTE PRESENTATION. Fred Wilson
9:45—11:00	Gran salón 1,2,3	DIALOGUE SESSIONS Museums On the Edge of Fire: Public Policies and Civic Responsibilities
	Gran salón 4,5	DIALOGUE SESSIONS Self Determination and Decolonizing Thought
	Auditorio panorámico	WHAT'S ON THE EXPERT'S MINDS? Néstor García Canclini and José Luis Paredes Pacho
11:00—11:30	Recinto ferial	Coffee Break
11:30—1:00	Various auditoriums	ON STAGE Sessions will repeat at: 11:30, 12:00 & 12:30h
	Jardín	IN THERAPY <small>PRE-REGISTRATION REQUIRED</small>
1:00—2:30	Recinto ferial - Flowered tables	Lunch Break LUNCHEON CONVERSATIONS
1:30—2:10	Auditorio panorámico	WHAT'S ON THE EXPERT'S MIND? Michael John Gorman

AFTERNOON

2:30—3:30	Recinto ferial	THE WEDDING. The Ceremony
3:30—5:30	Recinto ferial	Collective Workshop
5:30—6:00	Recinto ferial	Closing Words
6:00—6:30	Salida principal	Buses to Hotels and El Llano
7:30	Hotels and El Llano	Buses to Closing Party
8:00— Midnight	Parque de Béisbol Lic. Eduardo Vasconcelos / Guerreros de Oaxaca	Closing Party

Friday,
Nov. 22

9:00 — 9:45

Gran salón 1,2,3

KEYNOTE PRESENTATION. Fred Wilson

Fred Wilson (United States)
Independent Artist

Fred Wilson, artist, will highlight his transformative museum projects, juxtaposing and re-contextualizing heritage, art and cultural objects which challenge museums' hegemonic discourses, proposing new interpretations and staging dissent without being declamatory.

9:45 — 11:00

Gran salón 1,2,3

DIALOGUE SESSIONS Museums On the Edge of Fire: Public Policies and Civic Responsibilities

Ulla Holmquist Pachas (Centro Cultural Inca Garcilaso, Peru), **Renata Vieira da Motta** (ICOM Brazil, Brazil), **María Isabel Grañén Porrúa** (Fundación Alfredo Harp Helú Oaxaca, Mexico), **Chevy Humphrey** (Arizona Science Center, United States). Moderator: **Graciela de la Torre** (Museo Universitario Arte Contemporáneo, Mexico)

Many museums experience chronic budgetary problems or lack strategies to quickly rebound from crises. Gain insight from museums and other cultural

support organizations who have been successful in promoting their civic mission to advance their professionalization and financial sustainability.

9:45 — 11:00

Gran salón 4,5

DIALOGUE SESSIONS Self Determination and Decolonizing Thought

Fred Wilson (Artista independiente, United States), **Sharon Heal** (Museums Association, United Kingdom), **Renata Bittencourt** (Inhotim, Brazil), **Brandie Macdonald** (San Diego Museum of Man, United States). Moderator: **Rita Segato** (Argentina, Universidade de Brasília)

In our so-called postcolonial era, the colonization of knowledge and power and its vestiges of racism and eurocentrism remain pervasive and influence our behaviors, perceptions, and actions. How can stereotypes and implicit biases be dismantled? How do we engender decolonial thinking within our audiences?

9:45 — 11:00

Auditorio panorámico

WHAT'S ON THE EXPERT'S MINDS? Néstor García Canclini & José Luis Paredes Pacho

Néstor García Canclini (Universidad Autónoma Metropolitana de México, Mexico) & **José Luis Paredes Pacho** (Museo Universitario del Chopo, Mexico)

Join Néstor García Canclini and José Luis Paredes Pacho as they discuss timely social and philosophical issues and their implications for museum practice including interculturality, depoliticization, mediation, and collective memory.

11:00 — 11:30

Recinto ferial

Coffee Break

11:30 — 1:00

Various auditoriums

ON STAGE

On Stage features short rapid-fire presentations on innovative museum projects that are transforming museum practice. Attend presentations of most interest to you scheduled in three concurrent time slots. **Sessions will repeat at: 11:30, 12:00 and 12:30h.**

Gran salón 1

A Disruptive Model for Collections

Miriam Barrón García (Museo Universitario Arte Contemporáneo, Mexico)
What happens when a museum shares its collection with the local community and it becomes wildly popular? Learn about this innovative collection sharing initiative that installs artwork in private homes and inspires renewed interest in the observation of and interaction with contemporary art.

+

How to Escape from Prison through a Museum

Alejandro Rubbo Sarralde (Museo del Carnaval, Uruguay)
Listen to an experience developed in a women's prison where, through professional workshops related to Carnaval, the museum instills a positive work ethic and fosters successful reentry into society.

Gran salón 2,3

A Proposed New Vision for Museology

Mario Amatiello (Museo Provincial de Ciencias Naturales "Dr. Ángel Gallardo", Argentina)

Participate in a provocative conversation on museology, based on collaboration and informed by theory and practice, which proposes new thinking, direction, and inspiration.

+

Like a Jazz Song: Improvisation as a Design Technique for Troubled Times

Suzanne Seriff (University of Texas at Austin, US)

Improvisation in jazz begins with a melodic phrase, invites a response, and builds on a theme. Listen to the highs and lows of such an improvisatory and fundamentally responsive approach to exhibition development at the world's largest folk art museum which has been hailed "a model of museum practice for the 21st century."

Gran salón 4,5

Dialogues that Engage the Senses

Carolina Marcela Giraldo Herrera (Museo de Antioquia, Colombia)
Gain insight into an educational art project for children from 6 to 12 years of age who reside near the museum that empowers them to understand their potential and nurtures their self-expression and identity.

+

When an Artistic Installation Becomes a Museum

Maurício Panella (Casadágua- Instituto e Estúdio de Criação, Brazil)
Find out how an installation based on

a giant aerial photograph of the city which invites the audience to walk on its roofs and streets and “georeference” memories ultimately became the Museum of Affective Memory of the city of Natal.

Salón 1

Canoo: A Mobile App that Celebrates Arts, Inclusion and Citizenship

Julia Matamoros (Institute for Canadian Citizenship, Canada)
Learn how an innovative mobile app developed by the Institute for Canadian Citizenship connects new Canadian citizens with arts and cultural institutions to foster greater social inclusion and a deeper appreciation of citizenship.

+

Finally A Museum Listens to Me!

Santiago Rodríguez (Papalote Museo del Niño, Mexico)
In this interactive presentation, attendees will participate in an experience that demonstrates active listening by a museum (finally!). Provide input in real-time on Papalote visitor studies research and how it might best inform its program on early childhood. The data will not have control; you will have control!

Salón 3

History Is the Earth

Susana Quintero Borowiak (Museo Casa Natal del General Santander, Colombia)
A museum can be as organic as a plant. An orchard is as telling as a museum. A community can reconnect through its stories, even if they are not clearly remembered. On the busiest border in South America, examine how planting

provides an opportunity to gather and share stories.

+

Adopting Plants Makes the Visitor an Advocate for Conservation

Teodolinda Balcázar (Jardín Botánico del Instituto de Biología de la UNAM, Mexico)
Currently the botanical garden program “Adoption Center of Mexican Plants in Danger of Extinction” includes more than 24,000 adoptive “parents” who are now stewards of a small portion of the plant diversity of Mexico. Learn more about this visionary collaboration between the museum and public that benefits the nation.

Salón 5

Museum + Community + Cultural Heritage = Approximation, Transformation and Change

Thais Creolezio (Museu Histórico de Jaboticabal Aloísio de Almeida, Brazil)
Learn how a group of rural women eco-agricultural producers teach and learn about fostering greater community cohesion and gain a deeper appreciation for the preservation of local stories and memories in the process.

+

For Stamps' Sake!

María de la Luz Santiago Pérez (Museo de la Filatelia de Oaxaca, Mexico)
The world of stamps can be characterized as a masculine world where weird, eccentric, passionate, adventurous and also curious and enthusiastic characters wander, but where are the women? This is a tribute to all women who have been excluded - or included - in the world of philately.

Auditorio panorámico

Neighborhood Look: Notes on the Fly

M. Ignacia Biskupovic (Museo de la Solidaridad Salvador Allende, Chile)
How do museum professionals currently understand their work with the community in a museum of modern and contemporary art, founded “for the people of Chile” in 1972? Explore how the staff at Museo de la Solidaridad engaged with its local neighborhood to find answers and returned with more questions and, most importantly, a greater appreciation for deepening community engagement.

+

When a Dream Becomes a Public Space: The Edward James Sculptural Garden

Ximena Escalera Zamudio (Jardín Escultórico de Edward James, Mexico)
Looking for a wild orchid, Edward James arrived in Xilitla in 1945 to realize his dream of building a tropical garden that no Englishman could ever imagine. Seventy five years later, tour buses and hundreds of young people descend on the garden in pursuit of the perfect Instagram photo, which makes this space one of the strangest and most visited tourist destinations in Mexico.

11:30 — 1:00

Jardín

IN THERAPY

PRE-REGISTRATION REQUIRED

Chronic museological issues can be very serious to your professional health and, sometimes, there is no choice but to seek professional advice. Museological therapists will be in residence at Reimagining the Museum for free consultations to offer comfort, advice and active listening to those seeking urgent care.

An invitation to detect symptoms to underlying problems and confront them with the right remedy!

How to be an activist without losing my job / **Elaine Heumann Gurian**

How to improve the permanent exhibition / **James Volkert**

How to co-create and prototype with visitors / **Kathleen McLean**

How to plan the next steps in my professional development / **Hilary Carty**

How to plan a museum project in the short, mid- and long-term / **Andrés Roldán**

How to surf a public museum / **Daniel Castro**

How to manage human and financial resources / **Dolores Beistegui**

How to make complex issues accessible to a large audience / **Silvia Cristina Singer Sochet**

How to find resources beyond the assigned budget / **Graciela de la Torre**

How to work with living indigenous cultures and knowledges / **Lluvia Sepúlveda**

How to work in community museums / **Teresa Morales**

How to engage youth and communities in the museum / **José Luis Paredes Pacho**

How to find my museum's voice / **Luis Marcelo Mendes**

How to address emerging societal issues in my traditional museum / **Vanda Vitali**

1:00 — 2:30

Recinto ferial

Lunch Break

1:00 — 2:30

Recinto ferial - Flowered tables

LUNCHEON CONVERSATIONS

During lunch, join informal roundtable conversations on an array of topics that offer food for thought and networking with colleagues who share similar interests. View Today's Menu and join a conversation. Pre-registration is not required.

- ▶ Museums and Communication
- ▶ Museums and Audiences
- ▶ Museums and Education
- ▶ Museums and Exhibition Development
- ▶ Museums and Collection Management
- ▶ Museums and Universities
- ▶ Museums and Resource Management
- ▶ Public Policy on Museums
- ▶ Museums, Institutional Change and Organizational Structure
- ▶ Museums and Professional Networks

1:30 — 2:10

Auditorio panorámico

WHAT'S ON THE EXPERT'S MIND? Michael John Gorman

Michael John Gorman (BIOTOPIA - Naturkundemuseum Bayern, Germany) When and why do people trust museums? How does trust relate to authority and transparency? What makes people trust or distrust science and scientists? Should a museum aspire to be a trusted broker and connector, a trusted voice, or a trusted listener? Michael John Gorman will explore the question of trust in museums, especially in the context of his current project,

BIOTOPIA, a new museum in Munich, Germany, exploring life sciences and environmental issues.

AFTERNOON

2:30 — 3:30

Recinto ferial

THE WEDDING. The Ceremony

The pleasure of your company is requested at the ceremony where the betrothed will express their vows before a civil judge while parents will speculate and ultimately select which of the six unions is the likeliest to succeed. And as we toast to their future, let's keep the faith in our own... with humor!

Daniel Castro (Museo Nacional de Colombia, Colombia), **Nina Simon** (OF/BY/FOR ALL, United States), **Andrés Roldán** (Parque Explora, Colombia) y **Kathleen McLean** (Independent Exhibitions, United States) will officiate the ceremony.

3:30 — 5:30

Recinto ferial

Collective Workshop

Museums look to have everything planned. In this closing session, we will recall ideas and questions from the past three days to collectively create a game for chance. A set of cards based on shared experiences at the conference that will trigger new thoughts.

Facilitated by **Fundación TyPA** and **Alejandra Estrada**.

5:30 — 6:00

Recinto ferial

Closing Words

Elaine Heumann Gurian (The Museum Group, United States)

As Reimagining the Museum comes to a close we give ourselves one last moment to reflect on the sessions, glean insight on the underlying and overarching conference themes and present a synthesis.

6:00 — 6:30

Buses to Hotels and El Llano

7:30

Hotels and El Llano

Buses to Closing Party

8:00 — Midnight

Parque de Béisbol Lic. Eduardo Vasconcelos / Guerreros de Oaxaca

Closing Party

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Here & Now

Images, metaphors, references, questions, comments and thoughts are welcome. Share your impressions with those in Oaxaca and beyond using the hashtag **#ElMuseoReimaginado** on Twitter and Instagram and make your comments and photographs easily accessible.

There & Then

This is Reimagining the Museum Third Edition.

In 2015, the first edition of the conference was held in Buenos Aires, Argentina and in 2017, the second edition was in Medellin, Colombia. All recordings of these editions can be viewed on the YouTube channel of Fundación TyPA and conference summaries are available in the publications *Clues to Change for the Museums of the Americas* and *From Philosophy to Action: Clues to Reimagining the Social Role of Museums in the Americas*. Free download in English and Spanish at: issuu.com/fundacion.typa.

On these platforms and at elmuseoreimaginado.com you will also find the videos of the present edition of Reimagining the Museum in the event you want to revisit a session that interested you or that you would have liked to participate in.



REIMAGINING
THE MUSEUM
OAXACA 2019

