

Congress 2024

ICOM France General meeting

## THINKING THE MUSEUM OF TOMORROW

### Exploring degrowth

**Friday 27 and Saturday 28 September 2024**

Jean Falala multimedia library in Reims & Zoom

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Since the 1980s, the missions and activities of museums have expanded considerably. Driven by calls for cultural democratization and audience expansion, and based on the constant growth in the number of visitors, museum institutions have expanded and diversified their offerings, and strengthened their expertise by acquiring new know-how. The race for visitor numbers has led museums to offer 'blockbuster' programming, or at least to play the card of the event, with one event chasing another. The rise of digital technology has meant that new commitments have to be made, in order to comply with new channels of communication.

The return of visitors to museums in 2023 to levels before the health crisis could lead us to believe in the triumphant return of the "world before". However, increasing pressure on the resources allocated to cultural institutions, including museums, is leading to new operating methods: fewer exhibition projects, reductions in free admission, shorter opening hours and even, in some parts of the world, museum closures. Political instability and social tensions seem likely to have a lasting impact on the prioritisation of resources, which are themselves affected by the structural rise in the cost of maintaining the same level of service, not to mention cyclical crises such as the energy crisis.

To arbitrate and to reduce: two increasingly strong obligations that also sound like a virtuous necessity in terms of today's ecological challenges. How, then, can we reconcile constraints on human and financial resources, reductions in the ecological impact of our actions, and improvements in the services we provide to the public? What are the risks inherent in this injunction? If we can't avoid it, how can we give meaning to degrowth?

Through subjects as fundamental as the relationship between museums and their collections, their audiences and their modes of management, the question of what is at the heart of the museum will be raised. What can we change? What are we fundamentally defending? In the final analysis, the subject of degrowth goes back to what makes the museum what it is, encouraging us to ask ourselves what we are not prepared to give up.

**Georges Magnier**, Director of museums of the city of Reims

**Émilie Girard**, Chair of ICOM France

June 2024

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# Programme

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08.45 **Welcome Coffee**

09.30 **Official openings**

**Pascal Labelle**

*Deputy Mayor with responsibility for culture, City of Reims*

**Christelle Creff**

*Director of the French Museums Service (SMF) - Ministry of Culture*

**Emma Nardi**

*Chair, ICOM international*

**Emilie Girard**

*Chair, ICOM France*

**Georges Magnier**

*Director of the Museums of Reims, France*

10.00 **Introduction**

**Serge Latouche**

*Emeritus Professor of Economics at the University Paris-Sud (XI-Sceaux/Orsay)*

10.45 **Session 1: Controlled growth or downsizing collections?**  
**New acquisition criteria, sustainable conservation, sorting and decommissioning**

**Anaïs Aguerre**

*General Secretary of the Bizot Group*

**Mathieu Boncour**

*Director of Communications and CSR at the Palais de Tokyo, Paris*

**Laurent Védrine**

*Director of the Musée d'Aquitaine in Bordeaux, France*

**Michela Rota**

*Architect and consultant in museums and sustainable development, member of ICOM SUSTAIN, Italy*

Moderation: **Hélène Vassal**, *Director of Collection Support at the Musée du Louvre, Paris*

12.15 **Lunch break**

13.15 **Presentation of the project « Towards the decarbonisation of the French museum sector »**

**Karine Duquesnoy**

*Senior official for the ecological transition and sustainable development, Ministry of Culture, France*

**Laurent Barbezieux**

*Representative of the Aktio / Praxis culture / Les Augures consortium*

14.00

## Session 2: New proposals for cultural programming

Short circuits, regional contributors, co-productions, reuse and tailored mediation, via contemporary creation and collections

**Robert Blaizeau**

*Director of Museums, Rouen Normandy Metropolitan Area, France*

**Matylda Levet - Hagmajer**

*Head of the Publics Unit at the Musée d'Ethnographie, Geneva, Switzerland*

**Pierre Stépanoff,**

*Director of Amiens Museums and the Maison de Jules Verne - Picardie, France*

Moderation: **Agnès Parent,** *Director of Public Units, Muséum national d'histoire naturelle, Paris*

15.30

## Session 3: How can we manage degrowth? Transforming organisations

Changing the measure of success? What about socially useful degrowth? What is the role of the state in this equalisation?

**Martine Couillard,** *Head of Government and Institutional Relations, McCord Stewart Museum, Canada*

& **Marie-Claude Mongeon,** *Head of the general secretariat and strategic projects at the musée d'art contemporain de Montréal, Canada*

**Hélène Lafont-Couturier**

*Director of the Musée des Confluences of Lyon, France*

**David Liot,**

*General Curator and Heritage Inspector, Ministry of Culture, France*

Moderation: **Valérie Guillaume,** *Director of the Carnavalet Museum History of Paris, Archaeological Crypt on the Île de la Cité*

17.00

## Conclusion

**Georges Magnier**

*Director of the Museums of Reims, France*

17.30

## General Assembly - ICOM France -

*For members only*

19.30

## Cocktail reception

On the first floor of the Jean Falala Media Library in Reims

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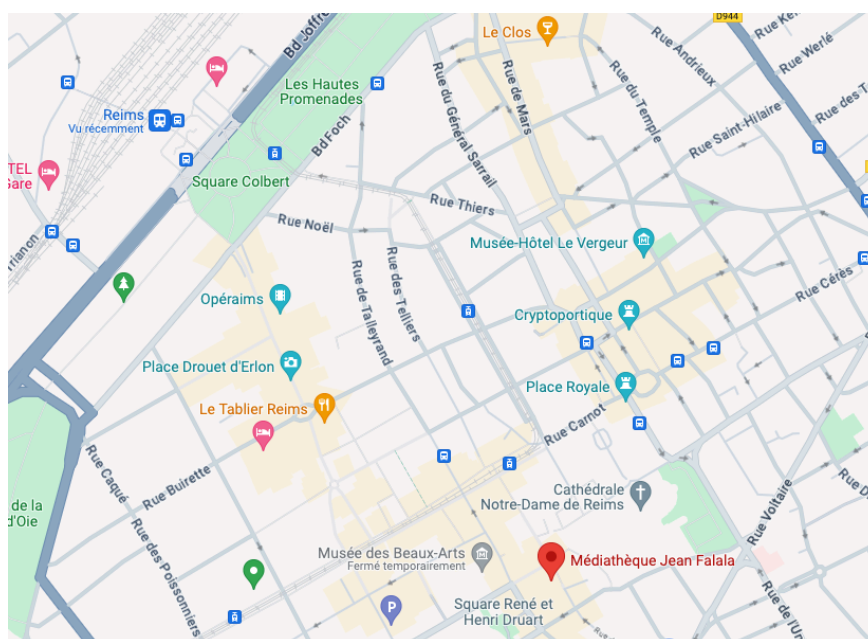
## Practical information

The Congress will be held simultaneously on-site and online (please select the option when you register).

### On-site access

**Jean Falala Media library**, 2 Rue des Fuseliers, 51100 Reims,  
Reception from 8.45 a.m.

Registration for the day is compulsory in order to attend the lectures *in situ*.



### Online access

On Zoom, via the following links

#### **MORNING SESSION 9.30 - 12.30**

**ID reunion: 858 8060 8141**

**Secret Code: 247485**

**<https://us02web.zoom.us/j/85880608141?pwd=pQECCUDOQFWe5vIqJu9Y4pFZ7rg0mm.1>**

#### **AFTERNOON SESSION 13.00 - 17.00**

**ID reunion: 833 2119 8818**

**Secret Code: 541877**

**<https://us02web.zoom.us/j/83321198818?pwd=HUQElosC2xHabbu1cEAcr0U4VaO7bD.1>**

*The meeting will be available in simultaneous translation online in Spanish, English and French thanks to the support of the French Ministry of Culture (SMF / World Heritage Mission).*