

# Session 6 (Wednesday, 4 September)

**Ding Ning**

Guangdong Museum  
China



As a curator and researcher of natural history collections, DING Ning has made more than 10 large-scale science and culture exhibitions, such as "Lingnan area Herbal Medicine", "Tea Culture" and "the Mystery of eyes and Vision" etc.

Presentation:

## **Inheritance and innovation: Exhibitions in Museums Between Nature and Culture**

Natural specimens play an important role in the popular science, and have been the content of civilization heritage in the natural history museum. Chinese museums realized the meanings and have already done in collecting and exhibitions. Maybe Guangdong Museum in China is not the most advanced, but it is innovative, smart and wisdom idea between nature and culture.

## Eduardo Rodríguez Batista

University of La Laguna/ Museum  
of Natural Sciences of Tenerife  
Spain



I am a 24 years old PhD student from University of La Laguna. I studied Biology (University of La Laguna) and a master's degree in Biodiversity (University of Barcelona). In my PhD, I am focusing on the importance of natural sciences exhibitions in the future through a multidisciplinary approach, working closely with the Museum of Natural Sciences

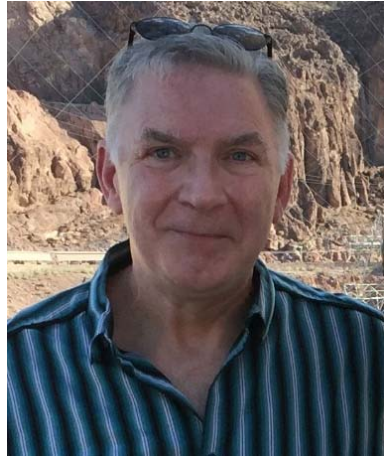
Presentation:

### **Is transmedia the key to biodiversity conservation? Unraveling the role of natural science exhibitions and collections in the future**

To promote biodiversity conservation, there is a pressing need for a consciousness, commitment and empathy to nature. It is possible that a key is in the hands of “transmedia” in natural sciences exhibitions, due to the multiple and valuable synergies between scientific disciplines, arts and emotions. Through these narrative tools, it is intended to integrate the audience into the exhibition, making the experience as immersive as possible, while promoting the active and collaborative role of society.

## Robert A. Jones

Carnegie Museum of Natural History  
United States



Robert Jones is the printing shop manager for the Carnegie Museum of Natural History in Pittsburgh, Pennsylvania. With over 30 years of experience in graphic design and digital printing, he's developed an in-house printing department to serve the exhibit needs of the Carnegie Museum of Natural History, Carnegie Museum of Art, Carnegie Science Center and The Andy Warhol Museum.

Presentation:

### **GETTING FROM HERE TO THERE AND BACK AGAIN.**

The role of successful graphic signage and visual displays to engage, communicate, educate and inform the museum guest in a diverse, cross cultural environment.

Well-conceived and thoughtfully executed wayfinding signs, graphics, photographs, pictograms and labels get attention and inform people quickly and effectively. Knowing your audience and communicating clearly are key elements to creating a visual guidance system that works across multiple languages.

## Chao-Ling Kuo

National Taiwan Museum  
Taiwan



Chao-Ling is assistant curator and exhibition coordinator at National Taiwan Museum. She is also in charge of international collaborative projects. Her research focuses on exhibition and interpretation of natural history, biodiversity and cultural diversity.

Presentation:

### **Tropical Green: Practices of Sustainable Exhibition Design in Taiwan**

To incorporate the concept of sustainable development, the National Taiwan Museum raises visitors' environmental awareness not only through exhibition content, but also sustainable design. Reduce, Reuse, Recycle and Non-toxic are the primary design principles, especially for special exhibitions and touring exhibitions. This presentation introduces design methods applied and effects they brought. Exhibition management also plays a key role to make sustainable design successful.

## Ricard Huerta

Natural Science Museum /  
University of València  
Spain



PhD Ricard Huerta is Professor of Art Education in the University of Valencia (Spain) at the Institute of Creativity and Educational Innovation. Head director of the Research Journal EARI [www.revistaeari.org](http://www.revistaeari.org) Director of the master “Art Education and Museums”

Presentation:

### **#LivingDeath, exhibition at the Natural Science Museum of Valencia (Spain).**

Primary School Teachers Training have a subject titled "Educational Proposals in Art Education". The projects that have emerged during 2018 arises from the cultural thematic “Death”. These works have been exhibited at the Natural Sciences Museum of Valencia. The hashtag exhibition #LivingDeath promote interaction with the audiences that visit the exhibition. Students become empowered by the look of art, creating and producing.

## Cédric Leseq

Musée des Confluences  
France



Director of External Affairs and Diffusion at musée des Confluences, Cédric Leseq is art historian. Graduated from Ecole du Louvre in Paris, he works for the musée des Confluences since 2012.

Presentation:

### **Between nature and culture, the musée des Confluences, a narrative museum**

The musée des Confluences, which opened in Lyon December 2014, tells the story of mankind and the history of life. The permanent exhibition begins with great universal questions and then goes on to explore the origin and destiny of humanity, the diversity of cultures and civilisations as well as the place of humans within the web of life. Since its opening with a 3 million audience, the musée des Confluences is very popular. 30 % of its visitors acknowledge have never visited a cultural institution before.