

MediCult 5

Cultural Mediation - Implications, Opportunities, Resources

29-30 October 2026

The annual international conference **"MediCult: Cultural Mediation - Implications, Opportunities, Resources"** aims, at each edition, to bring to the attention of professionals from cultural institutions in Romania and abroad current topics inspired by recent developments in the reception and interpretation of heritage and museum spaces.

Scheduled to take place on **October 29 and 30, 2026**, at the **Palace of Culture** in Iași in the **REVIVE Multicultural Center – The Hall of the Machines**, as well as **online via Zoom**, the fifth edition will mainly focus on the following research directions:

- diversifying the museum message or the transition from monologue to polyphony
- emotional mapping of heritage or the memory of objects
- the participatory and sensitive museum
- accessibility policies in museums and cultural organizations.

This year's event brings together specialists from Bulgaria, Finland, France, Germany, Romania, and Ukraine, in an effort aimed at bringing heritage closer to all members of society, including the non-public, those who usually do not find themselves among the beneficiaries of cultural-educational activities.

Such an approach also focuses on raising awareness about the need to standardize the profession of cultural mediator and to develop new skills among specialists to promote the museum as a participatory and inclusive space.

The activities carried out by "Moldova" National Museum Complex (CMNM) as part of the Erasmus Plus accreditation in adult education help create a space for dialogue, experience sharing, and co-creation, in a process of making culture more accessible and increasing the visibility and reach of institutional practices.

Event coordinator:

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Palace of Culture in Iași
Hall of the Machines – REVIVE Multicultural Center and online, via ZOOM

Thursday, 29 October 2026

<https://us06web.zoom.us/j/82656646292?pwd=FCaQwwCA2fMaZCldtw7BBJlnh72jxY.1>

09.00 Welcome and networking
09.25 Alexandru Constantin CHITUȚĂ, *From Exhibit to The Screen: Digitalisation and Virtual Communication of Heritage. Present and Future!*
09.50 Adina HULUBAȘ, Silviu ROMANIUC, *Digitization as An Accessibility Policy – The AccessChRoM Project and The Use of The Folklore Archive at The Romanian Academy, Iași Branch*
10.15 Nadège Gauthier, *The Palais of Poitiers, A Travel through History* (online)
10.40 Susanna LAHTINEN, Bengt SELIN, *Being Sensitive and Honest- Mediating History with Respect*
11.05 Coffee break
11.20 Claudia-Florentina DOBRE, *The Religious Identity Patrimonialisation of The Suffering of The Persecuted* (online)
11.45 Lorenz KAMPSCHULTE, Nicolas EBNER, *Personalizing Museum Interactions: An AI-Powered Chatbot in The "Planetary Health" Exhibition at Deutsches Museum* (online)
12.10 Mihai Alex OLTEANU, *One Heritage, Multiple Stories. Reinterpreting The Museum Object through Temporary Exhibitions*
12.35 Denitsa YORDANOVA, *Unlocking Museum Potential: Project Management Beyond The Admin Office* (online)
12.50 Ana NEGOIȚĂ, *The Museum as a space of dialogue: emotion, memory and engagement in cultural mediation* (online)
13.15 Lunch break
14.30 Anton SHYNKARUK, Tetiana SAMSONIUK, *Revitalisation of Rural Wooden Architecture: From Historic Homestead to A Centre for The Meeting of Cultures* (online)
14.55 Anca CILIAȘ, *From Access to Participation: Ceramics and Felting Workshops for People with Disabilities*
15.20 Camelia COJAN, *The Museum as A Space of Discovery: The Experience of A Traveling Science Exhibition in Cultural Mediation. Case Study: 'Laboratory – Playing with Science'*
15.45 Coffee break
16.00 Monica NĂNESCU, Oana FLORESCU, Coralia Costaș, *Experience, Belonging and Engagement. Developing An Inclusive Museum Mediation Method*
16.25 Dragoș MARINESCU, *From The Archaeological Catalogue to Digital Narrative. A Case-Study - The Hoard of Hinova*
16.50 Andreea TACU, *The Versatility of Museum Heritage. Case-study: "Children's Biblioholiday"*
17.15 Andreea FOANENE, Filip PETCU, *The Participative and Sensitive Museum: Dialogue, Heritage and Cultural Education for Adults. A Case-Study: The Graphic Arts Season at MNArT, 2025- 2026* (online)
17.40 Coralia COSTAȘ, Atena GASPAR, *Empowering Seniors through Cultural Educational Experiences*

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Friday, 30 October 2026

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09.30 Welcome and networking
09.35 Susanna LAHTINEN, Bengt SELIN, *Curating Joy- Making Museum Education Engaging*
10.00 Vincent LAMBERT, *Participative Science and Participative Mediation. Returning to the Co-construction in Scientific Mediation*
10.25 Ana-Maria RAȚĂ, Mihaela ONOFREI, Ovidiu FOCȘA, *Modern Ways of Mediating The Message in Ethnographic Exhibitions. A Case-Study: Museum of Modern Greek Culture in Athens, Greece*
10.50 Ioana FILIPESCU, *Between Flanders and Rome. Flemish and Dutch Paintings in The European Art Collection of Cluj-Napoca*
11.15 Coffee break
11.30 Corina CIMPOEȘU, *Between Flanders and Rome. Flemish and Dutch Paintings in The Collection of The Art Museum in Iași*
11.55 Simona POSTOLACHE, Corina CIMPOEȘU, Ciprian LAZANU, *Between Identity and Otherness: Museum Heritage as A Tool for Intercultural Dialogue*
12.20 Cristina Celia IACOB, *From Object to Emotion. Technical Heritage Between Memory and Experience. The Memory of Sound, Public Participation, and New Forms of Museum Interpretation*
12.55 Attila IAKOB, Claudia DĂRĂBAN, *Convergences of Narratives. Message and Context for A Contemporary Art Exhibition* (online)
13.10 Lunch break
14.30 Luminița AFLOAREI, Vlad ALUI GHEORGHE, *Interactive Cultural Mediation: Youth Engagement Tools for The Art Museum*
14.55 Angela SAVA, Adriana PETROVICI, *Culture Brings Us Together: How to Build Intergenerational Experiences*
15.20 Camelia LIVADARU, *When Ideas Travel: From Job Shadowing to The Museum Education Workshop*
15.55 Coffee break
16.10 Cristiana URSACHE, *Curating as A Practice of Mediation in A Liminal Space*
16.35 Cătălin HRIȚAN, *Between Dissemination and Bowdlerizing. The Demise of "Amateur" Archaeology in The Era of Social Media and AI*
17.00 Coralia COSTAȘ, Senica ȚURCANU, Camelia LIVADARU, Mihăiță Liviu Chelaru, Ciprian Lazanu, *The National Exhibition "My Europe" within The ONE Culture Project*
17.25 Conclusions