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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

**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, Konstantina Nikolopoulou, Dimitris Sphakianakis** — 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

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

**Foteini Gotsi** — Museologist / Conservator (Independent Researcher), Greece  
Clean Spin: A Sound-Driven Exhibition on Washing, Memory, and Media Manipulation

15:50–16:10 Coffee Break

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

**Music production, Participatory Model, 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)  
**EUROMUSE publication** — promotion and key output  
**EUROMUSE Network** — official announcement / launch

**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

09:30–10:15 Plenary lecture 2

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

10:15–10:30 Coffee Break

10:30–12:00 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 Jovićević** — Independent Research Associate, Artis, Serbia  
From Artistic Research to Musical Practice: An Embodied Method of Improvisation and Composition for Health and Well-Being

**Aleksandra Savić** — Natural History Museum in Belgrade, Serbia  
Improving the Visitor Experience with an Original Museum Composition: Exhibition “Hilandar Medical Codex”

**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

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:

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

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

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

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

**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

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

**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)

