

# NEXT IN SUMMIT 2024

(24-25<sup>TH</sup> APRIL 2024)

## PROGRAMME OVERVIEW

**April 24<sup>th</sup>**

DAY 1 WEDNESDAY

9:00 - 9:30 – **Welcome Words**

9:30 - 10:15 – **Spotlight**

**Temporary exhibitions as a key to developing visitor attendance and medium of soft power**

Qatar's visionary "Building a Creative Nation" plan (2005–2030) reflects a strategic commitment to fostering cultural vitality. Leveraging architecture as a key tool, the nation aims to preserve its rich heritage while commissioning innovative works by emerging artists, creating a dynamic and enduring cultural landscape that resonates both locally and globally. This ambitious initiative underscores Qatar's dedication to cultivating a vibrant and sustainable creative ecosystem.

**Speakers:**

- **Sheika Reem al Thani**, Acting Deputy CEO of Exhibitions, Qatar Museums (Qatar)
- **Dr. Christian Wacker**, Deputy Director of Exhibitions, Qatar Museums (Qatar)

**Presenter:**

- **María de la Peña**, Journalist and Art Historian (Spain)

**10:30 - 11:00 – Spotlight**

**Shaping urban landscape with culture**

Globally, there is a trend towards the development of infrastructure, with a notable emphasis on the role of art centers in shaping these urban landscapes enhanced by smart technologies, these will enable both virtual and physical networking. Cities worldwide are recognizing the transformative power of hybrid cultural hubs, integrating them into urban planning to foster creativity, community engagement, and a sense of identity, thereby contributing to the holistic growth of societies. This global shift underpins the intrinsic value of art in the broader context of urban development from MAXXI Museum in Rome to the Zhuhai Jinwan Civic Art Centre in China.

**Speaker:** · **Paola Cattarin**, Director, Zaha Hadid Architects (United Kingdom)

**Presenter:** · **Ludovic Assémat**, Director of Culture, Sedena (Spain)

**11:00- 11:30 – Networking coffee**

**11:30 - 12:15 – Panel Session**

**Future roles at the museum. New definitions for new roles and audiences**

Significance plays a pivotal role in defining the purposes and mission of museums, yet there is a shift of paradigm in the cultural consumption. How do museums maintain their relevance in society, and what challenges do they encounter? How are museums reshaping their missions to align with new definitions? In what ways are museums adapting to better serve and engage diverse audiences? How are museums incorporating innovation into their strategies and evolving towards new purposes?

**Speakers:**

- **Dr Omniya Abdel Barr**, Research Fellow, Victoria and Albert Museum (United Kingdom)
- **Dr Alkindi AL Jawabra**, Director of Qatar Auto Museum, Qatar Museums (Qatar)
- **Borina Andrieu**, Managing Director, Wilmotte & Associés Architectes (France)
- **Femke Bijlsma**, Content Director and Partner, Kossmanndejong (Netherlands)

**Moderator:** · **András Szántó**, Author & Cultural Strategist, András Szántó LLC (United States)

**12:30 - 13:00 – Spotlight**

**Make me dream**

Museums are important places for cultural identity and offer diverse cultural references. They are places where people come together and exchange ideas. The combination of architecture and content fosters the specific statement of the museum. Working as an exhibition designer means developing spaces that convey content, providing access to the past and opening up new perspectives. It's all about reaching the people, igniting their imagination and making them dream.

**Speaker:** · **Shirin Brückner**, Managing Director, ATELIER BRÜCKNER GmbH (Germany)

**Presenter:** · **Karen Exell**, Executive Director, Cultural Strategy and Development, Diriyah Gate Company Limited (Saudi Arabia)

**13:00 -14:00 – Networking Lunch**

**14:00 -14:45 – Panel Session**

**Is it all about trends? Shaping the future of museums**

What are the predominant trends in museums today regarding their design, content, governance, and innovation? How can museums respond to climate change? How do these trends shape the future of museums, and to what extent do they influence decision-making processes?

**Speakers:** · **Eric Langham**, Founder, Barker Langham (United Kingdom)  
· **Javier Sainz de los Terreros**, Digital Communication Manager, Museo Nacional del Prado (Spain)  
· **Sarah Sutton**, Chief Executive Officer, Environment & Culture Partners (United States)  
· **Gary Walker-Kerr**, Managing Director & Creative Strategist, Haley Sharpe Design (UK, Canada, United Arab Emirates)

**Moderator:** · **Alex Manresa**, Director of Strategy, ACCIONA Cultura (Spain and United States)

15:00 - 15:30 – Spotlight

**Museums as inclusive and equitable spaces**

Designers' and architects' work increasingly embodies a fusion of innovation, sustainability, and social consciousness, pushing the boundaries of their disciplines and inspiring a new generation with their creativity, critical thinking, and cultural awareness. How can museums navigate cultural sensitivities, resource constraints and socio-political dynamics such as spatial justice? How architecture can contribute to more inclusive and equitable spaces, especially in urban environments by incorporating elements that reflect the local context and heritage? How museums can transform social relations by encouraging community.

**Speakers:**

- **Frida Escobedo**, Principal, Taller Frida Escobedo (México)
- **Sumayya Vally**, Founder & Principal, Counterspace; Artistic Director, Inaugural Islamic Arts Biennale (South Africa)

**Moderator:**

- **Michael Kimmelman**, Architecture critic, The New York Times (United States)

15:45 - 16:15 – Spotlight

**Transformative experiences.  
The role of designers in museums**

Bringing transformative experiences to life in museums demands a balanced blend of technology, storytelling, and design. How do museums face the challenge of technological innovation with the preservation of traditional artifacts? Outreach programs and accessibility are key for museums, yet how are designers considering audiences demands on their creative process?

**Speaker:**

- **Patrick Gallagher**, President & Founder, G&A (United States)

**Presenter:**

- **Alex Manresa**, Director of Strategy, ACCIONA Cultura (Spain and United States)

**16:30 - 17:15 – Panel Session**

**Where brands and culture collide  
live experiences, art and heritage**

In recent years, brands have expanded from traditional marketing approaches to become dynamic platforms for engagement. The rise of brands in the arts fields has become significant, providing companies with spaces to share their stories through live experiences and heritage. By exploring the intricate relationship between these creative elements, they blend modern storytelling, cultural significance, and their own essence. Acting as experiential hubs, brands offer visitors and audiences a special journey into their values, fostering a deeper connection between consumers, creativity, and their identity. What role could brands play in showcasing cultural expressions and shaping new narratives for the arts and creative community?

**Speakers:**

- **Álvaro Díaz Martín**, Director, Non-Fiction, Spain, NETFLIX (Spain)
- **Clotilde Entrecanales**, Head of Experiences, ACCIONA Cultura (Spain)
- **Nicolas Helly**, Managing Director Iberia, Cartier (Spain)

**Moderator:**

- **Ludovic Assémat**, Director of Culture, Sedena (Spain)

**17:30 - 18:15 – Panel Session**

**The intersection of technology  
and culture. What's next?**

Innovation is now a vibrant domain where art, science, and curation intersect. From groundbreaking explorations in algorithmic art to leveraging technology for immersive museum experiences and events production, artists, scientists, producers and experts explore new forms of combining culture and technology. Technology has transformed how people create, consume, and share cultural content, leading to new forms of artistic expression.

**Speakers:**

- **Sarah Kenderdine**, Professor, École polytechnique fédérale de Lausanne (Switzerland)
- **Mario Klingemann**, Artist, Quasimondo (Germany)
- **Yasmeen Sabri**, Artist, Cultural Advisor and Producer (Jordan)

**Moderator:**

- **Rebekah Rhodes**, Head of Research and Publications, Colección SOLO (Spain)

**18:30- 19:15 – Panel Session**

**New museums for new engagement**

Museums are designing new spaces dedicated to more diverse communities. By championing new engagement strategies, these museums become living entities, responsive to the pulse of their communities. They strive to be more than repositories of artifacts; they aim to be dynamic spaces that catalyze conversations, challenge perspectives, and reflect the diverse tapestry of human experience. As these institutions redefine their purpose, "New Museums for New Engagement" invites visitors to embark on a journey where leadership and expanded partnerships converge to create spaces that inspire and connect in unimagined ways.

**Speakers:**

- **Farah Abushullaih**, Head of Ithra Museum, King Abdulaziz Center for World Culture (Ithra), (Saudi Arabia)
- **Nora Aldabal**, Executive Director of Arts and Creative Industries, Royal Commission for AlUla, AlUla (Saudi Arabia)
- **Justine Alexandria**, Director and CEO, Yuz Museum and Yuz Foundation (China)
- **Ugo Bertoni**, Director External Affairs, Outreach and Cultural Engagement, Louvre Abu Dhabi (United Arab Emirates)

**Moderator:**

- **Karen Exell**, Executive Director, Cultural Strategy and Development, Diriyah Gate Company Limited (Saudi Arabia)

**April 25<sup>th</sup>**

DAY 2 THURSDAY

**9:00 - 9:30 – Spotlight**

**What's next in immersive cultural experience? The state of immersive art**

Immersive art, epitomized by trailblazing experiences like Meow Wolf, has redefined the boundaries of cultural engagement. Meow Wolf's story is a remarkable one: An art collective transformed to a multimillion dollar symbol of the experience economy. With a distinctive style of playful aesthetic, immersive and maximalist environments, Meow Wolf has attracted new audiences and is leading the path for the future of the immersive sector.

**Speaker:**

- **Sarah Bradley**, Senior Creative Director, Meow Wolf (United States)

**Presenter:**

- **Carla Prat**, Creative Strategist, ACCIONA Cultura (Spain)

9:45 - 10:30 – Panel Session

**How Museums make society.  
Community building**

Museums are empowered to actively shape and contribute to the fabric of society, playing a pivotal role in community building. Museums, entrusted with the responsibility to make a lasting impact, serve as dynamic platforms for cultural dialogue, education, and engagement. What are the keys to fostering a sense of shared identity, nurturing understanding, and cultivating a vibrant community? How are museums listening to their audiences nowadays?

- Speakers:**
- **Nawaf Alharbi**, Director of Strategy, Misk Art Institute (Saudi Arabia)
  - **Essa Al Mannai**, Director, Dadu, Children's Museum of Qatar, Qatar Museums (Qatar)
  - **Helen Charman**, Director of Learning, National Programmes and Young V&A, Victoria and Albert Museum (United Kingdom)
  - **Jens Richter**, Partner, estudio Herreros (Spain)

- Moderator:**
- **Ludovic Assémat**, Director of Culture, Sedena (Spain)

10:45 - 11:15 – Spotlight

**Transforming architecture into an  
act of care**

Listening to cities and their inhabitants, "The human species needs a place that not only protects us from the harshness of the weather but also becomes a platform from which we can grow and nourish ourselves in every aspect, not just physical ones." By listening to the needs of populations, architecture allows us to live within our own ecosystem. How do museums incorporate this approach? How can architects empower citizens to co-design their future urban spaces?

- Speaker:**
- **Tatiana Bilbao Spamer**, Principal, Tatiana Bilbao ESTUDIO (Mexico)

- Moderator:**
- **Michael Kimmelman**, Architecture critic, The New York Times (United States)

11:15 - 11:45 – Networking coffee

**11:45 - 12:15 – Spotlight**

**The Saudi Giga Project experience**

Combining cutting-edge technology, innovative urban planning, and sustainable practices is the holy grail of transformative vision for economic diversification. What tools, processes, and methodologies can be employed to achieve the optimal equilibrium between progress and conservation, guaranteeing a seamless blend with the natural environment and creating an outstanding, sustainable destination?

**Speaker:** · **Melisa Pezuk**, Head of Development, Red Sea Global (Saudi Arabia)

**Presenter:** · **Clotilde Entrecanales**, Head of Experiences, ACCIONA Cultura (Spain)

**12:30 - 13:00 – Spotlight**

**The next frontier of narrative design in museums**

The use of narrative design in projects and museums is a key innovation to enhance information retention in cultural environments. Exploring the role of generative artificial intelligence emerges as a promising frontier, offering new possibilities for creating immersive and dynamic narratives within the museum context, challenging the design process itself.

**Speaker:** · **Nick Appelbaum**, President & CEO, RAA (United States)

**Presenter:** · **Alex Manresa**, Director of Strategy, ACCIONA Cultura (Spain and United States)

**13:00 - 14:00 – Networking Lunch**

**14:00 - 14:30 – Spotlight**

**Cultural buildings and innovation facing sustainability**

The renowned architecture firms Nieto & Sobejano and Tuñón y Albornoz Arquitectos will share their firms' recent projects and built works of public and cultural buildings. They will talk about their interventions in existing buildings, their expansion projects for cultural institutions in Europe and now for the US as well as the importance of eco-responsible and sustainable designs.

**Speakers:** · **Enrique Sobejano**, Partner, Nieto Sobejano Arquitectos (Spain)  
· **Emilio Tuñón**, Arquitecto, Tuñón y Albornoz Arquitectos SLP (Spain)

**Presenter:** · **María de la Peña**, Journalist and Art Historian (Spain)



**14:45 - 15:30 – Panel Session**

**Massive audiences and new forms of immersivity**

As museums encounter a growing demand for immersive cultural experiences, the integration of immersive narratives and virtual reality (VR) experiences emerges as a potential solution to reconcile audience expectations with the imperative for rigorous knowledge dissemination. Exploring how immersive narratives can be seamlessly woven into museum collections opens up routes for new audience development.

**Speakers:**

- **Agnès Abastado**, Head of Digital Development, Établissement public des Musées d'Orsay et de l'Orangerie - Valéry Giscard d'Estaing (France)
- **Roei Amit**, Chief Executive Officer, Grand Palais Immersif (France)
- **Dorothy Di Stefano**, International Art Curator, Molten Immersive Art (Australia)
- **Aziz Isham**, Executive Director, Museum of the Moving Image (United States)

**Moderator:**

- **Carla Prat**, Creative Strategist, ACCIONA Cultura (Spain)

**16:00 - 16:30 – Keynote**

**Can Machines Dream About Art?  
Refik Anadol on Art and  
Technology**

As a pioneer in the aesthetics of data, Los Angeles-based media artist Refik Anadol's decade-long art practice pushes the boundaries of immersive experiences. His site-specific AI Data Paintings and Sculptures, live audio/visual performances, and immersive installations take many forms: Entire buildings come to life, floors, walls, and ceilings disappear into infinity, breathtaking aesthetics take shape from large swaths of data, and what was once invisible to the human eye becomes visible, offering the audience a new perspective of their environments. Anadol's innovative approach consistently captivates audiences and museums alike, offering a glimpse into the future of artistic and technological integration. This includes the Large Nature Model (LNM), the world's first open-source generative AI model dedicated to nature - an initiative that will reflect the beauty and complexity of our natural world as well as a groundbreaking multi-year project to raise awareness about environmental issues.

**Speaker:**

- **Refik Anadol**, Media Artist & Director, Refik Anadol Studio (United States) (online participation)

**Presenter:**

- **András Szántó**, Author & Cultural Strategist, András Szántó LLC (United States)

**16:45 - 17:15 – Spotlight**

**The impact of digital technologies on architecture**

The impact of digital technologies on architecture, planning, and design is more evident than ever. However, this impact needs to balance the challenges of raising digital literacy among professionals, which will require time, with the urgency of sustainability in human interaction to shape the future of museums and cities. What are the paths toward a meaningful transition in practices? What are the boundaries of this transformation? What else can we expect in the integration of digital technologies in design and architecture?

**Speaker:** · **Prof. Carlo Ratti**, Director, MIT Senseable City Lab, MIT (United States)

**Moderator:** · **David Goodman**, Dean of IE School of Architecture and Design, IE University - School of Architecture and Design (Spain)

**17:30 - 18:15 – Panel Session**

**Cultural landscape of Saudi Arabia: Vision 2030**

A rebirth is underway in Saudi Arabia's creative industries, driven by ambitious goals to catalyze a social and economic transformation of the country. An evolving landscape of large-scale initiatives is taking shape within Vision 2030, exploring the role of creative collaboration and intersections of disciplines in these transformations.

**Speakers:** · **Paul Alezraa**, Director, Avesta Group (France)  
· **Nouf Almoneef**, Senior Director of Creative Arts, Royal Commission for Riyadh city (Saudi Arabia)  
· **H.H. Princess Tarfa Al Saud**, Cultural Heritage Curation and Programs Associate Director, Diriyah Gate Development Authority, Diriyah Foundation (Saudi Arabia)  
· **Miguel Blanco Carrasco**, Arts & Culture Advisor (Saudi Arabia)

**Moderator:** · **Karen Exell**, Executive Director, Cultural Strategy and Development, Diriyah Gate Company Limited (Saudi Arabia)