

Press kit – June 2026

# A DYNAMIC PERMANENT EXHIBITION

June 2026 – May 2028

The International Red Cross and Red Crescent Museum is giving its permanent exhibition a bold new look for 2028 to coincide with the Museum's 40th anniversary and the bicentenary of Henry Dunant's birth.



© Kenza

***“Only those who are crazy enough to think they can change the world actually do.”***  
Henry Dunant

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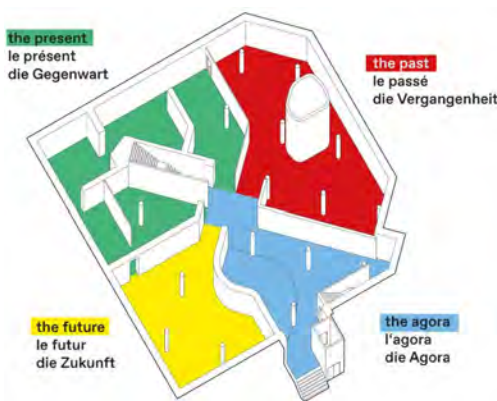
# A BOLD NEW LOOK

On 1 June 2026, the International Red Cross and Red Crescent Museum began work on an ambitious overhaul of its permanent exhibition. The exhibition, ***Humanitarian Action, Here and Now***, will stay open as we phase in these changes – which emphasize inclusion, reuse and other sustainability principles – between now and 2028.

In redesigning the permanent exhibition, the Museum will draw on the same ethos that guided the revamp of the visitor spaces in 2024, with a strong emphasis on circular architecture and visitor participation. The Museum will also be providing regular updates on the decisions it makes and the processes involved.

The new permanent exhibition will open in 2028 to coincide with the Museum's 40th anniversary and the bicentenary of the birth of Henry Dunant, the founder of the International Red Cross and Red Crescent Movement.

## A pioneering exhibition: permanent, but also dynamic



The updated exhibition will shed light on the many facets of humanitarian action, from its achievements to its contradictions and dilemmas. It will also bring the Museum's collection to the fore, showcasing holdings that play only a limited role in the current permanent exhibition.

The new exhibition will focus on three periods:

- Past: Why and how was the Movement formed?
- Present: What does the Movement's work look like today?
- Future: What challenges lie ahead?

Once the overhaul is complete, ***Humanitarian Action, Here and Now*** will be a dynamic permanent exhibition, evolving in step with developments in humanitarian action.

Visitors will be prompted to reflect on the Museum's guiding question:

"How does humanitarian action affect us all, here and now?"

## Timeline

The Museum will remain open as usual as we build and unveil the new exhibition section by section:

- June–October 2026: the Agora will be built
- October 2026: the Agora will open
- June–December 2026: the "Future" section will be built
- December 2026: the "Future" section will open
- January–Summer 2027: the "Past" section will be built
- Summer 2027: the "Past" section will open
- Autumn 2027–spring 2028: the "Present" section will be built
- May 2028: new exhibition opens fully, as the Museum celebrates its 40th anniversary and the bicentenary of Henry Dunant's birth

# GUIDED BY VISITOR INPUT



As the Museum undergoes this major transformation, visitors will have a rare opportunity to see what happens behind the scenes – and to help shape the outcome. The redesign is being developed in partnership with the people who use the Museum, with the aim of creating spaces that are welcoming and accessible to all.

Visitors can contribute throughout the process, including by taking part in workshops held both at the Museum and in the wider community. The workshop sessions are being jointly organized with Denkstatt, a Basel-based consultancy specializing in participatory approaches to sustainable urban development.

The Museum is inviting people across Switzerland and beyond to join the conversation through postcards – distributed in French, German, Italian, English and Romansh – that ask a single question: “How does humanitarian action affect us all, here and now?” People can respond with drawings, written reflections or collages. Their contributions, reflecting diverse voices and creative freedom, will go on display at the Museum.

Over time, visitors will also be invited to contribute ideas and questions to help inform the Museum’s future programming.



Postcard workshops © Denkstatt



# SUSTAINABLE BY DESIGN

In 2024, the International Red Cross and Red Crescent Museum became the first museum in Switzerland to redesign its visitor spaces according to the principles of reuse and circular architecture – all while remaining open to the public throughout the duration of the work.

Fast-forward to 2026, and the Museum is applying the same approach to revamping its permanent exhibition, ***Humanitarian Action, Here and Now***. The new permanent exhibition is designed to be responsible and sustainable, in keeping with the humanitarian principle of “do no harm”. As research advances and humanitarian action changes, so too will the new exhibition, evolving in step with wider developments.

## Architecture and interior design: baubüro in situ and apropå

The Museum is working with baubüro in situ (Rolle office) and apropå – two sustainability-focused Swiss design firms – to embed reuse, circular principles and socially and environmentally conscious practices in its revamped exhibition. Working respectively in architecture and interior design, the two firms share the same conviction: that every project is an opportunity to explore new ways of engaging with materials, space and the people who inhabit them.

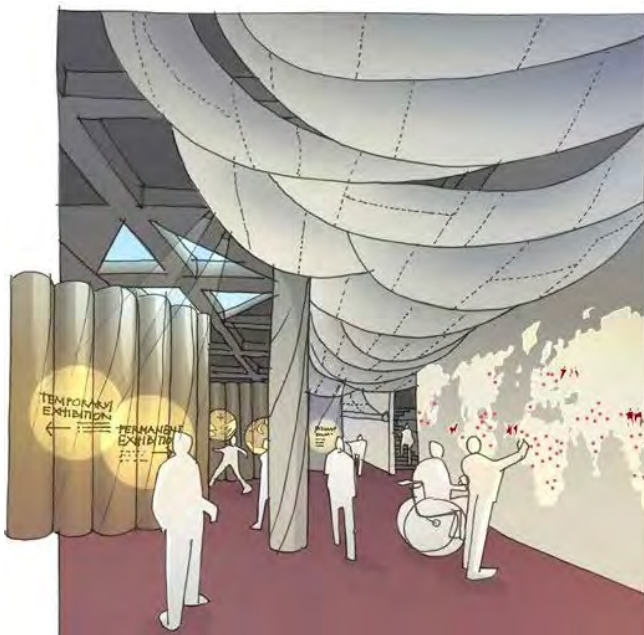
Founded in 1998 by Barbara Buser and Erich Honegger, baubüro in situ champions reuse as an architectural principle. The firm brings together expertise from different disciplines and actively involves users right from the earliest design stage, challenging conventional approaches to designing and transforming spaces by making participation an integral part of the process. In 2020, baubüro in situ received the Prix Meret-Oppenheim, cementing its reputation as a leading voice in circular architecture.

Geneva-based interior design firm apropå was founded in 2019 by Valentine Odermatt-Maeder and Manon Portera. It creates bespoke spaces using reclaimed, bio-based and locally sourced materials wherever possible.

[www.insitu.ch](http://www.insitu.ch)

[h.apropa.ch](http://h.apropa.ch)

## Exhibition design: Bellprat Partner



Sketch of the new permanent exhibition © Bellprat Partner

With more than four decades of experience, Bellprat Partner is a leading interdisciplinary exhibition design studio. The Swiss firm works on projects ranging from local initiatives to major international events, continually developing new ways of telling stories through the spaces it designs.

Its work has been showcased at the World Expos in Dubai (2021) and Osaka (2025).

For the Museum’s new permanent exhibition, Bellprat Partner created a visitor experience centred on the people behind humanitarian action and the decisions they face.

[bellprat.ch](http://bellprat.ch)

# PARTNERS

The Museum's redesign project is supported by advisory committees comprising academic experts as well as specialists within the International Red Cross and Red Crescent Movement, from Switzerland and around the world.

And to help ensure our new exhibition is accessible to all, the Museum has also set up an accessibility committee with input from the non-profits Handicap Architecture Urbanisme (HAU), 1001 feuilles and L'Art d'inclure, and from specialist consultancy GDECA.

## Advisory committee:



Irène Herrmann, Full Professor of Swiss and Contemporary History at the University of Geneva

Irène Herrmann's publications include more than 175 academic articles, around a dozen edited or co-edited volumes, and five monographs, including *L'humanitaire en questions. Réflexions autour de l'histoire de la Croix-Rouge* (published by Le Cerf, 2018). Her research interests span conceptual history, humanitarian action and human rights – the focus of her latest book.



Valérie Gorin, Head of Learning, Geneva Centre of Humanitarian Studies, University of Geneva

Valérie Gorin is a historian and media sociologist and a specialist in humanitarian photography. She examines humanitarian history and communications, with a particular interest in the visual culture of international aid organizations.



Philippe Stoll, former Senior Techplomacy Delegate, ICRC

Philippe Stoll works with governments and private-sector organizations to promote the ethical and responsible use of technology in conflict settings. During two decades at the ICRC, he oversaw strategic and public communications, led engagement with people affected by conflict, and worked on assignments in Sierra Leone, Israel and the occupied territories, and India.



Elisa Rusca, Director of Exhibitions and Collections, International Red Cross and Red Crescent Museum

Since 2021, art historian, writer and curator Elisa Rusca has curated major exhibitions at the Museum including *Tuning In – Acoustique de l'émotion*, *Petrit Halilaj: Unfinished Histories* and *Human.Kind.*, for which she also edited the catalogue (published by Thames & Hudson, 2024). She has organized more than 30 exhibitions in Switzerland and beyond.



Pascal Hufschmid, Executive Director, International Red Cross and Red Crescent Museum

Pascal Hufschmid is an art historian specializing in photography. He has served as the executive director of the Museum since 2019. In that role, he has sought to foster dialogue between humanitarian action, art and research – and to bring a broader audience into the debate. Before joining the Museum, he was part of the leadership team at Photo Elysée in Lausanne, where his achievements include creating and developing the Prix Elysée photography prize.



Giulia Rossini, Researcher, International Red Cross and Red Crescent Museum

Giulia Rossini is an artist, independent curator, researcher and cultural project coordinator. After graduating from Zurich University of the Arts (ZHdK), she went on to work as a cultural mediator for the Museum Rietberg in Zurich and the Museo Villa dei Cedri in Bellinzona. She currently teaches art history and is coordinating the curatorial aspects of the redesign project for the International Red Cross and Red Crescent Museum.

# WHAT THE NEW EXHIBITION WILL LOOK LIKE

The updated exhibition, *Humanitarian Action, Here and Now*, will offer an interactive exploration of the International Red Cross and Red Crescent Movement in all its breadth – from its institutions and global reach to the commitment of those who work there.

The subject matter will be approached through a multiplicity of voices, experiences and perspectives, with visitors able to ask questions, share their views and contribute to the exhibition's continued development.

By encouraging personal reflection, the exhibition will ask each of us what humanitarian action means today and what part we might play in it at our own level.

The three sections – Past, Present and Future – will trace the evolution of humanitarian action throughout the years.

Sensitive content will be clearly signposted throughout the exhibition.

The exhibition is one element of a wider redesign that encompasses the Museum's gardens and new visitor facilities including L'Atelier, a space for artists in residence.

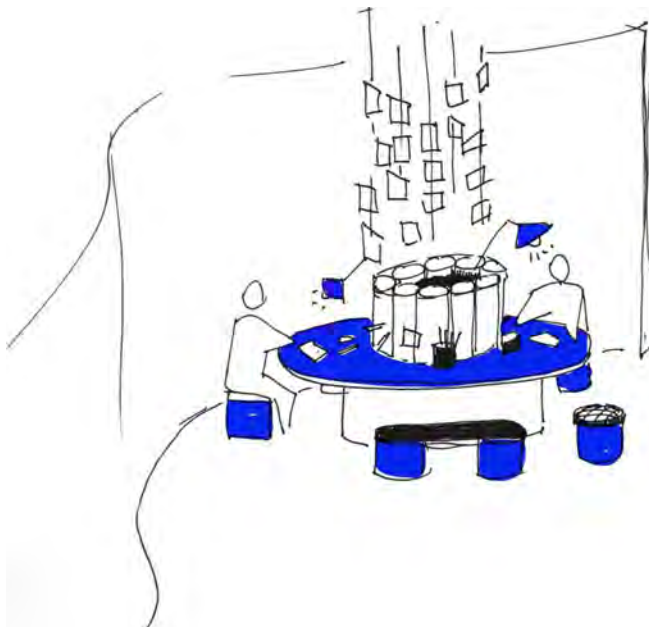
Visitors will encounter the following spaces as they explore the new exhibition.

## The Agora (*opening in October 2026*)

Located at the heart of the exhibition, the Agora will provide a place for visitors to gather, pause, attend events, exchange ideas and share their views on humanitarian action.

The space will also offer an introduction to humanitarian principles and encourage reflection on the Museum's guiding question: How does humanitarian action affect us all, here and now?

The first iteration of the Agora will open in summer 2026, with work scheduled for completion in 2028.



Sketch of the Agora © Bellprat Partner

## The “Future” section (*opening in December 2026*)

The “Future” section will explore the questions facing humanitarian action in the years ahead. Rather than advancing a single vision, it will draw on current research and debate to present multiple ways of thinking about the future.

Visitors will be encouraged to consider possible futures shaped by challenges such as climate change, technological transformation and access to health care. They will be able to use interactive installations to create stories and images and explore different scenarios through the lens of the Museum’s collection.

Part of the space will be designed by children, ensuring the exhibition reflects their perspectives on the future. Inspired by Henry Dunant’s vision, the “Future” section will set imagination and reality in dialogue, prompting us to think about how we might respond to the challenges that lie ahead.



Simulation of the “Future” section © Bellprat

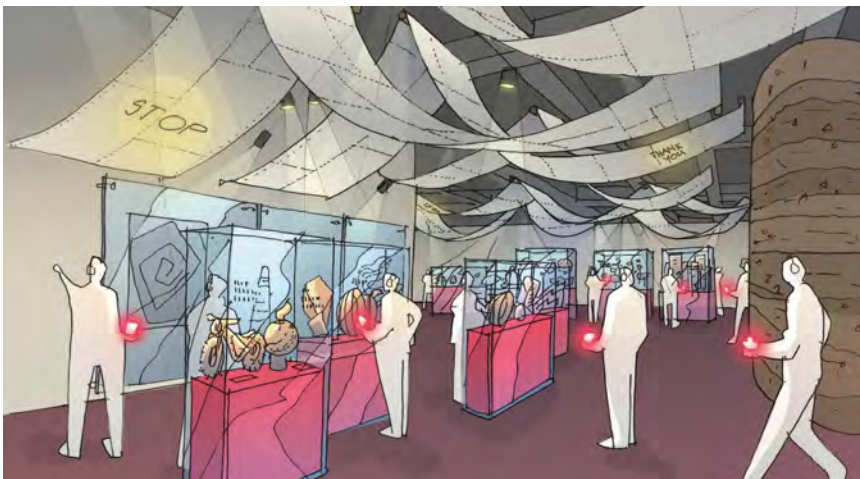
## The “Past” section (*opening in September 2027*)

The “Past” section will examine how the International Red Cross and Red Crescent Movement came into being and how it has evolved over time. This section will explore the history of humanitarian action in all its complexity – including its ideals, methods, limits and failures – through critical and carefully documented storytelling.

Rather than presenting a celebratory account, this section will reveal the complexity of this history, contextualizing humanitarian action and showing how it has continually adapted and innovated in response to changing political, social and cultural realities.

The “Past” section will situate Henry Dunant and his book, *A Memory of Solferino*, within the broader historical context of their day: colonial empires, religious influences, 19th-century Geneva, and the women and men who helped lay the foundations of humanitarianism.

Visitors will also be able to explore the Museum’s digitized poster collection through an interactive space featuring some 10,560 works.



Sketch of the “Past” section © Bellprat Partner

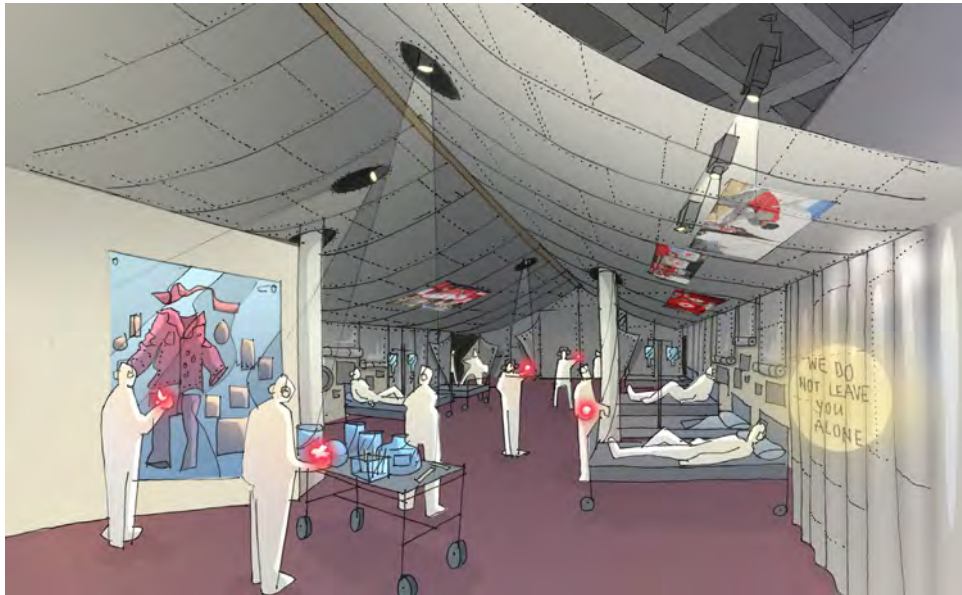
## The “Present” section (*opening in spring 2028*)

The “Present” section will focus on humanitarian action as it is practised today, highlighting the tensions, dilemmas, practices and challenges confronting both the institutions of the International Red Cross and Red Crescent Movement and the people who work within them.

This part of the exhibition will also be a dynamic space, evolving in step with new topics of interest and visitors’ concerns.

The section will shine a spotlight on the often unseen day-to-day realities of humanitarian action through five perspectives:

- Institutions: What do the ICRC, the International Federation of Red Cross and Red Crescent Societies (IFRC) and National Societies actually do in the field?
- Humanitarian professionals: Who are humanitarian workers, and what does their daily work involve?
- Affected people: Who are beneficiaries? What does the term mean, and what realities does it cover?
- Culture and the media: How is humanitarian action narrated, depicted and – at times – curated?
- Visitors: As a visitor, how can I make a difference at my level?



Sketch of the “Present” section © Belpratt Partner

## The Movement Wall (*opening in May 2028*)

The Movement Wall is a dynamic installation that will help visitors understand how the International Red Cross and Red Crescent Movement is organized and how it, and those who work within it, operate across the world. It will showcase both the scale of the Movement and the connections that link its different components – the ICRC, the IFRC and National Societies.

# THE MUSEUM

The mission of the International Red Cross and Red Crescent Museum is to foster understanding of the challenges that have shaped humanitarian action in the past, do so today and will continue to do so in the future.

Through collaboration with visitors and partners from a broad spectrum of cultural and professional backgrounds, the Museum brings different perspectives into conversation while advancing its commitment to diversity and sustainability.

The Museum has developed a range of services and resources to support people with different accessibility needs:

- Sensory bags for people with specific needs (containing items such as noise-cancelling headphones, a stress ball, and a map of the exhibition showing sensitive areas and quiet areas)
- Special “Relax” tours that can be tailored to visitors’ specific needs
- A team trained to support people with learning disabilities
- Guided tours in French sign language
- An image whispering service for blind and partially sighted visitors



A guided tour with an image whisperer © Zoé Aubry

# THE COLLECTION

The International Red Cross and Red Crescent Museum has more than 30,000 objects in its collection, including the world's largest holding of humanitarian posters.

Its diverse collections – of both national and international significance, ranging from historical archives to contemporary works – bear witness to the actions and values of the Movement and to the work of humanitarians across the years.

The Museum aims to uphold its role in preserving history and fostering debate on contemporary humanitarian challenges by regularly adding to its collection and supporting research and outreach initiatives in Switzerland and beyond.

The collection contains:

- the archives of the International Prisoners-of-War Agency, which are included in UNESCO's Memory of the World Register
- more than 10,000 posters from over 120 countries
- more than 10,000 photographs
- 1,780 objects, including 450 objects made by prisoners of war
- more than 300 drawings
- more than 200 medals
- more than 100 medical items
- 535 films, in 16 mm format, digitized by the IFRC between 2021 and 2023
- a substantial collection of stamps
- more than 300 textile objects, including uniforms, flags and informational materials
- a significant collection of rare books, including Henry Dunant's personal Bible, and nursing and first-aid manuals.



Turkish Red Crescent Society poster, 1954  
*The Turkish Red Crescent awaits your valuable contribution* © Long-term loan from the IFRC, MICR collection, Geneva



The Nobel Peace Prize medal awarded to Henry Dunant  
© MICR collection, Geneva



Geneva Conventions © MICR collection, Geneva



Diagram of the *Prophecies of the Holy Scriptures*, 1877–1890, Henry Dunant © MICR collection, Geneva



Archives of the International Prisoners-of-War Agency  
© Visit Geneva

# PRACTICAL INFORMATION

International Red Cross and Red Crescent Museum

17 Avenue de la Paix

1202, Geneva, Switzerland

[www.redcrossmuseum.ch](http://www.redcrossmuseum.ch)

Opening times:

The Museum is open Tuesday to Sunday from 10am to 5pm. Every Thursday, we stay open until 8pm.

The Museum will remain open while updating the exhibition, *Humanitarian Action, Here and Now*, between June 2026 and May 2028.

Prices:

Combined ticket (permanent and temporary exhibitions)

Full-price admission: CHF 15

Reduced-price admission (visitors aged 12–22 or over 65, people with disabilities, those currently not in employment, and members of the Movement): CHF 10

Free admission for children under 12.

Press contact:

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