



中国国家博物馆  
NATIONAL MUSEUM OF CHINA

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2024

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The Third  
Global Museum Directors Forum

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Age of AI and Museum's Cultural Mission

June 19-20, 2024

Beijing, China

# The Third Global Museum Directors Forum

## Conference Agenda

**June 19, 2024 (Wed.)**

### Opening Ceremony

16:00 - 16:15, Lecture Hall, NMC

16:00	Welcome Speech by Gao Zheng, Director, National Museum of China
16:05	Speech by Ernesto Ottone, Assistant Director-General for Culture of UNESCO
16:10	Speech by Sun Yeli, Minister of Culture and Tourism, China

### Group Photo

16:25, West Hall, NMC

### Keynote Speeches

16:35 - 17:55, Lecture Hall, NMC

Moderator: Ding Pengbo, Deputy Director, National Museum of China

16:35	Speech by Emma Nardi, ICOM President
16:40	Gao Zheng, Director, National Museum of China <b>Age of AI: Digital Technology to Enable High-Quality Development of Museums</b>
16:55	Mikhail Borisovich Piotrovsky, General Director, The State Hermitage Museum, Russia <b>Artificial intelligence in the Celestial Hermitage</b>
17:10	Lou Wei, Vice Director, The Palace Museum, China <b>Museums × Artificial Intelligence: Practices and Explorations at the Palace Museum</b>
17:25	Fujiwara Makoto, Director, Tokyo National Museum, Japan <b>Tokyo National Museum: Developments in Our Cultural Mission</b>
17:40	Alex Nyerges and CEO, Director, Virginia Museum of Fine Arts, USA <b>Free and 365</b>

### Welcome Dinner

18:00-19:30, Jade Hall, NMC

**June 20, 2024 (Thur.)**

**Parallel Session I: AI in Museums**

09:00 - 12:00, Room 1, Jin Yun Ballroom, Capital Hotel

Moderator: Louis Ng, Director, Hong Kong Palace Museum, China

1	Jamal al-Moosawi, Secretary General, The National Museum - Sultanate of Oman, <b>Artificial Intelligence at the National Museum – Sultanate of Oman</b>
2	Shi Feng, Director of Management Board, Nanjing Museum, China <b>Practices of Digitalization and Smartization Aiming for High-quality Development in Nanjing Museum</b>
3	Abdul Azeem, Director General, Department of Archaeology and Museums, Government of Pakistan <b>Use of Artificial Intelligence (AI) in Museums- With Special reference to the National Museum of Pakistan, Karachi</b>
4	Jia Jianwei, Director, Gansu Provincial Museum, China <b>Digital Transformation of Museum Cultural Communication and the Application of Artificial Intelligence</b>
5	Park Kyungdo, Director, Jeonju National Museum, Republic of Korea <b>Digital Projects and Artificial Intelligence Experiments in Korean Museums: Focusing on the National Museum of Korea</b>
6	Xiang Hepin, Secretary of the Party Committee, Sichuan Museum, China <b>Artificial Intelligence - New Quality Productive Forces in Museums</b>
7	Ma Chi, Deputy Director, Tianjin Museum, China <b>Artificial Intelligence Empowers Museums to Unleash Greater Potential</b>
10:20 Tea Break	
8	Guo Qinglin, Deputy Director, Dunhuang Academy, China <b>AI Assists in High Quality Development of World Cultural Heritage</b>
9	Evelio Acevedo, Managing Director, Thyssen-Bornemisza National Museum, Spain <b>Museums: Trends, Challenges and Governance in the 21st Century</b>
10	Chen Jie, Deputy Director, Shanghai Museum, China <b>Research and Attempts on Artificial Intelligence Application Scenarios in Shanghai Museum</b>
11	Valentino Catricalà, Director, Museum of New Art, Saudi Arabia <b>Museum of New Art of Saudi Arabia: AI in Museums</b>

12	Mihail Vaklinov, Exhibition and International Relations Department, National Museum of History, Bulgaria <b>360 Virtual Reality of Significant Archeological Site in Bulgaria</b>
13	Zhu Yarong, Deputy Director, Sanxingdui Museum, China <b>The New Era of Smart Museums: Generative AI Empowering the Exploration and Development of Sanxingdui</b>
14	Louis Ng, Director, Hong Kong Palace Museum, China <b>AI Application in Museum: Past and Future</b>

## Parallel Session II: Evolvement of Museums' Cultural Functions

09:00 - 12:00, Room 2, Jin Yun Ballroom, Capital Hotel

Moderator: Chen Shuihua, Director, Zhejiang Provincial Museum, China

1	Elena Gagarina, General Director, Moscow Kremlin Museums, Russia <b>Conservation at the Museum: Ancient Objects - New Objectives</b>
2	Guo Zhe, Director General, China Science and Technology Museum <b>Intelligent Drive, Museum Disseminate: Embrace the New Wave of Mass Scientific Culture</b>
3	Mou Fengjing, Director, Chongqing China Three Gorges Museum <b>Boundless and Far-reaching Power of Museums - On Cultural Communication of Museums under the Wave of Artificial Intelligence</b>
4	Tersia Perregil, Acting Director, Ditsong National Museum of Cultural History, South Africa <b>The Evolution of the Ditsong National Museum of Cultural History's (DNMCH) Cultural Functions</b>
5	Wang Xiaoyi, Director, Shanxi Museum, China <b>Integration of Archaeology and Museums - A Case Study of the "Discovering Jin" Exhibition</b>
6	Wayne Florence, Acting Director of Core Function and Operations Director of Research and Exhibitions, Iziko Museums of South Africa <b>Reimagining the South African Museum: Beyond the 200-year-old Wunderkammer</b>
7	Mario Cutajar, Chairman, Heritage Malta <b>Contemporary Museums For Unprecedented Times</b>

10:20 Tea Break

8	Wang Xiaowen, Director, Liaoning Museum, China <b>Carrying Forward the Chinese Cultural Heritage and Cultivating the Cultural Landscape of the Community</b>
9	Semen Mikhailovsky, Rector, St Petersburg Repin Academy of Fine Arts, Russia <b>St Petersburg Repin Academy of Fine Arts, Russia: Evolvement of Museums' Cultural Functions</b>

10	Xiao Haiming, Director, Guangdong Museum, China <b>New Quality Productive Forces and Development of Museum: Explorations of Guangdong Museum</b>
11	Liudmila Tolkacheva, Leading Researcher, National Historical Museum of the Republic of Belarus <b>The Cultural and Educational Functions of Museums in the Context of Modern Challenges</b>
12	Chen Shuihua, Director, Zhejiang Provincial Museum, China <b>From Collection to Experience: The Wise Growth of a Museum</b>

### Parallel Session III: Museums and Visitors

09:00 - 12:00, Room 3, Jin Yun Ballroom, Capital Hotel

Moderator: Fu Qisheng, Director, Fujian Museum

1	Bojana Borić-Brešković, Director, National Museum in Belgrade, Serbia <b>Our Highness the Visitor</b>
2	Eman Zidan, Director, The Red Sea Museum, Saudi Arabia <b>The Red Sea Museum, Saudi Arabia: Museums and Visitors</b>
3	Hou Ningbin, Director, Shaanxi History Museum, China <b>Exploration and Reflection on the Construction of Audience-friendly Museum</b>
4	Nitaya Kanokmongkol, Executive Director, Office of National Museums, Fine Arts Department, Ministry of Culture, Thailand <b>Museum Marvels: Bridging Generations through Cultural Connections</b>
5	Chung May Khuen, Director, National Museum of Singapore <b>Transforming the visitors' experience at the National Museum of Singapore</b>
6	Liu Yanchang, Director, Shandong Museum, China <b>Digital Intelligence Technology Empowers Museums to Improve Visitor Service</b>
7	Alexander Sedov, Director General, State Museum of Oriental Art, Russia <b>Visitors in the Spotlight</b>

10:20 Tea Break

8	Noel Biseko Lwoga, Director, National Museum of Tanzania <b>Attracting Residents to the National Museums and the Questions of Trade-offs and Value in Tanzania</b>
9	Zhang Xiaoyun, Director, Hubei Provincial Museum, China <b>Boundary and Distance: The Relationship between Museums and Audiences</b>
10	Maurício Vicente Ferreira Jr., Director, The Imperial Museum, Brazil <b>The Imperial Museum and its Audiences</b>

11	Ismailova Jannat Khamidovna, Director, State Museum of History of Uzbekistan <b>Uzbekistan, Uzbekistan in the Evolution of Museums</b>
12	Armen Mkhitarian, Representative of History Museum of Armenia, President of ACPC, History Museum of Armenia <b>History Museum of Armenia: Museums and Visitors</b>
13	Andrea Kauer Loens, Director, Liechtenstein National Museum <b>Liechtenstein National Museum: Museums and Visitors</b>
14	Fu Qisheng, Director, Fujian Museum, China <b>Museums and Visitors: How We Reach out to Each Other</b>

### **Lunch Break**

12:00 - 13:30, Four Seasons Restaurant, Capital Hotel

### **Closing Ceremony**

14:00 - 14:20, Jinyun Hall, Capital Hotel

Moderator: Ding Pengbo, Deputy Director, National Museum of China

14:00	Concluding speech of Parallel Session I by Louis Ng, Director, Hong Kong Palace Museum
14:05	Concluding speech of Parallel Session II by Chen Shuihua, Director, Zhejiang Provincial Museum
14:10	Concluding speech of Parallel Session III by Fu Qisheng, Director, Fujian Museum
14:15	Closing speech by Gao Zheng, Director, National Museum of China