



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 •
ANASTASIA LANDER • PAULA CAMPOS • ANNA IWASAKI • XUXA KIDD • MEDHAVI GANDHI
• CONNOR MURPHY • BARBARA LINKE • JELITA PERMATA • JESSICA KOEUNE •
MIKKO MYLLYKOSKI • ANDREA LOMBARDI BARBOSA • BERNADINE BRÖCKER WIEDER •
PERTTU RYTSÖLÄ • LUCIA DOZO • JAVIER PANTOJA • ELENi ZIAVRA • ISABELL FIEDLER
• 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

09:00–12:00 WORKSHOPS • COMMS

- 1 Bad Ideas Clinic: Collaborative Critique to Audience Impact**
Jussi Kahlos
- 2 Your Museum Is Already a Diplomat: A Hands-On Workshop in Strategic Storytelling for International Audiences**
Diana Stelowska-Morgulec

09:00–12:00 WORKSHOP • ICOMON

- 1 Counterfeit Coin Detection and Authentication: Integrating Innovative Methods and Artificial Intelligence**
Almoatzbellah Elshahawi

18:30 Opening Reception for the Conference

With an exclusive poster session – 14 selected posters

POSTER SESSION SELECTION

- **Records Before Algorithms: A Rights-Aware Workflow for Small Museum Teams**
Yi Huang · China
A workflow laid out step by step – practical, diagrammable, readable without narration.
- **Whose Narrative? Negotiating the Representation of the Parsi Zoroastrian Community in Museums**
Mohammad Hekmat · Iran
Representation and identity, as a reflective panel with images.
- **Emotional Preservation and the Risk of Simplification**
Yevheniia Moliar · Kmytiv Museum of Fine Arts, Ukraine
Sensitive memory and trauma – a voice from a conflict context.
- **HerStory: Audience-Driven Themed Exhibition on Women's Empowerment**
Evi Kusumaningrum · Museum Bank Indonesia
Audience data (70% women, 53% Gen Z) driving a thematic programme.
- **From Collection to Conversation: An Agile Exhibition and Interpretation Model for Central Bank Museums**
Anareli Acosta · Mexico
A replicable, modular model; a strong money-museum case.
- **Care Is Communication – Back to Basics: Trust and Participation**
Jessica R. Rivera · Museo Casa Kahlo, Mexico City
Participation and trust at a draw institution with strong visual appeal.
- **Art Hunter: Transforming Access into Engagement – A Case Study from the Oscar Niemeyer Museum**
Juliana Vosnika · Brazil
An applied engagement case, naturally illustratable.
- **Enhancing Museum Visibility Through Social Media: A Case Study of National Museum Birnin Kudu**
Sabi Mustapha · Nigeria
A small, local museum that the poster format showcases well.

- **Beyond Preservation: How 3D Digital Documentation Can Bring Tunisia's Heritage Closer to the Public**

Belgacem Abdeladhim · Tunisia

- **The Colosseum Never Closes: Connecting Audiences Beyond the Visit**

Astrid D'Eredità · Italy

Continuous audience connection beyond the visit – a strong visual case.

- **Overview of the Project of Renovation of the Museum of Rabat**

Rochdi Bernoussi · Morocco

A major transformation repositioning the Bank Al-Maghrib Museum in Rabat.

- **From the Custodial Museum to the Relational Museum: Community Heritage Houses in Cameroon**

Lucie Mbogni Nankeng · Cameroon

Relational innovation beyond AI – an under-represented perspective.

- **The Politics of My Skin: My Autoethnographic Decolonial Praxis**

Desiree Dibasen Nanuses · Namibia

A distinctive conceptual, autoethnographic decolonial panel.

- **Back to Basics: Rethinking Audience Engagement in Bank and Money Museums in the Age of AI**

Damon Monzavi Amroabady · Iran



BACK TO BASICS 2026

Thursday

3 December

Conference – Day One

THU 3 DEC

08:00–09:00 Coffee & Registration

09:00–09:05 Welcome

Heureka, ICOM Finland, Finnish Museums Association, ICOM COMMS, ICOM ICOMON

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, Designer, Heureka

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

1 From Collections to Connection: Empowering the Sámi Community

Taina Máret Pieski · Finland · Director, Sámi Museum Siida

Presented and moderated by Juliana Pons

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 · Former Library and Archive Coordinator, Museo de Arte de Lima (MALI)

2 Terra Ephemera: Beyond the Press Release – How Terra Center for Fine and Applied Arts Reached New Audiences Without Traditional Editorial Coverage

Anastasia Lander · United Kingdom / Russia · Case study: Terra Center for Fine and Applied Arts, Kikinda, Serbia

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

Paula Campos · Chile · Museo Chileno de Arte Precolombino

4 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
- 2 Beyond the Feed: Building Enduring Digital Public Legacies**
Medhavi Gandhi · India / Germany
- 3 Why a Crab Became the Face of Manchester Museum: Using Humour to Humanise**
Connor Murphy · United Kingdom

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

Thematic group tables

Table 1: Connor Murphy · **Table 2:** Anastasia Lander · **Table 3:** Rochdi Bernoussi · **Table 4:** Diana Stelowska-Morgulec

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 · Adjunct Professor, Chung-Ang University Graduate School of Art, Seoul · Director, Art Museum Education Research Network
- 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 Before We Connect with Visitors, We Connect with Each Other: The Foundation Beneath High-Impact Audience Engagement**
Jessica Koeune · Luxembourg · Les 2 Musées de la Ville de Luxembourg (Villa Vauban & Lëtzebuerg City Museum)

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 · CEO, Heureka

2 After Reaching the Fundraising Target, We Doubled It

Andrea Lombardi Barbosa · Brazil · Instituto Inhotim

3 Keeping Your Voice While Chasing the Money

Bernadine Bröcker Wieder · United Kingdom · Somerset House

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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Meet the Presenters



Anna Iwasaki
JAPAN



Barbara Linke
AUSTRIA



Jelita Permata
INDONESIA



Elena Villaespesa
SPAIN



Luka Štefan
CROATIA



Lilian Mwenda
KENYA



Matko Mioč
SLOVENIA



Urška Purg
SLOVENIA



Mikko Myllykoski
FINLAND

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More Presenters



Pim Möhring
NETHERLANDS



Jussi Kahlos



Jooyeon Han
SOUTH KOREA



Xuxa Kidd
UNITED KINGDOM



Rosalyn Chavarry Aramburu
PERU



Diana Stelowska-Morgulec



Paul Beliën
NETHERLANDS

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

Presented and moderated by ICOM COMMS

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

4 From Users to Co-Creators: Building an In-House AI

Isabell Fiedler · Austria

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

Table 1: Elena Villaespesa · **Table 2:** Alexandra Sienkiewicz · **Table 3:** Isabell Fiedler · **Table 4:** Johan Rojas Pino

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

Presented by Carolien Mertens

18:00–18:30 Takeaways and Closing Remarks

Recommended visits for the weekend