



International Congress of Maritime Museums  
8-15 September 2013, Cascais on the Lisbon Coast, Portugal

*Celebrating our Maritime Heritage:  
Making Maritime Culture Relevant*

**Sunday, Sep 8<sup>th</sup>**

14.30-18.00 Registration Opens – Venue: Paula Rego Story House

18.00-19.00 Opening Ceremony – Venue: Paula Rego Story House

19.00-20.00 Welcome Reception – Venue: Paula Rego Story House

**Monday, Sep 9<sup>th</sup>**

09.00-09.45 Congress officially opens with welcome from ICMC President **Frits Loomeijer**. Opening Keynote by Professor **Jorge Roque de Pinho d'Almeida**, Instituto Superior Técnico, Lisbon, Portugal: "Against all odds: Lessons from Portugal's Maritime Heritage and Culture". – Venue: Paula Rego Story House

09.50-10.45 Plenary session 1: ***The meaning of maritime heritage today***

The theme for this congress is how to make maritime heritage and culture relevant today, and behind this theme is a perception that today's society doesn't have a natural, everyday connection with things maritime. But is this really true? And what exactly do we mean with "things maritime"? It might be time to take a fresh perspective and provide positive and challenging examples on how to revitalize the world of maritime museums. – Venue: Paula Rego Story House

Chair: **Frits Loomeijer**, Maritime Museum Rotterdam, Netherlands and President of ICMC

Speakers: **Peter Neill**, World Ocean Observatory, USA: "The Future of Maritime Museums: Building on a False Premise"

**Espen Waehle**, Norwegian Maritime Museum, Norway: "A renewed and relevant Norwegian Maritime Museum for the 100th anniversary in 2014"

**Richard Wesley**, Hong Kong Maritime Museum, Hong Kong-China: "The Hong Maritime Industry - a unique museum incubator?"

**Willem Bijleveld**, Het Scheepvaartmuseum, Netherlands: "The National Maritime Museum in Amsterdam, *the complete overhaul*"

10.50-11.15 Network coffee break – Venue: Cascais Cultural Centre

11.15-12.15 Plenary session 1 *continued*. – Venue: Paula Rego Story House

12.15-13.00 Technical Visit to Royal Palace of the Cidadela

13.00-14.30 Lunch – Venue: Cascais Cultural Centre

14.30-16.30 Thematic session 1: ***Keeping operational and static museum vessels relevant***

Heritage and traditional vessels, in or outside museums, static or operational, are an important and difficult aspect of the maritime museum world. Their interpretation, presentation, conservation and funding all touch upon the core task of the maritime museum, namely how to make maritime culture relevant for today's audiences. A key issue concerns the financial challenges in preserving and operating historic vessels, and the need to make their preservation and upkeep sustainable in the long term. (This thematic session is followed up with workshop no 4 on Wednesday the 11th, and the optional visit to the D. Fernando and Gloria Frigates on Saturday the 14th). – Venue: Paula Rego Story House

**ICMC 2013 | Congress Secretariat – CPL Meetings & Events**

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Chair: [TBC]

Speakers: **Jeffrey Cannon**, Ayers Saint Gross, USA and **Stephen Ryan**, Freeman Ryan Design, Australia: "A Ship Out of Water: Historic Ships from Wet Berths to Dry Berths"  
**Hans-Lennart Ohlsson**, Sjöhistoriska museet, Sweden: "The Museum is not enough!"  
**Alan Edenborough**, Sydney Heritage Fleet, Australia, "On the IHTS panel"  
**Richard Doughty**, The Cutty Sark, United Kingdom: "Restoring the Cutty Sark"

#### Thematic session 2: *Underwater archaeology*

One of the most spectacular aspects of our maritime heritage is underwater archaeology. The discovery and investigation of shipwrecks gets constant media attention and visitors flock to exhibitions on the theme, as witnessed by the many displays of different aspects of the Titanic in 2012. In that sense, focusing on shipwrecks and their story ought to be a good route to take for a museum that wants to boost visitor numbers, media visibility and contemporary relevancy. But underwater archaeology is also a highly contested cultural and scientific field, where various ethical and legal aspects as well as preservation issues constitute challenges. –  
Venue: Cascais Cultural Centre

Chair: [TBC]

Speakers: **Ursula Warnke**, Deutsches Schiffahrtsmuseum, Germany: "Maritime Archaeology in the North Sea - A Pilot Project of the Deutsches Schiffahrtsmuseum (DSM), Bremerhaven"  
**Tiago Miguel Fraga**, Centro de História de Além-Mar, Portugal: "Bringing up the past: Reconstruction of underwater cultural heritage"  
**Jorge Leonel Vaz Freire**, Centro de História de Além-Mar/Faculdade de Ciências Sociais e Humanas da Universidade Nova de Lisboa e Universidade, Portugal: "The Museu do Mar in the dawn of Underwater Archaeology in Portugal: The Underwater Cultural Heritage Survey in Cascais County"  
**Nina Eklöf**, Swedish National Maritime Museums, Sweden: "Making the underwater cultural heritage understandable and accessible"  
**Nzila Marina Mubusisi**, National Museum of Namibia, Namibia, "How material remains on the Oranjemund shipwreck will shed light on and re-write history"

#### Thematic session 3: *Maritime history – a national or global history?*

Maritime history is sometimes described alongside environmental history as the one truly global history. Maritime technology and maritime culture transcends national experiences, and interaction on the seas has always been a melting pot of different nationalities. Experiences of migration and diaspora are also an aspect of maritime history, where individuals transcend their national identity by choice or by force. However, the framework of maritime history often remains the nation state. And so much of the maritime history is bound up with the expansion and development of nations, both in peaceful times and in times of war. Historic vessels are looked upon with fierce national pride, even if these ships in reality have been flagged in various countries during their life-span. In making maritime heritage relevant, how do we approach this dual aspect on nationality and globalism? – Venue: King D. Carlos Sea Museum

Chair: **Marika Hedin**, The Vasa Museum, Sweden

Speakers: **Zefeng You**, Institute of Ancient Chinese Ships, China: "Maritime Silk Road – A bridge between China and the West from ancient time to modern days"



**Giacomo Tabita**, Heritage Research Group - University of Cambridge, United Kingdom: "The Euro-Mediterranean maritime heritage: the case of the Sicilian so-called 'Tonnare' and the preservation of its Memory"

**Jan Parmentier**, Museum aan de Stroom, Antwerp, Belgium: "Twenty-five maritime faces. Presenting maritime stories in a global museum with a local dimension"

**Jorge Custódio**, Instituto de História Contemporânea, Portugal: "Steamer «Arrábida»: 'mobile factory'?"

**Leos Müller**, CEMAS, Stockholm university, "The relevance of the global perspective"

**Carlos Sousa Reis**, Society of Friends of the Sea Museum, Portugal, "Seafarers' ex-votos: a cultural reality of religious nature"

16.30-17.00 Network coffee break – Venue: Cascais Cultural Centre

17.00-18.00 Thematic session 1 *continued*. – Venue: Paula Rego Story House

Thematic session 2 *continued*. – Venue: Cascais Cultural Centre

Thematic session 3 *continued*. – Venue: King D. Carlos Sea Museum

19.00 Transfer from the Paula Rego Story House to the Restaurant

19.30-22.30 Ocean Flavour Dinner – Venue: Farol da Guia Restaurant

22.30 Transfer from the Restaurant to the Paula Rego Story House

## Tuesday, Sep 10<sup>th</sup>

09.00-09.45 Keynote speech (speaker TBC) – Venue: Paula Rego Story House

09.50-10.45 Plenary session 2: ***The Navy as a maritime heritage partner***

Several maritime museums are also museums of the Navy. In naval history the national interacts with a global perspective, and naval military history is also a history of maritime technology, social issues, economic development and, of course, politics. In modern day society, our navies continue to play an important part in the world, not just in regular warfare but also in global problems such as piracy. How can naval heritage interact fruitfully with issues and interests of museum visitors today? (This plenary session is followed up with the on-site visit to the Maritime Museum in Lisbon on Wednesday the 11th) – Venue: Paula Rego Story House

Chair: **David Wright**, Museum of the Royal New Zealand Navy, New Zealand

Speakers: **Björn Nordgren**, University of St Andrews, United Kingdom: "The formation of the Swedish Navy in the 17th century"

**André Kirouac**, Musée naval de Quèbec / Naval Museum of Quèbec, Canada: "The social mission of Naval Museums"

**Harry de Bles**, The Royal Navy Museum, Netherlands, "Bending frustrations in expectations. The Dutch Navy Museum's response to a changing environment"

**António Bossa Dionísio**, Maritime Museum, Portugal, "Portuguese Maritime Museum, disclosing the Portuguese maritime heritage over 150 years"

**Cristian del Real**, Chilean National Maritime Museum, Chile, "The navy's role in creating the Chilean National Maritime Museum"

**Anne Grimes Rand**, USS Constitution Museum, USA, "Raising the Profile of Naval History – a Complex Collaboration"

10.50-11.15 Network coffee break – Venue: Cascais Cultural Centre

11.15-12.30 Plenary session 2 continued. Debate: ***How can the Navy and the maritime museums interact?***

The central position of the Navy in the world of maritime heritage, past and present, has been touched upon in the previous session. Some, but not all, maritime museums already have a strong connection to our naval past. But not all. It is not self-evident





that Navy, highly active today, and a maritime museum, more concerned with framing a story of the past, will have the same outlook on history. In this debate, leading museum and Navy professionals will juxtapose different perspective of the past and of the role of maritime museums. – Venue: Paula Rego Story House

Panel: Speakers and **Richard Bauer**, Swedish Naval Museum, Sweden  
 12.30-14.30 Lunch – Venue: Cascais Cultural Centre  
 14.30-16.30 Thematic session 4: ***Cooperation between maritime museums globally: problems and possibilities***

When the ICMM was founded, one of the hopes was to ease networking and cooperation between museums in the maritime sector. This need has perhaps increased today, when most museums want to offer their audiences new programming and new exhibitions on a regular basis, despite limited, sometimes even declining, funds. Also, the world of maritime museums has become global. Networks now span from Sydney to Turku, from Chile to Shanghai. Working within a network where the common theme makes exhibition exchange a real possibility of course has many possibilities. But different financial situations and cultural settings also provide challenges. What are the possibilities – and the problems with cooperation? How can we network in a constructive way? – Venue: Paula Rego Story House

Chair: **Paula Johnson**, Smithsonian Institution  
 Speakers: **Robert Domzal**, Polish Maritime Museum, Poland: “Towards new Network of Baltic Sea Maritime Museums”  
**José Picas do Vale**, Portugal: “Visions of the sea”  
**Francisco Henriques**, Observatório do Mar dos Açores and Instituto de História Contemporânea, Portugal: “The Whaleboat in Portuguese and American Museums”  
**Hanna Hagmark-Cooper**, Åland Maritime Museum, Åland-Finland: “Sending an exhibition around the world”  
**Kevin Fewster**, Royal Museums Greenwich, United Kingdom: “Cooperation between UK maritime institutions”  
**Nzila Marina Mubusisi**, National Museum of Namibia, Namibia: “Problems and possibilities – museum cooperation between Namibia and Portugal”

Thematic session 5: ***New ways to interact with visitors, inside and outside the museum***

The traditional museum visit, where visitors go into a building and are told a story, is in decline around the world. Today’s audiences want to participate in the museum experience. A multitude of new ways to interact with visitors have thus developed. One the one hand, visitor surveys and on-line tools such as tripAdvisor have started a dialogue between museums and their visitors, and also between visitors who can share and discuss what they are experiencing. On the other, museums are now more that ever engaged in outreach and dialogue with groups who work outside the museum. This can mean groups who already have an active historic interest but the museum can also function as a catalyst, inspiring groups and communities to investigate, explore and use their heritage. – Venue: Cascais Cultural Centre

Chair: **Kevin Sumption**, Australian National Maritime Museum, Australia  
 Speakers: **Jeffrey Cannon**, Ayers Saint Gross, USA and **Stephen Ryan**, Freeman Ryan Design, Australia: “Maritime Museums: Ensuring Relevancy for Today”  
**Kim Reinhardt**, Maritime Museum of the Atlantic, Canada: “Welcome Aboard! Building Maritime Heritage Connections with Diverse Communities”



**Adelina Domingues**, Ecomuseu Municipal do Seixal / Câmara Municipal, Portugal: “A coleção de modelos e miniaturas de barcos tradicionais do estuário do Tejo do Ecomuseu Municipal do Seixal”

**Maja Wolny**, Navigo Museum, Belgium: “Museumdoctors and their Seasick Patients. Profile, Practice and Participation”

**Sebastian Chan**, Smithsonian’s Cooper-Hewitt, National Design Museum, New York, “New interpretative technologies”

16.30-17.00 Network coffee break – Venue: Cascais Cultural Centre

17.00-18.00 Thematic session 4 *continued* – Venue: Paula Rego Story House

Thematic session 5 *continued* – Venue: Cascais Cultural Centre

18.00 Free evening

### Wednesday, Sep 11<sup>th</sup>

09.00-09.45 Keynote: **Professor Helen Weinstein**, Institute for the Public Understanding of the Past, Department of History, The University of York, United Kingdom: “Maritime history goes public: possibilities and problems”. – Venue: Paula Rego Story House

09.50-10.45 Masterclass morning

*Participants should sign up for a masterclass by sending an email to the Congress Secretariat at [secretariat@icmmcascais2013.org](mailto:secretariat@icmmcascais2013.org).*

#### 1) *New technologies, new possibilities?*

This master class takes a joint look at some of the new technologies for museums and discuss the experiences, good and bad, of those among us that have tried new ways of displaying stories and interacting with visitors. New technologies are always given a hard sell but do they really work? The idea is to have the possibilities and the problems highlighted in this group discussion, as well as point to actual and hidden costs, suitability for different types of museums and visitor groups, and to share knowledge about the pros and cons of new technologies on offer for museum displays and museum programming. – Venue: Paula Rego Story House

Chairs: **António Carvalho**, National Museum of Archaeology, Portugal + **Inês Brandão**, ..., Portugal + **Sebastian Chan**, Smithsonian’s Cooper-Hewitt, National Design Museum, USA.

#### 2) *Working with partners*

Museums have never worked in splendid isolation, but in the past few years the benefits of working in a fruitful way with partners have become evident. This is not only about funding, it is also about making the museum relevant in its context – and thus partnerships might have been different for different museums. From the maritime industry in Hong-Kong to the steamboat enthusiast in Northern Sweden, partners are vital to any maritime museum today. But we need to find the solutions that benefit both parties; the win-win situation where the museum and the partners can help each other, without damaging the core operation or brand of either. As cultural institutions, museums have to find the way to speak to other sectors in society without compromising its core values. This master class discusses some ways which this can be done successfully, and highlight some mistakes to avoid. – Venue: Cascais Cultural Centre



Chairs: **Morten Hahn-Pedersen**, Esbjerg fisheries and maritime museum, Denmark + **Robert Domzál**, The Polish Maritime Museum, Poland.

### 3) *Participating in politics and debates*

Maritime culture touches upon many of the highly politicized topics in today's society. The pollution of the sea and overfishing of course, the shipping industry and the plight of their impoverished crews, but also social effects of global trade in various parts of the world, and current border politics of the Western world leading to desperate refugees drowning on crowded boats. And of course, many of these issues aren't new, but have a history, one which can often be told through the collections we hold in our museums. How active are we – and how active should we be – in politically sensitive issues that potentially will alienate some of our visitor groups and backers? Do we need to stick our necks out to become more relevant in today's society? Or do we steer clear of any political issues, focusing instead of celebrating a maritime past without conflicts of interest? This master class gathers experiences and opinions, and takes a look at various ways that have been explored in order to connect the maritime past with the maritime present. – Venue: King D. Carlos Sea Museum

Chairs: **Michael Harrison**, maritime historian, USA + **Maria Dalhed**, The Vasa Museum, Sweden.

### 4) *The challenge of making heritage vessels sustainable*

Heritage and traditional vessels, in or outside museums, static or operational, are an important and difficult aspect of the maritime museum world. Their interpretation, presentation, conservation and funding all touch upon the core task of the maritime museum, namely how to make maritime culture relevant for today's audiences. A key issue concerns the financial challenges in preserving and operating historic vessels, and the need to make their preservation and upkeep sustainable in the long term. This master class follows up on Thematic session no 1 on Monday, discussing best practices, inspiring examples and perhaps also traps to avoid. – Venue: Counts of Castro Guimarães Museum

Chairs: **Stephen White**, Mystic Seaport, USA + **Klas Helmersson**, maritime historian, Sweden.

- 10.50-11.15 Network coffee break – Venue: Cascais Cultural Centre
- 11.15-12.30 Masterclass morning *continued*
- 12.30-14.00 Lunch – Venue: Cascais Cultural Centre
- 14.00 Transfer from the Paula Rego Story House to the On-site Visit
- 14.30-18.00 On-site Visit: **Portuguese Maritime Museum & Monument to the Discoveries**
- 18.30 Transfer from the On-site Visit to the Dinner in Museum Venue
- 19.00-22.00 Dinner in Museum – Venue: National Coach Museum
- 22.00 Transfer from the Dinner in Museum Venue to the Paula Rego Story House

## Thursday, Sep 12<sup>th</sup>

- 09.00-09.45 Keynote: **Professor Uwe Brückner**, Founder and Creative Director of Atelier Brückner, Germany: "New ways of Scenography at Maritime Museums". – Venue: Paula Rego Story House
- 09.50-10.50 **Short reports from around the world** – Venue: Paula Rego Story House
- Chair: [TBC]





Speakers: **Patricia Huang**, Institute of Conservation of Cultural Relics and Museology, Tainan National University of the Arts, Taiwan: "Sail the Seven Seas"  
**Joana Amorim**, ProCASC, Portugal: "Cabo Raso. More than a shipwreck: analysis and interpretation of an archaeological context"  
**Sunhild Kleingärtner**, National Maritime Museum, Germany: "New directions of the National Maritime Museum of Germany"  
**Maria Newbury**, Southampton City Council Arts & Heritage, United Kingdom: "A New Maritime Museum in Southampton, England"  
**Nigel Rigby**, Royal Museums Greenwich, United Kingdom: "A collaborative doctoral partnership with the Arts and Humanities Research Council"  
**Stephen White**, Mystic Seaport, USA, "The Great Whaleboat Project"  
**Maja Wolny & Ineke Steevens**, Navigo Museum, Belgium: "Fishermen on Horseback: how the intangible heritage can contribute to Maritime Museums"  
**Kurt C. Hasselbalch**, Hart Nautical Collections, MIT Museum, USA: "The Herreshoff Legacy: A traveling exhibition to engage and educate audiences about the importance of marine technology"

10.50-11.15 Network coffee break – Venue: Cascais Cultural Centre  
 11.15-12.30 **ICMM General Assembly** – Venue: Paula Rego Story House  
 12.30-14.30 Lunchbreak (no joint lunch arranged)  
 14.30-18.00 Menu of on-site visit options  
 18.00 – Free evening

### Friday, Sep 13<sup>th</sup>

09.00-09.45 Keynote: **Professor João Paulo Oliveira e Costa**, Director of the Centre for Overseas History, Universidade Nova de Lisboa. – Venue: Paula Rego Story House

09.50-10.45 Plenary session 3: **Re-inventing for relevance**  
 Change may not only be necessary for the survival of maritime museums, it may also be desirable if we really want to make ourselves relevant. By making exhibitions and programming at the museums more accessible and attractive we can reach a wider audience and thus reach into people's lives. There are many approaches available as we set about re-inventing our museums but some questions we need to ask ourselves are what stories do we want to tell and how and to whom do we want to tell them. We should also dare to think outside the box; looking for partners in unusual places and not being afraid of trying new concepts. – Venue: Paula Rego Story House

Chair: **Hanna Hagmark-Cooper**, Åland Maritime Museum, Åland-Finland

Speakers: **David Payne**, Australian National Maritime Museum, Australia: "Rebuilding Traditional Indigenous Maritime Culture in a Modern World, An Australian experience as an international guide"  
**Anne Tove Austbø**, Stavanger Maritime Museum, Norway: "Peopling the portholes and manning the crow's nest: a strategy for renewal"  
**Marieke Van Bommel**, Maritiem Museum Rotterdam, Netherlands: "On why Professor Splash doesn't have a historical vessel and why Dutch seamen talk about sex - Interaction with our visitors!"  
**Enric Domingo**, Museum Marítim de Barcelona, Spain "The Barcelona Royal Shipyard: Restoration, Research and Promotion"  
**Christopher Dobbs**, The Mary Rose Museum, United Kingdom, "The Mary Rose Museum in Portsmouth – Re-invention and relevance"



- 10.50-11.15 Network coffee break – Venue: Cascais Cultural Centre
- 11.15-12.00 Plenary session 3 *continued* – Venue: Paula Rego Story House
- 12.00-12.30 **Concluding remarks: Marika Hedin**, Vasa Museum, Sweden and chair of the 2013 ICMC programme committee. **Closing speech** by newly elected ICMC President. – Venue: Paula Rego Story House
- 12.30-17.00 Free afternoon
- 17.00-18.00 Transfers from the Official Hotels to the National Museum of Archaeology
- 18.00-19.30 Working Visit to the New Exhibition: “Time Salvaged from the Sea” at the National Museum of Archaeology, followed by a Cocktail
- 19.30-23.00 Closing Commemorative Dinner, hosted by the Portuguese Museum, celebrating its 150<sup>th</sup> anniversary. – Venue: Pavilhão das Galeotas – Galliot’s Pavillion (Maritime Museum) | **Dress Code:** Ceremonie (Military) and Dark Suit and corresponding dress code for Ladies (Civilian)
- 22.30 First Transfer will depart from the Dinner to the Official Hotels
- 23.00 Last Transfer will depart from the Dinner to the Official Hotels

#### Sat, Sep 14<sup>th</sup>

- Post-congress excursions (optional, included in the registration fee)*
- 08.00 Departure from Paula Rego History House to Seixal
- 08.00-12.30 Visit to **Ecomuseum Seixal** and river excursion
- 12.30-14.30 Lunch
- 14.30-15.30 **Traditional Tagus river boat crossing**
- 15.30-17.00 Visit to **D. Fernando & Gloria Frigates**
- 17.00 Return to Cascais

#### Sun, Sep 15<sup>th</sup>

- Post-congress excursions (optional, included in the registration fee. Alternative excursion arranged for participants catching an early flight)*

#### All day tour to Ílhavo

- 08.00 Departure from Paula Rego History House to Ílhavo
- 11.00 Welcome of participants, with a typical fishcake delicacy called “patanisca”
- 11.30 Visit to Ílhavo Maritime Museum (including the newly inaugurated and very successful Codfish Aquarium)
- 13.30 Lunch in the Museum’s cafeteria with the presence of the “Codfish Gastronomy Brotherhood”
- 15.30 Departure to visit the Bacalhoeiros Wharf in Gafanha of Nazareth, and Santo Andre’s Ship Museum and Costa Nova beach
- 17.30 Return to Cascais

**OR**

#### All day tour to Portimão

- 08.00 Departure from Paula Rego History House to Portimão

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- 11.00 Reception at the Santa Catarina Fortress in Praia da Rocha. Visit and contextualization of the surrounding river and maritime location.
- 13.00 Lunch on your own on the waterfront (A list of restaurant options for the group will be available onsite).
- 14.00 Guided tour of the Portimão Museum.
- 17.30 Return to Cascais.