

NEXT IN SUMMIT 2025

(23rd-24th APRIL 2025)

PROGRAMME OVERVIEW

April 23rd

DAY 1 WEDNESDAY

MORNING

9:00 - 9:15 – **Welcome Words**

- **José Luis Martínez Almeida**, Mayor, City of Madrid (Spain)
- **José Manuel Entrecanales Domecq**, Chairman & CEO, ACCIONA

9:15 - 9:55 – **Keynote: Sir David Chipperfield**

The Role of the Architect

Sir David Chipperfield, the 2023 Laureate of the Pritzker Architecture Prize, has created remarkable projects worldwide, including the Neues Museum (Berlin, Germany), The Hepworth Wakefield (Wakefield, UK), Museo Jumex (Mexico City, Mexico), the East Building of the Saint Louis Art Museum (St. Louis, USA), the Royal Academy Masterplan (London, UK), the Amorepacific Headquarters (Seoul, South Korea), the West Bund Museum (Shanghai, China), the restoration of the Procuratie Vecchie (Venice, Italy), and the upcoming extension of the National Archaeological Museum (Athens, Greece).

During this session, Chipperfield will reflect on the role of architecture and cultural buildings in shaping the future. He will also discuss what makes a great space for art, how buildings inform what and how we see, why we should pay particular attention to the historical context of buildings, how cultural institutions can form part of our social infrastructure, and how design can confront the climate emergency, transform social relationships, and reinvigate cities.

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

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

10:00 - 10:50 – 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, these organizations are reshaping how we engage with pressing environmental challenges.

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

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

Moderator: · **José Luis Blasco**, Global Sustainability Director at ACCIONA (Spain)

10:50 - 11:20 – Networking coffee

11:20 - 12:00 – Spotlight

Rafael Lozano-Hemmer:
Inversive Exhibitions, a critical approach to digital art

This presentation by renowned media artist Rafael Lozano-Hemmer will cover a panorama of critical art made with Artificial Intelligence, robotics, telepresence, and computerized surveillance. The emphasis on the artwork as “incomplete and out of control” will be discussed as an essential strategy against a dominant techno-optimist approach. Drawing inspiration from phantasmagoria, carnival, and animatronics, Lozano-Hemmer proposes a “relationship-specific” practice where the artwork, and the Museum, can become a switchboard for the interconnection of disparate realities, in an embodied, tangible, poetic and radically empirical approach.

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

Moderator: · **Jose Luis de Vicente**, Curator and Cultural Researcher, Artistic Director DHUB, Disseny Hub Barcelona (Spain)

12:05 - 12:50 – 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 are portals into new worlds, offering unforgettable moments rooted in place and purpose.

This panel will bring 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?

Speakers: · **Winston Fisher**, Chief Executive Officer, AREA15 (United States)
 · **Ryan Wineinger-Schattl**, Senior Creative Director, Walt Disney Imagineering (United States)
 · **Carlos Carrión**, Advisor, Business Model and Development, Real Madrid CF (Spain)

Moderator: · **Charles Read**, Managing Director, Bloolooop (United Kingdom)

12:50 - 14:20 – Networking Lunch

AFTERNOON

14:20 - 15:05 – Panel Session

**A New Dimension:
 VR and the Evolution of
 Museum Experiences**

This session brings together leading voices in culture to explore how VR (Virtual Reality) is redefining museum storytelling. Inspired by a groundbreaking project influenced by the Prado Museum's collection, this panel offers an exclusive look at how museums, artists, and technologists are pushing the boundaries of visitor experiences. As audiences seek deeper, more interactive journeys, museums have a unique opportunity to evolve. Get behind the scenes of a pioneering VR project and discover how cultural storytelling is stepping beyond traditional exhibitions into an immersive future.

- Speakers:**
- **Alejandro Vergara**, Curator, Museo del Prado (Spain)
 - **Carla Prat**, Design and Experiences Director, ACCIONA Living and Culture (Spain)
 - **Mathieu Felix**, Creative Director/Partner, Tigrelab (Spain)
 - **Myriam Achard**, Chief New Media Partnerships & PR, PHI (Canada)
- Moderator:**
- **Maria de la Peña**, Journalist & Art Historian (Spain)

15:10 - 15:55 – Panel Session

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

The entertainment industry has mastered the art of captivating audiences with bold formats, immersive experiences, and boundary-pushing innovation. But what if museums and cultural spaces tapped into the same magic? This panel will explore the conceptual breakthroughs driving entertainment's evolution—from dynamic storytelling and hybrid events to next-level ticketing strategies and viral audience engagement.

What do 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 and Creative Strategist, Independent (France)
 - **Amy Jenkins-Le Guerroué**, Strategic Alliances Director, Ubisoft (France)
 - **Andrea Salazar**, Head of Production, Punchdrunk (United Kingdom)
- Moderator:**
- **András Szántó**, Cultural Strategy Advisor and Author (United States)

15:55 - 16:25 – Networking Coffee

16:25 - 17:15 – Panel Session

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

At the crossroads of economic, technological, and social change, museums and cultural institutions face the constant challenge of balancing artistic vision with financial sustainability, demanding a reimagining of their business models to ensure both 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 will uncover actionable insights into building future-ready museums that remain vital assets to their communities while navigating the complexities of the modern world.

- Speakers:**
- **Eric Shiner**, President, Powerhouse Arts, New York (United States)
 - **Gary Gautier Bernat**, CEO, Casa Batlló, Barcelona (Spain)
 - **Paul Frèches**, Managing director of Centre Pompidou x West Bund Museum Project, Centre Pompidou (China)
 - **Yoram Roth**, Executive Chairman and Owner of Fotografiska Holding AB (Sweden), and member of the Board of Directors of NeueHouse, Inc (Germany)
- Moderator:**
- **András Szántó**, Cultural Strategy Advisor and Author (United States)

17:20 - 17:50 – Keynote

**Narratives Unveiled:
 Elizabeth Diller and the V&A
 East Storehouse**

Visionary architect Elizabeth Diller, recognized by TIME's "100 Most Influential People" and a MacArthur Fellow, presents the V&A East Storehouse, a transformative project reimagining museum engagement. Opening May 31st in London's Queen Elizabeth Olympic Park, this space will grant unprecedented access to over half a million artifacts. Diller, known for leading iconic cultural projects like The Broad, Boston ICA, The Shed and MoMA's expansion, will delve into the design of this new type of institution- merging storage, archive and exhibition space. The project reimagines the visitor experience, offering a chance to see behind-the-scenes of a working museum and explore the conversation of objects. Explore themes of open storage, accessibility, and the future of museum design as we investigate new ways of engaging with cultural treasures across a wide variety of scales and mediums, from 17th century hair pins to a two-storey section from the demolished Robin Hood Gardens housing estate.

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

17:55 - 18:25 – Panel Session

**The Ultimate Museum Book:
busting sustainability myths**

An engaging and interactive session around The Ultimate Museum Book, a groundbreaking publication exploring sustainability in museums from environmental, social and governance perspectives. This event will feature a panel of experts discussing key themes from the book, followed by a dynamic myth-busting segment. Using interactive tools, we will compare audience perceptions of sustainability with expert insights, challenging common misconceptions and uncovering the real impact of sustainable practices in museums. Be ready to question, rethink, and actively participate in shaping the future of museums.

Moderator:

· **Ramón Rodríguez Alonso**, Head of Quality and Sustainability, ACCIONA Living & Culture (Spain)

April 24th

DAY 2 THURSDAY

MORNING

9:15 - 9:40 – **Keynote:** Glenn D. Lowry

**Museums, Culture, and
Artificial Intelligence**

Technology is constantly changing how we live and operate business. Our life is becoming increasingly rooted in digital worlds, and the boundaries between physical and virtual, technology and nature, are blurring. Since 1995, Glenn D. Lowry has served as the Director of the Museum of Modern Art (MoMA) in New York, bringing extensive experience in integrating technology into a major cultural institution.

During his tenure, Lowry has guided the museum through extensive structural changes and has been in a unique position to experience the changes happening in museums with the advent of technology. In this talk, he will explore Artificial Intelligence's significant impact on the museum sector and his vision for the future of museums.

Speaker: · **Glenn D. Lowry**, Director of the Museum of Modern Art (MoMA), New York (United States)

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

9:45 - 10:10 – **The Conversation:** Glenn D. Lowry, MoMA & Miguel Falomir, Museo del Prado

The Future of Museums

Two titans of the art world. Two distinct approaches. One shared goal. Miguel Falomir, Director of the Museo del Prado, and Glenn Lowry, Director of MoMA, take the stage to discuss the evolving landscape of museums in the 21st century. Representing two distinct institutions—one dedicated to classical painting, the other a champion of contemporary art—they will explore the challenges and opportunities that museums are facing today.

How do these institutions, with their unique collections and audiences, navigate the demands of a changing world? How do they balance tradition and innovation to ensure continued success and engage new generations of visitors? Join us for a fascinating conversation about the future of art, culture, and the institutions that preserve and celebrate them.

- Speakers:**
- **Glenn D. Lowry**, Director of the Museum of Modern Art (MoMA), New York (United States)
 - **Miguel Falomir**, Director, Museo del Prado, Madrid (Spain)
- Moderator:**
- **Michael Kimmelman**, Architecture Critic, *The New York Times*, and Founder and Editor-at-large, Headway (United States)

10:15 - 11:00 – 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)
 - **José Luis de Vicente**, Curator and Cultural Researcher, Artistic Director DHUB, Disseny Hub Barcelona (Spain)
 - **Mariët Westermann**, Director and CEO, Solomon R. Guggenheim Museum and Foundation (United States)
- Moderator:**
- **Charles Read**, Managing Director, Blooloo (United Kingdom)

11:00 - 11:30 – Networking Coffee

11:30 - 12:00 – The Interview: David Gianotten

Culture:
Connected and Engaged

Office for Metropolitan Architecture (OMA) is responsible for global architectural icons such as the CCTV Headquarters in Beijing and the Fondazione Prada in Milan. David Gianotten will share insights into some of the firm’s current projects, and discuss the changing role of the architect and the importance of community engagement.

In charge of the overall organizational and financial management, business strategy, and growth of OMA, Gianotten currently leads the design and construction of projects including the Museo Egizio in Turin, Amsterdam’s Bajes Kwartier, VDMA in Eindhoven (Netherlands), and the new Koepel District in Breda (Netherlands). His recently completed projects include the Taipei Performing Arts Center, the Potato Head Studios resort in Bali, the WA Museum Boola Bardip in Perth, and the Museo Egizio’s Gallery of Kings.

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

Moderator: · **András Szántó**, Cultural Strategy Advisor and Author (United States)

12:05 - 12:35 – The Interview: Jake Barton

The Future of Storytelling

Jake Barton is the founder and principal of Local Projects design firm, creating museums and public spaces, including the 9/11 Memorial and Museum, Greenwood Rising Black Wall Street History Center and Cooper-Hewitt Smithsonian Design Museum in New York.

Barton will share his insights in how the power of storytelling can create transformation using technology to create unforgettable narratives that inspire action. He will reflect on how storytelling can change audiences and how to create experiences to catalyze meaningful action and bring attention to the climate crisis.

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

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

12:45 - 13:15 – **Spotlight: Liam Young**

**Designing Our Futures in
 a Context of Much Larger
 Planetary Stories**

Liam Young is a designer, director and BAFTA nominated producer renowned for his innovative work at the intersection of design, fiction, and futures. Described by the BBC as ‘the man designing our futures’, his visionary films and speculative worlds are both extraordinary images of tomorrow and urgent examinations of the environmental questions facing us today.

During this session, he will present an exclusive film that repatriates his previous world building that proposes thought-provoking redesigns of our planet. The film proposes a radically optimistic solution to the climate crisis and tries to answer how the world might look if the entire planet united to radically transition in the face of this global challenge. Join him on an entrancing multi-sensory journey that will prompt us to think about our place and responsibilities within a vast yet finite ecosystem.

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

13:15 - 14:45 – **Networking Lunch**

AFTERNOON

14:45 - 15:30 – **The Whole Story**

**Terra:
 The World's Living Wonder**

Terra is an immersive experience inviting visitors to explore some of the most pressing challenges facing our planet: climate change, pollution, and mass consumption. Originally created for Expo 2020 Dubai, the pavilion showcases the power of sustainable design and action through its iconic canopy, solar panels, net-zero energy and water innovations, and botanical gardens. Today, Terra serves as a cultural institution, inspiring visitors to create a better future for all.

Speakers: · **Carla Prat**, Design and Experiences Director, ACCIONA Living and Culture (Spain)
 · **Marjan Faraidooni**, Chief of Education and Culture, Expo City Dubai (United Arab Emirates)
 · **Mark Rhoads**, Principal, Grimshaw Architects (United States)

Moderator: · **Charles Read**, Managing Director, Blooloo (United Kingdom)

15:35 - 16:25 – Panel Session

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

The relationship between culture and urban development is complex and transformative. This session will explore 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:**
- **Agustín Pérez-Torres**, Partner, Bjarke Ingels Group (BIG) (Spain)
 - **Bjørnstjerne Christiansen**, Artist and Co-founder, SUPERFLEX (Denmark)
 - **Hirokazu Tokuyama**, Curator, Mori Art Museum, Tokyo (Japan)
 - **Dr. Kate Rogers**, Executive Director, El Alamo Trust (United States)
- Moderator:**
- **András Szántó**, Cultural Strategy Advisor and Author (United States)

16:25- 16:55– Networking Coffee

16:55- 17:45– 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 will dive 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 leaders 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)
 - **Hamad Alhomiedan**, Arts and Creative Industries Director, Royal Commission for AlUla (Saudi Arabia)
 - **Noura Al-Maashouq**, Director, SAMOCA at Jax, the Saudi Arabia Museum of Contemporary Art, Riyadh (Saudi Arabia)
- Moderator:**
- **Clotilde Entrecanales**, CEO, ACCIONA Cultura (Spain)

17:50 - 18:10 – Closing Remarks