

# NEXT IN SUMMIT 2025

(23<sup>rd</sup>-24<sup>th</sup> APRIL 2025)

## PROGRAMME OVERVIEW

**April 23<sup>rd</sup>**

DAY 1 WEDNESDAY

9:00 - 9:30 – Welcome Words

9:30 - 10:00 – Keynote

**Speaker:** · **Sir David Chipperfield**, Founder & Principal, David Chipperfield Architects and Founder & President, Fundación RIA (United Kingdom, Germany, Italy, China, Spain)

**Moderator:** · **Michael Kimmelman**, Architecture Critic, The New York Times and Founder & Editor-at-large, Headway (United States)

10:00 - 10:45 – Panel Session

### **Regenerative Ecosystems: Culture for a Sustainable Future**

Cultural institutions and artists are stepping up as catalysts for change, using their platforms to address global crises and champion a sustainable future. From reimagining collection care and conservation policies to exploring our relationship with nature through immersive storytelling, they are reshaping how we engage with pressing environmental challenges.

This panel brings together an architect, an artistic collective, and a museum leader who are redefining the intersection of design, sustainability, and innovation. Learn how they harness the power of narratives and cutting-edge practices to inspire climate action, foster resilience, and create regenerative ecosystems that drive meaningful change.

- Speakers:**
- **Barnaby Steel**, Founder & Director, Marshmallow Laser Feast (United Kingdom)
  - **Kasper Pilemand**, Partner & Head of Projects, Dorte Mandrup (Denmark)
  - **Kelsey Shell**, Environmental & Sustainability Strategist, The Museum of Contemporary Art (MOCA), Los Angeles (United States)
  - **Oliver Jeffers**, Artist and Author, The Studio of Oliver Jeffers (USA, Northern Ireland)

10:45 - 11:15 – Networking coffee

11:15 - 11:45 – Spotlight

- Speaker:**
- **Liam Young**, Director and Worldbuilder, Liam Young (United States)

11:45 - 12:30 – Panel Session

**Immersion Reimagined:  
The Future of Location-based  
Experiences**

In a world where audiences crave connection and meaning, location-based experiences are setting a new standard for how we engage with culture and entertainment. From immersive art installations to transformative cultural destinations, these experiences are more than events—they're portals into new worlds, offering unforgettable moments rooted in place and purpose.

This panel brings together speakers from some of the most relevant companies in experiential design to explore how cultural and entertainment venues are redefining engagement through storytelling, sensory immersion, cutting-edge design, and community-driven connection. What drives people to leave their screens for physical experiences? How can we create spaces that are not just destinations but powerful, lasting memories? Join us to uncover the next wave of location-based magic shaping the global experience economy.

- Speakers:**
- **Winston Fisher**, Chief Executive Officer, AREA15 (United States)
  - **Ryan Wineinger-Schattl**, Senior Creative Director, Walt Disney Imagineering (United States)

More to be announced

12:30 - 14:00 – Networking Lunch

14:00 - 14:30 – The Whole Story - Terra - the Sustainability Pavilion, Dubai

- Speakers:**
- **Marjan Faraidooni**, Chief of Education & Culture, Expo City Dubai (United Arab Emirates)
  - **Andrew Whalley**, Chairman, GRIMSHAW Architects (United States)
  - **Carla Prat**, Creative Strategist, ACCIONA Living & Culture (Spain)

14:30 - 15:15 – Panel Session

**The Art of Attraction:  
What Culture Can Learn from  
Entertainment's Evolution**

In a world where audiences crave connection, entertainment is leading the way with bold formats, immersive experiences, and boundary-pushing innovation. But what if museums and cultural spaces tapped into the same magic? This panel explores the conceptual breakthroughs driving entertainment's evolution—from dynamic storytelling and hybrid events to next-level ticketing strategies and viral audience engagement.

What does today's audiences truly want? How can cultural spaces borrow, adapt, and elevate ideas from the entertainment world to create unforgettable experiences? A forward-looking conversation about how culture can reimagine itself in an era where variety, innovation, and engagement reign supreme.

- Speakers:**
- **Ana Brzezińska**, Immersive Curator & Creative Strategist, Independent (France)
  - **Amy Jenkins-Le Guerroué**, Strategic Alliances Director, Ubisoft (France)
  - **Andrea Salazar**, Head of Production, PUNCHDRUNK (United Kingdom)

15:15 - 15:45 – The Interview

- Speaker:** Coming soon

15:45 - 16:15 – Networking Coffee

16:15 - 17:00 – Panel Session

**Adapting to Thrive:  
Building Resilient Museum  
Business Models**

Museums stand at the crossroads of economic, technological, and social change, prompting a reimagining of their business models to ensure sustainability and relevance. This panel explores how cultural institutions can adapt to thrive in an unpredictable landscape by embracing diverse and innovative funding strategies.

What role does governance play in shaping decisions and resource allocation? How can coproduction models, social impact philanthropy, and artist-led initiatives drive resilience? By examining these approaches, we'll uncover actionable insights into building future-ready museums that remain vital assets to their communities while navigating the complexities of the modern world.

**Speakers:**

- **Yoram Roth**, Executive Chairman and owner of Fotografiska Holding AB & member of the Board of Directors of NeueHouse, Inc (Germany)
- **Eric Shiner**, President, Powerhouse Arts (United States)

More to be announced

17:15 - 17:45 – The Interview

**Speakers:**

- **Elizabeth Diller**, Partner, Diller Scofidio + Renfro (DS+R) (United States)

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

DAY 2 THURSDAY

9:30 - 10:00 – **Keynote**

- Speaker:** · **Glenn D. Lowry**, Director of The Museum of Modern Art, New York (MoMA) (United States)
- Moderator:** · **Michael Kimmelman**, Architecture Critic, The New York Times and Founder & Editor-at-large, Headway (United States)

10:00 - 10:45 – **Panel Session**

**The Hybrid Museum**

The hybrid museum bridges physical and digital experiences to redefine how visitors engage with cultural spaces. By combining in-person exhibits with digital tools, it creates richer, more immersive journeys that enhance understanding and connection. Physical experiences remain central, while digital elements add depth, extending engagement beyond the walls of the museum.

This model allows museums to tailor interactions based on audience needs—offering tactile, face-to-face exploration alongside digital storytelling and virtual access. The result is a dynamic space where physical and digital experiences complement each other, ensuring museums remain vibrant, inclusive, and forward-looking in a world of evolving visitor expectations.

- Speakers:** · **Jane Alexander**, Chief Digital Information Officer, Cleveland Museum of Art (United States)  
· **Mariët Westermann**, Director and CEO, Solomon R. Guggenheim Museum and Foundation (United States)

More to be announced

10:45 - 11:15 – **Networking Coffee**

11:15 - 11:45 – **The Interview**

- Speaker:** · **David Gianotten**, Managing Partner – Architect of OMA (Netherlands)

**11:45 - 12:30 – Panel Session**

**Creative Nations:  
 Redefining Cultural Programming  
 in Saudi Arabia**

Saudi Arabia is charting an ambitious course where arts and culture are catalysts for social and economic transformation. With groundbreaking initiatives, the nation is fostering a thriving cultural ecosystem, positioning itself as a rising global hub for creativity and innovation.

This session dives into the visionary strategies behind these efforts, emphasizing the role of international collaboration in shaping the future of the Gulf’s cultural landscape. Hear from the trailblazing women driving these programs forward, leading Saudi Arabia into a bold new era of cultural expression and global engagement.

- Speakers:**
- **Arwa Al Ali**, Senior Advisor, Ministry of Culture and The Diriyah Biennale Foundation (DBF) (Saudi Arabia)
  - **Noura Al-Maashouq**, Director, SAMOCA at Jax - the Saudi Arabia Museum of Contemporary Art (Saudi Arabia)

More to be announced

**12:30 - 14:00 – Networking Lunch**

**14:00 - 14:30 – The Whole Story**

- Speakers:** Coming soon

**14:30 - 15:15 – Panel Session**

**Culture and the City:  
 Shaping Urban Futures**

The relationship between culture and urban development is complex and transformative. This dialogue explores how public art revitalizes cities, curatorial practices shape urban identities, and architecture redefines how we live and connect.

What trends are emerging in the evolving urban landscape, and what challenges lie ahead? Discover how culture serves as a powerful catalyst for urban transformation, fostering vibrant, inclusive, and resilient cities that thrive on creativity and community.

- Speakers:**
- **Bjørn Christiansen**, CEO and Co-founder, SUPERFLEX (Denmark)
  - **Hirokazu Tokuyama**, Curator, Mori Art Museum (Japan)

15:15 - 15:45 – **Spotlight**

**Speaker:** · **Rafael Lozano-Hemmer**, Artist, Atelier Lozano-Hemmer (Canada)

15:45 - 16:15 – **Networking Coffee**

16:15 - 16:45 – **The Interview**

**Speaker:** · **Jake Barton**, Founder, Local Projects (United States)

**Moderator:** · **Alex Manresa**, U.S. Director, ACCIONA Living & Culture (Spain & United States)

16:45 - 17:30 – **Panel Session**

**Charting New Territories:  
The Future Landscape of Expos**

Expos are more than events—they're convergence points for massive, diverse audiences and a crossroads of global priorities. How can these monumental gatherings continue to address the intersecting needs of culture, innovation, and collaboration while shaping a vision for the future?

This panel examines how Expos engage millions worldwide, balancing inclusivity, cultural dialogue, and the urgency of global challenges. What role will they play in driving progress, fostering understanding, and inspiring collective action in a rapidly changing world? Join us to explore the evolving purpose of Expos and their transformative potential on the global stage.

**Speakers:** Coming soon

17:45 - 18:00 – **Closing Remarks**