



# THE ART OF GROWING BACK

HOW REGENERATION CAN TRANSFORM  
THE FUTURE OF MUSEUMS

Lisa Fitzsimons  
Head of Strategy & Sustainability  
IRISH MUSEUM OF MODERN ART



# WHAT IS IMMA?







UNIVERSITY OF  
SHEFFIELD

Perfection V850 Pro







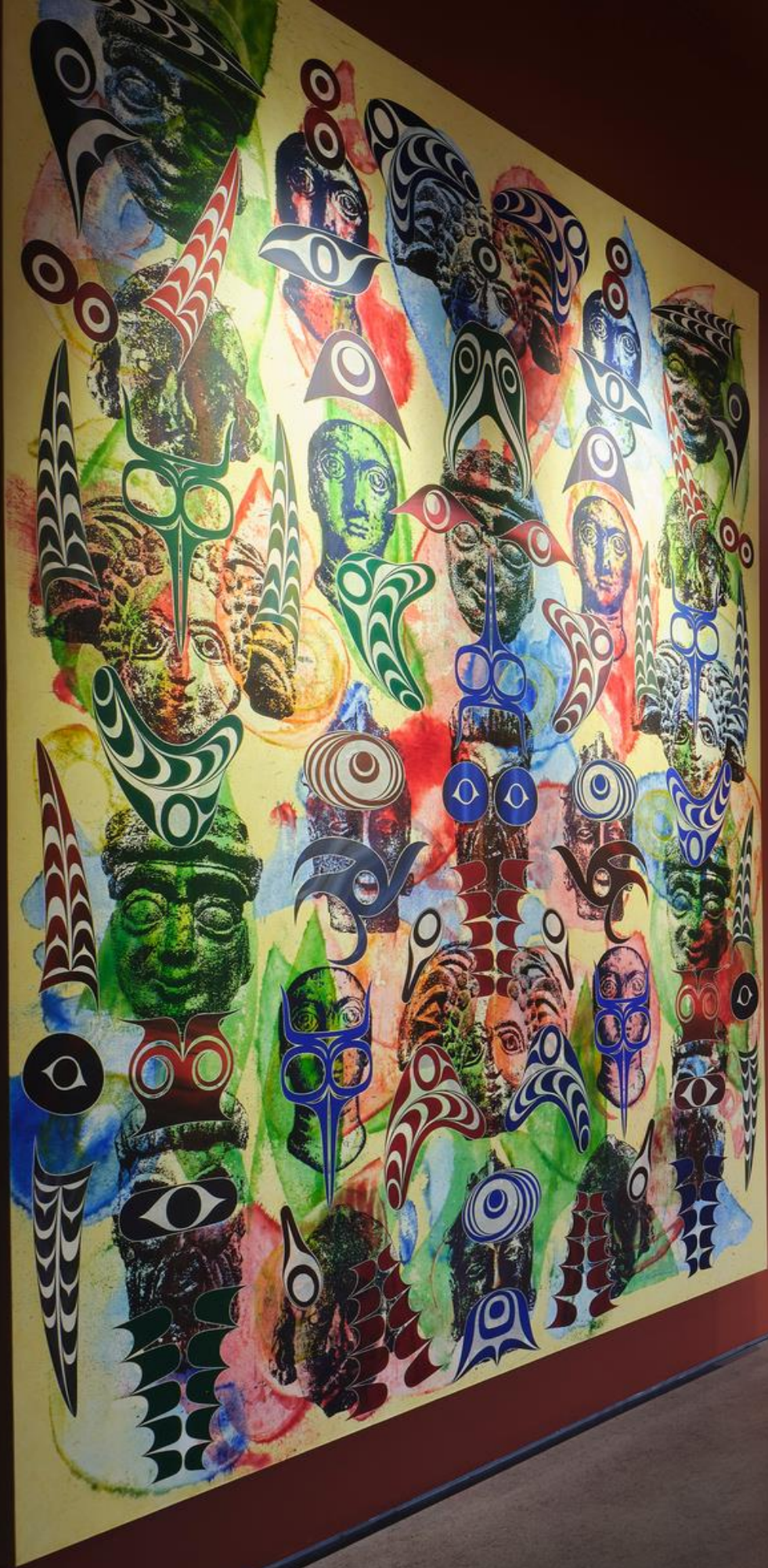


THE PAPER  
New migration deal to start  
weeks to start  
blame

Officials at  
and scott at  
unity poll









**WHAT IS IMMA'S  
PURPOSE?**

# IMMA'S PURPOSE

**“IMMA exists to explore the world we are becoming, using art to spark collective imagination.”**



# IMMA'S PURPOSE UNBOXED

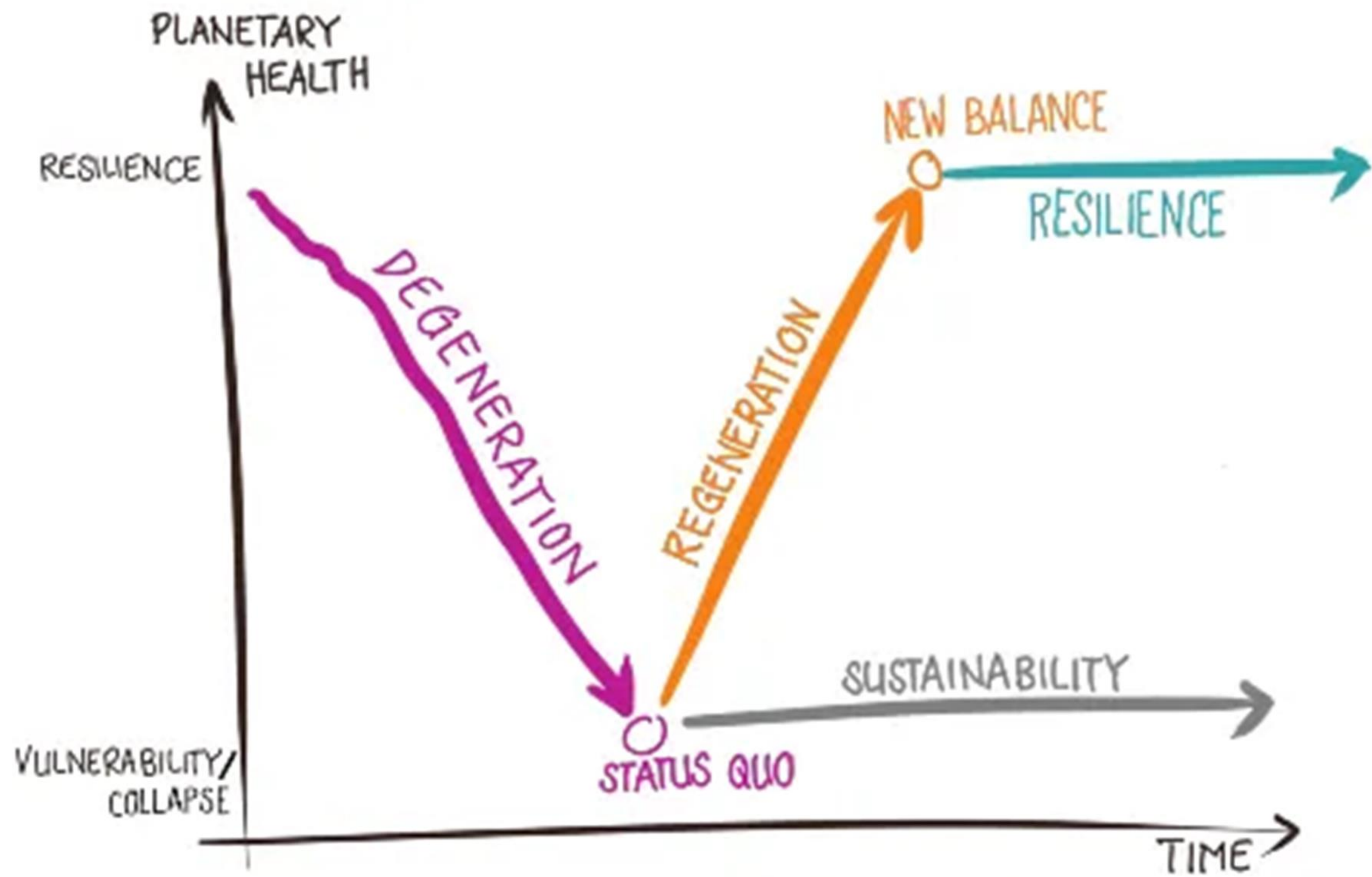
- 1. MUSEUMS ARE NO LONGER ARCHIVES** → a place that processes the present into possible futures
- 2. ART IS A CIVIC TECHNOLOGY** → a way for communities to think about things too complex or emotionally charged for policy language or data
- 3. THE FUTURE IS CONTESTED** → museums have a stake in what kind of world emerges – we are participants in cultural direction setting
- 4. COLLECTIVE IMAGINATION** → without deliberate spaces for shared imagination, societies default to either nostalgia or passivity

A scenic landscape featuring a dirt path leading through a grassy field towards a body of water. The scene is framed by a large, semi-transparent house-shaped outline. The text is overlaid on this frame.

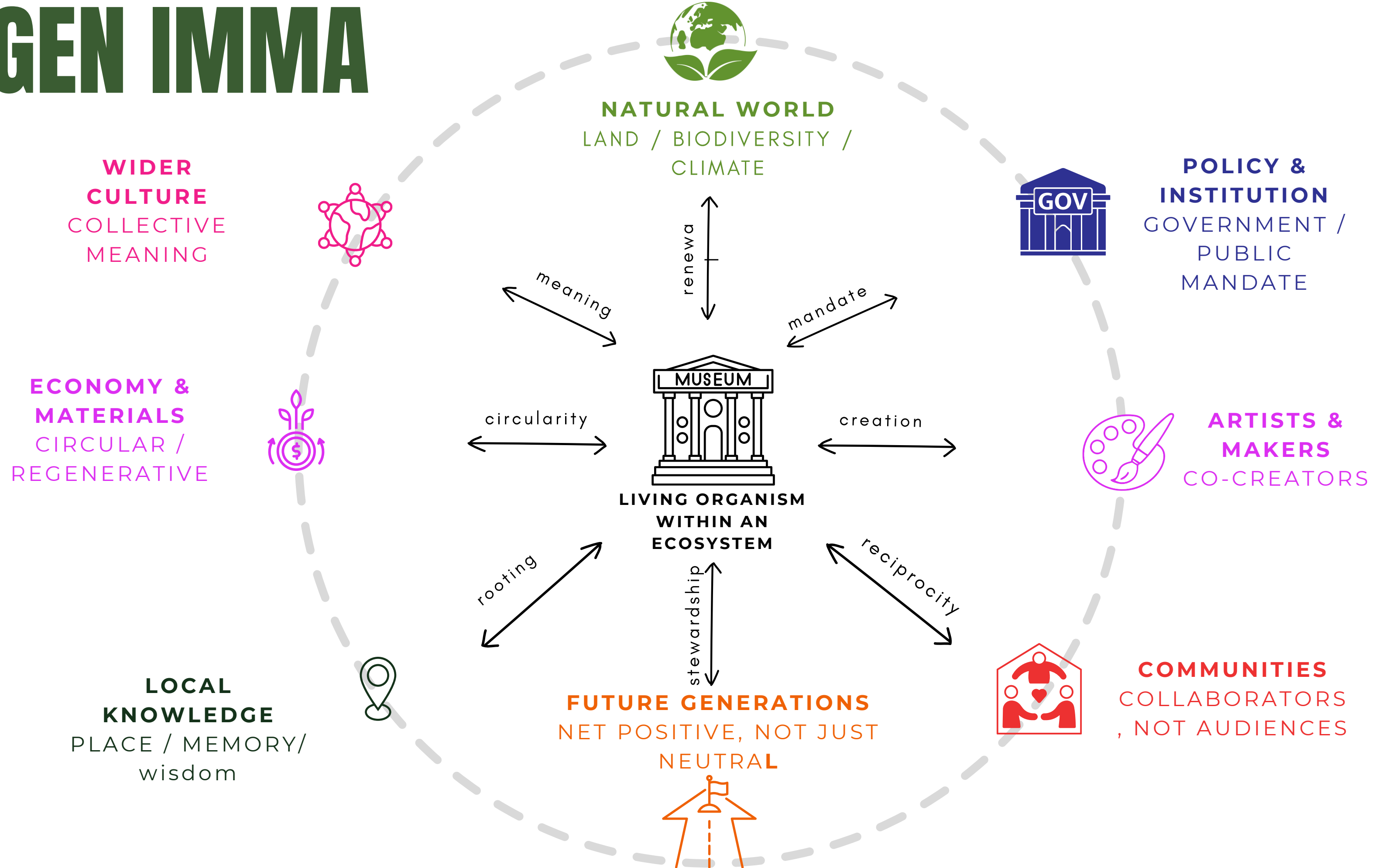
**HOW DOES THIS INFLUENCE  
IMMA'S APPROACH TO  
SUSTAINABILITY?**

A group of people is sitting on a grassy field under large trees. The scene is captured in a hexagonal frame, with a bright sunburst effect in the center. The text is overlaid on the image.

**IMMA ASPIRES TO BE A REGENERATIVE MUSEUM - A LIVING,  
EVOLVING INSTITUTION WHERE ART, ECOLOGY, AND  
COMMUNITY COME TOGETHER TO ACTIVELY RESTORE THE  
HEALTH OF PEOPLE, PLACE, AND PLANET THROUGH  
PRACTICES THAT GENERATE LASTING POSITIVE IMPACT.**



# REGEN IMMA





**WHAT DOES THIS LOOK LIKE  
IN PRACTICE?**

# EARTH RISING FESTIVAL



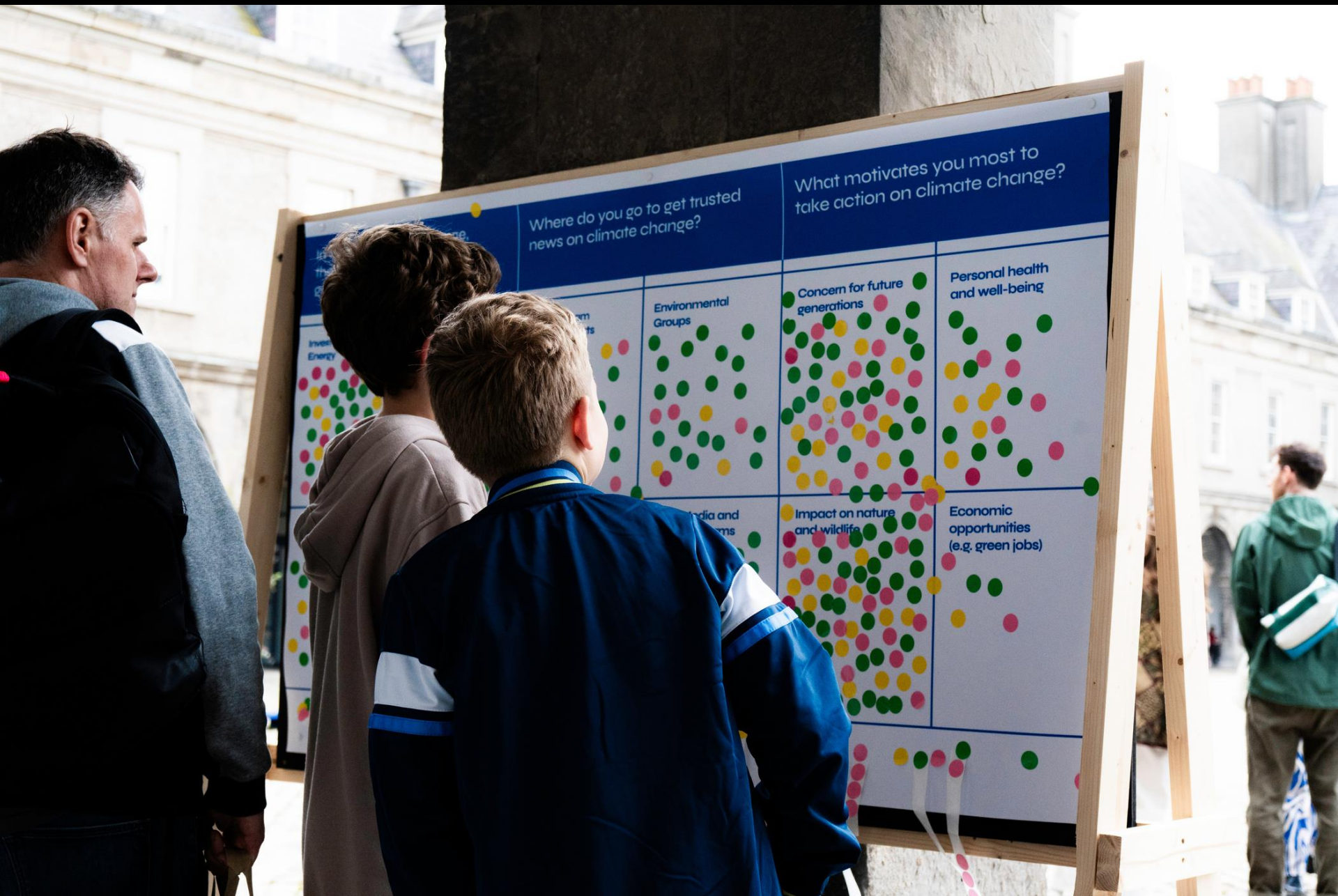




HERB  
LAYER,  
② SKATHIA LAYER











**HOW DO WE MEASURE  
SUCCESS?**

# LIVING METRICS

## *“Signs of Life”*

- How much material we’re reusing in exhibition production
- Biodiversity indicators on our grounds
- Audience connection and repeat visitation
- Staff wellbeing and learning
- Community perceptions of belonging and welcome



**“REGENERATION ISN'T A DESTINATION.  
BUT RATHER A PRACTICE”**





**THANK YOU**