



Press Release

International Conference

«Building a Museum for Next Generations»

Tuesday, 8 May 2018, 11 a.m. – 5 p.m.

followed by a panel discussion on architecture

with David Chipperfield, Annette Gigon and Adam Caruso, 6 p.m.

Museum für Gestaltung, Ausstellungsstrasse 60, Zurich

Digitalization is changing access to the world and experts worldwide are certain that art museums will play an important social role in the future. As museums are yet aware of this it is also of great importance to take into account the varied concepts of art and to strengthen the public's active role. The course must be set already today for the future - while its design is still in the middle of a dynamic process.

With this background, Kunstforum Zürich is declaring the future as subject for its third event. At the conference «Building a Museum for Next Generations» on 8 May, artists, thinkers and creators will shed light on various aspects of the museum's presence and trends.

The speakers of the conference are:

Cultural scientist **Wolfgang Ullrich** will speak on the subject of «Museums and Social Media». The popularity of art related content on Instagram, Facebook & Co changes the meaning of the original - not only a challenge but also an opportunity for museums.

Swiss artist **Pipilotti Rist** will talk to the art critic Ewa Hess about her experience with the public in Zurich, New York or Sydney and give insights into her artistic practice. With her travelling exhibition, title of which at the last stop in Australia was «Sip My Ocean», Rist celebrated worldwide success – and proves that complex contemporary art and a large audience are compatible.

Experimental museologist **Sarah Kenderdine** uses specific examples to show how a spectacular and cutting edge visualization practice can open new spaces of experience in museums, while sensually involving the public. It will also be discussed how this technology creatively confuses the traditional concepts of aura, authorship and authenticity.

Pedro Gadanho, Director of the new and interdisciplinary MAAT Lisbon, talks about how museums can be a social activator for their environment, in an even more meaningful way than the most well known example, the Guggenheim Bilbao. His experiences from Lisbon and New York

(where he previously was a curator of Architecture at the MoMA) show that this topic will be even more important in the future.

The Panel «**Networking for Art and Quality of Life**» hosts experts from various fields discussing the meaning of art and culture in the strengthening of community cohesion. Participants are Martin Sturzenegger, Direktor Zurich Tourism, Anton Aschwanden, Google Switzerland, Elena DelCarlo, Museum Rietberg and Marta Kwiatkowski Schenk, Gottlieb Duttweiler Institute. The panel is moderated by culture journalist Eva Wannemacher (Kulturplatz, SRF).

The day will be completed with a panel discussion on architecture, where internationally renowned museum architects will offer insights into their planning and construction practices. Participants, are **Sir David Chipperfield**, architect of the new extension of Kunsthaus Zurich, renowned for his outstanding museums worldwide and **Adam Caruso** (Caruso St John architects), who set standards in museum architecture with, among others, Walsall and Nottingham. The panel will be conducted by the curators Fredi Fischli and Niels Olsen (Heads of gta Exhibitions, ETH Zurich). Access opened for the public (admission CHF 20.--).

The conference «Building A Museum for Next Generations» is the third event presented by **Kunstforum Zürich**, a discussion platform established in 2017. The first event «Which museum do we want?» took place in March 2017, the second event called «The Great City Conference» took place the following September, hosting directors of major Zurich art museums arguing in a public debate (for more information see online www.kunstforum-zuerich.ch).

Admission fee Conference incl. Architectural Panel FR. 280.-/ students Fr. 40.-.

Tickets for both events are available at www.starticket.ch.

Accreditation for journalists:

info@kunstforum-zuerich.ch (note PRESSE in the subject line).

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Agenda

(changes may occur)

11 a.m.

Introductions

Kunstforum Zurich

Christian Brändle, Director Museum für Gestaltung Zurich

11.30 a.m.

The Mobilization of the Works. Museums and Social Media.

Lecture by Wolfgang Ullrich, cultural scientist, Leipzig

12 a.m.

Museum in the Age of Experience

Lecture by Sarah Kenderdine, Professor for Experimental Museology, EPFL Lausanne

12.45 p.m.

Panel with the speakers

Animated by Ewa Hess

1.15 p.m.

Lunchbreak

2.30 p.m

Contemporary Art in Dialogue with its Audience

Artist Pipilotti Rist in conversation with Ewa Hess

3.15 p.m.

Museum as Social Activator and Agitator

Lecture by Pedro Gadanho, Director MAAT Lisbon

4 p.m.

Panel Networking for Art and Quality of Life

Anton Aschwanden, Head Public Policy Google Switzerland

Elena DelCarlo, Head Marketing and Public Relations Museum Rietberg, Zurich

Marta Kwiatkowski Schenk, Deputy Head Think Tank GDI, Rueschlikon

Martin Sturzenegger, Director Zurich Tourism

Animated by Eva Wannemacher (Kulturplatz, SRF)

5 p.m.

Break, drinks

6 p.m.

Architectural Panel «Building a Museum for Next Generations»

Adam Caruso, Caruso St John Architects

Sir David Chipperfield, David Chipperfield Architects

Annette Gigon, Gigon/Guyer Architekten

Animated by Fredi Fischli und Niels Olsen

(Heads of gta exhibitions, ETH Zurich)