

ONLINE  
CONFERENCE

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# WHEN MUSEUMS GO ONLINE

THE LAW & DIGITAL  
CULTURAL HERITAGE DAY

11 DECEMBER 2020  
13:00 - 18:30

ICOMI international  
council  
of museums

UNIVERSITÉ  
DE GENÈVE

UNIVERSITÉ  
DE GENÈVE  
FACULTY OF LAW  
Art Law Centre

Digital  
Law  
Center



## WHEN MUSEUMS GO ONLINE

The Law & Digital Cultural Heritage Day - Conference

Friday 11, December 2020, 13:00 - 18:30 — Webinar

Jointly organized by the International Council of Museums (ICOM) and the University of Geneva (UNIGE), this international conference will focus on the digitization of museum collections.

The Covid-19 pandemic has accelerated the digitization movement that has been carried out for several years within museums and which aims, among other things, to meet museums' objectives of research, conservation, continuation and communication to society of the world's natural and cultural heritage, present and future, tangible and intangible. The legal issues associated with this movement are complex, with a disparity of solutions available to museums and laws that are sometimes inadequate, inappropriate or insufficient. In the long term, the acceleration of technologies also raises the question of the future of the museum experience. The conference will explore these topics on the basis of a study project which, since 2016, has brought together a group of experts from Swiss and foreign universities under the supervision of Dr. [Yaniv Benhamou](#), Prof. [Marc-André Renold](#) and Ms Justine Ferland. The project led to the launch of the website Digitization of Museums Collections ([www.digitizationpolicies.com](http://www.digitizationpolicies.com)) in 2020 which aims to clarify the current legal and political framework while formulating policies to facilitate the activities of museums in the digital environment. Museum professionals are strongly encouraged to provide feedback about the recommendations issued (pertaining copyright, database rights, dispute resolution and a museum code of conduct) in order to encourage a continuous dialogue and to shape policies adapted to the needs of cultural heritage institutions.

This conference will provide a discussion forum for the global museum community, other partners in the field of cultural heritage and stakeholders concerned with the legal and societal issues related to digitization.



13:00	<b>Welcoming of participants</b>
13:15	<b>Opening remarks</b> <b>Dr. Peter Keller</b> , Director General, ICOM, Paris, <b>Dr. Yaniv Benhamou</b> , University of Geneva, Geneva
13:30	<b>Setting the scene: Copyright challenges of museums</b> <b>Dr. Yaniv Benhamou</b> , University of Geneva, Geneva
13:45	<b>Launch of the Policy Project Digitization of Museum Collections</b> <b>Justine Ferland</b> , University of Geneva, Geneva
14:00	<b>When copyright meets digital museums</b> <u>Chair:</u> <b>Dr. Yaniv Benhamou</b> , University of Geneva, Geneva  Museums and the digital shift - Impact of the COVID-19 situation on digital activities of museums <b>Dr. Peter Keller</b> , Director General, ICOM, Paris  Encouraging access and inhabiting cultural information spaces through technologies <b>Prof. Sarah Kenderdine</b> , EPFL, Lausanne  Digital copyright and exceptions <b>Prof. Florent Thouvenin</b> , University of Zurich, Zurich  Cross-border exchanges and their legal challenges <b>Prof. Lucie Guibault</b> , Schulich School of Law, Dalhousie University, Halifax
15:00	<b>Digital Due Diligence - Museum Code of conduct: practices and legal challenges</b> <u>Chair:</u> <b>Morgane Fouquet-Lapar</b> , ICOM, Paris  <b>Dr. Katharina Garbers-von Boehm</b> , Büsing Müffelmann & Theye, Berlin <b>Brigitte Vezina</b> , Creative Commons, The Hague <b>Dr. Elisabeth Logeais</b> , UGGC Avocat, Paris <b>Prof. Jérôme David</b> , Bodmer Lab, University of Geneva, Geneva
16:00	<b>Break</b>
16:15	<b>Dispute Resolution</b> <u>Chair:</u> <b>Prof. Marc-André Renold</b> , University of Geneva, Geneva  <b>Boris Wastiau</b> , Musée d'ethnographie de Genève, Geneva <b>Sandra Sykora</b> , Independent Legal Counsel and Art Historian, Lucerne <b>Ignacio de Castro</b> , WIPO Arbitration and Mediation Center, Geneva
17:15	<b>Beyond copyright - impact of digital museums on people</b> <u>Chair:</u> <b>Dr. Peter Keller</b> , Director General, ICOM, Paris  <b>Fadi Boustani</b> , Musée du Louvre, Paris <b>Prof. Béatrice Joyeux-Prunel</b> , University of Geneva, Geneva <b>Sarah Dominique Orlandi</b> , ICOM Italy & <b>Deborah De Angelis</b> , Creative Commons, Italy <b>Prof. Monika Hagedorn-Saupe</b> , CIDOC, ICOM, Berlin
18:15	<b>Closing Remarks</b>