

Invite IATM 2017 - Switzerland



Museum 4.0 - Digital opportunities for Transport and Communications Museums



International Association of Transport and Communications Museums
24–27 September, Lucerne and Berne, Switzerland
Hosts: Swiss Museum of Transport and Museum of Communication

**INTERACTIVE SESSIONS:
WORKSHOPS ON BEST PRACTICE**

Programme

Sunday 24 September, 5 pm

Swiss Museum of Transport (VHS), Lucerne

- ▶ Registration/welcome
- ▶ Show at VHS Planetarium
- ▶ Evening meal

Monday 25 September

Swiss Museum of Transport (VHS), Lucerne

- ▶ Welcome coffee
- ▶ Introduction to the VHS
- ▶ Tour of the VHS
- ▶ Midday cruise – round-trip on Lake Lucerne, including lunch

▶ **Keynote speaker:**

MICHAEL FIRNHABER, CEO Google Switzerland
“Google from platform to partnership?”

▶ **Workshop:**

“Digitalisation in transport museums”,
roundtables with digital experts

- ▶ Movie at VHS Filmtheater
- ▶ Festive evening meal with entertainment

Tuesday 26 September, Study tour

“Gotthard yesterday, today and tomorrow”

- ▶ Tour of the Erstfeld depot of vintage locomotives
- ▶ Outward leg via the legacy line in vintage rolling stock
- ▶ Lunch at the Göschenen station buffet
- ▶ Visit of historically significant Gotthard tunnel village
- ▶ Visit to a castle in Bellinzona (Canton Ticino) incl. evening meal with local specialities
- ▶ Return leg through the world’s longest railway tunnel (57 km) to Lucerne

Wednesday 27 September, Study tour

Museum of Communication, Berne

- ▶ Train ride Lucerne – Berne
- ▶ Arrival in Berne followed by walk through the historic Old Town
- ▶ Attendees tour the newly arranged museum
- ▶ **Roundtable in groups on:**
“dynamic curating” or “keeping a permanent exhibition up-to-date”
- ▶ Making of the new exhibition at the Museum of Communication
- ▶ Lunch
- ▶ **IATM – best practice**
- ▶ Annual General Meeting 2017

End of the conference, 4 pm

Welcome to Switzerland



We are delighted to welcome you to Switzerland as guests of the 2017 IATM Conference. The SWISS MUSEUM OF TRANSPORT IN LUCERNE and the MUSEUM OF COMMUNICATION IN BERNE have put together an exciting and wide-ranging conference programme under the theme MUSEUM 4.0 – DIGITAL OPPORTUNITIES FOR TRANSPORT AND COMMUNICATION MUSEUMS.

You can expect the following high points:

- ▶ Interactive presentations and discussions on the theme of Museum 4.0
- ▶ Tours of two of Switzerland's most popular museums
- ▶ Lake cruise on famous Lake Lucerne
- ▶ Rail journey on the historic Gotthard mountain line into Canton Ticino, returning via the world's longest railway tunnel (57 km)
- ▶ Visit to the refurbished Museum of Communication in Berne
- ▶ Efficiently organised IATM annual general meeting in Berne

Switzerland is the land of public transport. As evidence, every attendee is receiving an exclusive four-day Swiss Travel Pass providing free travel throughout the country's public transport network.

We look forward to seeing you!



Martin Bütikofer
Director
Swiss Museum of Transport



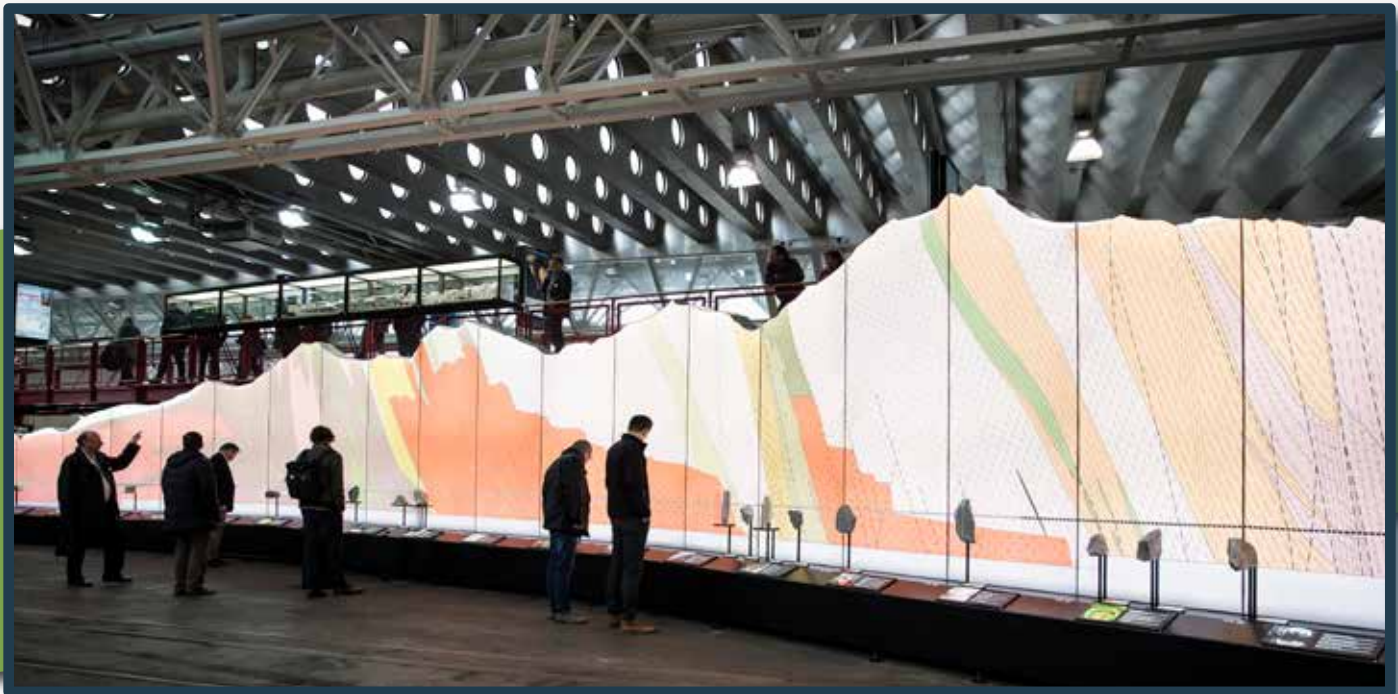
Jacqueline Strauss
Director
Museum of Communication

Open to discoverers

More than 50 years the Swiss Museum of Transport in Lucerne has established a reputation as an innovative and creative museum that never fails to amaze its visitors. It is an exciting window to the world of transport, and mobility. The Swiss Museum of Transport presents its content in four languages in a hands-on, stimulating and playful manner and offers visitors an educationally and intellectually rewarding experience. It is a place where people meet and interact, a place of education, research and entertainment. It aims to raise people's interest in the transport and communication-related aspects of our lives.

Thanks to its exhibitions and activities, the museum is consistently able to build bridges between the past, the present and the future. It is widely appreciated as a destination for all generations, as an inspirational and enjoyable experience for young and old, for families and for school classes.

The focus of the latest exhibition is on the new Gotthard Base Tunnel, which has been inaugurated on the 1st of June 2016. Visitors are able to get a real feel for the world's longest railway tunnel (57 km) – the civil engineering exploit of the century.



Road Transport Hall refreshed

The exhibitions housed on three floors in the Swiss Museum's Road Transport Hall have been comprehensively refreshed. Great importance has been attached to the quality of the visitor experience and the degree of interactivity. A new mezzanine houses an extensive display of two- and three-wheeled vehicles. Marking the 200th anniversary of the bicycle, which is being celebrated in 2017, special designs provide an additional highpoint in the history of the bicycle, including that of the electric bicycle. Monteverdi cars belong to Switzerland's industrial cultural heritage, being of national and international importance. The worldwide reputation of the marque was based on the variety of high-quality vehicles built by Peter Monteverdi. 13 Monteverdi vehicles are on permanent exhibition exclusively on the first floor. SEE YOU, the mirror world presented by the Swiss Council for Accident Prevention (bfu), is designed to draw in the crowds on the ground floor.



Space Travel at its best

The Space Travel exhibition at the Swiss Museum of Transport boasts a fresh new look. The area devoted to space travel in the Aviation Hall has been significantly extended. Visitors are immersed in the past, present and immediate future of space flight. Particular attention has been paid to the achievements of Switzerland's aerospace industry. The main attraction of the exhibition is the interactive «Space Transformer», a walk-in cube that rotates about its diagonal axis. Inside it, visitors are confronted with a ceiling that becomes a wall and a wall that turns into a floor. Like in a space station, the concepts of up and down are relative.

The Aviation and Space Travel Hall first opened back in 1972. It was a momentous moment for the museum's then director, Alfred Waldis. He had committed himself to exhibiting the topic of space travel and was on excellent terms with US astronauts and Soviet cosmonauts.



Museum of Communication

The Museum of Communication in Berne is the only such institution in Switzerland to be devoted entirely to interpersonal understanding. With its new core exhibition launching in the late summer 2017 supplemented by annual temporary exhibitions, the museum offers its audiences a wealth of interactive activities surrounding the theme of communication. Wide-screen video projections, interactive games and plenty of information provide visitors with an engaging and fascinating environment. The museum is multilingual throughout. Its focus is on the people using the technology, not the technology itself, as a result of which the visitor is in for a few surprises.

The museum where people are encouraged to interact with the exhibits and that tells exciting stories is proving popular: its exhibitions attract around 80,000 visits a year.



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Museum für
Kommunikation
Musée de la
communication
...





International Association of Transport and Communications Museums

Register now!

Please fill out the Online Registration form on our website

www.iatm.museum

before **25 August 2017**.

Conference Fees

350 EUR Delegates

250 EUR 2nd attendee of the same organisation or partner

including: 4-Day-Swiss Travel Pass (Sunday till Wednesday), Social Programme, Conference Dinner, lunches and refreshments

Phone: +49 351 279 9103 Fax: +49 351 864 4110

Mail: office@iatm.museum

Bring your own experience, hear from and share with the community,
fly home energized and empowered!