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25–26. April 2026.
Belgrade, Serbia

Museums, Music, and Audiences

Towards Inclusive and Data-Informed Cultural Practice

Euromuse Conference Program

<https://euromuse.eu/conference-page/>



Saturday, 25. April 2026.

Faculty of Media and Communications (FMK)

Address: Karađorđeva 65, Beograd 11000

09:00–09:40 Registration

09:40–10:00 Welcome / Opening of the Conference

Žarko Cvejić — Dean, Faculty of Media and Communications, Belgrade, Serbia

Aleksandar VI. Marković — Conference Chair / Center for Applied Music (CAM) / EARTH PR, Belgrade, Serbia

10:00–10:45 Plenary Lecture 1

Biljana Jokić — Faculty of Media and Communications, Belgrade, Serbia
Multisensory and Embodied Experiences in Museums: A Psychological Perspective

10:45–11:00 Coffee Break

11:00–12:00 Session 1

Designing the Museum Soundscape: Conceptual and Experiential Approaches (15' each)

Vesna Todorčević — Mathematical Institute of SASA/SANU, Belgrade, Serbia
Head/Chair, Seminar for Mathematics and Music at the Mathematical Institute SANU

Birgitte Folmann — Sonic College, UC South Denmark, Denmark
When Bodies Listen: A Phenomenology of Sound and Atmosphere in Museum Experience

Ivano Pecorini — University of Greenwich, United Kingdom
Sonic Planimetry: Acoustic Mapping for Site-Specific Sound Art in Museum and Heritage Spaces

Nikola Krstović — University of Belgrade, Faculty of Philosophy (Art History / Center for Museology & Heritage Studies), Serbia
Museum Sounds Good

Christos Stavrou — University of Ioannina, Greece
Voicing the Gallery: Participatory Accessibility as Data-Informed Inclusive Cultural Practice

Maja Vasiljević and Biljana Leković - Faculty of Philosophy, University of Belgrade, Faculty of Music in Belgrade, Serbia
Music as Mediated Memory: Digital Museology and Audience Engagement in the GUERRE WWI Project

12:00–14:00 Lunch break

14:00–14:20 Featured Paper

Alcina Cortez — NOVA University Lisbon: INET-md, Portugal
Sound, Space, and the Social: Curatorial Possibilities in the Museum

14:20–15:50 Session 2: Music in Museums: Practice-Based Perspectives (15' each)

Eric de Visscher — French Ministry of Culture, Paris, France. Inspecteur de la Création Artistique: The “Resonating Museum”: a process that invites visitors to listen as much as they look

Anastasia Chourmouziadi — University of the Aegean, Greece (Laboratory of Museology)
Curatorial Songwriting: Using Composed Music to Structure Narrative and Visitor Experience in Exhibitions

Tijana Stanković Pešterac — Museum of Vojvodina, Serbia
Possibilities for Applying Artistic Expression in Museum Interpretation (Music, Film, Theatre): the Case of the Exhibition on Gilded Roman Helmets at the Museum of Vojvodina

Andrew Knight-Hill — University of Greenwich, United Kingdom
Composing Within the Artefact – Responding to the Voyages of the Cutty Sark

Aleksandra Savić — Natural History Museum in Belgrade, Serbia
Enhancing Exhibition Experience: Audience Responses to the “Hilandar Medical Codex” at the Natural History Museum with Original Applied Museum Music (Synomusic)

Marijana Dujović — Belgrade Philharmonic Orchestra, Serbia
Applied Musicology in the Domain of Museology: Curatorial Practice and Musical Collections

15:50–16:10 Coffee Break

16:10–17:10 EUROMUSE Block: Project Highlights

Participatory Model
Artistic Dimension
Research Highlights

17:10–18:00 **EUROMUSE Volume 01 Music Album**: Promotion and Composers' Perspective
Composers' presentations: **Nataša Jevtić** (Serbia), **Maia Steinberg** (Netherlands),
John Konsolakis (Greece), **Arianna Ferrara Gennari** (Italy), **Jorge Ramos** (Portugal),
Rafaelos Christofi (Spain-Cyprus)

Sunday, 26. April 2026. (Morning)

Museum of Science & Technology (MST / MNT)

Address: Skenderbegova 51, Beograd

09:20–09:30 Welcome Remarks

Zoran Lević — Co-Chair, Director, Museum of Science and Technology Belgrade, Serbia

09:30–10:30 Plenary lecture 2

Eduardo Coutinho — University of Liverpool, The United Kingdom
Everyday Uses of Music and Their Relevance for Museums and Audiences

10:30–10:45 Coffee Break

10:45–12:00 Session 3: Sound, Well-Being and Meanings (15' each)

Fernando Augusto Rodrigues Coimbra — Lisbon Autonomous University, Portugal
Music and sound as therapy: a historical and ethnographic approach, Portugal

Yannis Pantazis — Symposion Santorini, Greece
Music and Mythology in the Medicinal Arts: The Use of Apollo's Seven-String Lyre

Margot Zanetti — Pegaso Telematic University, Italy
Auditory Stimulation and Attention in Museum Learning Environments: Evidence from the EUROMUSE–Explora Study

Jasna Jovičević — Independent Research Associate, Artis, Serbia
From Artistic Research to Musical Practice: An Embodied Method of Improvisation and Composition for Health and Well-Being

Uma Ranganathan — Art to Heart Institute, Norway
Raga in Space: Indian Classical Music and Museum Listening

Katarina Pavlović — University of Belgrade, Faculty of Geography, Serbia
Beyond the Museum Walls: Transforming the Visitor Experience through World Music Performance and Inclusive Cultural Tourism

Zhuolin Li - PhD student, University of Leicester, United Kingdom
Ambient, Artefact, Artwork: Reframing the Hybrid Roles of Sound in Being Anton

Andreas Papadopoulos - D-Version Music Publishing, Greece
Music Rights, Licensing Models, and Audience Data in Museum Sound Practice

12:00–14:00 Lunch Break / Transfer

Sunday, 26 April 2026 (Afternoon)

Ethnographic Museum

Adresa: Studentski trg 13, Beograd 11000

13:50–14:00 Welcome Remarks

Marko Krstić — Co-Chair, Director, Ethnographic Museum in Belgrade, Serbia

14:00–14:20 Featured Paper:

Milija Belić — Artist / Researcher. Sorbonne (University of Paris), France
Music of Colours

14:20–15:35 Session 4: Synesthesia, Intermediality and Artistic Research (15' each)

Nikos Bubaris — University of the Aegean, Greece
Museum sounds for moving listeners

Ivan Kljajić — Academy of Arts Novi Sad & ASPA Pro Academy, Serbia
Sounding the Paintings of Sava Šumanović: An Artistic Synesthetic Approach

Andrew Popperwell — University of Greenwich, United Kingdom, Revoicing Copped Hall

Jelena Bobić & Milica Milošević — Gallery of Matica Srpska, Serbia
Sound of Art – Curating Museum Experiences with Sound

Anđela Petrović — Faculty of Philosophy, University of Belgrade, Serbia
More Than Meets the Eye: Exploring Sonic Engagement

15:35–15:45 Coffee Break

15:45–17:00 Session 5: Accessibility, Outreach and Audience Development (15' each)

Milena Milošević Micić — The Homeland Museum of Knjaževac, Serbia
Listening to Heritage: Soundscapes as Tools for Accessible Museum Interpretation

Tea Koneska-Vasilevska — Institute for Sociological, Political and Juridical Research, Ss. Cyril and Methodius University in Skopje, North Macedonia
Comparative Analysis of National Cultural Institutions' Communication Strategies Toward Older Audiences in the Balkans

Foteini Gotsi / Polyxeni Pouliou — Independent Researcher / Universitat Pompeu Fabra; Foundation for Education and European Culture, Greece
Clean Spin: A Sound-Driven Exhibition on Washing, Memory, and Media Manipulation

Jelena Drobac — Akademija Politehnika, Serbia
Curating the Forgotten: Dizajnografija as a Design Heritage Micro Museum

Darjus Samii — Museum of Vojvodina, Serbia
From Absolute Beginners to Rising Stars

17:00–17:15 Closing of the Conference

17:15–17:35 Closing Music Performance — performers (EUROMUSE team and friends)

