



Rethinking University Museums: Bridging Theory and Practice

15th Annual University Museum and Collections International Conference

UNIVERSITY OF SANTO TOMAS

MANILA, PHILIPPINES

May 11-14, 2015

PROGRAMME (As of April 6, 2015)

DAY 1 Monday, 11 May 2015 Buenaventura Garcia Paredes, OP (BGPOP) Building – Ballroom OPENING, PLENARY and PANEL SESSION		
TIME	PROGRAMME/ TITLE	GUEST/ PRESENTOR
7:00am-10:00am	Registration	
10:00am-10:15am	OPENING OF PLENARY SESSION Philippine National Anthem Acknowledgement of Special Guests	
10:15am-10:30am	Welcome Address Rev. Fr. Herminio Dagohoy, O.P. <i>President / Rector Magnificus</i> University of Santo Tomas	
10:30am-10:45am	Welcome Message Prof. Felipe de Leon <i>Chair</i> National Commission for Culture and the Arts	
10:45am-11:30am	Keynote Address Hon. Maria Victoria V. Jasmin <i>Undersecretary</i> Department of Tourism	
11:30am-11:45am	Presentation of UMAC Board	
11:45am-12:00nn	Intermission Number	
12:00nn-1:30pm	Lunch Break	
1:30pm-2:10pm	Panel Session <ul style="list-style-type: none"> University Museum Networks: International, Regional, National and Local Experiences Proposals 	<i>Barbara Rothermel, Jill Hartz, Cornelia Weber, Sebastian Soubiran, Graciela Weisinger, Luisa Fernanda Rico Mansard and Hugues Dreyse</i>
2:10pm-2:40pm	Coffee Break	

SESSION 1 (20 minutes per presentation = 15 minutes formal talk + 5 minutes discussion) Towards Responsive Museums: Examining the role of museums in education and public formation		
2:40pm-2:50pm	Introduction of Presenter/s	
2:50pm-3:10pm	P1 - Enticing and Engaging the Millennial Audience: A Case Study	<i>Jessica Brunecky and Patrick Kociolek</i> University of Colorado Art Museum UNITED STATES OF AMERICA
3:10pm-3:30pm	P2 - UMAC - TFT²: A UMAC Task Force for Teaching Tools	<i>Dominic Verschelde and Dominique Adriaens</i> Ghent University Museum – Zoology Collection BELGIUM
3:30pm-3:50pm	P3 - Engaging Publics: Museum Pedagogy and Outreach Programs – Take University Museums in Wuhan as Example	<i>Luwei Fan and Tieong Pan</i> China University of Geosciences CHINA
3:50pm-4:10pm	P4 - New Support, New Visions for University Museums: Horizontality and Transversality within the Activities	<i>Luisa Fernanda Rico Mansard</i> Zona Cultural de Ciudad Universitaria MEXICO
4:10pm-4:30pm	P5 - Bridging theory and practice: A Review on University Museum and Collections Recent Literature	<i>David Felismino and Marta C. Lourenco</i> Museums of the University of Lisbon PORTUGAL
4:30pm-4:50pm	P6 - A New Challenge for the Enlarged Italian University Museum Network: Lifelong Guidance to the Scientific Method and Culture	<i>Elena Corradini and Luigi Campanella</i> University of Modena and Reggio Emilia ITALY
4:50pm-6:30pm	UST Campus and UST Museum Tour	
6:30pm-9:00pm	Welcome Dinner	
9:00pm	End of Day 1 (Back to hotel)	

DAY 2 Tuesday, 12 May 2015 Buenaventura Garcia Paredes, OP (BGPOP) Building – Conference Hall PANEL SESSION		
8:00am	Registration	
SESSION 2 (20 minutes per presentation = 15 minutes formal talk + 5 minutes discussion) Towards Responsive Museums: Examining the role of museums in education and public formation		
9:00am-9:05am	Introduction of Presenter/s	
9:05am-9:25am	P7 - Basic Relationships between Museum Exhibits and School Curriculums Based on a Student Visitor Survey in the National Museum of the Philippines	<i>A. Terada and L.T. Evangelista</i> University of Tokyo Museum JAPAN
9:25am-9:45am	P8 - The Unique Contributions of Four University Museums to Interior Designs	<i>Guia Sarte</i> University of Santo Tomas PHILIPPINES
9:45am-10:15am	Coffee Break	

SESSION 3 (20 minutes per presentation = 15 minutes formal talk + 5 minutes discussion) Towards Responsive Museums: Examining the role of museums in education and public formation		
10:15am-10:20am	Introduction of Presenter/s	
10:20am-10:40am	P9 - Museum Ally: Public Classroom as Museum Pedagogical Device	<i>Dr. Cusripituck, Dr. Yamabhai, Dr. Damrongsakul and Miss Mingbualuang</i> Mahidol University THAILAND
10:40am-11:00am	P10 - Cultural history, Social relation and Identity construction: A Comparative Study of University Museum, the Nicholson Museum of the University of Sydney and the Art Museum of the Chinese University of Hong Kong	<i>Lam Ka Ki</i> Chinese University of Hong Kong HONG KONG
11:00am-11:20am	P11 - The University Museum Beyond Teaching	<i>Chang Yueh Siang</i> National University of Singapore SINGAPORE
11:20am-11:40am	P12 - Science Museum's Interactiveness: Response to Youth's Curiosity	<i>Victoria O. Sumanpan</i> Mindanao University of Science and Technology PHILIPPINES
11:40am-1:00pm	Lunch Break	
SESSION 4 (20 minutes per presentation = 15 minutes formal talk + 5 minutes discussion) Towards Responsive Museums: Examining the role of museums in education and public formation		
1:00pm-1:10pm	Introduction of Presenter/s	
1:10pm-1:30pm	P13 - A Formidable Forum: University Museums Embrace Controversy	<i>Jill Hartz, Barbara Rothermel and Phaedra Livingstone</i> University of Oregon Lynchburg College UNITED STATES OF AMERICA
1:30pm-1:50pm	P14 - Interactive Learning Behaviour of Museum Visitors: The Rice Science Museum Experiences	<i>Diadem G. Esmero and Floper Gershwin Manuel</i> Rice Science Museum PHILIPPINES
1:50pm-2:10pm	P15 - Spirituality and Identity in an Australian Catholic University Art Collection	<i>Lindsay Farrell</i> Australian Catholic University AUSTRALIA
2:10pm-2:30pm	P16 - Weaving into a white world: Auckland University College's Adult Education Tukutuku Panels of 1954 in Context	<i>Linda Tyler</i> University of Auckland NEW ZEALAND
2:30pm-2:50pm	P17 - The Art of Dying	<i>Dr. Sorrel Standish-White</i> University of Tasmania AUSTRALIA
2:50pm-3:20pm	Coffee Break	

SESSION 5 (20 minutes per presentation = 15 minutes formal talk + 5 minutes discussion) Towards Responsive Museums: Examining the role of museums in education and public formation		
3:20pm-3:30pm	Introduction of Presenter/s	
3:30pm-3:50pm	P18 - Digital Technologies Inside University Museums in Brussels, Belgium	<u><i>Nathalie Nyst</i></u> Universite libre de Bruxelles BELGIUM
3:50pm-4:10pm	P19 - Involving Stakeholders in School Museums: The UEP Experience	<u><i>Liana Melissa E. de la Rosa</i></u> University of Eastern Philippines PHILIPPINES
4:10pm-4:30pm	P20 - Institutional Identity and the Museum: The Case of the PNU Museum	<u><i>Wensley Reyes and Jude Russel Cuntapay</i></u> Philippine Normal University PHILIPPINES
4:30pm-4:50pm	P21 - The Functions of a Modern Museum of the University: Prioritization	<u><i>Svetlana P. Kalita</i></u> RUSSIA
4:50pm-5:10pm	P22 - Curating Lab: A Case Study of a Curatorial Developmental Programme	<u><i>Michelle Kuek</i></u> National University of Singapore SINGAPORE
5:10pm-6:10pm	UMAC General Assembly	
6:10pm	End of Day 2 Back to Hotel (<i>Dinner at Participant's Expense</i>)	

DAY 3 Wednesday, 13 May 2015 Buenaventura Garcia Paredes, OP (BGPOP) Building – Conference Hall POSTER PRESENTATION, NATIONAL MUSEUM VISIT and INTRAMUROS WALKING TOUR		
8:00am	Registration	
9:00am-11:00am	Poster Presentation and Inform-All	(Please see Annex A for the list of poster presentation)
11:00am-12:30nn	Lunch Break	
12:30nn-1:00pm	ETD and Travel to National Museum of the Philippines	
1:00pm-2:15m	National Museum of the Philippines	
2:15pm-2:30pm	ETD and Travel to Intramuros, Manila (Manila Cathedral – start of Intramuros Walking Tour)	
2:30pm-5:00pm	<p style="text-align: center;">WALLS OF THIS CONTENT! An Intramuros Colonial Quarter Walk</p> <p>Where it all began. Take your first step to our city's epic 400 year history as we traipse through Manila's original walled quarter! We'll wander through churches, past plazas,</p>	(Participants are encouraged to wear comfortable clothing and shoes for the walking tour)

	cobbles taking in tales of rajahs, conquistadors, treasure ships, battles, wars and even a golf course! This is a walk that will make you sweat with bucket loads of history, trivia and everything about Manila. Tour route: Plaza Roma * Manila Cathedral* Intramuros Wall * San Ignacio Ruins * San Agustin Church and Monastery* Barrio San Luis	
5:00pm-6:00pm	Afternoon Refreshments	
6:00pm	End of Day 3 Back to Hotel (<i>Dinner at Participant's Expense</i>)	

DAY 4 Thursday, 14 May 2015 Beunaventura Garcia Paredes, OP (BGPOP) Building – Conference Hall PANEL SESSION and CLOSING PROGRAMME FAREWELL LUNCH (<i>Optional</i>)		
8:00am	Registration	
SESSION 6 <i>(20 minutes per presentation = 15 minutes formal talk + 5 minutes discussion)</i> Role of University Museums in Cultural Tourism: Enhancing tourism through museum experience		
9:00am-9:05am	Introduction of Presentor/s	
9:05am-9:25am	P23 – Southeast Asian Tourism and Museum Experience by Way of Participatory Media and Visual Culture	<i>Kristian Jeff C. Agustin</i> Hong Kong Baptist University HONG KONG
9:25am-9:45am	P24 - Storage Time in Sibsiu	<i>Larisa Bikasova</i> Siberian State Industrial University RUSSIA
9:45am-10:15am	Coffee Break	

SESSION 7 <i>(20 minutes per presentation = 15 minutes formal talk + 5 minutes discussion)</i> Greening the Museums and the Environs: Challenges in preservation and conservation of cultural property		
10:15am-10:20am	Introduction of Presentor/s	
10:20am-10:40am	P25 - Natural History Museum and It's Role of Biodiversity Conservation: Case Study - Fiji Island Coastal Collection, Nese, Suva	<i>Suratissa Dissanayake</i> University of Colombo SRI LANKA
10:40am-11:00am	P26 - The Involvement of Japanese University Museums in the Rescue and Conservation of Cultural Properties: Representing Two Cases from Japan	<i>Yuji Kurihara and Akiko Fukuno</i> Tokyo National Museum International Christian University Hachiro Yuasa

		Memorial Museum JAPAN
11:00am-11:20am	P27 - Cultural Materials Conservation: Reconstructing Knowledge, the Cultural Record and Building Connections	<u>Nicole Tse</u> The University of Melbourne AUSTRALIA
11:20am-11:40am	P28 - Conservation of Fifteen Concrete Statues Located at the Top of the Main Building of the University of Santo Tomas by Assessing their Current Condition	<u>Froilan Fontecha</u> University of Santo Tomas PHILIPPINES
11:40am-12:00am	P29 - What Kind Of University Museums Shall We Build Today?	<u>Sebastian Soubiran</u> University of Strasbourg FRANCE
12:00nn-2:00pm	End of the Conference Farewell Lunch (Optional)	

DAY 5 Thursday, 15 May 2015 POST-CONFERENCE TOUR		
4:00am	Optional Day Tour to Quezon Province (Pahiyas Festival)	Old Manila Walks

Annex A – Poster Presentations

No.	TITLE AND PRESENTOR/S
1	Rediscovering Roles of "School Museum": The Case of Japan <i>M. Murano, T. Nishimaya</i>
2	Now Trending: A Semantic Survey of Philippine University Museums' Social Media Expressions and Activities <i>Randel C. Urbano</i>
3	Bridging Rice Science Closer: PhilRice Rice Science Mobile Museum Journey <i>Diadem Esmero and Floper Gershwin Manuel</i>
4	The Role of National Museum of Natural History in Developing the Scientific Literacy of the Filipino Students <i>L.T. Evangelista, JR. C. Callado and AM. SP. Domingo</i>
5	A Glimpse of Dr. Rabor's Collection at MSU IIT Museum - a Biological Treasure <i>E. Batara, LT Evangelista and A. Terada</i>
6	Museum as a Site Where the Fusion of the Past and the Present Becomes Possible: A Reflective Appreciation <i>Philip L. Fuentes</i>
7	The Philippines - Islands of Diversity at the National Museum of Natural History <i>L.T. Evangelista, JR. C. Callado and AM. SP. Domingo</i>
8	Searching Heritage: Realizing the Potentials of Pamanang Bedista <i>Dino Carlos Santos</i>
9	Art Conservation Laboratory at the University of Santo Tomas Manila: Assessment, Treatment, Education and Service <i>Maria Bernardita Reyes</i>
10	Urban Design Concepts, Trends and Strategies Applied for Outdoor Open Spaces of Community Museums <i>Glenn Orbon</i>
11	Heritage and the Community: Strengthening the Role of the Stakeholders Towards Engagement and Stewardship <i>Claudia Isabelle Montero</i>
12	Involving Stakeholders in School Museums: The UEP Experience <i>Jesusa E. Garcia</i>
13	Celebration Art and Culture through Temporary Exhibitions at the University of Santo Tomas Quadricentennial Celebration <i>Mary Ann V. Bulanadi</i>
14	Reviving Interest on Natural History Collections Among Graduate Students: The de Elera Natural History Collection Experience <i>Rey Donnie S. Papa and Arvin C. Diesmos</i>
15	Isolation, Identification, Cellulose and Water-Based Pigment Degradation Capability Assessment of Micro-organisms from Easel Oil Paintings at The University of Santo Tomas Museum of Arts and Sciences <i>Jose Mari B. Garcia, Josemarie Emmanuel V. Roxas, Julienne Ross C. Yarra, and Michael L. Bahrami-Hessari</i>
16	The Value of Natural History Collections on Discoveries in Biodiversity <i>Mae Lowe Diesmos and Richard Thomas Pavia</i>
17	Exhibiting De Elera's Invertebrate Collections: A Collaborative Effort between Different Institutions and Disciplines <i>Dino Tordesillas</i>
18	Comparison of Historical Avian DNA Derived From Museum Skins Deposited in Temperate and Tropical Countries <i>J.C.T. Gonzales</i>