



**International  
Confederation  
of Architectural  
Museums**

## **ICAM22 conference – M+ Hong Kong**

### **Call for Papers**

Pre conference tour Monday 2 December 2024  
Conference sessions Tuesday 3 – Friday 6 December 2024  
Post conference tour Saturday 7 December 2024

**Deadline for submission of abstracts: 15 April 2024**

ICAM22, to be delivered as a in-person conference at M+ in Hong Kong in December 2024, will include five sessions and a Pecha Kucha. Descriptions of four of these sessions are included below and abstracts are invited from those wishing to be considered as presenters in those sessions. The fifth session is an open call to the members to propose a topic and chair.

Our Pecha Kucha invites very short presentations of any aspect of your work with a focus on what is new, as well as offering new members the chance to introduce themselves. The facilities at M+ allow us to include parallel Pecha Kucha sessions involving more speakers than we can usually accommodate, so please put yourself forward!

Please note that all speakers are required to pay for their travel, accommodation and the conference registration fee. Grants covering accommodation and the fee will be available for members on a competitive basis.

Abstracts should be sent to the people specified for each session below, and should include the following information:

- Name, job title, institution
- ICAM member Y/N
- Email and phone number
- Brief biography (max 150 words)
- Paper title
- Abstract (max 300 words)

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## Session 1: **DRAWING TRANS / NATIONAL LINES**

Considering the hefty resources and political will required to undertake the collecting, conservation and activation of documentation of architectural production, the majority of architectural museums or archives are inevitably driven by a national remit. This session is interested in reflecting upon the framework behind, as well as the potential and limits of, collecting architectural archives along the lines of the "national", especially in relation to the trans- or inter- "national". It is keen on questions such as: How is the "national" defined and what motivated such parameters? How does such framing shape the kind of narratives institutions/collectives seek to communicate? What type of publics are these narratives meant to influence? Taking this as an opportunity to learn about newer initiatives, this session is particularly keen to reflect on these issues through the lens of holdings recently established by private or public institutions across Asia.

Abstracts should be sent to session chair:

Shirley Surya, Curator, Design and Architecture, M+

[Shirley.surya@mplus.org.hk](mailto:Shirley.surya@mplus.org.hk)

Please also copy to Rebecca Bailey [Rebecca.bailey@hes.scot](mailto:Rebecca.bailey@hes.scot)

## Session 2: **LONG TERM STRATEGIC PLANNING AND DELIVERY – AN ACTIVE DIALOGUE**

Many ICAM members and their institutions face some serious challenges which require strategic discussions. We face economic challenges on the long term, with regards to funding of our (curatorial) programs, expensive buildings to maintain (or build). Ecological considerations are on everyone's mind and the question is how to include issues of climate change in institutional and curatorial strategies allowing for differentiation of temperature and humidity for collections for example or co2 footprints for loans and travelling exhibitions. The digital transformation offers many opportunities (remote access through digitization for example, AI applications) but at the same time it is difficult to keep up with the latest developments. And social justice and inclusion need to be part of long-term strategies, but are we really all willing and able to change?

For the ICAM22 conference in Hong Kong this year we are looking for contributions on these four aspects of strategic planning that can be in dialogue to each other. In this session, we would like to present 4 pairs (so 4x2, discussing each 20 minutes) that discuss economy, ecology, digital transformation and social justice and ask how these four subjects can change and influence strategic planning. To join the pairing, you don't need to be an expert or have worked on any of the four, but you need to have good ideas and willing to be challenged by the colleague you are paired with. If you want to participate, you can apply alone (and we pair you) or as a duo and indicate what subject you want to be part of. Write a short motivation (300 words) about why you want to talk about one of the subjects, and which ideas you want to share. We will collectively prepare for this session in the months leading up to ICAM22.

Active note-keeping as part of the session will allow for summarizing and offering collectively ideas or some kind of checklist for ICAM members they can use when writing long term strategic and curatorial plans. This document can become a living document on the ICAM website as challenges and opportunities change over time.

We welcome creative and in-depth thinking!

Abstracts should be sent to session chair:

Martien de Vletter, Associate Director, Collection, Canadian Centre for Architecture  
[mdevletter@cca.gc.ca](mailto:mdevletter@cca.gc.ca)

Please also copy to David Peycere [David.peycere@citedelarchitecture.fr](mailto:David.peycere@citedelarchitecture.fr)

### Session 3: **THE ARCHITECT'S STORY**

Architects are known for their buildings and designs rather than themselves as individuals. The story behind the work is often dramatic and almost always interesting to an audience wider than professional.

This session calls for papers on the careers and private life of the architect and what is characteristic to them. The stories behind the buildings are often stories of economical struggles, individual suffering, rejection of family life and devotion to an art form that so few appreciate.

We encourage presenters to bring out things that are not yet widely known. New background facts about otherwise well-known architectural figures. Not forgetting the large number of collaborators who have stayed anonymous. The people behind the masters who did most of the work and were never credited for it.

One more feature in this session are the architects belonging to minority groups with limited possibilities to study or lead successful careers. Some of which have, nevertheless, created timeless masterpieces and some good examples of the everyday environment.

Hoping to hear interesting new stories about architecture and the people who were able to create it.

Abstracts should be sent to session chair:

Tommi Lindh, Chief Executive Officer, Alvar Aalto Foundation  
[Tommi.lindh@alvaraalto.fi](mailto:Tommi.lindh@alvaraalto.fi)

Please also copy to Birgitte Sauge [birgitte.sauge@nasjonalmuseet.no](mailto:birgitte.sauge@nasjonalmuseet.no)

## Session 4: INNOVATIONS IN EXHIBITING ARCHITECTURE AND DESIGN

It is often said that architecture exhibitions are challenging because you can't exhibit 'the real thing'. Instead we rely on representations of architecture using drawings, models, film and – more recently – augmented or virtual reality. In recent years, exhibition-making in architecture has embraced the one-to-one in an attempt to move beyond representation. One example is *Sensing Spaces* (2014), at the Royal Academy of Arts, which was conceived and curated by my predecessor Kate Goodwin who invited architects to create architecture in response to the galleries, without reference to other 'real' spaces or places.

Yet, the representation of architecture remains critical as a means for both public and specialist audiences to develop the discipline, for public debate as well as for appreciation of architecture as an art-form.

In this session we will focus on ways of perceiving and representing architecture within exhibition design. The session will begin with an overview and history of the development of exhibition architecture and design, from 19<sup>th</sup> century examples such as paper peepshows and the invention of photography to the present day. The second part of the session will consider three recent case studies of innovative exhibition design. We welcome proposals for both parts of the session:

1. A 20 minute illustrated talk on the history and development of exhibition architecture and design

AND/OR

2. A 15 minute presentation of a case study of a recent design (no more than 2 years ago) or a future exhibition. The effectiveness of case studies will be assessed in terms of their ability to address their target audience, and to develop a particular narrative, so please make sure to describe the context and aims of the exhibition as well as the design approach.

We're interested in:

- examples of small exhibitions with innovative approaches that could be scaled up;
- ways of integrating and using digital technology within exhibitions, for example AR, VR and immersive projection;
- ways of integrating 'time-based' media including film and performance;
- new ideas for presenting 'old' forms of representation, including drawing;
- examples from history that could be revived and reinvented;

NB Today the discipline of architecture includes practices as diverse as research, teaching and activism. In this context though, we're interested in case studies that address architecture as physical and spatial practice.

Abstracts should be sent to session chair:

Vicky Richardson, Head of Architecture and Drue Heinz Curator, Royal Academy of Arts  
[Vicky.richardson@royalacademy.org.uk](mailto:Vicky.richardson@royalacademy.org.uk)

Please also copy to Antonello Alici [a.alici@staff.univpm.it](mailto:a.alici@staff.univpm.it)

## Session 5: **OPEN CALL FOR SESSION TOPIC**

ICAM gathers the widest community of institutions, professionals and experts on architecture spread over the continents. In its long and prestigious sequence of conferences, debates, exchange of experiences and professional expertise, ICAM-members have investigated a wide range of topics, from the mission and role of architectural museums and archives via the technical issues of collecting, cataloguing, preservation and conservation, to education, outreach and communication, to exhibiting.

Other relevant issues have been the opening to external cooperation as well as the inclusion of new publics, the role of the image in architecture from photography and video to cinema. ICAM has acted as a voice in the ethical issues related to the protection of documents and works of architecture as a fragile cultural heritage.

Hosting the next conference in Asia offers a chance to propose new topics to the discussion. We invite ICAM members to send proposals for a session topic able to open new fields and attracting Hong Kong public and/or Asian professionals to our community, bridging different continents and experiences.

We welcome proposals for a session consisting of an introduction and 4-5 papers, either by invitation or by open call. The persons presenting the papers should be employed by an ICAM-member institution.

Proposals should explain the aims and motivations of the session, include a handful of key questions and suggest who would chair the session.

Proposals should be sent to Rebecca Bailey [Rebecca.bailey@hes.scot](mailto:Rebecca.bailey@hes.scot) and Antonello Alici [a.alici@staff.univpm.it](mailto:a.alici@staff.univpm.it) to be considered by the ICAM Board.

## **PECHA KUCHA**

We invite storytelling based on images within the Pecha Kucha format: 20 slides, each of 20 seconds = 6 minutes and 40 seconds in total. We are looking forward to hearing stories not presented in the ICAM-conferences before, neither as paper nor Pecha Kucha. For example, new buildings, new museums, new collections. And if you are new to ICAM, why not introduce yourself and your institution?

Brief proposals should be sent to Birgitte Sauge, senior curator, The National Museum of Art, Architecture and Design, Norway  
[Birgitte.sauge@nasjonalmuseet.no](mailto:Birgitte.sauge@nasjonalmuseet.no)

Please also copy to Rebecca Bailey [Rebecca.bailey@hes.scot](mailto:Rebecca.bailey@hes.scot)