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## The **PARIS** Meeting

Friday 31 August -  
Saturday 1 September

**2012**

Hosted by

**TUTANKHAMUN**

HIS TOMB AND HIS TREASURES



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### SPONSORS



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### HOSTED BY



HIS TOMB AND HIS TREASURES

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## WELCOME TO PARIS



It is a great pleasure to welcome you here in Paris to the first meeting for touring exhibitions, hosted by our exhibition "Tutankhamun - His Tomb and His Treasures".

Zurich, Munich, Hamburg, Madrid, Brussels ... and I'm sure by tomorrow evening Paris ... wherever it's been, the exhibition "Tutankhamun - His Tomb and His Treasures" has been causing a sensation. Whatever the location, people have been arriving in droves to follow in the steps of archaeologist Howard Carter and see the spectacular treasure chamber of Tutankhamun. Everyone is just fascinated by the Pharaoh!

The road leading up to this point has been a long one: for five years Semmel Concerts have been working on the exhibition, five years in which many people have fought for this project, often reaching the limit of their capacities in spite of their limited experience in organising events. At the end of the day, it's not just the fact that this project is fairly unusual for an agency that organises concerts. The intention of the Semmel Concerts team was not just to display exhibition pieces loaned from a museum, but to offer a spectacular mise-en-scène and to impress our visitors with a more direct experience.

This exhibition doesn't show original artefacts but modern replicas. It's our intention to promote culture and to educate people. To this end, we've made considerable investments, and I'm not just talking about the obvious financial investment; I'm also talking about the risks involved in staging an exhibition of replicas, and our desire to give the project a solid scientific basis.

We're thrilled that "Tutankhamun - His Tomb and His Treasures" has had such an international and lasting impact. Nowadays, our project is travelling with its two sisters around the world:

The original exhibition opened in March 2008 in Zurich, the second then followed in June 2009 in Barcelona and a third came in October 2010 in Manchester. Many of our fellow European concert promoters have been our local partners. I am happy to see a few familiar faces this weekend. It is a great honour to see that so many of you have taken us up on our spontaneous invitation to Paris to discuss whether a new platform for touring exhibitions is needed.

We are proud that our exhibition was chosen to host this first gathering of people from the world of touring exhibitions. Together with our friends from "NASA - The Exhibition" and John Nurminen Events, and our partners at ArtStation, VIPARIS, Encore B and Ophrys, we are happy to welcome you to this event.

I wish you a productive, inspiring and pleasurable weekend in Paris!



Dieter Semmelmann

Producer

CEO of Semmel Concerts GmbH

# LOGBOOK



Around a year ago, my friend José Araujo from “NASA - The Exhibition” came up with the idea of holding a conference for professionals from “the world of touring exhibitions”. Then producer João Parreira from ArtStation in Lisbon joined our circle. Unfortunately, at the time we all were very busy and not really able to start work on the project.

With our Tutankhamun exhibition, annual gatherings for promoters and venue partners have become a nice tradition. A few of you may remember our barbeque in the Olympic Park in Munich back in 2009, our 2010 “New Years Reception” with mulled wine in Hamburg or our “Long Tutankhamun Night” in Cologne last year. Planning our 2012 event, I decided to take José’s idea and invite you to join us in Paris to discuss a new platform for touring exhibitions. It is great to see how many of you have found room in your schedules to attend this get-together.

Our company’s move to reach audiences via an exhibition instead of a concert seems to be a part of a growing trend: many of our local partners on the Tutankhamun exhibition tour have been typical concert promoters, such as Live Nation in the Czech Republic, Irish promoter MCD, or Encore Productions, the host of our current exhibition in Paris, to name but a few. Our company aside, I get the impression that this is a growing, vibrant scene: “Bodyworlds” has enjoyed unparalleled success for many years now. The US companies Premier Exhibitions and Arts & Exhibitions International have been staging worldwide exhibitions of the sunken treasures from the Titanic wreck as well as original artefacts from King Tutankhamun’s tomb; exhibitions you would expect to be organised by traditional museums. The current “Pergamon” exhibition in Berlin, a stunning panorama of the ancient Metropolis, is a cooperative effort between a public museum and a private exhibition producer. Movie brands such as “Star Wars” and “Harry Potter” are also on tour. The famous Pixar studios have staged an exhibition at the Museum of Modern Art in New York. Museums are expanding their touring business, blurring the boundaries between public museums and private organisations which have become more permeable. Even a Casino operator in Singapore has opened a first class museum building. The bustle of trade fairs and convention centres shows that it is becoming more and more popular to host “blockbuster exhibitions” in order to reach new audiences. I recently attended the “Communicating the Museum” conference in New York, an annual event dedicated to marketing professionals from the museum world. Even at this event, the growing number of commercial touring exhibitions was merely chit-chat.

A few possible topics for our agenda: Surprisingly, there seems to be no platform for touring exhibitions. Throughout our many talks with producers, promoters and venues, my team and I have learned that “exhibition people” share many common concerns: “Which venue is available for my exhibition?”; “Is there a good local promoter?”; “I’ve promoted a successful exhibition - which one could I present next year?” Maybe it’s time for venues, promoters and private exhibition producers to get together. Museums’ touring exhibition departments should get in touch with people from the live entertainment industry.

I would like to thank my colleagues Oliver Rosenwald and Oliver Zietzke for organising this meeting with great passion and attention to detail. Thanks to our venue partner, VIPARIS, and our local promoter, Encore B, for supporting our initiative in many regards. Thanks to our audio guide provider Ophrys for contributing to our fringe programme. Thanks to our speakers and to our friend Khaled Hafez for sending us a great piece of cover artwork (I hope none of us gets a migraine from all our meetings and discussions!) and some art to make our “unconference brochure” just that little bit nicer.

Nice to have you here.

Christoph Scholz

Semmel Concerts GmbH

Executive Producer “Tutankhamun – His Tomb and His Treasures”

# WELCOME TO THE PARIS MEETING



Every dream begins with a challenge. Ours is to create an annual conference dedicated to the touring exhibition industry across the globe. Such an important, vibrant and continually expanding endeavour has, as its primary objective, bringing people together to discuss, compare and share in their various experiences. We are confident that this is something the professionals in this area will appreciate.

We would like to set the foundations for a networking platform and an inspiring conference agenda for professionals from the touring exhibitions industry – producers, promoters, curators, museums and venues, but also suppliers, ticket providers or set-building companies. Being organised and having the support of practising industry professionals will allow us to produce astonishing results.

This conference will take place during a particularly crucial period of global economic change. These new paradigms will obviously have a direct reflection on the performance of the touring exhibition industry, so this conference aims to provide a specialised forum in which we can discuss all the important issues and aspects of this business, assess the key difficulties and reflect on possible ways of resolving them and improve communication between all parties involved.

It’s also about looking to the future and helping new generations of doers, seekers and dreamers.

The word “inspire” may not appear in our founding mission, but it underlies everything we are about.

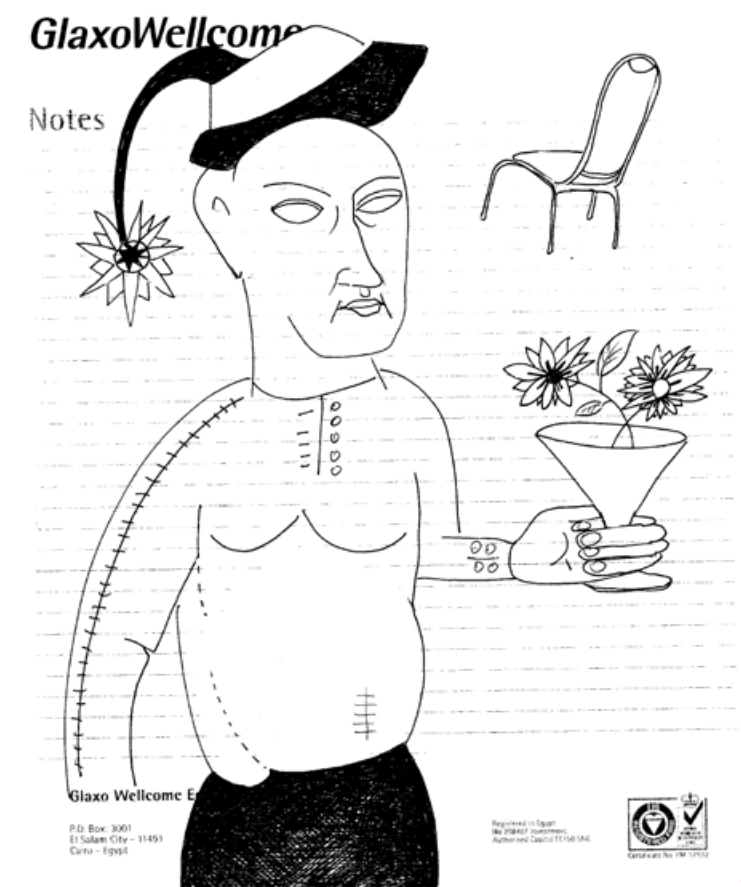
Welcome to our first meeting in Paris.

José Araujo

John Nurminen Events

João Parreira

ArtStation





## The PARIS Meeting

Friday 31 August

### WORKING & NETWORKING

- |             |   |  |
|-------------|---|--|
| 11.00–12.00 | <b>Welcome desk</b>   | Tea, coffee and 'hello' at Restaurant Drouant St. Germain at Expo Pavilion 4   |
| 12.00–12.30 | <b>Get together</b>   | Drinks & Fingerfood  |
| 12.30–13.00 | <b>Welcome address</b>  | Presentation of the initiators <b>José Araujo</b> and <b>Christoph Scholz</b><br>Introduction of the attendees, as well as some words about the initiative   |
| 13.00–13.10 | <b>Key note I</b>   | <b>Khaled Hafez</b>  |
|             |    | Khaled Hafez is a visual artist who was born in Cairo, Egypt in 1963 where he currently lives and works. Hafez's practice spans the mediums of painting, installation, photography and video.  |
| 13.10–13.30 | <b>Key note II</b>  | <b>Corinne Estrada: 'Starting from Scratch : from 15 to 3000'</b>  |
|             |  | Corinne Estrada advises international organizations on their communication strategies and global positioning. She founded CTM, IDCA and Culture Business.<br><br>We invited her to share with us her experience in developing a conference   |
| 13.30–13.45 | <b>Coffee break</b>   |  |
| 13.45–15.00 | <b>Open Forum Part I</b>  | <b>"Do we need a platform for touring exhibitions?"</b><br>Chaired by Dr. Kersten Knipp, German journalist, and José Araujo  |
| 15.00–15.30 | <b>Coffee break</b>   |  |
| 15.30–17.30 | <b>Open Forum Part II</b>   | <b>Topics of the attendees</b><br>Chaired by Dr. Kersten Knipp, German journalist, and José Araujo   |
| 19.30–0.00  | <b>Networking</b>   | <b>Dinner party</b> on the terrace of Restaurant Drouant St. Germain<br><br><b>"Get your own sketch"</b> A street caricaturist will draw you...FOR FREE!<br><br>Pick up your book at the "LOUNGE - BIBLIOTHEQUE".<br><br>Visit the <b>"Tutankhamun – His Tomb and His Treasures"</b> exhibition at Expo Pavilion 8, gates will remain until midnight. You will receive a guest pass with your badge. |

## The PARIS Meeting

Saturday 1 September

### FRINGE PROGRAMME & NETWORKING

- |             |  |
|-------------|--|
| 08.30       | <b>Shuttle to River Seine</b><br>from Mercure Expo Porte de Versailles,<br>Rue du Moulin 36-38.                |
| 09.00       | <b>Boarding Boat</b>   |
| 09.30–11.30 | <b>Sightseeing boat tour &amp; breakfast</b><br>After the boat tour there will be free time to discover Paris. |



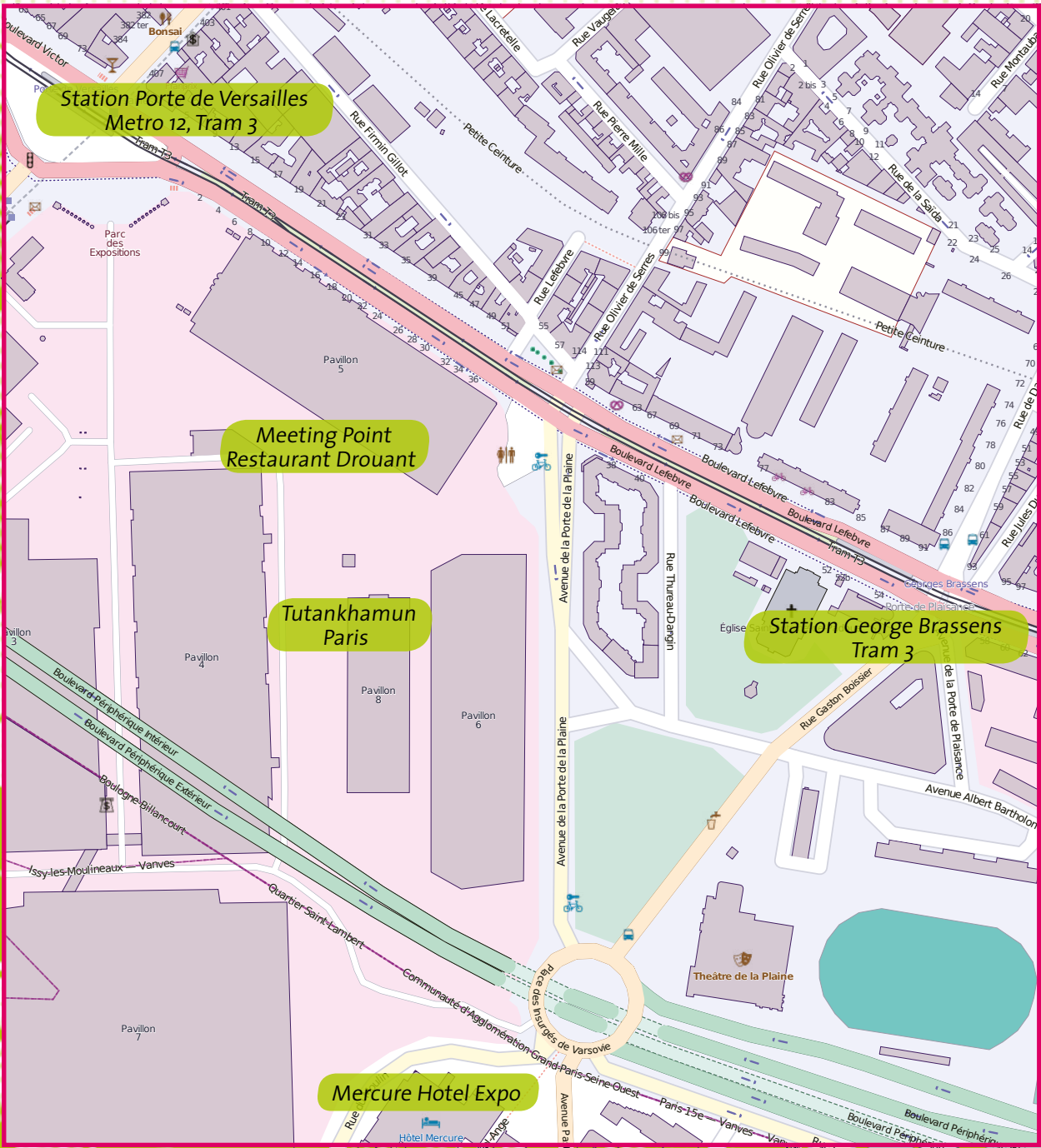
Optional museum/sightseeing programme (tour registration on August 31st)

- |             |  |
|-------------|--|
| 13.00       | <b>Sainte-Chapelle – Audioguided tour</b>                      |
| 15.30–17.00 | <b>Louvre – Exclusive English tour</b> for a max. 25 attendees |





AREA MAP



Meeting venue

Paris Expo / Porte de Versailles  
Restaurant Drouant St.Germain @ Pavillon 4  
75015 Paris, France

Exhibition venue

Paris Expo / Porte de Versailles  
"Tutankhamun - His Tomb and His Treasures" @ Pavillon 8  
75015 Paris, France

Hotel

Hôtel Mercure  
PARIS PORTE DE VERSAILLES EXPO  
36-38, rue du Moulin  
92174 Vanves Cedex – France

Organisation staff contacts:

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WHO'S WHO

Country	Company	Last name	First name
Austria	EMS Entertainment	Rahofer	Christoph
Belgium	Fire-Starter	Braff	Manu
Belgium	Fire-Starter	Iacampo	Mario
Egypt	Artist	Hafez	Khaled
France	AGENDA Paris	Bousquet	Pascale
France	AGENDA Paris	Bradbury	Marina
France	AGENDA Paris	Estrada	Corrine
France	Consultant	Victoria	Serge
France	Encore B	Bernardin	Pascal
France	Encore B	Royer	Pascal
France	Encore B	Torres	Frederique
France	Icerevents	Cletienne	Remy
France	Ophrys	Eisenstein	Alain
France	Ophrys	Guillot	Marc
France	Viparis	Dumont	Olivier
Germany	Asisi Panorama International GmbH	Löwer	Martin
Germany	E.I. Edutainment International GmbH	Dietz	Karin
Germany	Journalist	Knipp	Dr. Kersten
Germany	Mehr! Entertainment	Büllesbach	Wiebke
Germany	Panorama Punkt GmbH	Heinen	Paul
Germany	Semmel Concerts GmbH	Englberger	Thomas
Germany	Semmel Concerts GmbH	Rosenwald	Oliver
Germany	Semmel Concerts GmbH	Scholz	Christoph
Germany	Semmel Concerts GmbH	Zietzke	Oliver
Ireland	MCD	McHale	Noel
Israel	Hadran Ltd	Berkowitz	David
Israel	Hadran Ltd	Lechev	Yuri
Israel	Mayumana	Ofer	Roy
Italy	Barley Arts Promotion	Trotta	Claudio
Italy	Barley Arts Promotion	Castagnera	Giorgio
Netherlands	EXPO Zuidas Amsterdam	Tabernal	Peter
Netherlands	EXPO Zuidas Amsterdam	van den Beemd	Daniëlle
Netherlands	John Nurminen Events	Araujo	José
Portugal	ArtStation	Parreira	João
Portugal	UAU	Worm	Isabel
Russia	One-Go Events Russia	Koster	Paul
Singapore	Art Science Center / Marina Bay Sands	Dixon	Nick
Singapore	Covenant Group, Singapore	NG	Michael
Singapore	Covenant Group, Singapore	Tan	Richard
Spain	Musealia Entertainment, SL	Ferreiro	Luis
Taiwan	GUAN XIANG Art Gallery	Lin	Charlize
Turkey	Istanbul Exhibitions	Balci	Yalcin
United Kingdom	1001 Inventions	Bezodis	Mark
United Kingdom	1001 Inventions	Salem	Ahmed
United Kingdom	SEE Touring Attractions, Inc.	Morris	Paul
USA	Imagine Exhibitions	Zaller	Tom
USA	GES Entertainment	Wyatt	Jeffrey
USA	The Gold Group	Gold	Joe

# ABOUT THE INITIATORS OF THE PARIS MEETING

## SPONSORS



### SEMMEI CONCERTS

Semmel Concerts, headquartered in Bayreuth, is one of the Germany's leading promoters with over 1,000 events within a broad range of genres each year and more than twenty years of experience in the promoting business. The company is part of CTS Eventim AG, Europe's leading ticket distribution company.

In 2008, Semmel Concerts produced the first of three sister exhibitions about Tutankhamun. The Tutankhamun exhibition explores the most important archaeological discovery of the 20th century, meticulously reconstructing the chambers as they were when Howard Carter and Lord Carnarvon discovered them in November 1922. The exhibition seeks to tell Carter's story as well as showing the journey that ultimately led him to this incredible discovery, giving visitors a unique opportunity to experience this discovery through Carter's eyes. The Exhibition uses lavish replicas, carefully crafted by Egyptians in Cairo, to tell the story of the boy king and his era.

The exhibition has been on tour since 2008 and has been visited by 3.5 million people so far in Hamburg, Munich, Zurich, Dublin, Cologne, Madrid, Brussels, Seoul, Frankfurt and several other cities. The exhibition will be presented in Paris for the very first time from 11th May to 1st September 2012.

[www.semmel.de](http://www.semmel.de) | [www.tut-exhibition.com](http://www.tut-exhibition.com)



### JOHN NURMINEN

JOHN NURMINEN OY is a family-owned company which boasts a long business history. The company's roots stretch back to 1886 when it was established in the town of Rauma. JOHN NURMINEN OY is a large-scale importer of nautical charts and maritime navigation technology as well as an operator in the property development business. The group's associated companies operate in specialised fields of logistics, such as vehicle logistics and shipping.

John Nurminen also operates as an independent private equity investor, with a focus on small and medium-sized companies requiring growth financing. The investments are primarily focused on Finnish and international companies active in sustainable development and the cleantech sector. The target sectors are water and wastewater treatment, renewable energy and work ability management. The company makes both minority and majority investments and supports the operative management of the portfolio companies in growing and developing their business activities.

In 2011, JOHN NURMINEN OY sold all John Nurminen Prima Group companies, one of the leading providers of fine art logistics services globally, to the Crown Worldwide Group. The deal includes the company's international units in Amsterdam, Berlin, Brussels, Frankfurt, Munich, St. Petersburg, Helsinki, Moscow, Beijing and Shanghai. The company specialises in packing and transport as well as the storage and conservation of artworks.

[www.johnnurminen.com](http://www.johnnurminen.com)

## PARTNERS



### VIPARIS

Viparis is the city's leading venue provider with 10 exceptional and multipurpose venues: Paris expo Porte de Versailles | Paris Nord Villepinte | Espace Champerret | Le Palais des Congrès de Paris | Cnit Paris La DéfenseParis Le Bourget | Espace Grande Arche | Carrousel du Louvre | Palais des Congrès de Versailles | Le Palais des Congrès d'Issy

With an overall offer of over 600 000 sqm of indoor space and 250 000 sqm of outdoor space, Viparis' venues can host the most extravagant events from 1 000 sqm and upwards.

[www.viparis.com](http://www.viparis.com)



### OPHRYS

Ophrys, head company of the Orpheo Network, provides services for museums and cultural sites all over the world. They specialize in audio guides and information systems for museums and cultural sites. As designer and manufacturer, they provide complete Audioguide solutions. Over 100,000 of their hand held devices are currently installed in more than 1000 sites.

With the ORPHEOTOUR solution, you can not only provide your visitors with audioguides, but also the opportunity to experience a tour using their iPhone and Android applications.

[www.ophrys.com](http://www.ophrys.com)



### ENCORE B

Encore B and Encore Productions have been promoting in France rock shows and musicals for the last 20 years including Riverdance, Lord of the Dance and Mamma Mia!

More recently, since 2009, The Encore Group has presented different exhibitions as Our Body – The Universe Within, Days of the Dinosaur 1 & 2 and this summer the great exhibition Tutankhamun, His Tomb and His Treasures.



### ARTSTATION

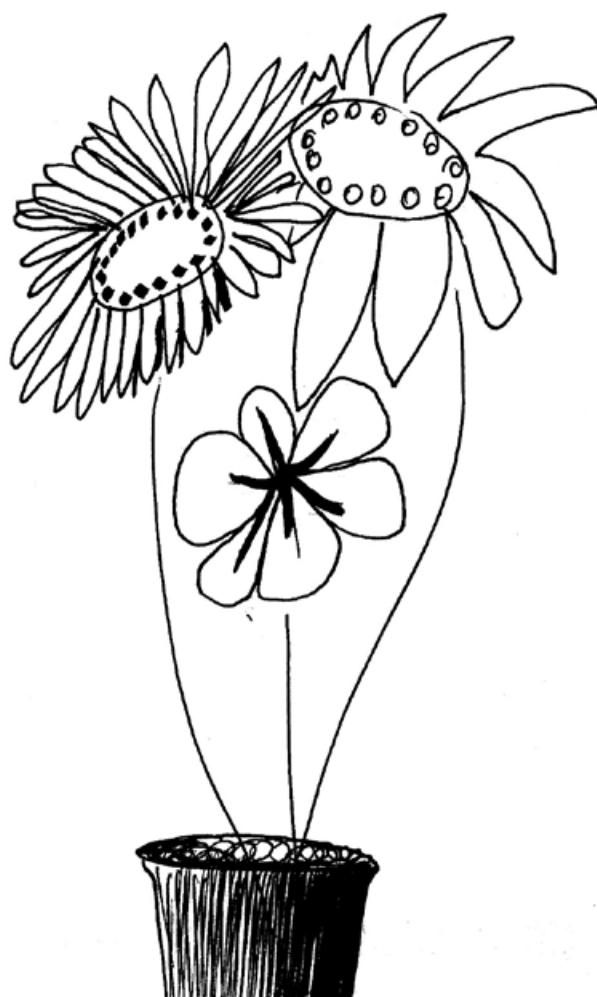
ARTSTATION works on the international market with services and products such as: Touring Exhibitions, Site Advance, Marketing and Communication Consultancy, Cultural Venue Management, Programming and Production.

In 2005, with over 20 years of experience in the conception, production and management of cultural and corporate contents, ARTSTATION refocused its core business towards the promotion and organisation of large scale Touring Exhibitions, having thus created an invaluable network of partners and international collaborators.

Among other works, we highlight the following exhibitions, some of which were given awards: «The World of Barbie» (2005), «Star Wars» (2006), «Tutankhamun – The Tomb and his Treasure» (2010), «NASA» (2011) and «Game On» (2012).

ARTSTATION is constantly pursuing new services, commercial tools and opportunities in order to meet real market demands.





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