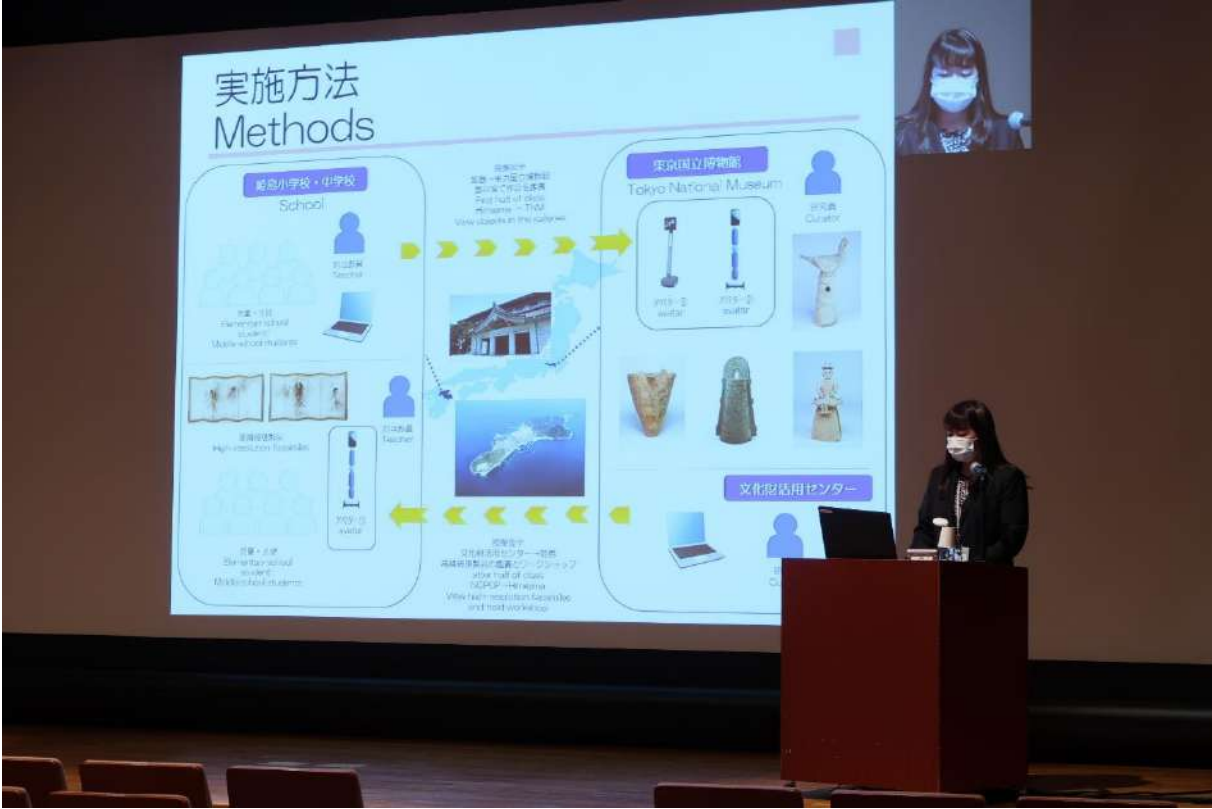


Museums and Online Initiatives: Practice and Prospects

January 29 (Sat.), 2022
Online Event



Introduction to the Symposium

COVID-19 drastically changed our lives and limited international exchange when it swept the globe in 2019. Museums around the world were forced to close their doors to visitors. No longer able to provide spaces for people to experience art in person, museums began to question their very purpose.

Our last symposium, “Creating a Global Museum Community through the Arts of Japan: Challenges in and after the Era of COVID-19” was held entirely online, with participants discussing how museums should respond to these challenging times. There is now a glimmer of hope with vaccines available throughout the world. However, the length and severity of the pandemic has forced museums to invent new strategies for providing services to the public. Our upcoming symposium will focus on online initiatives undertaken by museums during the pandemic.

Presenters from museums in the United States, Europe, and Japan will discuss their institutions’ strategies for implementing online events and other digital content, while sharing concrete examples and evaluating their efficacy. Given how museums are geared for in-person activities, presenters will also examine how their museums have defined the purpose of online contents.

Matsushima Masato
Supervisor, Research Div., Curatorial Research Dept.
Tokyo National Museum

International Symposium

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13:30-13:35	Opening Remarks By Mr. Zeniya Masami Executive Director, Tokyo National Museum Chairperson: Mr. Matsushima Masato Supervisor, Research Div., Curatorial Research Dept., Tokyo National Museum
13:35-13:55	Presentation 1: <i>Transforming the Art Museum in the 21st Century</i> Ms. Jane Alexander Chief Digital Information Officer, The Cleveland Museum of Art
13:55-14:10	Talk Session: with Dr. Sinéad Vilbar Curator of Japanese Art, The Cleveland Museum of Art
14:10-14:20	Presentation 2: <i>The Rijksmuseum: Storytelling & Covid Learnings</i> Ms. Nanet Beumer Head of Digital & Marketing, Rijksmuseum
14:20-14:30	Talk Session: with Mr. Menno Fitski Head of Asian Art, Rijksmuseum
	Break Time
14:45-15:10	Presentation 3: <i>What Does “New Normal” Mean to Art Museums? — Renewal</i> <i>Opening of Kyoto City KYOCERA Museum of Art and Online Activities under Pandemic</i> Mr. Tsuchiya Takahide Director of Exhibitions and Programs, Project Management Office, Kyoto City KYOCERA Museum of Art
15:10-15:25	Q & A
15:25-15:50	Presentation 4: <i>Online Outreach Programs at the National Center for the Promotion of Cultural Properties</i> Ms. Kojima Yukiko Assistant Curator, Planning, National Center for the Promotion of Cultural Properties / Tokyo National Museum
15:50-16:05	Q & A
16:10	Closing
