THE FUTURE OF EXHIBITION DESIGN

MONTRÉAL

NOVEMBER 19-21
THE SHERATON MONTRÉAL
PROGRAM & AGENDA

Monday, November 20

8:00–8:45 am  Registration/Networking/Introduction of Roundtable Discussions

8:45–9:00 am  Official Welcome and Overview of Symposium
Karen Bachmann, Director/Curator Timmins Museum: NEC and President, Canadian Museums Association; Martin Imbeault, La bande à Paul Inc. and Benoît Légaré, MCI

9:00–10:00 am  Opening Keynote
Nathalie Bondil, Director General/Chief Curator, Montréal Museum of Fine Arts

About Nathalie Bondil:
Appointed Chief Curator in 2000 and Director General in January 2007, she has initiated innovative programming with exhibitions designed, produced and circulated by the MMFA that have distinguished the Museum on the international scene.

With the addition of a fourth pavilion to the Museum complex in 2011, Ms. Bondil and her team undertook the study, restoration and reinstallation of some 4,000 works from the Museum's encyclopedic collection, from world cultures to Old Masters and Canadian and contemporary art. In 2016, the Museum expanded again with a fifth addition, the Pavilion for Peace dedicated to international art and education.

A dual citizen of Canada and France, Ms. Bondil is an art historian by training. She graduated from the École du Louvre and the Institut national du patrimoine, Paris. She has curated many of the exhibitions presented by the Museum, including Metamorphoses: In Rodin's Studio; Marvels and Mirages of Orientalism: From Spain to Morocco, Benjamin-Constant in His Time; ¡Cuba! Art and History from 1868 to Today; Van Dongen; Painting the Town Fauve; Catherine the Great: Art for Empire; Voyage into Myth: Gauguin to Matisse; the French Avant-Garde from the State Hermitage Museum; Maurice Denis: Earthly Paradise; Picasso Érotique; Hitchcock and Art: Fatal Coincidences.

Nathalie Bondil was elected Personality of the Year in Culture by La Presse (2017), awarded the Médaille de l'assemblée nationale, Québec (2016) as well as being appointed Member of the Order of Canada, receiving the Prix Camille-Laurin (Office Québécois de la langue française) and of an honorary doctorate from the University of Montréal (2015)

Ms. Bondil is Vice-Chair of the Canada Council for the Arts and Vice-president of the Société des célébrations du 375e anniversaire de Montréal.

10:00–10:25 am  Networking Break/Round Table Discussions
10:30 am–noon  The Changing Dynamics of Design
Moderator: Benoît Légaré, MCI
Panelists: Daniel Castonguay; Anne Chafe, The Rooms Corporation; Caroline Dromaguet, Canadian War Museum; Caroline Lajoie, Bisson et associés

The dynamics of design are becoming more and more complex and indeed challenging. Museums are being pressurized to incorporate updated or popularized content, new technologies, virtual environments, better lighting and sound systems, stimulating music, and more sophisticated systems in order to create visitor experiences that are more interactive. In the past, the exhibition design market cycle was relatively straightforward. Small design firms would expand over time as they completed projects, gradually developing into major players at the national or international level. New agencies would then appear to meet design demands at the local and regional level, replacing companies which had become bigger, more expensive and less accessible. This cycle no longer seems to be occurring. There appears to be fewer and fewer up-and-coming agencies, while the big firms keep growing larger and larger. Is this in fact the case? In light of these changes, how are museums managing to design their exhibitions? Are there any differences in designing exhibitions between small- and medium-sized museums and large institutions? Have the expectations placed on exhibition designers changed? If so, what must today’s designers do to adapt? Does the multidisciplinary nature of major design firms make them less accessible? How does multi-disciplinary change within design firms over time? Overall, is it an impediment or an asset? Are there new types of players entering the exhibition design market? This session will explore the changing dynamics of design and how best your institution needs to respond to these changes.

Noon–1:00 pm  Luncheon/Round Table Discussions

1:00–2:00 pm  Designing on a Shoestring Budget
Moderator: Julie Leclair, Ingenium — Canada’s Museums of Science and Innovation

Small, medium and large museums have this in common: all are often expected to deliver meaningful experiences and powerful messages despite limited budgets and team players. How do you stay relevant and creative on a dime? Through a presentation of a variety of case studies, our panelists will share their secrets on how to use creative ideas and genuine processes to develop exhibits.

2:00–2:30 pm  Networking Break/Round Table Discussions

2:30–3:30 pm  Design Trends...A Glimpse into the Future
Moderator: Mark Engstrom, Royal Ontario Museum
Panelists: Sandra Gagne, Montreal Museum of Fine Arts; Dave Hollands, Royal Ontario Museum; Ken Ross, Bank of Canada Museum; Corey Timpson, Canadian Museum for Human Rights

Change happens at a lightning-like speed in the design industry and it’s important to keep with what’s happening to stay relevant. Five exhibit designers accompanied by their institutional counterpart will share with attendees a glimpse of what the future holds when it comes to design trends.
3:30–4:45 pm  **Designing for Different Audiences**  
Moderator: **Julie Leclair**, Ingenium — Canada's Museums of Science and Innovation  
Panelists: **Laurent Carrier**, Toboggan Design; **Bianca Message**, André & Associates; **Gabrielle Trépanier**, Ingenium — Canada's Museums of Science and Innovation  

Every exhibition has a target audience, and the content is created with that audience in mind. But what about the design? Is creating content aimed at the target audience enough? This panel will discuss the challenges and advantages of designing for specific audiences.

4:45–5:00 pm  **Day 1 Wrap-Up and Overview of Day 2**

6:00–8:00 pm  **Reception — Montréal Museum of Fine Arts**

**Tuesday, November 21**

8:00–8:30 am  **Networking/Round Table Discussions/ Morning Coffee**

8:30–9:30 am  **The Practicalities of Design — Learning from Our Mistakes**  
Moderator: **Eric Pellerin**, Canadian Museum of History  

Experts and neophytes from museums large and small will share stories of innovative exhibition design efforts that not only met or exceeded their objectives but also some that misfired, and how they have emerged the wiser. In the second half of the session, participants will share their own stories in small groups, and choose ones to be shared with the wider room. Regardless of the kind or size of museum in which they work, participants will leave the session with valuable lessons learned around innovation, and an expanded network of contacts.

9:30–10:00 am  **Networking/Round Table Discussions**
10:00–11:00 am  **Keynote**

Scott Cooper, Vice President, Collections, Knowledge, Engagement, Royal British Columbia Museum

**About Scott Cooper:** Dr. Scott Cooper has spent twenty years protecting, promoting and transforming cultural sites and institutions. At the Royal BC Museum Scott is responsible for advancing the museum’s collections and knowledge resources, developing research and academic partnerships, and ensuring that the museum is a truly provincial institution that is used by, and of value to, citizens throughout British Columbia. He leads a team of staff who oversee collections, registration and conservation; curation, research and academic relations; online, onsite and offsite learning and public programs; visitor experience; and the design, production and presentation of exhibitions as well as the museum’s First Nations and Repatriation Program department.

Scott read building engineering at the University of Manchester and architectural conservation at Edinburgh College of Art. He was awarded a UNESCO scholarship to study stone conservation in Venice and subsequently returned to Edinburgh College of Art where he was awarded the Principal’s Scholarship to complete his doctoral research on Scottish architectural history. Scott is a Member of the Institute of Historic Building Conservation, a Fellow of the Society of Antiquaries of Scotland and a Fellow of the Getty Leadership Institute where he continues as faculty.

Scott joined the Royal BC Museum from the Qatar Foundation where, as director of Museums, he developed four heritage house museums, including the first museum of slavery in the Islamic world. Previously CEO of Fulham Palace, he oversaw the award-winning regeneration of the Tudor residence of the bishops of London. He was treasurer of the International Council of Museums (ICOM UK) from 2008 to 2011, and is the former head of Hammersmith and Fulham Archives.

11:00–11:45 am  **Round Table Discussions**

11:45–12:30 pm  **Presentation by Round Table Discussion Groups**

12:30–1:00 pm  **Symposium Wrap Up**

Karen Bachmann, Director/Curator Timmins Museum: NEC and President, Canadian Museums Association; Martin Imbeault, La bande à Paul Inc. and Benoît Légaré, MCI

1:00–1:15 pm  **Grab & Go Box Lunch for Off Site Mobile Workshop Attendees**

1:30–4:00 pm  **Optional Offsite Mobile Workshop**

**Moment Factory**

Delegates will be given a rare opportunity to participate in a behind-the-scenes tour of the internationally-recognized interactive multimedia design and production studio — Moment Factory. You will be able to test in real-time a host of interactive sensors and creative content in their unique immersive prototyping laboratory, then attend a Q&A session with one of the studio’s producers.

**About Moment Factory:**

A groundbreaking multimedia entertainment studio, Moment Factory specializes in the conception and production of immersive environments combining video, lighting, architecture, sound and special effects to create memorable visitor experiences. Since 2001, Moment Factory has created over 400 shows and destinations around the world for a diverse number of institutions including: Pointe-à-Callière Archeological Museum, Royal Ontario Museum, Grevin Museum, Museum of Ingenuity J. Armand Bombardier, Grand Palais in Paris with Montréal’s Museum of Fine Arts for Jean-Paul Gaultier’s exhibition, Biodôme of Montréal, Zoo St-Felicien & Zoo Granby in Quebec, Fort Henry with the St. Lawrence parks Commission in Ontario, and institutions ranging from the Notre-Dame Basilica and Orchestre symphonique de Montréal to the Sagrada Familia Cathedral in Barcelona.
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