



**On the occasion of its 20th anniversary, the tradeshow Museum Expressions, in partnership with ICOM, brings together European museums around a program according to your activity:**

**January 21st :**  
**10.00 a.m – 6.00 p.m**  
**January 22nd :**  
**10.00 a.m – 4.30 p.m**

Museum Expressions launches **Museum Connections**, a series of conferences on the Museums of the Future bringing together all the European cultural heritage sites.



[Download info](#)

Different trending themes will be discussed, by panels from around the world, ranging from **brand strategy** to **social networks** and from **participatory financing** to the **new ways to visit museums**. We have already confirmed speakers as Sree Sreenivasan from the **Metropolitan Museum of Art** (USA), Elena Villaespesa from the **Tate** (UK), Gael de Medeiros from **Le Palais de Tokyo** (France) and Jean-Sébastien Bélanger from **Le Musée des Beaux Arts** (Canada)...

**January 21st x 22nd**  
**9.30 a.m - 6.00 p.m**

Trade fair Museum Expressions

Guided visit of Museum Expressions, the leading European Cultural Merchandising tradeshow at Paris Porte de Versailles.

Come and discover the largest range of customizable cultural products: stationery, books, toys, textile, educational games, customized and merchandising products, reproductions, jewelry, tableware...

[www.museum-expressions.com](http://www.museum-expressions.com)



[Download invitation](#)



**January 21st & 22nd**  
**9.30 a.m – 6. P.m**

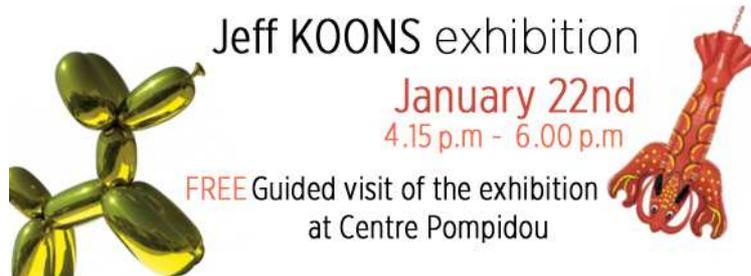
Ephemeral Boutique

Come and discover the main rules of merchandising staged in a full size shop!  
Solutions to maximize your sales and improve the customer experience!

**January 21st**  
**6.00 p.m - 7.00 p.m**

Opening Cocktail

Museum Expressions invites you to celebrate its 20th anniversary around a glass of champagne and small French gastronomic specialties.



**Jeff KOONS exhibition**

**January 22nd**  
**4.15 p.m - 6.00 p.m**

**FREE** Guided visit of the exhibition  
at Centre Pompidou

**Registration before**  
**December 15th, 2015**

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