

27° ICOM General Conference 2025

M COMMS ICOM
international committee
for communications, marketing
and audience engagement

12 November 2025, 14:30– 16:00

Session A

Intangible Heritage – Storytelling, Identity, and
Relevance

Moderator = Anna Dentoni, Italy

Wendell Silva &
Ricardo Lopes
Brazil

Communication, Design, and Living Heritage:
The “Experiência Brumadinho” Case at Inhotim
Institute

Ana Paula
Miranda Saavedra
Guatemala

Revitalizing the Threads of Heritage: The Role
of Public Relations in Promoting Mayan
Intangible Cultural Heritage

Sharifa Balfour
*Netherlands
Antilles*

Digital Storytelling for Intangible Heritage:
Reclaiming Saba’s Hidden Narratives

Vanessa Ferey &
Benoit Le Blanc
France

Ethical Storytelling and Collective
Intelligence: Situated Transmission of
Intangible Heritage in the Age of AI

Natia Khuluzauri
Georgia

Echoes from the Mountains: Digital
Storytelling and Intangible Heritage at the
Alexander Kazbegi House Museum

Abdulla Al Naama
& Mohammed Al
Yousuf
Qatar

Voices Remembered: Curating Intangible
Heritage and Historical Trauma at Bin Jelmood
House

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Session B

Youth Power – Co-Creation, Activism, and Digital Fluency

Moderator = Natia Khuluzauri, Georgia

James Luo
United States

Whose Knowledge Counts?"
Rethinking Museum Authority
Through Teen-Led Curatorial Practice

Niloofar
Yazdkhasti
Iran

Threads of Youth: Co-Creation,
Cultural Pride, and Belonging through
Costumes and Dolls

Matthieu Taunay,
France
Asmahane Rami,
Azim Al Ghussein
UAE

Museums and Cultural Education:
Empowering Youth Through Co-
Creation and Capacity Building

Xun Ji
China

From Hashtags to Heritage: How
Disabled Youth in China Advance
Museum Accessibility

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Session C

New Technologies – From Artificial Intelligence to
Ethical Dilemmas

Moderator = Niloofar Yazdkhas, Iran

Yifan Zhao
China

When Artifacts Speak: Embodied Immersion
through AI-Generated Artifact Storytelling

Samar Elkhamisy
Egypt

From Artifact to Experience: Using AR to
Transform Museum Communication and
Engagement – A Case Study from the
Egyptian Museum in Collaboration with
Meta

Manuel Scortichini
Italy

The Algorithmic Museum: Personalised
Engagement and Ethical Implications

Divyeshkumar
Gameti
India

Communicating with Care: Ethical Tech and
Inclusive Outreach in Science Centre Surat

Azzah Al Jabri
Oman

Harnessing Technology at the Natural
History Museum of Oman

Ovsanna
Harutyunyan
Armenia

Enhancing museum engagement In Armenia
through Virtual Reality: A Marketing
Perspective

Juan Pablo
Zamora-Rodríguez
Costa Rica

Intergenerational Communication and
Cultural Sustainability in the Gulf of Nicoya:
Youth Engagement through Museum-Led
Initiatives