

DISCUSSION BLOCK				INDUSTRY CONFERENCES	EDUCATIONAL MODULE	
The Tretyakov Gallery, Building on Kadashovskaya Embankment	The Tretyakov Gallery, Engineering Building	Museum of Moscow		The New Tretyakov Gallery, West Wing	The New Tretyakov Gallery	GES-2
PLENARY HALL	CINEMA HALL	CINEMA	LECTURE HALL	CONFERENCE HALL	SMALL HALL	Central Platform
12:00 – 14:00 <u>Plenary Session</u> MUSEUM – A HERITAGE LABORATORY						
14:30 – 16:00 <u>Roundtable</u> Soft power. The new role of cultural diplomacy in a multipolar world	14:30 – 15:30 <u>Case-session</u> How we return the heritage. The main restoration works of the year	15:00 – 16:20 <u>Panel Discussion</u> I grew up in a museum. How cultural education programs stimulate demand for culture	15:00 – 16:20 <u>Presentation of international cases</u> The Future of Lost Heritage: From Ruins to Digital Reconstructions of the Future	14:30 – 17:30 <u>Conference</u> "All-Russian Meeting of Chief Curators" Current Changes in the Regulatory and Legal Framework for the Museum Fund and Museums	15:00 – 16:20 <u>Roundtable</u> The Blockbuster Effect. How mega-exhibitions change the market and create tourist flows	14:30 – 15:30 <u>Panel Discussion</u> Archive of the Future. How scientific breakthroughs turn into cultural symbols
16:10 – 17:30 <u>Presentation of exhibitions for the anniversary of the Great Patriotic War.</u> Legacy of the Great Victory. How to tell the true story of the Great Patriotic War?	15:40 – 16:30 <u>Case-session</u> Investing in Heritage: Philanthropy and Public-Private Partnerships in the Museum Sector	16:30 – 17:30 <u>Roundtable Discussion</u> Science Without a Department: How Research Survives in the Museum	16:30 – 17:30 <u>Panel Discussion</u> Archive of the Future. How scientific breakthroughs turn into cultural symbols		16:30 – 17:30 <u>Panel Discussion</u> The Commonwealth of Museums: How Shared Values Are Refracted Through the Cultural Diversity of CIS Countries	15:40 – 17:10 <u>Presentation</u> Living heritage: creating a point of attraction and giving new meaning to museum
14:00 – 18:00 <u>Speed Meeting Zone</u> Educational module for curators of exhibition and display projects Verbal and Visual Communication in Exhibition Development and Preparation	16:40 – 17:30 <u>Round Table</u> Volunteers in Museums: How to Manage the Energy of Initiative for Heritage Preservation					17:30 – 19:00 <u>Panel Discussion</u> Researching Culture and the Culture of Research

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PLENARY HALL	CINEMA HALL	CINEMA	LECTURE HALL	CONFERENCE HALL	SMALL HALL	Central platform
10:00 – 11:00 <u>Opening Session</u> Children's Cultural and Educational Centers: Form and Content	Museum Guide Forum	Science Museums: From Outsiders to the Vanguard	10:00 – 11:00 <u>Round Table</u> Alma Museum: Mutually Beneficial Collaboration Between Students and Museums	10:30 – 13:00 <u>Conference</u> "All-Russian Meeting of Chief Curators" Legal Foundations of Museum Collection Management and Custodial Practices	10:00 – 11:00 <u>Panel Discussion</u> Educate and Engage: How and About What Different Museums Communicate with Their Visitors	11:30 – 12:30 <u>Round Table</u> Adapting and Designing Accessibility Infrastructure in Cultural Heritage Sites
11:20 – 12:50 <u>RoundTable Discussion</u> The Role of Museums in the Social Adaptation of Veterans: Art, Memory, and Dialogue	11:00 – 12:30 <u>Key Discussion</u> The Museum as Experience: The Texture of the Present and the Vision of the Future	10:00 – 11:10 <u>Round Table</u> The Other Side of Progress: Science Museums Against Technophobia	11:20 – 12:20 <u>Panel Discussion</u> Translating the Museum: How to Speak with Youth		11:20 – 12:00 <u>Public Interview</u> "Inverted Safari!": How Africa Speaks to the World	
13:10 – 14:40 <u>Panel Discussion</u> All-Inclusive: Partnerships Between the Hospitality Industry and Cultural Institutions	13:00 – 14:00 <u>The Culture of Museum-Making: Purposeful Creations, Not Coincidences</u>	11:30 – 12:50 <u>Case Session</u> Artifacts of Progress: How Museums Integrate Scientific and Technological Objects into Exhibitions	12:40 – 13:40 <u>Panel Discussion</u> Regional Museums and Contemporary Art: Dialogue Between Traditions and the Evolution of Meaning	14:00 – 16:00 <u>Conference</u> "All-Russian Meeting of Chief Curators" Legal Foundations of Collection Management and Custodial Practices in Museums	12:20 – 13:00 <u>Public Interview</u> "Farewell, Utopia": The Journey of Art Through Cuban History	12:50 – 13:50 <u>Round Table</u> Russian Sign Language in Museums: Transformation and Development
15:00 – 16:00 <u>Public Interview</u> How Does Heritage Sound? An International Musical Dialogue	14:45 – 16:15 <u>Case Session</u> Presentations Test Batch	13:10 – 14:40 <u>Case Session</u> Science as an Exhibit: How to Conceptualize and Create a Scientific Exhibition	14:00 – 15:00 <u>Round Table</u> Historical Science and Museum Exhibitions: Contemporary Demands and Representation Tools		13:20 – 13:50 <u>Presentation</u> National Museum of Qatar: Preserving the Authentic, Creating the New	14:10 – 15:10 <u>Round Table</u> Myths and Misconceptions in Museum Inclusion
16:20 – 16:50 <u>Public Interview</u> Museum of a Sustainable Future: The Philosophy of Blue Zones	16:30 – 17:45 <u>Discussion</u> Evidence-Based Museology	15:00 – 16:00 <u>Panel Discussion</u> Friends of Science: Sponsorship and Fundraising in Science Museums	15:20 – 16:20 <u>Panel Discussion</u> VK Culture: How Digital Technologies Connect Local Museums with the World	16:30 – 18:30 <u>Conference</u> "All-Russian Meeting of Chief Curators" Legal Framework for Collection Management and Custodial Activities in Museums	14:10 – 14:40 <u>Public Interview</u> Indonesia: Contemporary Art of the World's Largest Archipelago	17:00 – 18:30 The Sustainability Agenda in Museum Reality: From Rhetoric to Practice (in collaboration with the Moscow School of Management SKOLKOVO)
17:10 – 18:10 <u>Case Session</u> Theater as an Exhibit, Museum as a Stage: New Approaches to Interpreting Theatrical Heritage	18:00 – 19:30 <u>Evening Cinema</u> Screening of Films Supported by the Potanin Foundation Grants "The Okhotnysky. Masculine Gender" – a project by Uchma	16:20 – 17:30 <u>Panel Discussion</u> Unexpected Alliances: How Collaborative Projects Shape a Systemic View of Scientific Heritage	16:40 – 17:40 <u>Round Table</u> How Can a Museum Become an Integral Part of the Local Community?		14:50 – 15:20 <u>Presentation</u> Sharing Expertise: Educational Programs Within Restoration Projects	
17:00 – 18:00 (Exhibition Area) <u>Workshop (Registration Required)</u> Audio Description for Museum Professionals: Interactive Practice with Experts and Visitors		16:30 – 17:00 Keynote Presentation	18:00 – 19:00 <u>Panel Discussion</u> Contemporary Local History: How to Make Natural Science Heritage Engaging		15:40 – 16:40 <u>Panel Discussion</u> "The Museum at Home": Cultural Heritage in Developers' Projects	
					17:00 – 18:00 <u>Foresight Session</u> Visitor 3.0: Who Will Come to the Museum Tomorrow?	

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10:00 – 11:15 <u>Masterclass</u> A Multinational Country: Creating Exhibitions That Reveal Cultural Identity	Forum “Museum Guide”	10:00 – 11:30 <u>Case Session</u> Art Speaks: Audio Guides, Immersive and Theatrical Projects, Podcasts	10:00 – 11:20 <u>Panel Discussion</u> Folk Art in the 21st Century: The Craft Revival	10:00 – 11:00 <u>Case Session</u> Innovations for Cultural Institutions: Choosing the Right Technologies	10:00 – 17:00 <u>Workshop</u> Workshop for Students	10:00 – 13:00 Conference on Cultural Heritage Preservation: Historical Context
11:35 – 12:50 <u>Case Session</u> Assembling the Mosaic of Identity: How Countries Tell the Story of Their History and Culture	10:00 – 11:30 <u>Discussion</u> It All Started with a Museum		11:30 – 12:50 <u>Practicum</u> Developing a Temporary Exhibition Concept: Ideas, Technologies, Collaborations	11:10 – 12:40 <u>Panel Discussion</u> Digital Transformation of Museums: How to Avoid Getting Lost in Data and Preserve the Soul	10:00 – 13:00 <u>Workshop Opening Session</u> "Dialogue" of Exhibitions	
13:10 – 13:40 <u>Public Interview</u> Technology in Museums: Interface as Experience, Code as Curator	12:00 – 13:30 <u>Round Table</u> Museums and Media: Partnership Strategies and Points of Tension	11:50 – 13:20 <u>Panel Discussion</u> Museum and Fashion: Heritage as a Source of Inspiration				14:00 – 16:00 Conference on Cultural Heritage Preservation: Historical Context
14:10 – 15:40 <u>Round Table</u> The Museum as a Brand: Collaborations with Artists, Businesses, Designers, and Civic or Urban Initiatives	14:00 – 15:30 <u>Expert Discussion</u> Cultural Mediators: Projects and Partnerships Between Museum Professionals and Journalists	13:40 – 15:10 <u>Panel Discussion</u> Education Hub of the Future: Can Museums Become Centers for Interdisciplinary Learning?	13:00 – 13:55 <u>Discussion</u> A New Perspective: The Role of Young Curators as Authors of New Museum Narratives	13:00 – 14:20 <u>Workshop</u> Neural Networks and Art: Co-Creator, Plagiarist, or Revolutionary?	13:30 – 14:15 <u>Workshop Core Session</u> Tools for Engaging with Visitors	
15:50 – 17:20 <u>Round Table</u> Creators Plus Souvenirs: What Kind of Souvenir Can a Museum Offer?	16:00 – 17:30 <u>Discussion</u> Evidence-Based Museology	15:30 – 16:30 <u>Masterclass</u> Museums and Creative Business: How to Be a Good Client	14:25 – 14:55 <u>Interview</u> "Wow-Heritage": How to Bring History to Life	14:40 – 15:40 <u>Masterclass</u> Creating a Virtual Exhibition: Step by Step		16:30 – 18:30 Conference on Cultural Heritage Preservation: Historical Context
17:30 – 18:00 <u>Presentation</u> AI in Art: The Prompt as Brush and Producer	17:40 – 19:40 <u>Evening Cinema</u> Screening of the films “Ivanov’s Farm” and “Kinerma: The Best Place on Earth”	16:50 – 17:50 <u>Case Session</u> Collections of New Museums in the Era of Creative Industries: From Formation to Exhibition	15:10 – 16:50 <u>Foresight Session</u> Culture of Tomorrow: Creative Ideas for Museums of the Future	16:00 – 17:00 <u>Case Session</u> Digital Restoration: AI Safeguarding Cultural Heritage	14:15 – 17:00 <u>Workshop Closing Session</u> Designing the Updated Exhibition	
12:00 – 14:00 (Kadashi) <u>Special Session</u> Museums and Media: Collaborating in Cultural Communication				17:10 – 18:10 <u>Panel Discussion</u> Digital and Multimedia Accessibility as Part of Museum Inclusion		15:15 – 16:45 <u>Central Platform</u> Round Table Partnership, Mediation, and Support — Who to Collaborate with in the City?
						17:00 – 18:30 Rooms E9–E10 Lab Session The Social Impact of Cultural Projects: The Influential Museum

INDUSTRY CONFERENCES AND DISCUSSION BLOCK

TRETYAKOV GALLERY

GES-2

MUSEUM OF MOSCOW

The Tretyakov Gallery,
Engineering Building

Central platform

CINEMA

LECTURE HALL

Conference: Architecture of Impressions

Conference: Cultural Communications

11:00 – 12:00

Masterclass

Exhibition Constructor: How to Achieve Maximum Impact with Minimal Resources

11:30 – 12:30

Case Presentation

Museum and Landscape: A Dialogue with Space

10:00 – 12:00

Panel Discussion

Why Does a Museum Need a Press Office? Presentation of the "Museum Press Secretary Manifesto"

12:20 – 13:20

Panel Discussion

Chasing Impressions – Hundreds of Kilometers Away: Which Cultural Sites Truly Attract Tourists

12:50 – 14:20

Panel Discussion

United Geography: How Russian Art Institutions Engage with Global South Art

12:20 – 13:50

Panel Discussion

"Stepping Out of the Shadows": How Regional Museums Can Gain Federal Visibility

12:20 – 13:20

Panel Discussion

Museum Discovery: How to Attract the Attention of an International Audience

13:40 – 14:25

Case Session

How It Was Done: The Exhibition "Art in Scale. Monumental Painting of Moscow" at the Museum of Moscow

15:00 – 16:00

Public Interview

Brazilian Media Art: How Cutting-Edge Art Developed Under Dictatorship and Became a Global Treasure

14:10 – 15:10

Round Table

Museums in the Spotlight: How to Engage Influential Bloggers

14:30 – 15:00

Open Mic

"By the Book": Legal Issues in Cultural Communications

14:35 – 15:20

Panel Discussion

Russia and the Art of the Global South: A Warm Partnership

15:30 – 17:00

Round Table

The Mechanics of Virality: How Cultural Content Captivates Audiences

15:20 – 15:50

Open Mic

"Edits Incoming": How to Write About Culture in a Fast-Paced Content World

15:40 – 17:00

Roundtable Discussion

Islands of New Meanings: The Work and Development of Art Residencies

16:00 – 17:30

Presentation

Intermuseum Through the Eyes of Gen Z: How Young Professionals Perceive Museums