

# Sustainable Dialogues

at Hermitage Amsterdam  
18-19 April 2016





# Dear colleagues,

On behalf of DutchCulture, centre for international cooperation, Foundation SAM and ICOM Russia we warmly welcome you to the Sustainable Dialogues International Museum Conference on 18 and 19 April 2016 in Amsterdam. We wish you an inspiring and valuable conference and hope you will meet, connect, learn and exchange expertise with your colleagues for the benefit of all.

Our conference title, 'Sustainable Dialogues', refers to feasible relations between Dutch and Russian museum professionals, but it also hints at the central theme of the conference: the sustainable dialogue between museums and the societies they are embedded in.

In recent years, museums have strengthened their role in society. By positioning themselves as open institutions, new partnerships have been established to embed museums even more deeply in their social environments and to prove their value for the common good. During this conference we will be focusing on new partnerships, both between museums and with organisations outside the museum. We discuss how international partnerships can add to the quality of museums.

The conference also focuses on museums as places of inclusion. The potential of museums to offer social empowerment has been proven by successful museum practices that call for further development. In presentations, workshops and study visits we will be discussing various educational models for setting up neighbourhood participation programmes, enhancing public engagement, reaching out to people with a disability and using technology in museum education.

We want to improve the quality and efficiency of the collaborations between Dutch and Russian museums, particularly in the field of museum education. We aim to stimulate the exchange of knowledge and ideas between Russian and Dutch museum professionals and contribute to the long and rich history of cooperation between Russia and the Netherlands.

Here's to an inspiring conference,

Cees de Graaff  
DutchCulture

Björn Stenvers  
Foundation SAM

Vladimir Tolstoy  
ICOM Russia



## Contact Us

For questions, please contact our conference hosts Ruben Eijkelenberg and Maria van Tongeren at all times. We are happy to help you. Contact us at: +31(0)6 40 169 751 or send an email to [r.eijkelenberg@dutchculture.nl](mailto:r.eijkelenberg@dutchculture.nl) or [m.vantongeren@dutchculture.nl](mailto:m.vantongeren@dutchculture.nl).

For more information about our services and activities related to Russia, please contact DutchCulture | Russia: Ruben Eijkelenberg [r.eijkelenberg@dutchculture.nl](mailto:r.eijkelenberg@dutchculture.nl).

## Colophon

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# Acknowledgements

**The Sustainable Dialogues Museum Conference 2016 is organised by:**

## **DutchCulture**

DutchCulture is the strategic advice agency for international cultural cooperation, creating activities worldwide. DutchCulture works with – and for – the cultural sector, the government and the diplomatic network both in the Netherlands and abroad. DutchCulture is commissioned by the Ministry of Education, Culture and Science; the Ministry of Foreign Affairs and the European Commission. [dutchculture.nl/en](http://dutchculture.nl/en)

## **SAM Foundation**

The aim of the foundation Samenwerkende Amsterdamse Musea (SAM) is to increase the common market value of museums through collaborative efforts in the Netherlands and abroad. Collaboration preferably also leads to extra income and savings for museums. Management of the collective business interests of the members of the OAM (Amsterdam Museum Board) is in the hands of the SAM foundation. [amsterdammusea.org](http://amsterdammusea.org)

## **ICOM Russia**

ICOM Russia is the Russian National Committee of the International Council of Museum (ICOM), an international organization of museums and museum professionals committed to the protection and promotion of the world's natural and cultural heritage. The Russian National Committee has been an ICOM member since 1957. There are more than 700 individual and 100 institutional members of ICOM Russia today. ICOM Russia's activities respond to the challenges and needs of practicing museum employees, new specialists and students of museum-related disciplines. [icom-russia.com](http://icom-russia.com)

## **In cooperation with:**

### **Hermitage Amsterdam**

The Hermitage Amsterdam is the Western European satellite of the world-famous Hermitage Museum in St. Petersburg, Russia. The museum is located on the Amstel River in the historical centre. Just recently the Hermitage Amsterdam welcomed new partners in its building: the Outsider Art Museum and the Outsider Art Gallery & Art Lease, a unique cooperation with the healthcare organization Cordaan, and the Dolhuys museum. [www.hermitage.nl/en](http://www.hermitage.nl/en)

## **Reinwardt Academy**

The Reinwardt Academy, part of the Amsterdam University of the Arts, offers a bachelor's degree in Cultural Heritage and a master's degree in Museology. The bachelor's programme is a four-year course and is the only bachelor's programme in the Netherlands that focuses on cultural heritage. The master of Museology is intended for students who are planning on, or working in, policy-making positions in the international work field of museums and cultural heritage. [ahk.nl/en/reinwardt](http://ahk.nl/en/reinwardt) The Reinwardt Academy also teaches regularly in countries including China and Russia.

## **Rijksmuseum**

The Rijksmuseum is the national museum of the Netherlands. In 2013, an entirely renovated Rijksmuseum opened its doors to an international audience. As a national institute, the Rijksmuseum offers a representative overview of Dutch art and history from the Middle Ages onwards, and of major aspects of European and Asian art. The Rijksmuseum keeps, manages, conserves, restores, researches, prepares, collects, publishes and presents artistic and historical objects, both on its own premises and elsewhere. [rijksmuseum.nl/en](http://rijksmuseum.nl/en)

## **Special thanks to:**

- Artemy Baranov, Project Manager Youth Center, State Hermitage Museum Saint Petersburg
- Annemies Broekgaarden, Head of Public & Education at the Rijksmuseum
- Cathelijne Broers, Director of the Hermitage Museum Amsterdam
- Claartje Bunnik, Owner at Bunnik Policy and Advise
- Annemarie van Eekeren, Head of Education at the Amsterdam Museum
- Petra Katzenstein, Manager Development & Special Projects at Jewish Historical Museum
- Lisa Kleeven, Senior Coordinator Education at National Museum of World Cultures
- Paul Mosterd, Deputy Director & Head of Communication, Education and Marketing at Hermitage Museum Amsterdam
- Marielle Pals, Head of Programme at the National Museum of World Cultures
- Maren Siebert, Head of Education at Foam
- Ruben Smit, Senior Lecturer Interpretation and Learning at the Reinwardt Academy
- Olga Grinkrug, Senior Advisor at the Cultural Department of the Embassy of the Kingdom of the Netherlands in Moscow.
- Pavel Kouzmine, Senior Expert at the Cultural Department of the Embassy of the Kingdom of the Netherlands in Moscow.
- Victoria Lourik, Head of Press & Cultural Department at the Consulate General of the Kingdom of the Netherlands in Saint Petersburg







### **1 Hermitage Museum Amsterdam**

Amstel 51, Amsterdam | +31 (0)20 5307488

### **2 Reinwardt Academy**

Hortusplantsoen 2, Amsterdam  
+31 (0)20 527 7100

### **3 Rijksmuseum Amsterdam**

Hobbemastraat 25 (Teekenschool)  
**Entrance Teekenschool:** next to  
Rijksmuseum  
+31 (0) 20 6747 000

There will be free wifi available  
at Hermitage, Reinwardt and  
Rijksmuseum.

Please, use hashtag #SDMC2016  
for Twitter and Facebook during the  
conference.

## **Hotel**

### **4 Piet Hein Hotel**

Vossiustraat 52-53, Amsterdam  
+31 (0)20 662 7205

## **Restaurants**

### **5 Wolf Atelier**

Westerdoksplein 20, Amsterdam  
+31 (0)20 344 6428

### **6 Restaurant 5&33 Art'otel Amsterdam**

Martelaarsgracht 5, Amsterdam  
+31 (0)20 820 5333

## **General Information**

### **Shuttle service**

During the conference, participants will  
be transported between conference  
venues by the shuttle service provided  
by the organisation.

### **Public Transport**

Each day, trams, buses and metros are  
in service starting at 6am and run until  
11:30pm. Between 00:30am and 7am,  
you can travel on night buses.

Tickets for tram, bus and night bus can  
be bought at the driver. Tickets for train  
and metro can only be purchased at the  
entrance of the (metro) station. Ferry  
connections across the IJ are free of  
charge and bring you from Amsterdam  
Noord to Central Station and vice versa  
both day and night.

For directions for the use of public  
transport, please use the online journey  
planner available at [www.9292.nl](http://www.9292.nl).

### **Taxi**

By calling TCA (Taxicentrale  
Amsterdam) at +31 (0)20 777 7777  
you can directly book a taxi or make a  
taxi reservation in advance. At TCA it is  
possible to pay by debitcard in the taxi.

### **Emergency**

In case of an emergency, please call the  
Dutch emergency number 112.

# Daily Schedule SDMC 2016

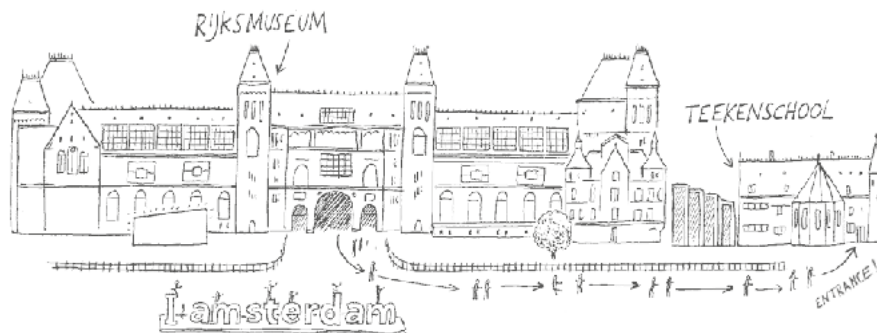
## Split programme

Programme for directors     Programme for education professionals

<b>Monday 18 April 2016 – Conference Day 1</b>		
Time	Activity	Location
8:45	Pick-up of Russian guests from Piet Hein Hotel	1 Lobby
9:00-9:30	Arrival and registration of Russian and Dutch participants	1 Central Hall
	After registration guests are offered coffee and tea awaiting the word of welcome	1 Restaurant Neva
9:30-10:00	Word of welcome - Cees de Graaff, Director DutchCulture, centre for international cooperation - Kajsa Ollongren, Deputy Mayor and Alderman to the City of Amsterdam	1 Church Hall
10:00-11:00	Opening Ceremony Moderator: Sjeng Scheijen, Associated Researcher Leiden University	1 Pushkin Hall
10:00-10:10	Welcome by Björn Stenvers, Director Foundation SAM	
10:10-10:20	Mikhail Shvydkoy, Special Envoy of the President of the Russian Federation for international cultural cooperation	
10:20-10:30	Afanasy Gnedovsky, Executive Director ICOM Russia and Dinara Khalikova, Project Director ICOM Russia - 'ICOM in Action: Challenges and Focal Points of Russian Museum Development'	
10:30-10:55	Keynote speech by Cathelijne Broers, Director of the Hermitage Museum Amsterdam, and Hans Looijen, Director of Dolhuys Museum – 'Outsider Art'	
10:55-11:00	Concluding remarks Sjeng Scheijen	
11:00-12:00	Tour Hermitage Museum Amsterdam  During the tour the group of participants will be split in two: Dutch and Russian museum directors visit the exhibition 'Spanish Masters from the Hermitage', the Portrait Gallery of the Golden Age and the Outsider Art Museum. Educators visit Hermitage for Children and get introduced to the programme #GOLDENAGE, Chatting with the Dutch from the 17th century.	1 Hermitage
12:00-13:00	Lunch	1 Restaurant Neva
13:00-15:30	Presentation sessions by Dutch and Russian museum directors – New Frontiers for Museum Management	1 Pushkin Hall
13:00-13:45	Audience outreach (page 12)	1 Pushkin Hall
13:00-13:15	Rinske Hordijk, Director Art Tube	
13:15-13:30	Alexander Boroda, General Director of the Jewish Museum and Tolerance Center	
13:30-13:45	Anna Gor, Director of Volga-Vyatka region Branch of National Centre for Contemporary Arts (Nizhny Novgorod)	

## Monday 18 April 2016 – Conference Day 1

Time	Activity	Location
13:45-14:15	Joint forces: knowledge alliances (page 12)	1 Pushkin Hall
13:45-14:00	Teus Eenkhoorn, General Director Reinwardt Academy	
14:00-14:15	Georgy Vilinbakhov, Deputy Director for scientific research at the State Hermitage Museum St. Petersburg	
14:15-14:45	Break	1 Restaurant Neva
14:45-15:15	Quality boosting collaborations (page 13)	1 Pushkin Hall
14:45-15:00	Stijn Schoonderwoerd, General Director of The National Museum of World Cultures	
15:00-15:15	Natalia Karovskaya, General Director of the State Museum Preserve Rostov Kremlin	
15:15-15:45	Unveiling hidden museum treasures (page 13)	1 Pushkin Hall
15:15-15:30	Ina Klaassen, Business Manager and Deputy Director of Museum Boijmans van Beuningen	
15:30-15:45	Kirill Meerov, Head of Multimedia Department of the State Historical Museum	
15:45-16:30	Break	1 Restaurant Neva
16:30 -17:30	Speeddate session – Russian museum directors meet their Dutch counterparts  Dutch and Russian participants of the directors programme have been asked to send in their preferred counterparts. The schedule of the speeddate session will be handed to you separately.	1 Pushkin Hall
18:00	Pick-up directors for dinner	1 Central Hall
13:00	Departure from Hermitage Amsterdam	1 Central Hall
13:30-14:00	Arrival and welcome at the Rijksmuseum Amsterdam	3 Teekenschool
14:00-18:00	Museum education: more than just the transfer of knowledge?	3 Teekenschool
14:00-15:00	Three presentations of Dutch and Russian education professionals – 20 minutes each	3 Teekenschool
14:00-14:20	Annemiek Spronk, Senior staff member Schools at the Rijksmuseum – Teekenschool and 'You and the Golden Age'	
14:20-14:40	Paul Mosterd, Deputy Director of the Hermitage Museum Amsterdam – Hermitage for Children	
14:40-15:00	Alexei Boyko, leading methodologist of educational activities at the State Russian Museum – Changing Methodology in Museum Education	



## Monday 18 April 2016 – Conference Day 1

Time	Activity	Location
15:00-15:30	Break	3 Teekenschool
15:30-16:30	Tour and participation in 'You and the Golden Age'	3 Teekenschool
16:30-16:45	Break	3 Teekenschool
16:45-18:00	Round table discussion: Knowledge Transfer and Participation Programmes in Museum Education	3 Teekenschool
18:10	Pick-up educators for dinner	3 Teekenschool
18:00-19:00	Boat tour trough historic Amsterdam - Welcome by Felix Gutman, Director of the Amsterdam Light Festival	1 jetty on the river Amstel
19:00-21:00	Dinner at Wolf Atelier	5 Wolf Atelier
21:30	Pick-up from the restaurant	5 Wolf Atelier
22:00	Arrival at Piet Hein Hotel	4 Lobby

## Tuesday 19 April 2016 - Conference Day 2

Time	Activity	Location
08:15	Pick-up of Russian guests from Piet Hein Hotel	4 Lobby
08:45	Arrival and registration of Russian and Dutch participants	1 Central Hall
	After registration guests are offered coffee and tea awaiting the word of welcome	1 Pushkin Hall
9:00-12:00	Presentations by Dutch and Russian museum educators - Museums as Social Powerhouses	1 Pushkin Hall
9:00-9:30	<b>Museum = Education</b> Keynote speech by Annemies Broekgaarden, Head of Public & Education at the Rijksmuseum	1 Pushkin Hall
9:30-10:00	Places of inclusion: museum education for disabled people (page 14)	1 Pushkin Hall
09:30-09:40	Marthe de Vet, Head of Education at Van Gogh Museum	
09:40-09:50	Elena Melkumova, Head of Education at Garage, Museum for Contemporary Art	
09:50-10:00	Loes Janssen, public mediator at the Van Abbemuseum Eindhoven	
10:00-10:30	Reaching out: neighbourhood participation programmes (page 14)	1 Pushkin Hall
10:00-10:10	Maren Siebert, Head of Education at Foam	
10:10-10:20	Annemarie van Eekeren, Head of Public & Education of Amsterdam Museum	
10:20-10:30	Sophia Kudryavtseva, Head of the Youth Centre of the State Hermitage Museum, St. Petersburg	
10:30-11:00	Break	1 Neva Restaurant
11:00-11:40	Learning in the digital era (page 15)	1 Pushkin Hall

## Tuesday 19 April 2016 - Conference Day 2

Time	Activity	Location
11:00-11:10	Jet van Overeem, Head of Education and curator of the Children's Gallery at Gemeentemuseum The Hague	
11:10-11:20	Eefje Valkema, Project Manager at The National Museum at World Cultures	
11:20-11:30	Marina Elzesser, Deputy Director for Education and Publishing Programs of the State Tretyakov Gallery	
11:30-11:40	Irina Uspenskaya and Elena Lungina, Directors of the Rodchenko Moscow School of Photography and Multimedia	
<b>11:40-12:00</b>	Public engagement: creating awareness (page 15)	<b>1</b> Pushkin Hall
11:40-11:50	Judith Whitlau, staff member Education at the Jewish Historical Museum	
11:50-12:00	Liya Chechik, Director of the Public Programme at the Jewish Museum and Tolerance Center	
<b>12:00-13:00</b>	Lunch	<b>1</b> Neva Restaurant
<b>13:00</b>	Pick-up from Hermitage Amsterdam	<b>1</b> Central Hall
13:00-17:00	Study visits for Russian directors to museums in Amsterdam A tailor made programme for the Russian participants is attached to the conference booklet.	Amsterdam
<b>17:00</b>	Pick-up directors for Closing Ceremony	Amsterdam
<b>13:00</b>	Pick-up educators. Walk to the Reinwardt Academy	<b>1</b> Central Hall
<b>13:30-14:00</b>	Arrival and welcome at the Reinwardt Academy	<b>2</b> Reinwardt Academy
<b>14:00-17:00</b>	Workshop session – organised by the Reinwardt Academy and Foam	<b>2</b> Reinwardt Academy
14:00-15:00	Herman van Gessel and Gundy van Dijk, Reinwardt Academy – <i>Visible Thinking</i>	
15:00-15:15	Break	
15:15-16:15	Roos Wattel and Nynke Feenstra, introduction by Maren Siebert, Foam – <i>The Deaf and the 'Hearing' Museum</i>	
16:15-16:30	Break	
16:30-17:30	Theodorus Meerenboer, Reinwardt Academy – <i>Museum Storytelling in a Digital Era</i>	
<b>17:30</b>	Pick-up for closing ceremony	<b>2</b> Reinwardt Academy
<b>17:30-19:30</b>	Closing Ceremony	<b>2</b> Reinwardt Academy
17:45-17:55	Closing statement Teus Eenkhoorn, Director Reinwardt Academy	
17:55-18:05	Closing statement Cees de Graaff, Director DutchCulture, centre for international cooperation	
18:05-18:20	Summary of the conference by Björn Stenvers, Director Foundation SAM, Afanasy Gnedovsky, Executive Director ICOM Russia, and Dinara Khalikova, Project Director ICOM Russia	
18:20-19:30	Reception	
<b>19:30</b>	Pick-up for dinner	<b>2</b> Reinwardt Academy
<b>20:00-22:00</b>	Closing dinner	<b>6</b> Restaurant 5&33
<b>22:00</b>	Pick-up from the restaurant	<b>6</b> Restaurant 5&33
<b>22:30</b>	Arrival at Piet Hein Hotel	<b>4</b> Lobby

# Monday 18 April

## **New Frontiers for Museum Management**

In recent years, museums have redefined their role in society. To show their added value to the common good, loosen their ties with government funding and increase contact with communities, museums have explored new outreach strategies and opened their doors to new audiences. In a more democratic cultural spirit, museums have invested in tailor-made programmes for a wide variety of audiences. Whilst continuing to deliver top-quality museum experiences, museums have created partnerships, either with other museums or with organisations outside the museum sector, or even the cultural sector. These partnerships have rooted museums more deeply in their societies

In a series of presentations, we will be focusing on new partnerships between museums and other organisations that aim for enhancing quality, sharing knowledge, reaching larger audiences and exchanging collections. We discuss various partnership models that focus on reinforcing the prominent role of museums in society. The following themes have been identified for the museum conference.

### **9:30-12:00**

#### **Opening ceremony and plenary programme** (page 8)

*After the lunch: split programme for museum directors and education professionals.*

#### **Schedule museum directors**

### **13:00-13:45**

#### **Audience Outreach**

Museums are increasingly expected to reach larger, and particularly new, audiences. Museums already develop tailor-made programmes for target audiences. However, in order to actually attract larger and new audiences, museums are partnering

with organisations who can offer access to these new target groups. The focus of these partnerships vary from joint marketing strategies to joint educational programmes, collaborations with media and publishing companies, and various joint outreach activities. We will discuss various partnership models for reaching larger and new audiences. **Speakers:** Rinske Hordijk, Alexander Boroda, Anna Gor.

### **13:45-14:15**

#### **Joined Forces: Knowledge Alliances**

Sharing knowledge and developing joint programmes are sheer necessities and major goals for museums. The creation of alliances and networks between museums, but also with commercial companies and educational

and social institutions, has enabled museums to increase their quality. The focus here is on knowledge alliances and partnerships for research that are self-evident. We will be discussing various forms of partnerships for joint multi-disciplinary knowledge. The motives for joining in these partnerships vary considerably and will be discussed as well. **Speakers:** Teus Eenkhoorn, Georgy Vilinbakhov.

### 14:45-15:15

#### **Quality-Boosting Collaborations**

In these days of financial uncertainty and declining government support, museums are collaborating with other organisations to decrease costs, create higher revenue and more efficiency. At the same time, there is a challenge to increase quality. By sharing knowledge and know-how on all aspects of their operations, museums can perform better. We will be exploring various forms of partnerships and focusing on how collaboration at the operational level contributes to the quality of the museum. **Speakers:** Stijn Schoonderwoerd, Natalia Karovskaya.

### 15:00-15:30

#### **Unveiling Hidden Museum Treasures**

Besides exhibiting artefacts, museums are duty bound to collect, store and preserve collection pieces. The majority of museum pieces worldwide, however, are in storage and not accessible to the public. In order to increase the visibility of their collections and enrich the museum experiences, museums have invested in digitalisation projects to show their collections online. Museums are also exploring new ways to disclose their hidden treasures by stimulating the exchange of objects and organising special events. We will be focusing on partnerships that stimulate the transfer and exchange

of objects and the international mobility of collections. Moreover, we will examine new models and initiatives for unveiling hidden museum treasures to the public.

**Speakers:** Ina Klaassen, Kirill Meerov.

### 16:30-17:30

#### **Speeddate sessions**

Russian museum directors meet their Dutch counterparts. The schedule of the speeddate sessions will be handed to you separately.

#### **Schedule education professionals**

### 13:00-18:00

#### **Museum education: more than just the transfer of knowledge?**

In a series of presentations, a showcase of the education programme 'You and the Golden Age', and a round table discussion, Dutch and Russian education professionals discuss different methods, models and means to share knowledge in museum education: Can museum education offer more than solely the transfer of knowledge? This programme is held at Teekenschool, next to Rijksmuseum.

### 14:00-15:00

**Three presentations** of Dutch and Russian education professionals, with Annemiek Spronk, Paul Mosterd and Alexei Boyko.

### 15:30-16:30

#### **Tour and participation in 'You and the Golden Age'**

### 16:45-18:00

**Round table discussion:** Knowledge Transfer and Participation Programmes in Museum Education

### 18:00-21:30

**Plenary evening programme** (page 10)



# Tuesday 19 April

## **Museums as Social Powerhouses**

Museums play a central role in society. Everyone should have access to museums, whether it be their collections, their physical buildings and locations, their communications or their educational value. By building strong identities and offering places for self-expression and individual development, museums are places of inclusion and enhancers of social empowerment. The ‘Sustainable Dialogues’ conference reflects on the role of museums as turbines of urban cultural life in reinforcing social cohesion. Museums have increasingly become open institutions, accessible to all. Social responsibility, social cohesion and social empowerment have become paramount objectives in their strategies.

The International Museum Conference ‘Sustainable Dialogues’ addresses the changing role of museums in society, focusing on new paradigms and innovative approaches and projects in museum education. In a series of presentations, workshops and study visits, we will be discussing various strategies, models and best practices. The following themes have been identified for the conference.

### **9:30-12:00**

#### **Opening ceremony and plenary programme** (page 10)

### **09:30-10:00**

#### **Places of Inclusion: Museum Education for Disabled People**

Museums increasingly consider themselves inclusive organisations, recognising they are part of the very communities they serve. Aiming at accessibility for all, museums have developed various programmes for different target audiences in society, including disabled people. In an age of growing individualisation, new methods have been designed to deliver top-notch museum experiences to different audiences and at the same time contribute to the self-expression

and individual development of these groups. We will focus on how educational programmes in museums can contribute to a greater inclusion of disabled people in society. **Speakers:** Marthe de Vet, Elena Melkumova, Loes Janssen.

### **10:00-10:30**

#### **Reaching Out: Neighbourhood Participation Programmes**

The ‘Sustainable Dialogues’ conference focuses on the role of the museum in making cultural life in cities more sustainable, boosting social cohesion and offering places for self-expression and individual development. We will examine the role of the museum in bridging the gap between high- and low-income communities with regard to

educational programmes. How can museums stimulate learning for the communities in their immediate surroundings by supporting them and increasing accessibility for them?

**Speakers:** Maren Siebert, Annemarie van Eekeren, Sofia Kudriavceva.

### 11:00-11:30

#### **Learning in the Digital Era**

The social mission of modern museums is supported by new technologies. These technologies not only facilitate that mission but also provide new ways and tools to create extra educational programmes. Visitors have richer museum experiences and museums are able to showcase collections to larger audiences. Technological developments have increased low-key cultural participation. These new technologies empower educational programmes by encouraging and facilitating the active involvement of visitors in museum events on location and from a distance. We will be focusing on how the use of technology has transformed museum education and how it contributes to cultural democracy. **Speakers:** Jet van Overeem, Eefje Valkema, Marina Elzesser, Irina Uspenskaya and Elena Lungina.

### 11:30-12:00

#### **Public Engagement: Creating Awareness**

Museums have always been places for reflection by connecting cultures, periods, people and social groups. They also give colour to the cultural life of a city and stimulate talks and discussions by challenging preconceived notions and prejudices in society. We will be concentrating on methods to encourage visitors to open up to different ideas. Ideas that are unfamiliar or even contradictory to their own. We will explore what kind of methods museums can use to get visitors to open their minds to

new horizons, tackle prejudices and create awareness and engagement in society.

**Speakers:** Judith Whitlau, Liya Chechik.

*After the lunch: split programme for museum directors and education professionals*

#### **Schedule museum directors**

### 13:00-17:00

#### **Study visits to museums in Amsterdam.**

A tailor made programme for the Russian participants will be handed to you separately.

#### **Schedule education professionals**

### 14:00-17:00

#### **Workshop session, organized by the Reinwardt Academy and Foam.**

Interactive workshops on how museums reach out to disabled people and how they integrate the digital era in the museum experience of their visitors.

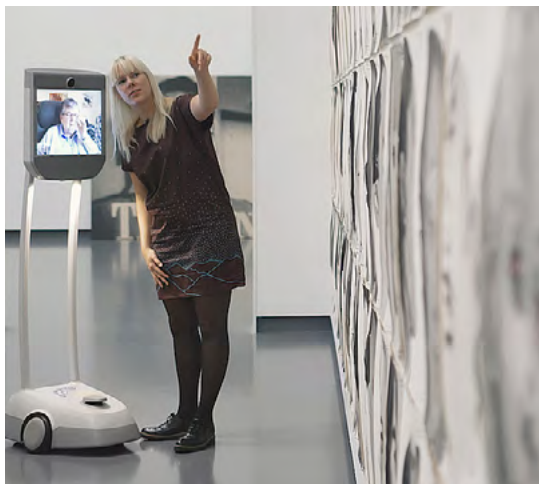
**Speakers:** Herman van Gessel and Gundy van Dijk, Roos Wattel and Nynke Feenstra, Theodorus Meerenboer.

### 17:30-22:00

#### **Plenary evening programme (page 11)**



Learning in the digital era:  
interactive museum experience.



Robot offers live museum  
experience for the  
physically challenged,  
Van Abbe Museum  
Eindhoven.



Modern exhibition techniques in Wonderkamers, Gemeentemuseum The Hague.



Feeling Van Gogh for visually impaired visitors, Van Gogh Museum Amsterdam.





The State Hermitage in Saint Petersburg.



Gallery of Honour, Rijksmuseum, Amsterdam.

# Participants

## Museum Directors RUS



### Alexander Boroda

Director General of the Jewish Museum and Tolerance Center, Moscow

The construction of the biggest Jewish Community Center in Eastern Europe was instituted under the auspices of Alexander Boroda in the second half of the 90s. At that time he was already Executive Vice-President of the Federation of Jewish Communities of Russia (FJCR). In 2008, he was elected President of the FJCR. In 2012 Alexander Boroda initiated the establishment of the Jewish Museum and Tolerance Center.



### Anna Gor

Director of the Volga-Vyatka Branch of the National Centre for Contemporary Arts, Nizhny Novgorod

Art Manager of large-scale exhibitions and art projects influenced by national exhibition practice; author of about 300 local press publications concerning problems of the fine arts; consultant on cultural policy, member of the International Association of Art Critics (AICA, Paris); member of the Contemporary Arts Council of the Ministry of Culture of the Russian Federation; holder of the French Order of Arts and Literature; honorary member of the Russian Academy of Arts.



### Natalia Karovskaya

Director of the State Museum Reserve The Rostov Kremlin

Karovskaya is Master of Degree, a musician, a culture expert, the art of bell ringing specialist. She is the assistant professor of the Yaroslavl State University (art history theory). Her scientific interests are music as a kind of art, bell history, Russian bell manufacturing, bell rings note decoding. Her museum interests are social programs, developing museum service, the problems of creating modern expositions.



### Lilia Krysina

Deputy General Director of the Museum of Moscow

Lilia Krysina studied Philosophy and Law at the Moscow State University, and earned an MBA at the State University Higher School of Economics. She has 20 years of experience in law and art management. Lilia has been Deputy Director of the Museum of Moscow since June 2013 and is one of the organisers of the Moscow international children's film festival, 'First Word'.



**Marina Loshak**

Director of the Pushkin State Museum of Fine Arts

Curator and philologist.  
Previously Marina Loshak

was the Head of the Moscow Center of Arts on Neglinnaya Street, Tatintsiyan Gallery, the Central Exhibition Hall *Moscow Manege* and the Moscow State Exhibition Hall *The New Manege*, Moscow Exhibition Center *Worker and Kolkhoz Woman*, Exhibition Hall *Chekhov's House*, Dmitry Nalbandyan's museum and workshop, and museum of Vadim Sidur. Founder of the Proun Gallery. Member of the Kandinsky Prize expert board (2010) and jury (2014).



**Kirill A. Meerov**

Head of Multimedia Department, State Historical Museum, Moscow

Kirill Meerov has been

Head of Multimedia Department at the State Historical Museum since 1994. The Multimedia Department leads the creation, production, presentation and dissemination of multimedia content to support the viewing and understanding of the SHM's collection and exhibitions, both within the museum and online. Meerov also supports and develops public-facing technologies and is responsible for the museum's presence and participation in the online environment, including the Russian-Dutch portal. Meerov was a coordinator of the monographic Dutch-Russian exhibition held at the museum in 2013.



**Mikhail Mindlin**

Director General, National Centre for Contemporary Arts (NCCA), Moscow

Mindlin is a specialist in the fields of contemporary art theory, criticism, art history and curatorial activities, the author of several articles on contemporary art, and the founder and Director General of the National Centre for Contemporary Arts (NCCA) in Moscow and its branches. He is the initiator and organiser of the annual all-Russian 'Innovation' award for contemporary visual art, the Moscow International Biennale for Young Art, and the Ural Industrial Biennale of Contemporary Art (Ekaterinburg, Russia).



**Ilya Pokrovsky**

Deputy Director General, Jewish Museum and Tolerance Center, Moscow

Studied engineering and translating in the sphere of business communications, after which he became an International Projects Coordinator in FJCR. In 2010 he started working on the Jewish Museum and Tolerance Center project. Since the Museum's opening in 2012, he has been working as Deputy Director General in administrative and technical matters.



**Elena Pronicheva**

CEO of the Jewish Museum and Tolerance Center, Moscow

After graduating from the Moscow State Institute of International Relations, Politology department in 2012, Pronicheva started her working experience in the sphere of culture as Head of Development and exhibiting activities at VDNH. Since 2013 she is CEO of the Jewish Museum and Tolerance Center.





### **Alina Saprykina**

Director General of the Museum of Moscow

Alina Saprykina studied philosophy at Moscow

State University. She created ARTPLAY, Moscow's first art-cluster. She participated in the launching of Garage, Center for Contemporary Culture and has curated more than 100 exhibitions. Furthermore, Saprykina was chosen as the winner of the Caryatid Prize in the field of cultural management and of the Made in Russia prize in the category of 'Museums'. Finally, she was awarded the Shuvalov Prize from the Russian Academy of Arts.



### **Olga Sviblova**

Director of Multimedia Art Museum, Moscow

Olga Sviblova has been a familiar name on the

international art scene since mid-80s due to her curatorial work and documentary films on Russian art. In 1996 she became founding director of the Moscow House of Photography, which later developed into the Multimedia Art Museum, Moscow. Olga Sviblova is also the Art Director of the Moscow Photo Biennale, and was curator of the Russian Pavilion at the Venice Biennale in 2007 and 2009, and co-curator of Monumenta 2014.



### **Anna Trapkova**

Deputy Director for development of the Pushkin State Museum of Fine Arts.

The field of her responsibility is development of Pushkin Museum's Quarter. At different periods, she worked in the research NGO "Liberal Mission" Foundation, in the Institute for Regional

Policy and in the Ministry of Culture of the Russian Federation.



### **Georgy Vilinbakhov**

Deputy Director for research of the State Hermitage Museum, Saint Petersburg

Georgy Vilinbakhov gave lectures on the history of Russian culture, the history of Saint Petersburg and auxiliary historical disciplines at the University of Tartu and at the Herzen Teachers' Training Institute in Leningrad. Currently he teaches heraldry at Saint Petersburg State University and heads the Division of Heraldic Art of the Baron Stieglitz Saint Petersburg Academy of Art and Design. Georgy Vilinbakhov has worked at the State Hermitage since 1969. He has been Deputy Director of the Hermitage since 1992, with a special responsibility for scholarship.

## **Museum Directors NL**



### **Wendel ten Arve**

Head of Exhibitions and Programme, Het Nieuwe Instituut, Rotterdam

Wendel ten Arve studied History of Art and Architecture at Groningen University and did a Masters in Visual Arts Administration at the Royal College of Art in London. After working at Casco, Office for Art, Design and Theory, she established her independent practice as a producer in the arts and design. In 2009 and 2012-2013, she lived in Moscow, where she worked on communications for the 2013 Netherlands-Russia Year. In 2013 she became Head of Exhibitions at Het Nieuwe Instituut in Rotterdam.

**Cathelijne Broers**

CEO of the non-profit foundation which runs both the national exhibition centre De Nieuwe Kerk and the Hermitage Amsterdam

The foundation is one of the few Dutch cultural institutions mainly supported by private and business sponsorship. The Hermitage Amsterdam is the Western European satellite of the world famous Hermitage Museum in St. Petersburg, Russia. De Nieuwe Kerk, a church in the heart of the city situated next to the Royal Palace, presents large-scale art exhibitions of treasures from other countries, cultures and religions. The church is also known as a venue for various national ceremonies such as the wedding of the Prince of Orange and Princess Maxima in 2002 and the inauguration of King Willem Alexander on 30 April 2013.

**Teus Eenkhoorn**

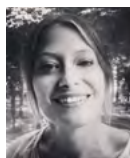
Director of the Reinwardt Academy

Teus Eenkhoorn (1962) holds a diploma in Law from University of Utrecht. Since 2001, Eenkhoorn worked at the Koninklijk Instituut voor de Tropen (Royal Tropical Institute), where he was responsible for the finances, planning & control and management information. He was involved in several trajectories across the organisation, such as the reorganisation of the institute and the construction of the new theatre. Since 1 August 2010, Teus Eenkhoorn is director of the Reinwardt Academy.

**Farida Guseynova**

Manager and conservator of the Tsar Peterhouse

Farida Guseynova worked several years as a research and teaching assistant at the Department of Art History at the University of Amsterdam. She also worked as Digitization Assistant of the Special Collections at The VU University Library, Amsterdam. As a contact person for Russia, she has participated in several international cultural projects of the Foundation for Cultural Inventory in Amsterdam. Since 2005 she started working as guide in the Tsar Peterhouse. Since 2011 she works as an administrator and curator at the Tsar Peterhouse Zaandam.

**Rinske Hordijk**

Project Manager, ARTtube

Rinske Hordijk is Project Manager of ARTtube, the collective video channel for art and design by museums in the Netherlands and Belgium: arttube.nl. As an art historian, she is specialised in new media, film and video art. She is an experienced project manager and education professional, who has worked at various cultural organisations, including Waag Society and Digital Playground, researching and developing projects in which new technologies can enrich or benefit the way we learn – in or out of schools.

**Jan Hovers**

Director of the Zaans Museum, Zaandam

For many years, Jan Hovers worked as a programme maker for Dutch Public Broadcasting stations (KRO and NCRV). After this, he worked as Head of Presentations at the Amsterdam

Museum and as Head of Presentations & Education at the Anne Frank Foundation. In the beginning of 2011 he became Director of the Airborne Museum in Oosterbeek/ Arnhem. Since 1 January 2015 he is Director of the Zaans Museum. The Tsar Peter House in Zaandam is an annex of the Zaans Museum.



**Ina Klaassen**

Business Manager and Deputy Director of Museum Boijmans Van Beuningen

Currently Ina Klaassen is the Business Manager and Deputy Director of Museum Boijmans Van Beuningen in Rotterdam. Previously, she was the Director of the Willem de Kooning Academy in Rotterdam and among other things, Deputy Director of the City of Rotterdam's Art and Culture Department.



**Hans Looijen**

Director of Dolhuys Museum

As CEO of Het Dolhuys, the 'Museum of the Mind' in Haarlem (Amsterdam Metropolitan Area), Hans Looijen works towards a better understanding of notions on normality. Het Dolhuys is becoming more and more of a platform for investigating the boundaries between normal and abnormal behaviour, and also deviant behaviour.



**Paul Mosterd**

Deputy Director at Hermitage Amsterdam

Besides his position as Deputy Director, Paul Mosterd also leads the team for Communications, Press, Education and Marketing. The joint team effort concentrates on developing and profiling biannual exhibitions that Hermitage

Amsterdam organizes in the Netherlands for the Dutch and an international audience. Each exhibition is designed to attract at least 150.000 visitors. Right now we show Spanish Masters, followed by Catherine, the Greatest in June 2016.



**Marjan Scharloo**

Director of Teylers Museum, Haarlem

The Teylers Museum opened in 1784 as an international centre for contemporary arts and sciences. Spectacular collections were acquired for experiments, demonstrations and the encouragement of the arts. In 2013 the Tretyakov Museum in Moscow and the Teylers Museum created a successful joint exhibition about Romantic paintings.



**Stijn Schoonderwoerd**

General Director of the National Museum of World Cultures

Stijn Schoonderwoerd (1966) is the General Director of the National Museum of World Cultures. Before the merger, he was General Director of the National Museum of Ethnology. Prior to this, Schoonderwoerd was Managing Director of the Dutch National Ballet, member of the board of directors at the Dutch National Opera & Ballet, and General Director of The Netherlands Philharmonic Orchestra & the Netherlands Chamber Orchestra.

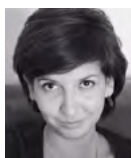
## Professionals in Museum Education RUS



### Aleksei Boyko

Leading methodologist for educational activity in the State Russian Museum, Saint Petersburg

Aleksei Boyko has a PHD in Art History and has also been teaching students in his own Art History educational programme for 30 years. Boyko's area of theory and practice is contemporary and 20th century art in co-development with art museum education. He has had the honour of receiving the Russian Federation National Award for Art and Literature (2004).



### Liya Chechik

Director of Public Programmes, Jewish Museum and Tolerance Center, Moscow

Liya Chechik studied History of Art at the Lomonosov Moscow State University, the University of Warwick (UK) and the Ca'Foscari University of Venice (Italy). She was employed at the Centre for Russian Culture in Venice and at the Russian Academy of Art in Moscow. Liya started her activities at the Jewish Museum and Tolerance Center three years ago as a coordinator of the Research Center. She has been head of the museum's Public Programmes for the last year.



### Marina Elzesser

Deputy Director of Education and Publishing programmes, State Tretyakov Gallery, Moscow

In addition to being Deputy Director, Marina Elzesser is an art historian. She graduated

from the Moscow State University, Faculty of History, and started her career at the State Tretyakov Gallery as a junior researcher and a guide. She initiated the department of public relations (2000) and the department of multimedia and internet projects (2002). Currently Marina is in charge of the education department (lectures, guided tours, educational programmes, interactive workshops in creative centres) and of the general publishing in the museum.



### Maria Fomina

Head of Communications, the Polytechnic Museum, Moscow

Graduated with Honours from Charles University in Prague in 1994 with a degree in psychology. Joined the Polytechnic Museum team two years ago after 18 years in advertising, bringing experience of client service and strategic planning.



### Sophia Kudryavtseva

Head of the Youth Education Centre, State Hermitage Museum, Saint Petersburg

Sophia Kudryavtseva graduated as an art historian at State Academy of Arts, Saint-Petersburg. She is the author of the *Museum in XXI century* series of State Hermitage Museum conferences, 2013-2016. She is the author of about 100 publications in research proceedings and many illustrated albums about the State Hermitage Museum Western-European Art collections. She is an alumni of Fulbright Foundation (USA). She is a lecturer at the Museum Studies Department of the Saint Petersburg State University.



### **Elena Lungina**

Co-director of Rodchenko Art School (the Rodchenko Moscow School of Photography and Multimedia)

Elena Lungina has been a co-director of the Rodchenko Art School (the leading art school in Russia) since May 2006. Before joining the school, Lungina worked at the Carre Noir Gallery in Paris. Prior to that, Elena worked at the Ministry of Culture of the USSR as an art expert. Ms. Lungina holds a diploma in Art History from the Moscow State University (1990), specialised in Russian contemporary art.



### **Elena Melkumova**

Head of Education Department, Garage Museum of Contemporary Art, Moscow

Elena Melkumova is the organiser of the 3rd Garage International Conference, Where is the Line Between Us? Cautionary Tales from Now (2015), and the 4th Garage International Conference, A Long, Happy Life. Building and Thinking the Soviet City: 1956 to Now (2015). Melkumova has an MA in Political Science.



### **Irina Uspenskaya**

Co-director of Rodchenko Art School (the Rodchenko Moscow School of Photography and Multimedia)

Irina Uspenskaya has been a co-director of the Rodchenko Art School since May 2006. Before joining the School Ms. Uspenskaya was co-director at UBS Corporate Finance in Moscow. Prior to this Irina worked as an auditor for Delloite & Touches. Mrs. Uspenskaya holds a diploma in Economics from the Moscow State University (1995), specialised in International Economics. She

also holds a diploma with Honours from the University of the Russian Academy of Education specialised in Fine Arts.

## **Professionals in Museum Education NL**



### **Annemies Broekgaarden**

Head of Public & Education, Rijksmuseum, Amsterdam

In 2008, Annemies Broekgaarden's skills in communications, management, international project management, and cultural anthropology led her to accept the challenge to formulate the Rijksmuseum's educational policy, programming, and products for when it reopened in 2013. She also built up the education department and developed an educational centre (the Teekenschool) for children, adults and families. For 10 years, Annemies Broekgaarden has also been on the Board and President (last 5 years) of Hands On!, an international organisation for children and museums.



### **Hester Dibbits**

Professor at Erasmus University Rotterdam and the Reinwardt Academy in Amsterdam

Hester Dibbits is an endowed Professor of Historical Culture and Education at Erasmus University Rotterdam on behalf of the National Centre of Expertise for Cultural Education and Amateur Arts (LKCA). Hester Dibbits is also Professor (Lector) of Cultural Heritage and course director of the international Master of Museology at the Reinwardt Academy of the Amsterdam University of the Arts.



**Alexandra van Dijk**  
Coordinator International  
Programmes, Reinwardt  
Academy (Amsterdam  
University of the Arts)

Alexandra van Dijk (MA in Roman Archaeology) is experienced in developing and coordinating programmes & trainings in the international cultural heritage sector (including in Morocco, Indonesia, Afghanistan, China, Russia and Singapore).



**Gundy van Dijk**  
Owner at Thinking Education

Gundy van Dijk was trained as a museum educator at the University of Amsterdam and worked for various museums including the Cobra Museum of Modern Art, Van Gogh Museum, the Netherlands Open Air Museum, Amsterdam Museum and the Tropenmuseum. Gundy started her own company in 2014, Thinking Education. She offers training courses for lecturers and develops concepts for visitors participation programmes. She is Project Leader for Education at The National Maritime Museum.



**Annemarie van Eekeren**  
Head of Public & Education  
Department  
Amsterdam Heritage  
Museums (AHM)

Annemarie van Eekeren is Head of the Public & Education Department of the Amsterdam Heritage Museums/AHM (Amsterdam Museum, Our Lord at the Attic, Willet-Holthuysen, Biblical Museum, Portrait Gallery of the Golden Age). The AHM develops programmes and presentations for different groups: schoolchildren, adults, families, and newcomers learning the Dutch language in the museum. The AHM is also active working in neighbourhood projects.



**Herman van Gessel**  
Art Historian

Herman van Gessel is art historian and has been working in the field of museum education since 1990. First in the Rijksmuseum and from 2001 on in the Tropenmuseum, both based in Amsterdam. Since one year he is also a lecturer in Heritage Education at the Reinwardt Academy in Amsterdam.



**Loes Janssen**  
Public Mediation, Van  
Abbemuseum, Eindhoven

With her background as an Art History teacher, Loes Janssen started working at the Van Abbemuseum over ten years ago. Here, she got interested in the way the general public experiences the arts and how to get them more actively involved. After this, she and her colleagues started researching a new approach for special needs groups. Now they are focussing on visually and aurally impaired visitors. And their robot makes it possible for people with physical disabilities to visit the museum.



**Irina Leifer**  
Independent curator and  
associate lecturer at the  
Reinwardt Academy,  
Amsterdam

Leifer conceptualises, develops and realises interdisciplinary projects on the interface of heritage and contemporary art in partnerships with cultural organisations such as museums and community centres, and in public space.



**Theo Meereboer**

Founder and Director of MuseumMaker

MuseumMaker is a small office in the Netherlands that helps museums to stay relevant for their audiences and society. He is also a curator at the Museum of Technology HEIM/CREA in Hengelo. Furthermore he is an associate lecturer at the Reinwardt Academy, currently coordinating the research for the GOSTEP project on storytelling and locative narratives.

**Jet van Overeem**

Head of Education Sector, Gemeentemuseum Den Haag, The Hague

Jet van Overeem studied Art History at the University of Utrecht and went on to train as a primary school teacher, specialising in children's art education. Alongside her work at the Gemeentemuseum Den Haag as head of the education sector and curator of the museum's special children's gallery and other exhibitions, she is responsible for the development of new concepts in art education.

**Mariëlle Pals**

Head of Programmes, National Museum of World Cultures, Amsterdam, Leiden, Berg en Dal

Mariëlle Pals is responsible for the development and construction of public and educational programmes for the Tropenmuseum (Amsterdam), Museum Volkenkunde (Leiden) and the Afrika Museum (Berg en Dal). She is also in charge of Tropenmuseum Junior, a prize-winning children's museum. These three ethnological museums merged into the National Museum of World Cultures in 2014.

**Marc Pil**

Manager, business consultant and researcher, Amsterdam

Marc Pil works as a (project) manager, business consultant and researcher for museums and theatre companies. Since 2007 he is business director of the Amsterdams Kleinkunst Festival. As a director, Marc is responsible for the expansion of the festival's activities, growth in fundraising, and collaboration with other institutions. Marc is chair of the association for cooperating cultural festivals in Amsterdam and he is a lecturer at Reinwardt Academy.

**Annemiek Spronk**

Senior Staff Member of Schools Department, Rijksmuseum

Annemiek Spronk holds an MA degree in Philosophy of Religion from VU University Amsterdam. She previously worked at the Tropenmuseum in Amsterdam, where she developed interactive exhibitions for children between 6 and 13 years old. At the Tropenmuseum she also did research and was project coordinator of the accompanying interactive website and new media. Since September 2013, she works at the Rijksmuseum in Amsterdam as a senior staff member of the Schools department.

**Maren Siebert**

Head of Education at Foam, Photography Museum, Amsterdam

Maren Siebert studied Media and Culture at the University of Amsterdam and the Freie Universität Berlin and Fine Art in Education at the Amsterdam University of the Arts. She has been working in the educational field since 2005. Her specialties



include (audio)visual literacy, active participation and outreach programmes. At Foam she is responsible for initiating and coordinating outstanding and innovative educational programmes, with a focus on neighbourhood participation and being inclusive.



### **Karen Tessel**

Head of Exhibitions & Education, Zaans Museum

Karin Tessel studied history in Amsterdam and worked as head of the collection and exhibitions in the Dutch Resistance Museum. In July 2015 she started working as head of exhibitions and education at the Zaans Museum. The Tsar Peterhouse is part of the Zaans Museum.



### **Marthe de Vet**

Head of Education, Van Gogh Museum, Amsterdam

With her team, Marthe de Vet is responsible for all interpretation and education – on site, online and through outreach. Among other things, she has initiated a new educational mix in the permanent Van Gogh presentation, an award-winning multimedia tour, the award-winning app Touch Van Gogh, outreach programmes for vulnerable senior citizens and the museum's new strategy for impaired people.



### **Eefje Valkema**

Project Manager Cultural Sector, National Museum of World Cultures

Eefje Valkema has worked as a project manager in the cultural sector since 2009, first at the National Historical Museum and in the past four years for the Tropenmuseum, Museum Volkenkunde and

Afrika Museum, collectively known as the National Museum of World Cultures. For the Museum Volkenkunde she has developed the Explorer app. Currently she is also the project manager for the renovation of the Tropenmuseum.



### **Judith Whitlau**

Member of Education Department, Jewish Cultural Quarter

Graduated from the art academy and as teacher of the philosophy of life. For many years she supervised educational programmes for such institutes as the Anne Frank Foundation and was a guest teacher on Jewish culture and religion. Since 2006 she has worked in the Education department for the Jewish Culture Quarter, where she among other things helped develop I ASK.

## **Other Participants RUS**



### **Afanasy Gnedovsky**

Executive Director, ICOM Russia

ICOM member since 2010. Historian, specialist on Spanish history, culture and 19th century literature. Since 2013: member of the expert council of the Standing Committee on Cultural Policy and Tourism of the Parliamentary Association of Northwest Russia. Since 2014, member of the ICOM Standing Committee on Finances and Resources.



**Dinara Khalikova**

Project Director, ICOM Russia

Dinara is responsible for the implementation of ICOM Russia’s projects,

including meetings, activity planning, event organisation and negotiations with partners and sponsors. She holds an MA in Media and Cultural Studies from Lancaster University, UK, and a specialist degree in the field of Youth Work from Lomonosov Moscow State University, Russia. Before joining ICOM Russia, she worked as a Programme Assistant for Culture at the UNESCO Moscow Office for Armenia, Azerbaijan, Belarus, the Republic of Moldova and the Russian Federation.



**Mikhail Shvydkoy**

Special Envoy of the President of the Russian Federation for International Cultural Cooperation, Ambassador-at-Large of the

Ministry of Foreign Affairs of the Russian Federation

Mikhail Shvydkoy has a PhD in the History of Theatre from the National Institute of Art Research, Moscow. He has been Special Envoy of the President of the Russian Federation for international cultural cooperation since 2008. He is Professor at the Faculty of Foreign Theatre, Russian Academy of Theatre Art; and Professor, Member of Academic Council, for the Moscow State Lomonosov-University. Past positions include: Head of the Federal Agency for Culture and Cinematography (2004-2008), Minister of Culture (2000-2004), Chairman of the All-Russia State TV and Broadcasting Company (1998-2000), Deputy Minister of Culture (1993-1997).



**Alexander Shulgin**

Ambassador of the Russian Federation in the Netherlands, Permanent Representative at OPCW

Alexander Vasilievich Shulgin started his career at the Ministry of Foreign Affairs in 1973. He has been posted as Consul General in Marseilles and Monaco. He was Deputy Director of the European Department of the Ministry of Foreign Affairs; Ambassador in Senegal and Gambia; Ambassador in Luxembourg; and Director of the European Department. Since 2015 Shulgin serves as Ambassador in the Netherlands and as Permanent Representative at OPCW.



**Yury Uraksin**

First Secretary of the Embassy of the Russian Federation to the Netherlands

Yury Uraksin started his career at the Ministry of Foreign Affairs in 2002. He was attaché of the Russian Embassy in the U.S.; third secretary of the Consular Department of the Ministry of Foreign Affairs; second secretary of the Russian Consulate in Hamburg; first secretary at the Department of Human Resources of the Ministry of Foreign Affairs. Since 2015 he serves as first secretary of the Russian Embassy in the Netherlands.

## Other Participants NL



### Araf Ahmadali

Policy advisor for Arts and Culture / World Cities Culture Forum Associate, City of Amsterdam

Araf Ahmadali is a policy advisor for Arts and Culture at the City of Amsterdam, with experience in making policies on international cultural affairs, funding, entrepreneurship and creative industries and a passion for creative (and digital) innovation and music production. Araf was the project manager of the Amsterdam World Cities Culture Summit 2014 and, as part of a secondment, has joined the Mayor of London's Culture Team as World Cities Culture Forum Associate.



### Ruben Eijkelenberg

Advisor Russia at DutchCulture

An historian by education, Ruben Eijkelenberg has been working as policy advisor, researcher, exhibition co-curator and producer. During the Russia-Netherlands bilateral year, he worked as project manager at the cultural department of the Embassy of the Kingdom of the Netherlands in Moscow. Since 2013, Ruben Eijkelenberg is in charge of the Russia department at DutchCulture, where he developed programmes to empower emerging Russian cultural professionals and invest in long-term relations with their counterparts in the Netherlands.



### Cees de Graaff

Director of DutchCulture

DutchCulture is the strategic advice agency for international cultural cooperation, creating activities worldwide. DutchCulture works with – and for – the cultural sector, the government and the diplomatic network both in the Netherlands and abroad. DutchCulture is commissioned by the Ministry of Education, Culture and Science; the Ministry of Foreign Affairs and the European Commission.



### Benjamin van der Helm

Senior Policy Advisor, Ministry of Foreign Affairs

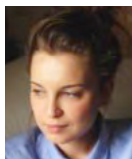
Benjamin van der Helm is a Senior Policy Advisor on international cultural policy and a contact for the embassies in Africa and Asia that receive a budget for cultural affairs. Furthermore, Benjamin is a contact for the Creative Industries. Prior to his current position, Benjamin has worked as a Policy Advisor for visual arts and film at the Dutch Ministry of Culture.



### Ida de Kat-van Meurs

Counsellor for Culture, Education and Science, Dutch Embassy in Moscow

An historian by education, Ida de Kat-van Meurs' career at the Ministry of Foreign Affairs allowed her to develop international cultural diplomacy, cultural heritage, education, vocational training and capacity building as key areas of expertise. She has worked with programs and partners ranging from Asia, Africa, South America to new EU member states and Russia. She continues to draw inspiration from cultural exchanges and contacts with international cultural experts and will always foster these.



### **Daria Kravchuk**

Curator, art manager and art journalist

Daria is an independent curator, art manager and art journalist, contributing to various international art related media (i.e. Iskusstvo magazine, Mu[see]jum.net). She gained museum experience in the Decorative Art Museum in Moscow and at Rembrandthuis in Amsterdam. She currently takes part in the Museum Studies MA program at the University of Amsterdam.



### **Kajsa Ollongren**

Deputy Mayor for Arts & Culture and Economic Affairs, City of Amsterdam

Kajsa Ollongren has more than 20 years of experience in Dutch politics, including working for a number of different ministries in The Hague. Her previous position was as Secretary General at the Netherlands Ministry of General Affairs. She was the chairperson of the weekly consultation between the Secretary Generals, the Coordinator of Intelligence & Security and the Prime Minister. Her current portfolio includes Economic Affairs, Arts & Culture, Ports, Airport, Local Media, Participation, Monuments, Business and the Centre District.



### **Sjeng Scheijen**

Associated Researcher

Experienced and praised academic specialist on Russian art, a writer and exhibition curator. Board member of various art institutions and funds, promotor and artistic leader. Worked all over Europe, the U.S., and Russia. Now, as associated researcher at Leiden University, finishing a

book on the Demise of the Russian Avant-garde. For his award winning biography of Sergey Diaghilev, Sjeng Scheijen won critical acclaim and public success in the United States, Great Britain, Japan, the Netherlands and the Russian Federation.



### **Renilde Steeghs**

Ambassador for Cultural Co-operation

Renilde Steeghs holds a MA degree in Slavic Languages and Literature from Leiden University. She worked as a diplomat in Zagreb, Moscow and Brussels. At the Ministry of Foreign Affairs she served i.a. as Head of the UN Funds and Programmes Division and is Strategic Advisor for economic diplomacy. Steeghs was appointed Ambassador for Cultural Co-operation of the Netherlands Ministry of Foreign Affairs in 2012, where she also heads the Unit for International Cultural Co-operation of the ministry.



### **Eva Stegmeijer**

Coordinator of Research Programming at the Cultural Heritage Agency of the Netherlands, Amersfoort

Among other activities, Eva Stegmeijer coordinates the policy programme Vision Heritage and Space, involving about 100 (urban) heritage projects. She was trained as an urban planner in Amsterdam and New York. Eva is involved in numerous (international) projects, programmes and networks on the interface of heritage, creative industries, architecture, regional economics and spatial development.



### **Björn Stenvers**

Director Foundation SAM

Björn Stenvers worked as a marketing director in the Netherlands' cultural sector

for a number of years. Until 2010 he was director of marketing at the Amsterdam Heritage Museums (AHM) a cooperation of five museums. In 2013 he set up the business foundation SAM for the board of the 44 official museums of Amsterdam ([amsterdammusea.org](http://amsterdammusea.org)). Currently he is the director of the foundation SAM.



### **Hans Wesseling**

Consul General in Saint Petersburg, Ministry of Foreign Affairs, Netherlands

Hans Carel Wesseling was born in Utrecht on 17 July 1954. He studied International Law at the State University of Leiden. He has always had a big interest in Eastern Europe, which is clear from his postings at the Embassy in Kiev and the OSCE in Tbilisi. After that he was posted in London, The Hague and Brussels, before coming back to his beloved region of Saint Petersburg, as Consul General (2014). He speaks Russian fluently.

### **Also Participating**

- Nancy van Asseldonk, Reinwardt Academy
- Simone Stoltz, Reinwardt Academy
- Jon van Rooijen, Netherlands Cultural Heritage Agency
- Kees ter Horst, Wilhelmina E. Jansen Fonds
- Marcel de Zwaan, Khardziev Foundation
- Lia Gorter, Foundation for Cultural Inventory
- Luc Eekhout, ICOM Nederland
- Wieke van Veggel, Hermitage Museum Amsterdam
- Nikita Gerritsen, Amsterdam Museum
- Emile Schrijver, Jewish Historic Museum
- Liesbeth Bijvoet, Jewish Historic Museum
- Bart Rutten, Stedelijk Museum
- Hanna Piksen, Stedelijk Museum
- Michael Huijser, Rembrandthuis
- Haig Balian, Artis
- Heleen Rouw, Artis
- Yoeri Meessen, Witte de With, Center for Contemporary Art
- Catrien Schreuder, Museum Boijmans van Beuningen
- Harry Tupan, Drents Museum
- Willem Jan Renders, Van Abbemuseum
- Sveta Gorlatova, Van Abbemuseum
- Michiel Büchel, Science Center NEMO
- Marloes Krijnen, Foam
- Marcel Feil, Foam
- Katja Weitering, Cobra Museum
- Nathalie Dubois, Centraal Museum
- Farida Guseynova, Zaans Museum
- Karen Tessel, Zaans Museum
- Natalia Levitskaya, Yaroslavl State Historical-Architectural and Art Museum-Reserve
- Svetlana Blazhevskaja, Yaroslavl State Historical-Architectural and Art Museum-Reserve
- Miroslava Stetciuk, Yaroslavl State Historical-Architectural and Art Museum-Reserve
- Ekaterina Rusakova, Youth Education Centre, State Hermitage Museum, Saint Petersburg





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