



International Association of Transport and Communications Museums

Report of the 42nd Conference in Lucerne and Berne in September 2017

The 42nd IATM Conference was hosted in Lucerne by The Swiss Museum of Transport and the Museum of Communication in Berne from 24th to 27th September 2017. The theme was **Museum 4.0 – Digital opportunities for Transport and Communication Museums**.



The Conference started at 17.00 in the **Swiss Museum of Transport** in German called Verkehrshaus der Schweiz (VHS).

After the Registration/welcome the attendees were invited to watch a show at the most modern and largest Planetarium of Switzerland. After a warm welcome of our hosts a spectacular show with real time programming of a trip from Lucerne into the universe was presented: an unforgettable space walk to planets, galaxies and stars. After that everyone joined the evening meal.

25th September

Monday 25 September we started with a welcome coffee at the Swiss Museum of Transport (VHS), Lucerne.

We were welcomed by MARTIN BÜTIKOFER, Director of the VHS and he gave us an interesting introduction to the museum, the Swiss Chocolate Adventure and the Media World. He informed us about the philosophy of the VHS, an almost non-subsidized museum which is open during the whole year. The commercial activities are meant to support the operation of the museum. The Swiss Museum of Transport presents the past, present and future development of transport and mobility on road, rail and water as well as in the air and space in a wide range of engaging and exciting settings. The introduction was followed by a guided tour through the VHS.



The lunch was organized on a cruise ship including a round-trip on Lake Lucerne. After the lunch the keynote speaker: MICHAEL FIRNHABER, CEO Google Switzerland introduced the interesting question “Google from platform to partnership?” An interesting speech about all future development in the digital world which is approaching us with a huge speed!



The attendees were challenged in the workshop: “Museum 4.0 – Digital opportunities and challenges”, roundtable meetings with digital experts of Swiss museums. Five items were covered and there was enough room for interesting discussions about our digital future. The meeting was finished with an interesting movie at VHS Filmtheater on the largest screen of Switzerland and the official Conference Dinner; a festive evening meal with entertainment.



26th September

The program of Tuesday 26 September consisted of a study tour “Gotthard yesterday, today and tomorrow”.

We traveled by train to the SBB Historic Erstfeld depot of vintage locomotives, where we had a guided tour, and continued the journey via the legacy line in vintage rolling stock to GÖSCHENEN. A traditional Swiss lunch was served at the Göschenen station buffet.



After the lunch a guided tour through the historically significant GOTTHARD TUNNEL village Göschenen was organized. We walked by foot through the historic tunnel builders village. The train through the old Gotthard tunnel brought us to BELLINZONA (Canton Ticino) where old Mail busses were waiting for us to bring us to the CASTELLO SASSO CORBARO one of the three impressive castels of Bellinzona with a magnificent view. In this castle we could visit an interesting exposition organized by KILIAN ELSASSER himself an IATM member. The evening meal with local specialties was served at the CASTLEGRANDE. Our return trip by train through the Gotthard base tunnel, the world’s longest railway tunnel (57 km), to LUCERNE was the final highlight of the day.

27th September

On Wednesday 27 September, we moved to BERNE for a study tour at the **Museum of Communication**. It was a nice train ride from Lucerne to Berne. After arrival in Berne we started with a walk through the historic Old Town of Berne. At the Museum of Communications we were welcomed by the Director, Jacqueline Strauss. An interesting guided tour the newly arranged museum followed. All the attendees joined the roundtable discussions in groups on the subjects: “**dynamic curating**” or “**keeping a permanent exhibition up-to-date**”. We learned a lot about the making of the new exhibition at the Museum of Communication



After the Lunch it was time for the yearly organized general Assembly of the IATM. Chairman of this meeting was ANDREW SCOTT, who volunteered for this position. After the reports of the President STEPHEN QUICK and the Treasurer JOACHIM BREUNINGER we had the election of the new Board of the IATM. The complete Board will be presented at the IATM website.

The 43rd Conference will be held in **Ottawa Canada**. It will be organized in **October 2018**, the exact date will follow. Host will be the Science and Technology museum in Ottawa in combination with the ICOM science and technology group. The IATM will celebrate then its 50th anniversary!



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We would like to thank our hosts of this conference: MARTIN BÜTIKOFER, Director Swiss Museum of Transport, in Lucerne and JACQUELINE STRAUSS, Director Museum of Communication, in Berne.

Report written by Peter-Paul de Winter

