

International Museum Day Singapore Symposium 2022

# The Power of Museums

18 May 2022

Wednesday, 9.30am to 6pm

Virtual via Zoom and livestreamed  
on the "I Love Museums" Facebook page

The theme for the International Council of Museum's (ICOM's) 2022 International Museum Day, The Power of Museums, recognises museums as places of discovery that teach us about our past and compels us to open our minds to new ideas. As spaces for education, intellectual discourse, and research, museums have immense power to shape the thoughts, behaviours, and the actions of people. Museum professionals are thus uniquely placed to catalyse social awareness and action on contemporary issues facing our world today, in the hopes of building a better future for our respective communities.

The COVID-19 pandemic and Climate Change are two such issues challenging the world today, and museums have the power to lead the way in presenting and facilitating conversations on innovative and sustainable solutions to these vexing issues. Museums especially have a role to play in engaging and educating our youth who could chart fresh perspectives and new directions for the museum sector.

Organised by the ICOM Singapore National Committee (ICOM Singapore), the National Heritage Board (NHB) and the Singapore Museum Roundtable, this conference will introduce three panels with the aim of exploring the power of museums to innovate, to call for awareness and action on climate change, and to be platforms for the voices of our youth.

We invite you to be part of this important conversation on the power of museums to play these important roles.

# The Power of Museums

## PROGRAMME



9.30am

**Introduction**

9.35am

**Opening Remarks by Chang Hwee Nee, Chief Executive Officer, NHB, and Chair of ICOM Singapore**

9.40am

**Opening Address by Alberto Garlandini, President of ICOM**

9.45am

**Panel 1: Museums X Sustainability**

**Speakers:**

**Sarah Sutton**

Chief Executive Officer,  
Environment and Culture Partners  
United States of America

**Marie-Claude Mongeon**

Project Manager, Strategic  
Planning, Musée d'art  
contemporain de Montréal &  
Member of the Coalition of  
Museums for Climate Justice  
Canada

10.15am

**Break**

10.25am

**Panel 1: Museums X Sustainability (continued)**

**Speakers:**

**Joseph Tan**

Executive Director, Singapore  
Discovery Centre  
Singapore

**Moderator:**

**Assoc Prof TM Lim**

Chief Executive Officer, Science  
Centre Singapore  
Singapore

**Kim McKay AO FRSN**

Director & Chief Executive Officer,  
Australian Museum  
Australia

12.00pm

**Lunch**

2.00pm

**Panel 2: Museums X Youths**

**Speakers:**

**Tricia Wee & Ng Ping Siang**

Youth Representatives  
NHB Youth Panel, Singapore



# The Power of Museums

## PROGRAMME



**Aida Ahmad, Chee Jin Ming & Megan Lau**

Alumni of National Gallery  
Singapore's Kolektif programme  
Singapore

**Stephanie Yeap**

Editor, PLURAL Art Mag  
Singapore

**Megan Mortales**

Mind Mover, The Mind Museum,  
and Youth Member, ASPAC  
The Philippines

**Moderator:**

**Iris Puspabening**

Executive, STPI Creative  
Workshop and Gallery  
Singapore

3.30pm

**Break**

3.45pm

**Panel 3: Museums X Innovation**

**Speakers:**

**Roei Amit**

General Manager, Grand Palais  
Immersif (Réunion des Musées  
Nationaux-Grand Palais group)  
France

**Moderator:**

**Jervais Choo**

Deputy Director, Organisational  
Design and Innovation, NHB  
Singapore

**Kevin Lim**

Deputy Director, Digital  
Innovation and Transformation  
National Gallery Singapore  
Singapore

**teamLab**

Represented by Takashi Kudo,  
Communications Director  
International

5.45pm

**Closing**



# The Power of Museums

## Opening Remarks:

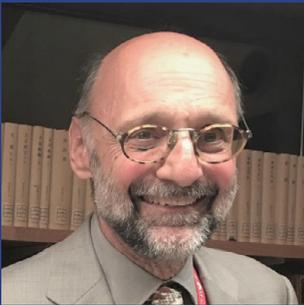


**Ms Chang Hwee Nee**

Chief Executive Officer, NHB and Chair of ICOM Singapore

Ms Chang is the Chief Executive Officer of NHB. Having joined the organisation in this capacity since May 2017, Ms Chang leads the NHB in fulfilment of its primary role as the custodian of Singapore's heritage. Prior to NHB, Ms Chang served as Deputy Secretary (Planning), Ministry of National Development in Singapore where she oversaw the policies, plans and programmes for the physical development of Singapore. Ms Chang also served in Singapore's Ministry of Education as its Deputy Secretary (Policy) from 2005 to 2008, and Ministry of Education as its Deputy Secretary (Services) from 2003 to 2005.

## Opening Address:



**Mr Alberto Garlandini**

President of ICOM

As the President of ICOM, Mr Garlandini takes charge of the relations with museum institutions and ensures the continuity of ICOM's policy orientations. He also oversees ICOM's various resources and their development, protects their reputation, international esteem and public regard together with his Executive Board.



# The Power of Museums

## Panel 1: Museums X Sustainability

The operation of museums consumes significant amounts of energy and resources. From the climate control needed for exhibitions, the customisation of time-limited exhibition showcases, the construction of crates to transport artefacts, to the materials and chemicals needed for conservation. Museum practices, if applied carelessly, could result in a high amount of waste or environmental degradation. This panel examines how museums and the larger cultural sector can work to develop infrastructure, processes, and programmes that are sustainable and environmentally friendly.

### Speakers:

#### **Sarah Sutton**

Chief Executive Officer, Environment and Culture Partners  
United States of America

#### **Marie-Claude Mongeon**

Project Manager, Strategic Planning, Musée d'art contemporain de Montréal &  
Member of the Coalition of Museums for Climate Justice  
Canada

#### **Joseph Tan**

Executive Director, Singapore Discovery Centre  
Singapore

#### **Kim McKay AO FRSN**

Director & Chief Executive Officer, Australian Museum  
Australia

### Moderator:

#### **Assoc Prof TM Lim**

Chief Executive Officer, Science Centre Singapore  
Singapore

# The Power of Museums



**Sarah Sutton**

Chief Executive Officer, Environment and Culture Partners  
United States of America

Ms Sutton is Chief Executive Officer of Environment & Culture Partners (ECP), a US-based non-profit accelerating environmental leadership of the cultural sector. She has over 25 years of experience supporting the cultural sector through environmental sustainability, climate action, and grant writing. She is also the Cultural Sector Lead for America is All In, a multi-sector coalition of 4000+ US organizations supporting the Paris Agreement, co-author of *The Green Museum* and author of *Environmental Sustainability at Historic Sites & Museums*.

**Title of presentation:**

The Roles of the Cultural Heritage Sector in Addressing Climate Change: from the Local to the Global

**Synopsis:**

Worldwide, cultural sectors are engaging with the issues and practices of environmental sustainability and climate action to different extents. Learn about the evolution of the US cultural sector’s mobilisation and leadership, why collective action is critical and examples of success, the unique role of tangible and intangible cultural heritage, and how museum professionals can address climate change at the community, national, and international levels.

# The Power of Museums



## **Marie-Claude Mongeon**

Project Manager, Strategic Planning, Musée d'art contemporain de Montréal & Member of the Coalition of Museums for Climate Justice  
Canada

Ms Mongeon is the Project Manager for Strategic Planning and Innovation at the Musée d'art contemporain de Montréal (Museum of contemporary art in Montreal, Canada). Prior to this, she worked at the National Gallery of Canada for 15 years, where she held various positions and initiated this museum's first green team. She is currently a member of the Coalition of Museums for Climate Justice.

### **Title of presentation:**

Looking at Shared Values between Sustainable Development and Museums

### **Synopsis:**

How can museums engage meaningfully with sustainable development and related global efforts, as well as local initiatives? What pathways are available to our institutions as they look to create welcoming spaces for their communities, all the while being ecologically responsible? In relation to Ms Mongeon's experience and to examples from Canada, this talk looks at possible avenues for shared value between the social-environmental transition and museums, as well as how transformational change operates internally and in co-creation with our communities.

# The Power of Museums



## **Joseph Tan**

Executive Director, Singapore Discovery Centre  
Singapore

Mr Tan has held various appointments in his 26-year career with the Ministry of Defence (MINDEF), Singapore. Since taking the helm of the Singapore Discovery Centre in 2019, Mr Tan has led the team to rejuvenate its galleries and introduced sustainability into various facets of the centre. This includes the creative deployment of different photovoltaic panels around the centre to engage its visitors in climate change conversations. SDC has embarked on an ambitious “Greenest Plan” to achieve net-zero energy by 2023. The centre has also partnered like-minded organisations and research institutes to pilot climate-friendly technologies and build urban gardens to inspire the next generation to take climate change action to the next level.

### **Title of presentation:**

Singapore Discovery Centre’s Greenest Plan

### **Synopsis:**

As part of the centre’s commitment to sustainability, the Singapore Discovery Centre adopted a framework titled, “Greenest Plan”, which covers sustainability goals in infrastructure, programming, engagement, as well as partnerships in innovation and research. This presentation will feature the centre’s initiatives and its impact, and the returns that the centre saw since adopting this framework, so that museums can understand how sustainability initiatives have impacted the SDC.

# The Power of Museums



**Kim McKay AO FRSN**

Director & Chief Executive Officer, Australian Museum  
Australia

As Director and Chief Executive Officer of the Australian Museum (AM), Ms McKay has oversight of the nation's first museum, including a collection of over 21.9 million natural science and cultural objects and specimens valued at more than \$1 billion. Since her appointment to this role in 2014, Kim has initiated a broad transformation programme including Project Discover, the AM's \$57.5m highly awarded renovation of public spaces. Other initiatives at the AM under her leadership have included introducing free general admission for the public; constructing a new award-winning entrance pavilion, Brian Sherman Crystal Hall; creating new galleries and programmes, including the restoration of the heritage Westpac Long Gallery, establishing the Australian Museum Centre for Citizen Science, and undertaking a comprehensive re-branding campaign. Ms McKay was made an Officer of the Order of Australia (AO) in 2008 for her distinguished service to the environment and the community.

## **Title of presentation:**

The Difference A Sustainability Plan Can Make

## **Synopsis:**

The Australian Museum has embarked on a wide-ranging sustainability programme covering its buildings, operations, staff engagement and public focused action. Since launching its major transformation, Project Discover, in November 2020, the Australian Museum has also developed a broad Climate Change initiative. Museum

# The Power of Museums



**Moderator:**

**Assoc Prof TM Lim**

Chief Executive Officer, Science Centre Singapore  
Singapore

Dr Lim is the Chief Executive of Science Centre Singapore and concurrently an Associate Professor of Biological Sciences, National University of Singapore. A major contributor to science education and outreach, he has championed the STEM Applied Learning Programmes in schools. He is also President of the Singapore Association for the Advancement of Science, President of the Singapore National Academy of Science, and the Vice President of the Association of Singapore Attractions Executive Committee. He is an elected Fellow of the Singapore National Academy of Science and Fellow of the Singapore Institute of Biology. He has been the President of the Asia Pacific Network of Science and Technology Centres since 2016 and also previously served on the Board of the US Association of Science & Technology Centers from 2013-2018.

# The Power of Museums

## Panel 2: Museums X Youths

*'The Museum Roundtable got together a group of youth speakers for the International Museum Day Singapore Symposium 2022. Did our museums slay, or leave them shooketh? Find out at this panel!'*

Each generation has a communication and engagement style that is characterised by modes of expressions unique to their time and context. Museums today have sought to reach out to youths in ways that are accessible and interesting. In this inaugural youth panel for the International Museum Day Singapore Symposium 2022, youth speakers and moderators will share their experiences visiting, volunteering, and working in museums, and what would interest and engage them most at museums.

### Speakers:

#### **Tricia Wee & Ng Ping Siang**

Youth Representatives  
NHB Youth Panel  
Singapore

#### **Aida Ahmad, Chee Jin Ming & Megan Lau**

Alumni of National Gallery Singapore's Kolektif programme  
Singapore

#### **Megan Mortales**

Mind Mover, The Mind Museum and Youth Member, ASPAC  
The Philippines

#### **Stephanie Yeap**

Editor, PLURAL Art Mag  
Singapore

### Moderator:

#### **Iris Puspabening**

Executive, STPI Creative Workshop and Gallery  
Singapore

# The Power of Museums



## **Tricia Wee & Ng Ping Siang**

Youth Representatives  
NHB Youth Panel  
Singapore

Mr Ng and Ms Wee are two Singaporean youths interested in shaping the museum landscape of Singapore. Currently serving on NHB's pioneer youth panel programme, where youths passionately engage with each other on topics concerning the heritage scene in Singapore, the two seek to accurately represent youths' views on museum landscaping.

### **Title of presentation:**

Why Should We Care? Perspectives from the NHB Youth Panel on Museums in Modern-day.

### **Synopsis:**

Presented in the format of a Pechakucha, two representatives from the NHB Youth Panel will share the perspectives from 14 youths who are avid consumers of culture and museums. They will share their perceptions of museums and its relevance to them, the gaps they see in its programming, and what they hope for in our cultural landscape in the future. This presentation is part of the Museum Roundtable's efforts to provide a platform for youths to voice their opinions on how museums can be more accessible spaces for our future generations.

# The Power of Museums



**Aida Ahmad, Chee Jin Ming & Megan Lau**  
Alumni of National Gallery Singapore's  
Kolektif Programme  
Singapore

Kolektif is an experimental volunteer programme for youths aged 17 to 25 years old initiated by National Gallery Singapore. The programme aims to draw connections between Southeast Asian modern art and contemporary youth concerns such as social change, mental health and the climate crisis. For 20 young, diverse creatives, the nine-month journey comprises dynamic passion projects, sharing sessions by industry professionals, exclusive insight into the Gallery, and culminates in a youth takeover of a museum space at the Light to Night Festival.

Ms Aida is an Arts Management graduate from NAFA. Following her nine-month stint as part of the inaugural Kolektif programme, she became a part-time administrator for Kolektif at National Gallery Singapore. She believes that youths have the power to change the world, and that all funky earrings need to be collected.

Mr Chee is a Year 3 NUS undergraduate majoring in Theatre and Performance Studies with a minor in Art History. He was a part of the inaugural Kolektif programme and balances his academic commitments with a curatorial internship with the National Gallery Singapore, focusing on modern Chinese ink works.

Ms Lau is a first-year Early Childhood Education undergraduate with the passion to live happy, healthy, and to connect with people. Ms Lau became part of Kolektif in 2021 and leaned on her strengths in communication and event planning to execute The Kolektif Takeover at Light to Night Festival 2022.

## **Title of presentation:**

Kolektif: A Youth Volunteer Programme at the National Gallery Singapore

## **Synopsis:**

Youth volunteers and alumni of the Kolektif programme at the National Gallery Singapore share their experiences of a museum takeover, examining questions like why they chose to volunteer at museums, why they care about the arts and culture, and how they feel can make museums more relevant to the younger generation.

# The Power of Museums



## **Megan Mortales**

Mind Mover, The Mind Museum and Youth Member, ASPAC  
The Philippines

Ms Mortales is one of the Mind Movers or resident scientists at The Mind Museum where she had the pleasure of hosting 2 seasons of an online science show called Mind S-Cool Online. She graduated from the University of the Philippines with a Bachelor's Degree in Geology. She enjoys travelling and exploring ways on how to marry the arts and sciences.

### **Title of presentation:**

Graduating into the Pandemic – Perspectives from a Youth Museum Worker

### **Synopsis:**

Ms Mortales will talk about her experiences as a youth starting her career at the height of the pandemic, her challenges, and how things have changed in the past 2 years. She will also share her experiences on how joining ASPAC has helped her journey as a museum worker.

# The Power of Museums



**Stephanie Yeap**

Editor, PLURAL Art Mag  
Singapore

As Editor of Plural Art Mag, Ms Yeap is passionate about providing writers with a platform to share their experiences with art. She holds a BA (Hons) in English Literature and History of Art from the University of York, and an MA (Distinction) in History of Art from SOAS University of London.

**Title of presentation:**

Meme Culture and Social Media as Alternative Spaces for Youths' Understanding of Culture

**Synopsis:**

The use of social media, through Instagram, meme culture, TikTok, Telegram, etc has become an integral part of how youths understand and consume culture. Through observations and past interviews, Ms Yeap hopes to shed some light on this internet tool, which has proven to either be a boon or a bane to many.

# The Power of Museums



**Moderator:**

**Iris Puspabening**

Executive, STPI Creative Workshop and Gallery  
Singapore

Ms Puspabening is an arts worker. She received her degree in Arts Management in 2019 from the Nanyang Academy of Fine Arts, and is currently working at STPI – Creative Workshop & Gallery, where she designs public programmes and runs creative outreach projects.

# The Power of Museums

## Panel 3: Museums X Innovation

Museums have immense potential to be spaces for technological experimentation, innovative storytelling, and historical, scientific, and geographical exploration. These opportunities allow museum professionals the flexibility to experiment with innovative and new ways of engaging visitors and presenting museum experiences. This panel looks at why innovation is key to transforming museum experiences, what are some technological trends that have entered the museum space, and it examines the roadblocks to innovation that confront museum professionals today.

### Speakers:

#### **Roei Amit**

General Manager, Grand Palais Immersif (Réunion des Musées Nationaux-Grand Palais group)  
France

#### **Kevin Lim**

Deputy Director, Digital Innovation and Transformation  
National Gallery Singapore  
Singapore

#### **teamLab**

Represented by Takashi Kudo, Communications Director  
International

### Moderator:

#### **Jervais Choo**

Deputy Director, Organisational Design and Innovation, NHB  
Singapore

# The Power of Museums



**Roei Amit**

General Manager, Grand Palais Immersif (Réunion des Musées Nationaux-Grand Palais group)  
France

Mr Amit is the General Manager at Grand Palais Immersif (Réunion des Musées Nationaux-Grand Palais group) in charge of production and the distribution of digital exhibitions. He is an expert in digital innovation, and holds a Ph.D in Social Sciences.

**Title of presentation:**

Immersive & Augmented Grand Palais – Innovation Strategy from France

**Synopsis:**

The Grand Palais Immersive is a newly created subsidiary of the Reunion des musées nationaux-Grand Palais, and it just opened its new Mona Lisa Immersive exhibition co-produced with the Louvre. It articulates immersion, narration and interaction and aims to travel around the world. New ways to engage with different publics are at the center of the projects articulating new technologies and new formats.

# The Power of Museums



## **Kevin Lim**

Deputy Director, Digital Innovation and Transformation  
National Gallery Singapore  
Singapore

Working at National Gallery Singapore for the past decade, Mr Lim has evolved through roles in Visitor Experience, to Corporate Planning, to Innovation at the Gallery. Mr Lim graduated with a doctorate in Communication theory from the State University at Buffalo, New York and his work has revolved around the reflexive architecture of society and online social networks.

### **Title of presentation:**

Future Now – Developing the Innovation Practice at National Gallery Singapore

### **Synopsis:**

How would a modern art museum re-imagine itself to stay relevant into the future? Mr Lim will share innovation approaches developed over the years as we work collaboratively across major technology and artistic consultancies to discover a way of working for our institutions. Understand how we determine market opportunity, develop an innovation workflow, organise teams and structure processes, and develop critical partnerships, to nurture an experimental culture that is necessary for a museum to think beyond its walls.

The Digital Innovation & Transformation (DIT) group aims to develop new ways for visitors to experience the Gallery:

1. **Y-Lab** looks at proof of problem, and scans the horizon for start-ups to collaborate with
2. **Co:Lab X** looks at proof of market, through viable in-house innovations
3. **Digital Delivery** looks at proof of scale, by growing viable solutions reliably and sustainably

# The Power of Museums



## teamLab

Represented by Takashi Kudo, Communications Director  
International

teamLab (f. 2001) is an international art collective, an interdisciplinary group of various specialists such as artists, programmers, engineers, CG animators, mathematicians and architects whose collaborative practice seeks to navigate the confluence of art, science, technology, and the natural world. teamLab aims to explore the relationship between the self and the world and new perceptions through art. In order to understand the world around them, people separate it into independent entities with perceived boundaries between them. teamLab seeks to transcend these boundaries in our perception of the world, of the relationship between the self and the world, and of the continuity of time. Everything exists in a long, fragile yet miraculous, borderless continuity.

Representing the collective is teamLab's Communications Director, Mr Takashi Kudo.

### **Title of presentation:**

Art by teamLab

### **Synopsis:**

International art collective teamLab believes that art has the power to change people's perspectives and values. In this talk, Mr Kudo will discuss teamLab's philosophy and concepts through the collective's museums and works exhibited across the world, including the ArtScience Museum in Singapore.

# The Power of Museums



## Moderator

### Jervais Choo

Deputy Director, Organisational Design and Innovation, NHB Singapore

Mr Choo is the Programme Director for the DigiMuse project launched in 2017, which aims to advance digital innovation for the arts and culture sector. He has held various positions at NHB including Industry Development, Festival and Precinct Development, as well as heading the Strategy, Exhibitions and Partnerships team at the National Museum of Singapore. In his current role, he drives the public sector and digital transformation efforts at NHB and has a keen interest in creating new methods of bridging experience and understanding through contextual layering and digital interventions.

# The Power of Museums



## **About the International Museum Day Singapore Symposium 2022:**

The International Museum Day Singapore Symposium 2022 is a signature event organised by ICOM Singapore in collaboration with the Singapore Museum Roundtable to encourage thought leadership and the sharing of best practices amongst museum professionals.

## **About the NHB:**

NHB was formed on 1 August 1993 to be the custodian of Singapore's heritage, NHB is responsible for telling the Singapore story, sharing the Singaporean experience and imparting our Singapore spirit.

NHB's mission is to preserve and celebrate the shared heritage of our diverse communities, for the purpose of education, nation-building and cultural understanding. It manages the national museums and heritage institutions, and sets policies relating to heritage sites, monuments and the national collection. Through the national collection, NHB curates heritage programmes and presents exhibitions to connect the past, present and future generations of Singaporeans. NHB is a statutory board under the Ministry of Culture, Community and Youth. Please visit [www.nhb.gov.sg](http://www.nhb.gov.sg) for more information.

## **About ICOM Singapore:**

ICOM Singapore represents all ICOM members in Singapore. Presently chaired by Ms Chang Hwee Nee, ICOM Singapore is supported by a secretariat at NHB and works closely with the Singapore Museum Roundtable.

## **About the Singapore Museum Roundtable:**

The Singapore Museum Roundtable is a collective established by NHB in 1996 to promote a museum-going culture amongst Singaporeans and to position museums as unique cultural destinations. The members comprise over 60 public and private museums and heritage galleries in Singapore, covering the subjects of national history, culture and community, art, defence, lifestyle and collectibles, healthcare, science and innovation. Together, members collaborate on exhibitions, festivals and programmes, share best practices and focus on raising the capabilities of members.

Please visit [www.museums.com.sg](http://www.museums.com.sg) for more information about the Museum Roundtable



National  
Heritage  
Board

ICOM international  
council  
of museums  
Singapore