

# AMIRResearch Conference

6 February 2026

**AMSTERDAM X MUSEUM**

# What is AMResearch Center?

As the city museum of the eclectic capital of the Netherlands, the art and objects we show, the stories we host and the societal topics that occupy us are complex by nature. This complexity requires a polyphonic approach; not one voice can, or indeed, should tell the whole story. As such, we emphasize the need for multi-, cross-, trans-, and interdisciplinarity.

As complex research objectives and objects require complex methods, AMResearch Center's main goal is to be a multimodal research platform that connects scholars, practices and institutes across the globe, from young scholars to established researchers and lecturers. We set out to collaborate relevant research and teaching endeavors, in the Netherlands and abroad.

The AMResearch Center aims to improve the visibility of research by publishing and presenting its findings to a broad network of engaged intellectuals. A hopeful consequence is to contribute to the efficacy and efficiency of research in the social/cultural sector, which will translate into informed knowledge partnerships with educational, research, and cultural institutes.

Within the AMResearch Center, there are two primary research strands: *Collection & Stories* and *Social Impact*.

*Collection & Stories* critically considers the collection and stories of the city within the context of societal needs as well as the role this collection and these (hi)stories can play within a public context. It prioritizes underdiscussed, peripheral perspectives.

*Social Impact* considers the impact of museum programming, including co-creation, on visitor experiences, attitudes and behaviors, as well as the construction of collective identities. In short, the focus of this research strand is to investigate and map the museum's effects on society and understand the underlying multimodal rhetoric of art and museums, specifically in relation to their social responsibilities. People, places and things cannot exist without their relations between one another, and the AMResearch Center hopes to weave each strand of the tapestry coherently.

By focusing on these two research strands, museum production can more consciously and effectively contribute to the social responsibility of the museum as a knowledge institute.



# What is the AMResearch Conference?

Our first annual research conference aims to bring together different researchers from various disciplines to strengthen and build on the Amsterdam Museum research network. The aim is to connect, exchange insights and platform multi-disciplinary research on upcoming Amsterdam Museum research themes, as well as methods of research for the new museum.

To do so, this conference we will present our upcoming research foci and research questions, we will invite conference participants to collaborate with the new AMResearch Center as research partners or affiliates, and present opportunities for upcoming higher educational- and research projects.

Expect a full day with updates on current research projects and collaborations, as well as moments to inquire about potential research opportunities. There will be presentations from scholars and guest editors who contributed to the 2025 editions of the AMJournal, AMJournal #4 Co-Creating Our Cities and AMJournal #5 Women & Cities, as well as fresh perspectives on objects and (hi)stories of the city from the three main research foci of the AMResearch Center set to launch in 2026: 1. *Streetwear Amsterdam*, 2. *Humans, Nature, and the City*, 3. *The City Museum of the Future*. In between, current AMResearch Center scholars and students will provide flash presentations on special findings.



# Who is the AMResearch Center Conference for?

- Interested researchers (existing network and prospective)
- Interested lecturers (existing network and prospective)
- Other academic scholars (including independent and junior scholars)
- Museum curators, conservators, educators and other peers in the cultural sector (colleagues from the field focused on knowledge enrichment/enhancement, knowledge dissemination, and knowledge preservation)



# What can you expect?

- Dive deeper into the last two AMJournal themes, #4 'Co-creation' and #5 'Women & Cities' through dialogues between senior guest editors and junior Best Paper Prize winners.
- Get informed on what we have been working on at Amsterdam Museum via short lectures on interesting findings by current AMResearch Center scholars. This includes but is not limited to preliminary research results, fresh discoveries, and discussions of new methodologies.
- Get informed on what our educational- and research partners have been working on. In the last years, scholars affiliated with AMResearch Center have worked on both small and large research projects.
- Learn more about our collaborations with multiple higher education programs, from sociology, anthropology, discourse and rhetoric, museum studies and museology, art history and public history.
- Get a sneak-peak into the concepts and methodologies currently in development for our city museum of the future. We are investigating methodological interventions purposed for solid and reliable research methods at Amsterdam Museum, as well as testing new ones for more diverse and creative research approaches.
- Check out the themes we will be working on in the future: 1. *Streetwear Amsterdam*, 2. *Humans, Nature, and the City*, 3. *The City Museum of the Future*, and find out how you can collaborate with us.
- Get informed on opportunities for structural research- and educational affiliations to AMResearch
- Find out how you can become an AMResearch Center research affiliate and/or educational affiliate.



# What is the occasion?

- The launch of *AMResearch Center*: to invite curiosity and share our projects, as well as invest in sustainable and durable partnerships.
- The *launch of the new AMJournal platform*: within the few short years since its conception, the AMJournal has grown into a multifaceted journal we want to share with you.

# The conference, in short:

- We will officially launch AMResearch Center and present our plans for the future, including research and educational goals and opportunities.
- We dive into the multidisciplinary world of the AMJournal. There will be in-depth thematic research talks and presentations on the AMJournal editions #4 'Co-creation' and #5 'Women and Cities'. We will delve deeper into the content. What findings were surprising? What are the takeaways for future studies? How has multidisciplinary changed the approach to known fields? What can you take away for your research? Do you have expertise that could add to future journal editions? We will also add a glimpse of what's to come: thematic issues on #6 'Future Cities' and #7 'Fashion and Identity'.
- Researchers from AMResearch Center and students from our higher education collaborations will present *pecha kucha* style presentations between different sections with noteworthy findings, methods and results (as short interventions).
- Partners from our existing collaborations will present their current research
  - » Museum Communication and Co-creation, by Dr. G. L. Hernandez
  - » Public history, by Paul Knevel



# AMResearch Center plans for the future unveiled:

- Presenting upcoming research- and educational projects
- Opportunities for collaboration
- Present the research focus for AMResearch Center for the coming years - During the conference we will present Amsterdam Museum's central research themes to our growing network of scholars and other academic partners, as well as curators and peers:
  1. **Amsterdam Streetwear:** How does the origin of streetwear affect the current influence and design of Amsterdam streetwear? How does Amsterdam's spatial (historic) ties with other places inform its identity? What is the relationship between individual expression and collective identity? How can streetwear be used a form of inclusion and exclusion?
  2. **Humans and Nature:** How have Amsterdam and its inhabitants related to nature? How have we related to nature within the city itself? How have we done so far beyond, all around the world? When have we treated nature as food or other uses (extraction) and when have we treated nature as our larger community? How has nature been conceptualized as an idea?
  3. **The City Museum of the Future:** What does the Amsterdam museum want to present to its visitors when reopening? Which stories will be told, which objects will be shown, and how will we do that? The research for the future museum rests on many of the other research themes within AMResearch.



# General Program Outline

## **Morning**

Journal 4

Best Paper Prize Presentation

Panel 1: *Co-Creating Our Cities*

Journal 5 Best Paper Prize Presentation

Panel 2: *Women and Cities*

## **Afternoon**

ArtEZ Presentation

Kiem Project Presentation

Public History Presentation

*Nieuwe Museum* Presentation

