

HERITAGE ON STAGE



ICOM international
council
of museums

EVENTS IN
MUSEUM
VENUES

PULA WORKSHOP

21-22 MAY 2026

ARCHAEOLOGICAL
MUSEUM OF ISTRIA



ICOM international
council
of museums
Southeast Europe

INTERCOM ICOM
international
committee for museum
management

ICOM international
council
of museums

ICOM Croatia
Hrvatska

ICOM international
council
of museums
Slovenia

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council
of museums
Latvia

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of museums
Bosnia Herzegovina

ICOM HUNGARY
MAGYARORSZÁG



AMI
arheološki muzej istre



SKANZEN



POSAVSKIMUZEJIBREŽICE pmb

21 MAY 2025

ARCHAEOLOGICAL MUSEUM OF ISTRIA

08.30 REGISTRATION OF PARTICIPANTS

09.00 WELCOME BY HOSTS

Darko Komšo, director of Archeological Museum of Istria

Željka Modrić Surina, ICOM Croatia Chair

Jurica Sabol, ICOM SEE Chair

Goranka Horjan, ICOM Treasurer

MORNING SESSION

Moderated by Alenka Černelić Krošelj, ICOM SEE Treasurer

09.30 *ART, PERFORMANCE AND INTERACTIVE SPACES IN CITIES*

Keynote Speaker: Reena Dewan, director BCAF (Kolkata, India)

10.00 *CURATED COMPROMISE: ON TASTE, VALUE AND
THE POLITICS OF MUSEUM SPACE*

Paola Orlić, Head of the Culture Department, City of Pula

10.15 *COLLABORATION WITH CRAFTSMEN ONSITE*

Hrvoje Manenica, Director, Museum of Antique Glass, Zadar

10.30 *MUZA: POSSIBILITIES OF A MUSEUM VENUE*

Urška Purg, ICOM Slovenia Chair

11.00 COFFEE BREAK

INTERACTIVE WORKSHOP

11.30 *POSSIBLE USES OF MUSEUMS AND HERITAGE SITES*

Daniela Angelina Jelinčić*

* Dr Jelinčić is a Senior Research Adviser at the Institute for Development and international Relations (IRMO) and Head of the Centre for Sustainable Development through Culture (CORK). She works at the crossroads of cultural tourism, cultural heritage, cultural and creative industries, cultural policy, creativity, experience economy, food, and social innovations. She has authored or co-edited several scholarly books.

13.30 LUNCH BREAK

AFTERNOON SESSION

Moderated by Jurica Sabol, ICOM SEE Chair

14.30 DEBATE ON THE TOPIC: *POSSIBLE USES OF MUSEUMS AND
HERITAGE SITES FOR EVENTS*

Cristina Vannini, INTERCOM Chair
Darko Komšo, director of Archeological Museum of Istria
Zsolt Sari, ICOM Hungary Chair
Marina Tudor, head of marketing and PR, Archaeol. Museum Split

AFTERNOON ONSITE VISIT

15.30 AMPHITHEATRE IN PULA & LITTLE ROMAN THEATRE

EVENING PROGRAMME

19.00 OPENING OF THE EXHIBITION "AB ABTIQUO"
& RECEPTION AT THE SACRED HEARTS EXHIBITION VENUE

22 MAY 2025

ARCHAEOLOGICAL MUSEUM OF ISTRIA

MORNING SESSION

Moderated by Darko Babić, ICTOP Chair

09.00 *FAIR AND GRAIN IN AN ANCIENT SETTING: THE AFTERLIFE
OF PULA'S ANCIENT MONUMENTS*

Jasenska Gudelj; Ca Foscari (Venezia, Italia)

09.15 *ICOMOS RECOMMENDATIONS FOR SITES*

Sanjin Mihalić, ICOMOS Croatia Chair

09.30 *EVENT MANAGEMENT – ITALIAN PERSPECTIVE*

Cristina Vannini, INTECOM Chair

09.45 *THE MUSEUM AS AN EVENT VENUE: CURATORIAL AND
MANAGEMENT DILEMMAS*

Zsolt Sari, ICOM Hungary Chair

10.00 *BEYOND THE EXHIBITION: MUSEUMS, PUBLIC PROGRAMMES,
AND THE CHALLENGE OF BALANCE*

Vesna Meštrić, director of Museum of Contemporary Art, Zagreb

10.15 DISCUSSION WITH PANELLISTS

Urška Purg, ICOM Slovenia

Iveta Ruskule, ICOM Latvia

Alma Leka, ICOM Bosna Hercegovina

Goranka Horjan, ICOM Treasurer

ONSITE VISIT

11.00 STUDY VISIT TO BRIJUNI NATIONAL PARK

M HERITAGE ON ICOM ON STAGE

international council of museums

EVENTS IN MUSEUM VENUES



ABOUT THE PROJECT

The project “Heritage on Stage” addresses the question of how museums, as heritage sites, reconcile their needs when they also become venues for events from other cultural domains as well as for commercial activities. Museums and heritage sites are primarily cultural institutions with a mission to preserve, research, and communicate history, art, science, and heritage to the public. Their social role is grounded in education, accessibility, and the stewardship of cultural assets for current and future generations. At the same time, many museums face financial pressures and seek to expand their audiences and revenue streams. In this context, the use of museums and heritage sites they manage as venues for events, performances, and commercial activities has become an increasingly relevant practice that has opened space for extensive discussion. How our institutions cope with this, and what challenges they meet – find out in the workshops organised by the project partners.

Join the first workshop in Pula and find out!

The registration is open for museum professionals, interpretation centre leaders, municipality and tourist board leaders.



**PLEASE FILL & SUBMIT THE
ONLINE REGISTRATION FORM.**

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