

Press release

COMMUNICATING THE ARTS: THE ART OF PLACEMAKING

The 25th edition of CTA will take place in Lausanne in partnership with PLATEFORME 10



- **250 art professionals from all over the world will meet in Lausanne to discuss the theme of ‘placemaking’ and what this means to the arts, museums, the performing arts and our society.**
- **Taking place from 22-24 June, CTA will be hosted by PLATEFORME 10 institutions (Musée Cantonal des Beaux-Arts, Musée de l’Elysée, Mudac) as well as EPFL (Swiss Federal Institute of Technology) and Palais de Rumine.**

28 January 2020 –This year, Lausanne will host Agenda’s leading conference Communicating the Arts (CTA) in partnership with PLATEFORME 10 to celebrate the rich cultural heritage of Lausanne and the creation of the new arts district in the city. Located just next to the train station, PLATEFORME 10 will unite three museums, each with their own distinct identities: the [Musée cantonal des Beaux-Arts](#) (fine arts), the [Musée de l’Elysée](#) (photography) and the [mudac](#) (design and applied arts).

Taking place over three days, more than 250 of the world’s leading professionals from museums, historical monuments, heritage, as well as the visual and performing arts will gather at CTA in June to discuss the latest trends, learnings and best practices in the cultural sector. This is a unique opportunity to meet the key decision makers and experts in the cultural sector from all over the world.

The theme of this year’s edition of CTA is the ‘art of placemaking’, which will be explored through a series of interactive case studies, keynote and round table discussions. Each session is designed to help participants better understand the growing



contribution that cultural organisations are making to our cities as well as calling into question their preconceptions of what placemaking means to the arts, museums and performing arts. The CTA conference programme will also address four sub-themes: Community Engagement, Building Relationships, Urban Development and The Artistic Power. The goal of CTA Lausanne is to create a platform for diverse experts in their field to share ideas, learnings and their wealth of experience.

Sustainability in action

A highlight of the conference is the presentation by Esme Ward, Director of Manchester Museum of the University of Manchester, who will talk about how museums can inspire civic imagination and ecological action. Manchester Museum is the UK's largest university museum and is the world's first carbon literate museum with a mission to build a more sustainable world. Esme will also discuss the impact of the recently opened Manchester Museum Zero Waste Hub – a hub for ecological imagination, thinking and action.

Transforming public spaces and the community

Delegates of CTA Lausanne can learn how Jane Golden, Founder and Director of Mural Arts developed groundbreaking programs that work through art to make strides in youth education, restorative justice, and behavioral health. She will also share her experience of working on the largest public art program in the US and how Mural Arts is a global model for transforming public spaces and individual lives through art.

In addition, confirmed speakers at CTA Lausanne include:

- Chantal Prod'Hom, Director, Mudac (Museum of design and contemporary applied arts), Switzerland
- Bernard Fibicher, Director, MCBA (Musée cantonal des Beaux-Arts), Switzerland
- Tatyana Franck, Director, Musée de l'Elysée, Switzerland
- Beatrice Pembroke, Director, Global Cultural Districts Network (GCDN), UK
- Angelita Teo, Director, The Olympic Museum, Switzerland
- Pascal Hufschmid, Director, International Red Cross and Red Crescent Museum, Switzerland



Corinne Estrada, CEO of Agenda and Founder of CTA says: “My mission through the creation of CTA is to create a unique event for cultural leaders to share ideas and to learn from the best. We chose the theme of placemaking this year as a call to action for the art world to capitalise on local resources, to inspire local communities and to encourage the creation of public spaces to promote

wellbeing. We're looking forward to welcoming experts from all over world who play an important role in shaping the future of arts and culture across the world."

CTA will conclude on 24th June with a 'Learning Safari', which includes behind the scenes tours and workshops at the Musée de l'Elysée, The Olympic Museum, Collection de l'Art Brut, Théâtre Vidy-Lausanne, École cantonale d'art de Lausanne (ECAL).

Communicating the Arts

22-24 June 2020

Lausanne

To find more information about CTA and to register:

<https://communicatingthearts.com/lausanne/>

The Early Bird Rate is available until 14 February 2020.

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About AGENDA

Several times a year, Agenda bring together cultural leaders, seniors arts professionals and experts to share their thinking, network and debate global best practices at two international conferences:

- Communicating the Arts – The international conference for global leaders.
- Culture Business – The rendez-vous for development professionals in the arts.

<https://agendacom.com/>

About PLATEFORME 10

In 2021, the union of the Musée cantonal des Beaux-arts (MCBA), the Musée de l'Elysée and the mudac, complemented by the presence of the Toms Pauli and Félix Vallotton Foundations, will form PLATEFORME 10, a new 'arts district' next to the Lausanne train station. It is a genuine cultural platform that aims to overstep the natural barriers of each of the institutions on site, in order to give the place an energy and a competitiveness that are highly attractive.

In addition to the three museums, the rehabilitation of the arcades, the construction of a soft mobility route, complemented by a didactic botanical path by the Musée et Jardins botaniques cantonaux, as well as the layout of public spaces will aim to develop a truly interdisciplinary cultural platform for all.

<https://plateforme10.ch>

Media enquiries

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