

## **Avid Learning Partners with Ministry of Culture to Discuss the Future of Museums at International Museum Expo 2023**

**For Immediate Release:**

**Avid Learning** is delighted to **curate the 'Transcending Boundaries' panel** at the **International Museum Expo 2023** hosted by the **Ministry of Culture, Government of India** from **May 18th to 20th** at **Pragati Maidan in New Delhi**. The expo aims to facilitate a holistic conversation and showcase the diverse cultural heritage exhibited by various museums across the country. This three-day event will take place from **May 18th to 20th** at **Pragati Maidan in New Delhi**.

Avid Learning is proud to support the International Museum Expo 2023 in its mission to celebrate the vibrancy and diversity of India's museums. The event promises to be an enriching experience, bringing together thought leaders, cultural enthusiasts, and museum professionals to shape the future of the Indian museum landscape.

### **Program 1 - Transcending Boundaries:**

As part of the Expo's engaging lineup, on the first day, *CEO, Avid Learning* **Asad Lalljee** will be **moderating** the panel discussion **Transcending Boundaries** with a diverse group of museum founders and directors including *Director, Indian Music Experience Museum, Bangalore* **Preema John**, *Founder, The 1947 Partition Archive* **Dr. Guneeta Singh Bhalla**, *Co-Founder, Tram Arts Trust & Museum of Ordinary Objects* **Choiti Ghosh**, *Founder, The Human Library Mumbai* **Aandaleeb Qureshi**, *Ideator, The Museum of Possibilities and Member, Disability Rights Alliance* **Vaishnavi Jayakumar**, *Founder and Editor, Indian Memory Project* **Anusha Yadav**, and *Founder, Museum Memories Project* **Poulomi Das**. This session will delve into the evolution of non-conventional museums and their impact on artistic expression, highlighting the innovative approaches being taken to break free from established traditions.

**When** - Thursday, 18th May 2023 | 3:30 PM - 5:00 PM

**Where** - Pragati Maidan, ITPO, New Delhi

**RSVP** - [museumexpo2023@gmail.com](mailto:museumexpo2023@gmail.com)

### **Program 2 - Financial Sustainability of Museums and Cultural Spaces**

On the third day of the expo, **Asad Lalljee** will be **speaking** on the panel **Keeping Afloat: Financial Sustainability of Museums and Cultural Spaces** with other speakers including *Director, Museo Camera Museum* **Aditya Arya**, *Branch Head, Cultural Heritage and Science Initiatives, Australian Museum* **Vinod Daniel**, *Consultant, UNESCO and Co-Founder, Cultre* **Anchita Nair**, *Director, Science City Kolkata* **Anurag Kumar**, and *Marketing Lead, National Museum of Indian Cinema* **Priyanka Sharma**. This discussion will be moderated by *Founder, Zen-Brain.com* **Shruti Singh Verma**. This session will shed light on the challenges and strategies involved in ensuring the long-term financial viability of museums, contributing to their continued growth and impact.

**When** - Saturday, 20th May 2023 | 2:00 PM - 3:00 PM

**Where** - Pragati Maidan, ITPO, New Delhi

**RSVP** - [museumexpo2023@gmail.com](mailto:museumexpo2023@gmail.com)

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Ministry of Culture  
Government of India

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## INTERNATIONAL MUSEUM EXPO 2023

18<sup>th</sup> – 20<sup>th</sup> May



### Press Release:

#### Ministry of Culture to Host Groundbreaking International Museum Expo 2023 in New Delhi

#### International Museum Expo 2023 Set to Commemorate 47th International Museum Day

The Ministry of Culture has announced plans to host a first-of-its-kind, comprehensive three-day 'International Museum Expo 2023'. The expo aims to facilitate a holistic conversation and showcase the diverse cultural heritage exhibited by various museums across the country. This three-day event will take place from May 18<sup>th</sup> to 20<sup>th</sup> at Pragati Maidan in New Delhi.

This initiative has been undertaken to commemorate the 47th International Museum Day, as part of the second phase of Azadi Ka Amrit Mahotsav. The event will offer a platform for museum professionals and enthusiasts to exchange ideas, insights and promote cross-cultural learning and understanding.

The Honourable Prime Minister, Shri Narendra Modi will be inaugurating the International Museum Expo 2023. Government functionaries, Museum professionals and aligned service-technology providers, Academicians, and School & College students from the National to the Community level will also grace the occasion with their presence.

During the three-day International Museum Expo, there will be a focus on various themed museums, which will be explored through workshops, seminars, masterclasses, panel discussions, and other events. International museum professionals, diplomats, curators, consultants, academicians, and students from various fields across the world are invited to participate in these activities, providing a unique opportunity for cross-disciplinary learning and collaboration.

**Speaking on the occasion, Joint Secretary, Ministry of Culture, Mugdha Sinha said,** "It is a tremendous opportunity to be able to organize an International Museum Expo to initiate an all-around conversation with museum stakeholders and professionals as a way to incorporate recommendations for policy-

making around museums and for curating museums formed on people programming and museum professionals in a synergistic and comprehensive way.”

One of the key features of the expo are the 7 masterclasses and 11 panel discussions that will take place across the three days. The Masterclasses are talks on specific subject matter relating to the functioning of museum spaces led by global experts in a lec-dem format. The panel discussions feature Indian and international museum experts and consultants featuring topics such as unconventional museums, curating for everyone, and financial and environmental sustainability in museums.

Additionally, there are three exhibitions being featured at the Expo, Art & Culture: Celebrating Indian Museums, Sustainability & Wellbeing, Exhibition of 500 Book Covers of Books on Museums, and an Exhibition of Ragamala Paintings. The Art & Culture: Celebrating Indian Museums is an exhibition that brings together artefacts in digital and physical format from 20+ museums across the country, each of whom have contributed iconic artefacts from their collections.