

**Asia-Europe Museum Network (ASEMUS)
7th ASEMUS General Conference**

**ENGAGED MUSEUMS: TECHNOLOGY, ACCESS AND NEW AUDIENCES
15-17 March 2017
National Museum, New Delhi, India**

“National Museum is the premier museum of India housing over 200,000 objects of art representing 5000 years of Indian art. I am indeed happy that we are hosting the 7th Annual General Assembly of the Asia Europe Museum Network which aims at focusing on audience engagement. As the National Museum, it is very much our duty to set examples and undertake initiatives that inspire not only other national museums but also our regional museums. We do hope that through this innovative conference which also comprises hands-on workshops for participants, we will be able to begin a dialogue with the network of Indian museums with museums of Asia and Europe. I do hope participants will enjoy their stay in New Delhi and have a chance to explore the National Museum collection and departments.”



Dr. B R Mani, Director General, National Museum, Delhi, India

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“I am delighted that the 2017 ASEMUS General Conference will, for the first time, be held at the National Museum, Delhi. Given the rich fabric of national, regional and local museums in India, it is fitting that this year’s theme will focus on audience engagement and access, and the potential of technological advances to assist in this.



It is seventeen years since ASEMUS was established at a meeting in Stockholm, Sweden. The network has grown significantly and now numbers over 140 member museums from 41 countries. It is timely that we devote part of the programme to an evaluation of past achievements and to setting the future direction of the network.”

Ms Fionnuala CROKE, Director, Chester Beatty Library (Dublin, Ireland)
& Chair, ASEMUS Executive Committee

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About the Asia-Europe Museum Network (ASEMUS)

Set up in 2001, the [Asia-Europe Museum Network \(ASEMUS\)](http://www.asemus.museum) is a cross-cultural network of museums with Asian collections. It now gathers over 140 museums in 41 countries in Asia and Europe. A full list of members is available at <http://www.asemus.museum/asemus-members/>

The Secretariat of the Network is currently located at [Asian Civilisations Museum, Singapore](http://www.asiancivilisationsmuseum.com). Currently, Ms Fionnuala CROKE, Director, [Chester Beatty Library](http://www.chesterbeattylibrary.com) (Dublin, Ireland) is the Chair of the Executive Committee of ASEMUS and Mr Kennie TING, Director, [Asian Civilisations Museum](http://www.asiancivilisationsmuseum.com) (Singapore) is Vice Chair. ASEMUS is supported by the [Asia-Europe Foundation \(ASEF\)](http://www.asef.org).¹

The 7th General Conference of the ASEMUS network takes place in New Delhi, India. General Conferences take place once in two years and usually rotate between Asia and Europe. The last General Conference took place at the Weltmuseum Wien (24-27 September 2014, Vienna, Austria). Read the report of that Conference at:

<http://www.asemus.museum/meetings/exploring-borders-2014-general-conference-vienna/>

More about the network at the ASEMUS website: <http://www.asemus.culture360.asef.org>

PROGRAMME (As of 9 March 2017)

Wednesday, 15 March 2017: Welcome Dinner & Training Sessions

Closed-door sessions (by registration)

9:00 – 10.00 am

Registration

Venue: Registration Desk in front of Auditorium, Ground Floor, National Museum

Coffee Break

Venue: Rotunda, Ground Floor, National Museum

¹ The **Asia-Europe Foundation (ASEF)** facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue and encourages collaboration across the thematic areas of culture, economy, education, governance, public health and sustainable development. ASEF is an intergovernmental not-for-profit organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM), an intergovernmental process fostering dialogue among 53 partners (30 European and 21 Asian countries, the European Union, and the ASEAN Secretariat). Together with about 750 partner organisations, ASEF has run more than 700 projects, mainly conferences, seminars and workshops. Over 20,000 Asians and Europeans have actively participated in its activities and it has reached much wider audiences through its networks, web-portals, publications, exhibitions and lectures. For more information, please visit www.asef.org

10:00 am – 12:30 noon

***Training Workshop for Young Museum Professionals:
Developing Curatorial Concepts***

By Prof. Amareswar GALLA, Executive Director, [International Institute for the Inclusive Museum](http://www.iiim.org)

Venue: Auditorium, Ground Floor, National Museum

12:30 – 2:00 pm

Lunch

Venue: Rotunda, Ground Floor, National Museum

2:00 – 4:00 pm

***Training Workshop for Young Museum Professionals:
Social Media 101 for Museum Professionals***

Venue: National Museum Institute – Conference Room

By Jordi Balta PORTOLES, Consultant, Researcher & Trainer in the areas of cultural policy and international affairs & Editor, [asefus.org](http://www.asefus.org)

4:00 – 4:30 pm

Coffee Break

Venue: Rotunda, Ground Floor, National Museum

Parallel Session from 2:00 – 6:00 pm for ASEMUS Executive Committee (ExCo) members only

ASEMUS Executive Committee (ExCo) Meeting

Venue: The Seminar Room, 1st Floor, National Museum Institute, National Museum

Open to all

7:00 pm

Welcome dinner for all General Conference delegates

Venue: Indian International Centre, 40, Max Mueller Marg, New Delhi, Delhi 110003

Thursday, 16 March 2017: ASEMUS General Conference

Venue: Auditorium, Ground Floor, National Museum

09:00 – 10:00 am

Registration

Venue: Registration Desk in front of Auditorium, Ground Floor, National Museum

Morning coffee

Venue: Rotunda, Ground Floor, National Museum

10:00 – 10:30 am

Opening Ceremony

- *Welcome remarks*
By Dr. B.R. Mani, Director General, [National Museum, Delhi](http://www.nmnl.gov.in)
- *Introducing ASEMUS*
By Ms Fionnuala CROKE, Director, [Chester Beatty Library](http://www.chesterbeattylibrary.com) (Dublin, Ireland)
& Chair, ASEMUS Executive Committee

Mr Kennie TING, Director, [Asian Civilisations Museum](#) (Singapore)
& Vice Chair, ASEMUS Executive Committee
Ms Anupama SEKHAR, Director, Culture, [Asia-Europe Foundation \(ASEF\)](#)

10: 30 - 11.45 am

Engaging with Regional Culture & Heritage: What Role for Regional Museums?

Regional museums are among the most numerous in the world, dedicated to maintaining collective memories of communities. This plenary will address the following questions:

- What role for regional museums in their community with respect to culture, local history, social development and language?
- What are key challenges faced by such museums in terms of access to funding, audience development, staff training, technology and networking?
- How could regional museums benefit from international co-operation?

Speakers:

- Prof Amareshwar GALLA, Executive Director, [International Institute of Inclusive Museum](#)
- Ms Nalina GOPAL, Curator, [Indian Heritage Centre](#), Singapore
- Prof Charu SMITA GUPTA, Director, [Mekong Ganga Cooperation Asian Traditional Textiles Museum](#), Siem Reap, Cambodia
- Dr. Irene ZMUC, City Museum of Ljubljana & Chair of the ICOM Committee on Regional Museums

Respondent: Sarawak State Museum, Kuching, Malaysia

Moderated by: Ms Anupama SEKHAR, Director, Culture, [Asia-Europe Foundation \(ASEF\)](#)

11:45 am – 12:30 pm

Connecting with Collections

[India Foundation for the Arts \(IFA\)](#), Bangalore – a national, not-for-profit, grantmaking organisation that supports practice, research and education in the arts in India - presents case studies of two exhibitions that received support from their Archival and Museum Fellowships initiative. This panel will discuss the curatorial process and the strategies the curators, Ms Latika GUPTA and Mr Abeer GUPTA used to contextualise and ‘make accessible’ the collections at the Munshi Aziz Bhat Museum of Central Asian & Kargil Trade Artifacts, Kargil, India and the National Museum, New Delhi, India respectively.

Speakers:

- Ms Latika GUPTA, curator & Associate Editor, [Marg](#) magazine
- Mr Abeer GUPTA, visual anthropologist & Assistant Professor, School of Design, [Ambedkar University Delhi](#)

Moderated by: Ms Suman GOPINATH, curator and currently manages the Archival and Museum Fellowships at India Foundation for the Arts (IFA), Bangalore

12:30 – 1:30 pm

Lunch at Rotunda, Ground Floor, National Museum

1:30 – 1:45 pm

Film Screening: *The Day I Lost My Shadow* - Syed Alwi Road

The Day I Lost My Shadow is a trilogy set in three iconic locations within Singapore's Little India district: *Race Course Road*, *Campbell Lane* and *Syed Alwi Road*. The notion of re-examining history by truth and myth through visual storytelling serves as the inter-connecting thread between the three short films, and the films offer glimpses of Little India through the 19th and 20th centuries. *The Day I Lost My Shadow* was commissioned by the Indian Heritage Centre, Singapore and made by acclaimed Singaporean filmmaker, K.Rajagopal, who is known for his sensitive and evocative films, often dealing with the trajectory of Singapore's Indian community.

1:45 – 2:15 pm

Local Heritage & Histories on Film:

Conversation with filmmaker, Mr K. Rajagopal on *The Day I Lost My Shadow*

Discussion led by Ms Nalina GOPAL, Indian Heritage Centre, Singapore

2:15 – 3:30 pm

Towards a Culture of Accessibility in our Museums:

Good Practices & Challenges

“Improving access in museums, while incorporating inclusion and diversity, involves using creative ideas to tackle physical, intellectual and social barriers that prevent people from taking advantage of services,” writes Loretta MORDEI of Museums Galleries Scotland (UK) in [Why Museums Need to Embrace a Culture of Accessibility](#). This panel will discuss innovative ways in which museums in Asia & Europe are widening engagement vis-à-vis technology, education & outreach and access for people with disabilities and special needs. It will also discuss the accessibility issue in the framework of UNESCO's [Recommendation on the Protection and Promotion of Museums and Collections](#) (2015).

Speakers:

- Ms Kristine MILERE, Curator of Foreign Decorative and Applied Arts Collection, [Art Museum RIGA BOURSE](#), Latvia
- Ms Jenny SIUNG, Head of Education, [Chester Beatty Library](#), Ireland
- Mr KIM Jongsok, Curator, [National Museum of Korea \(NMK\)](#), Seoul
- Ms Shivani GUPTA, Founder & Chief Consultant, AccessAbility, India
- Ms Nao HAYASHI, Museums Programme Coordinator, World Heritage Centre, UNESCO

Moderated by: Ms Fionnuala CROKE, Director, [Chester Beatty Library](#) (Dublin, Ireland) & Chair, ASEMUS Executive Committee

3:30 – 4:00 pm

Coffee break

Venue: Rotunda, Ground Floor, National Museum

& Parallel Session: Film Screening: *The Day I Lost My Shadow - Campbell Lane*

Venue: Auditorium, Ground Floor, National Museum

4:00 – 5:15 pm

Museums in the City

Interactive session on the role of museums in the lives of cities in terms of urban regeneration, social inclusion, community engagement & place making

Discussion led by: Mr Kennie TING, Director, [Asian Civilisations Museum](#) (Singapore)

With:

- Dr Philippe PEYCAM, Executive Director, [International Institute for Asian Studies](#), Netherlands
- [Dr Surajit SARKAR](#), Associate Professor & Coordinator, Centre for Community Knowledge, [Ambedkar University Delhi](#)
- Mr Raghavendra TENKAYALA, lawyer and author of the cultural policy profile of India for the *WorldCP-International Database of Cultural Policies* (the profile is available at: <http://www.worldcp.org/india.php>)

5:15 – 6:00 pm

Asia-Europe Museum Network (ASEMUS): A Conversation on Future Directions

- The story so far: ASEMUS and the [Virtual Collection of Masterpieces](#) (<http://masterpieces.asemus.museum/index.nhn>)
- Future directions: A conversation with [ASEMUS Executive Committee Members](#)

6:00 – 6:15 pm

Key Messages from the Conference

With Dr. B.R. Mani, Director General, National Museum, Delhi, Ms Fionnuala CROKE, Director, Chester Beatty Library (Dublin, Ireland) & Mr Kennie TING, Director, Asian Civilisations Museum (Singapore)

6:30 – 7:30 pm

Tour of the National Museum, Delhi (for all delegates)

Meeting point: Entrance of Auditorium, Ground Floor, National Museum

Friday, 17 March 2017: Cultural Visits

Visit to [Humanyun's Tomb](#), a UNESCO World Heritage Site, followed by lunch (at own cost) at [Sanskriti Foundation](#)

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Interested museum, heritage and cultural professionals, especially in New Delhi and from across India, are welcome to register to attend this conference at:

<http://asemus.museum/event/7th-asemus-general-conference-india/>

Registration is free.



# ASEMUS

Asia - Europe  
Museum Network



National Museum  
New Delhi



ASIA-EUROPE  
FOUNDATION

## Organisers

### ***Team at National Museum - New Delhi***

- Dr B R Mani, Director General
- Mr P K NAGTA, Director (Collections and Administration)
- Mr K.K SHARMA, Deputy Curator Exhibitions and In-charge PR
- Mr Mohan PRATAP, In-charge Lecturing and Education
- Ms Rige SHIBA, Assistant Curator, Education
- Ms Joyoti ROY, Outreach Consultant
- Ms Vasundhra SANGWAN, Outreach Officer
- Ms Ridham SETH, Volunteer
- Ms Karishma AGGARWAL, Volunteer

### ***Team Asia-Europe Museum Network (ASEMUS)***

- Ms Fionnuala CROKE, Director, Chester Beatty Library (Dublin, Ireland) & Chair, ASEMUS Executive Committee
- Mr Kennie TING, Director, [Asian Civilisations Museum](#) (Singapore) & Vice Chair, ASEMUS Executive Committee
- ASEMUS Executive Committee
- Mr David HENKEL, Curator, Asian Civilisations Museum – ASEMUS Secretariat
- Mr Jordi BALTA PORTOLES, Editor, [asemus.culture360.asef.org](#)
- Mr KIM Jongsok, National Museum of Korea – In charge of [Virtual Collection of Masterpieces](#) project
- Ms KONG Hyun-Ji, National Museum of Korea – In charge of [Virtual Collection of Masterpieces](#) project

### ***Team at the Asia-Europe Foundation (ASEF)***

#### ***Culture Department:***

- Ms Anupama SEKHAR, Director, Culture Department
- Ms Valentina RICCARDI, Project Manager, Culture Department & in charge of [asemus.culture360.asef.org](#)
- Ms Patricia D'COTTA, Admin/Project Manager, Culture Department
- Ms Fatima AVILA, Project Executive, Culture Department
- Ms Andrea ABELLON, Volunteer, Culture Department

#### ***Finance & Administration Department:***

- Ms Crystal KOH, Director, Finance & Administration Department
- Ms LIM Bee Gnoh, Finance Manager, Finance & Administration Department
- Ms Irene YAP, Accounts Executive, Finance & Administration Department
- Ms TAN Chin Chin, Accounts Executive, Finance & Administration Department

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