

International conference on the theme of

Muzeum a změna VI / The Museum and Change VI

Strategies, Trends, Visions and New Perspectives

[2nd circular of application](#)

Czech Association of Museums and Galleries in cooperation with **National Museum**, **Czech Committee of the Blue Shield** and other partners is preparing for the autumn days the international conference on the theme of **Muzeum a změna VI / The Museum and Change VI**. The sixth edition of the event, subtitled ***Strategies, Trends, Visions and New Perspectives***, will take place on **24th–25th October 2023** in the **New Building of the National Museum**. Conference will be held with the financial support of the **Ministry of Culture of the Czech Republic**.

The meeting of museums and galleries employees, educators, students, representatives of other memory and cultural institutions and their founders will build on previous seasons held in 2002, 2005, 2009, 2013 and 2016. Conference should again highlight topics such as: whether and how we have moved over the past period, where the field of museums and galleries is heading, how we are responding to global developments, how the coming changes affect us, what are the conditions for everyday museum practice, how our approach to visitors is changing, how the role of museums in society is evolving, etc. The aim is to share experiences, to inspire each other, to present new strategies, trends, perspectives and visions, to enable the comparison of different views on the functioning of the museum community and to provide a space for much needed discussion.

The fifth thematic block of the conference dedicated to the protection of cultural and natural heritage is prepared in cooperation with **Czech Committee of the Blue Shield** and is intended for representatives of all memory institutions, i. e. employees of museums and galleries, libraries, archives, heritage conservation, as well as other representatives of administrative and cultural organizations.

We are now presenting you the second information about the upcoming meeting and we firmly believe that you will be interested in its topic. If you have not yet registered, please do it through the [2nd circular](#) (until **30th September 2023**). In the [ONLINE APPLICATION](#) you can indicate the specific questions you would like to discuss. **Detailed organizational instructions** will be available after the deadline of the **2nd circular** and all materials will be continuously published on the website <http://www.cz-museums.cz>.

Please complete the [ONLINE APPLICATION FORM](#) for **each participant of the conference** from your institution **separately**. We are looking forward to meeting you in Prague!

Mgr. Irena Chovančíková, chairwoman of Czech Association of Museums and Galleries

Theme blocks:	<p>1. Cultural and Natural Heritage and the Roles of Museums What is the place of cultural and natural heritage in our present? How much emphasis do we place on their preservation? Is the indispensable role of museums changing? Are changes in society affecting the ethics of museum work? What demands are new generations of visitors placing on museums and their offerings?</p> <p>2. Tools and Prerequisites for Development What are the strategies and visions of the museum sector? Why are professional and ethical standards important? Helping to develop the field of registration, accreditation or benchmarking? Do we need a law on museums as institutions? Is it appropriate to change or supplement the current system of museum education?</p> <p>3. From the Perspective of Science and Research Museums as part of science, research and innovation. Scientific and research activities as an important component of professional activities of museums. Institutional support for selected topics. Documentation of cultural and natural heritage. Is collecting still the essence of museum work?</p> <p>4. New Trends of Presentation and Interpretation Are we making sufficient use of the competitive advantages of museums in the leisure market? What role does modern technology play in this? How does the connection between memory – authenticity – imagination – emotion work? Virtual and augmented reality, artificial intelligence. The importance of personal contact and communication. New forms of museum education.</p> <p>5. Protection of Cultural and Natural Heritage What are the threats to cultural and natural heritage? How to deal with crisis situations? What should we anticipate as a precaution? What do we need to prepare for? What is the role of the states, the territorial self-governing units, founders, organisations, individuals? Natural disasters, emergencies, war conflicts. This theme block of the conference is prepared in cooperation with the Czech Committee of the Blue Shield.</p>
Main organizer:	Czech Association of Museums and Galleries
Cooperating organizations:	National Museum / Czech Committee of the Blue Shield / Conference will be held with the financial support of the Ministry of Culture of the Czech Republic .
Conference Secretariat:	Czech Association of Museums and Galleries, Jindřišská 901/5, 110 00 Prague 1, phone: +420 224 210 037, mobile phone: +420 736 438 611, e-mail: amg@cz-museums.cz , http://www.cz-museums.cz
Date and Venue:	Conference will take place on 24th–25th October 2023 in the New Building of the National Museum (Great Congress Hall, Vinohradská 1). Evening soirée – meeting of the conference participants will take place on 24th October 2023 at 7.30 p. m. in the Historical Building of the National Museum (Václavské nám. 68).
Course of conference:	Conference will be divided into 5 thematic blocks followed by panel discussion . Detailed information with organizational instructions will be available after the deadline of the 2nd circular .

During the conference you can use the **Bistro** (ground floor of the New Building of the National Museum, Vinohradská 1) or the **Café and Chill out Zone** (ground floor of the Historical Building of the National Museum, Václavské nám. 68), where you can buy drinks and food of your choice outside the refreshment break during the programme.

- Languages:** **Czech** (Slovak) / **English**. Simultaneous interpreting will be provided.
- Instruction for speakers:** Interested persons may register for **having presentation** with the contribution to the extent a maximally of **15 minutes**. Speakers are requested to provide the **title of their papers, abstract of the contribution** (max. 5 lines of text) and **short curriculum vitae**. Organizers reserve the right to refuse the paper that is not related to the conference theme or to shorten the presentation time. Please note that for the needs of translators the paper must be submitted no later than **16th October 2023**.
- Outputs of conference:** Conference will be the main theme of the **Bulletin of the Czech Association of Museum and Galleries**. Selected papers **will be published** in the sixth issue of the journal in **December 2023**. Please note that for the editorial purposes the text must be submitted in the **required format** no later than **10th November 2023** (maximum number of characters is 6 000).
- Manner of registration:** **1st circular** (until **31st August 2023**) / **2nd circular** (until **30th August 2023**) / **3rd circular** (after **30th September 2023**)
Registration forms will be sent by e-mail and also placed on the website <http://www.cz-museums.cz>.
- Registration fee:** CZK 700 / EUR 30 / person = **for members of the main organiser and employees of the cooperating organizations**
discount for the person registered within 1st circular – CZK 500 / EUR 20 / person, discount for the person registered within 2nd circular – CZK 600 / EUR 25 / person

CZK 800 / EUR 35 / person = **for other participants of the conference**
discount for the person registered within 1st circular – CZK 600 / EUR 25 / person, discount for the person registered within 2nd circular – CZK 700 / EUR 30 / person

CZK 300 / ER 15 / person = **for full-time students at universities and higher schools**
registration fee for students is the same for all circulars

Registration fees can be paid **in cash** at the **attendance desk**. Registration fee includes the registration of one participant in the conference, organizational costs, materials for participants and refreshment during the meeting. Travel expenses and accommodation are settled by the conference participants. **Invited lecturers** do not pay the registration fee.
- Accommodation for participants:** Accommodation for participants of the conference is provided at a **discounted price**. The password **AMG** is required **for booking**. The offer is **valid until 30th September 2023** or until **capacity** is sold out. After this date, reservations will be handled individually and at standard prices.
Contact: Tereza HávoVá, phone: +420 271 090 841, +420 724 983 947, e-mail: havova@euroagentur.cz, EuroAgentur Hotels & travel, a. s., Na Královce 31/4, 101 00 Prague 10, <http://www.euroagentur.com>.

Hotel Ramada Prague City Centre (Václavské nám. 820, 110 00 Prague 1, <http://www.hotelramadapraguecity.cz>). The offer is CZK 1 790 person/night in a single room with breakfast; the price for a double room is CZK 1 850 per night (CZK 925 person/night in a double room with breakfast). The price does not include a charge of CZK 50 per person per night. Parking is 650 CZK car/night and must be booked in advance.

EA Hotel Sonata (Sokolská 1576, 120 00 Prague 2, <http://www.hotelsonataprague.cz>). The offer is CZK 1 650 person/night in a single room with breakfast; the price for a double room is CZK 1 720 per night (CZK 860 person/night in a double room with breakfast). The price does not include a charge of 50 CZK person/night. Parking is 450 CZK car/night and must be booked in advance.

EA Hotel Downtown (Žitná 1573/53, 110 00 Prague 1, <http://www.hoteldowntownprague.cz>). The offer is CZK 1 650 person/night in a single room with breakfast; the price for a double room is CZK 1 720 per night (CZK 860 person/night in a double room with breakfast). The price does not include a charge of 50 CZK person/night. Parking is 450 CZK car/night and must be booked in advance.

Preliminary time schedule:

9.00 a. m. – 10.30 a. m.

10.30 a. m. – 11.00 a. m.

11.00 a. m. – 12.30 p. m.

12.30 p. m. – 1.30 p. m.

1.30 p. m. – 3.00 p. m.

3.00 p. m. – 3.30 p. m.

3.30 p. m. – 5.00 p. m.

5.00 p. m.

6.00 p. m. – 7.30 p. m.

7.30 p. m. – 10.00 p. m.

9.00 a. m. – 10.30 a. m.

10.30 a. m. – 11.00 a. m.

11.00 a. m. – 12.30 p. m.

12.30 p. m. – 13.00 p. m.

24th October 2023 (Tuesday)

Registration of participants (foyer of the Great Congress Hall, New Building of the National Museum, Vinohradská 1)

Opening ceremony of the conference (Great Congress Hall)

Theme block I: Cultural and Natural Heritage and the Role of Museums

Lunch break

Theme block II: Tools and Enablers for Development

Coffee Break

Theme block III: From the Perspective of Science and Research

Closing of the 1st conference day, checking in – accommodation of participants

Free tour of the permanent exposition and actual exhibitions of the National Museum

Evening soirée – meeting of the conference participants in the Historical Building of the National Museum (Václavské nám. 68)

25th October 2023 (Wednesday)

Theme block IV: New Trends in Presentation and Interpretation

Coffee break

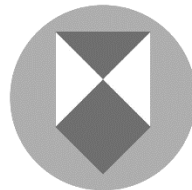
Theme block V: Preservation of Cultural and Natural Heritage

Final discussion of participants and closing ceremony of the conference

Main organizer and cooperating organizations:



NÁRODNÍ
MUZEUM



MINISTERSTVO
KULTURY