



BACK TO BASICS

ICOM COMMS
+ ICOMON

ANNUAL
CONFERENCE.

KEYNOTE SPEAKERS

TAINA PIESKI
ELENA VILLAESPESA

WITH THE FULL 2026 SPEAKER LINEUP

JUSSI KAHLOS · DIANA STELOWSKA-MORGULEC · ALMOATZBELLAH ELSHAHAWI ·
CRISTINA CHIAISO · JOONAS JUUTILAINEN · ROSALYN CHAVARRY ARAMBURU ·
PAULA CAMPOS · ANNA IWASAKI · XUXA KIDD* · MEDHAVI GANDHI · BARBARA LINKE ·
JELITA PERMATA · LUCIE MBOGNI NANKENG · MIKKO MYLLYKOSKI ·
ANDREA LOMBARDI BARBOSA · SANA ALI AAMIR* · PERTTU RYTSÖLÄ · LUCIA DOZO ·
JAVIER PANTOJA · ELENi ZIAVRA · LILIAN MWENDA · MAY MOHAMED & RYAM REFAY ·
ALEXANDRA SIENKIEWICZ · SARA SOPIC · ANETTE BASSO · JOHANNA RASSI ·
GONZALO RECALDE · URŠKA PURG & MATKO MIOČ · PIM MÖHRING & PAUL BELIËN ·
LUKA ŠTEFAN · JOHAN ROJAS PINO & VALENTINA SOSA RIGUAL

BACK TO BASICS 2026

Wednesday

2 December

Pre-conference day – Workshops & Opening Reception

WED 2 DEC

09:00–12:00 WORKSHOP

- 1 **Bad Ideas Clinic: Collaborative Critique to Audience Impact**
Jussi Kahlos

09:00–12:00 WORKSHOP

- 2 **Your Museum Is Already a Diplomat: A Hands-On Workshop in Strategic Storytelling for International Audiences**
Diana Stelowska-Morgulec

18:30 Opening Reception for the Conference

With poster session



BACK TO BASICS 2026

Thursday

3 December

Conference – Day One

THU 3 DEC

08:00–09:00 **Coffee & Registration**

09:00–09:05 **Welcome**

Conference partners

09:05–09:20 **Opening: Back to Basics – A General Overview**

Cristina Chiaiso

09:20–09:30 **Because You Need to Know: An Introduction to Finnish Design Tradition**

Joonas Juutilainen

09:30–10:15 **KEYNOTE SESSION (KEYNOTE 30' • Q&A 15')**

1 From Collections to Connection: Empowering the Sámi Community

Taina Pieski • Finland • Director, Sámi Museum Siida

First museum in Finland to win a European Museum of the Year Award (EMYA); its evolution into a community-empowering institution – an inspiring, strongly local, exemplary narrative.

10:30–11:45 **SESSION 1**

Yes, We Can: How We Overcame the “Not Possible” Mindset

1 Sustaining Digital Heritage and Inclusive Access: A Data-Driven Strategy for Broadening Access to MALI’s Collections, Library, and Archives

Rosalyn Chavarry Aramburu • Peru • Independent Researcher & Cultural Heritage Consultant

2 From Audiences to Objects: Rethinking Museum Audio Guides Through Visitor-Centred Design

Paula Campos • Chile • Museo Chileno de Arte Precolombino

3 From Backstage to Frontstage: AI Supporting Exhibition Development and Museum Communication in Small and Medium-Sized Museums

Anna Iwasaki • Japan • ICOM Exhibitions • Curator who worked for over two years at the Kikuchi Kanjitsu Memorial Tomo Museum

12:00–12:30 **HEUREKA CAFÉ CONVERSATIONS**

Digital Engagement

1 From Tudor Mystery to Social Success: Why Authenticity Wins

Xuxa Kidd • United Kingdom **TBC**

2 Beyond the Feed: Building Enduring Digital Public Legacies

Medhavi Gandhi • India / Germany

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12:30–14:00 **Lunch Break at the Science Restaurant**

Thematic group tables

14:00–15:15 **SESSION 2**

And We Are All Together: Unlocking High-Impact Audience Engagement Museum Projects

- 1** **Are We Speaking the Visitors' Language? – Expanding Interpretation and Labels to Connect with Audiences in Korea**
Jooyeon Han · South Korea · Studies in Art Museum Education
- 2** **Beyond the Museum Walls: How Digital Participation Strengthens Small Museums**
Barbara Linke · Austria · Head of Press and Public Relations and a Project Manager at Museumsmanagement Niederösterreich
- 3** **From Data to Dialogue: How Evidence-Based Strategy Drove Inclusive Transformation at National Museum of Indonesia**
Jelita Permata · Indonesia · Branding & Marketing Consultant at the Indonesian Heritage Agency
- 4** **From the Custodial Museum to the Relational Museum: Community Heritage Houses in Cameroon as Laboratories for Museum Innovation Beyond AI**
Lucie Mbogni Nankeng · Cameroon · Researcher, University of Dschang

15:15–15:45 **Coffee Break**

15:45–17:00 **SESSION 3**

Follow the Money: Where Are the Investments Heading?

- 1** **How Heureka Doubled Its Project Funding**
Mikko Myllykoski · Finland · Heureka
- 2** **After Reaching the Fundraising Target, We Doubled It**
Andrea Lombardi Barbosa · Brazil · Instituto Inhotim
- 3** **Keeping Your Voice While Chasing the Money**
Sana Ali Aamir · United Kingdom · Somerset House **TBC**
- 4** **Museum Cards Across Europe: Models, Lessons and Opportunities for Museums**
Perttu Rytsölä · Finland · Sveriges Museer

18:00 **Museum Visits**

1. Helsinki City Museum (Helsingin kaupunginmuseo)
2. The Museum of Technology (Tekniikan museo)
3. Architecture & Design Museum (Arkkitehtuuri- ja designmuseo)



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BACK TO BASICS 2026

Friday

4 December

Conference – Day Two

FRI 4 DEC

08:00–09:00 **Coffee**

09:00–09:15 **Welcome and Opening Remarks**

Conference partners

09:15–10:00 **KEYNOTE SESSION (KEYNOTE 30' • Q&A 15')**

1 **From Data Silos to Audience Relationships: A Strategic Approach to Museum CRM in the Age of AI**

Elena Villaespesa · Spain · Museo Nacional Thyssen-Bornemisza

10:15–11:00 **HEUREKA CAFÉ CONVERSATIONS**

Questioning the Hype

1 **Before the Algorithm Comes the Story: AI-Assisted Decolonial Communication**

Lucia Dozo · Argentina

2 **Beyond Access: How Institutional Conditions Shape AI Adoption in Museums**

Javier Pantoja · Spain · Lead, Museums and Cultural Heritage Technologies and Strategy, BSC-CNS; former Head of Digital Development, Museo Nacional del Prado

3 **The Human Algorithm: Reclaiming Museum Communication Through Inclusive Design**

Eleni Ziavra · Greece

11:00–11:30 **Open Discussion**

11:30–12:00 **HEUREKA CAFÉ CONVERSATIONS**

COMMS New Talents

1 **Stop Posting About Your Museum**

Lilian Mwenda · Kenya

2 **Healing Through Creativity**

May Mohamed & Ryam Refay · Egypt

3 **Beyond the White Cube: Visual Communication in Contemporary Art**

Alexandra Sienkiewicz · Poland

12:00–12:30 **Open Discussion**

12:30–14:00 **Lunch Break at the Science Restaurant**

Thematic group tables

14:00–15:15 SESSION 4

General Presentations – COMMS

- 1 Audience Engagement Is a Political Act: How Audience Engagement Became the Main Institutional Defense**
Sara Sopic · Serbia · Historian, Museologist and Cultural Manager, Museum of Yugoslavia, Belgrade
- 2 The Museum in Progress: The World's Longest Renovation Show?**
Anette Basso · Norway
- 3 From Shared Knowledge to a Shared Public Story: Co-Curating the Special Exhibition “From Tokyo to Tapiola” – Community Knowledge in Exhibition-Making and Communication**
Johanna Rassi · Finland · Museum of Play
- 4 Pink, Playful and Scientific: Reimagining How a Science Museum Communicates**
Gonzalo Recalde · Paraguay · MuCi

15:15–15:45 Coffee Break

15:45–17:00 SESSION 5

General Presentations – ICOMON

- 1 Running “The Neverending Race” Together: Balancing Partner Fears and Visitor Demands**
Urška Purg & Matko Mioč · Slovenia · MUZA Museum and Gallery, Ljubljana
- 2 Hidden in Plain Sight: Slavery, Colonialism and the Stories Money Tells**
Pim Möhring & Paul Beliën · Netherlands · National Numismatic Collection, De Nederlandsche Bank, Amsterdam
- 3 Building a Money Museum Through Interpretation and Audience Engagement**
Luka Štefan · Croatia · Moneterra
- 4 Cultural Diplomacy: Exhibition Experiences of the Central Bank of Venezuela**
Johan Rojas Pino & Valentina Sosa Rigual · Venezuela · Central Bank of Venezuela (BCV)

17:00–18:00 ICOM COMMS Awards

18:00–18:30 Takeaways and Closing Remarks

Recommended visits for the weekend