



## **Bridging the gap between Museums and Communities: the role of communication and education**

**2nd October 2023**

**9.00 – Registration**

**9.30 – Opening Session**

- Isabel Cordeiro (Secretary of State of Culture of Portuguese Republic)
- João Carlos dos Santos (General Director of Cultural Heritage)
- Emma Nardi (President of ICOM) \*
- Juliette Raoul - Duval (President of ICOM Europe)
- Luís Raposo (ICOM Executive Board Member) \*
- David Felismino (President of ICOM Portugal)
- Mário Antas (Director of the National Coach Museum)

\* video message

**10.00 – Presentation of the seminar: Juliette Raoul - Duval and Mário Antas (ICOM Europe)**

**10.15 – Keynote speaker - Karen Brown, Professor of Art History, Museum and Heritage Studies, University of St Andrews; ICOFOM Chair (2022-25)**

**Island heritage communities and sustainability**

**10.45 – Coffee break**

**Session 1 - Challenging times: Museums and social issues of XXI Century**

Moderator: Fátima Roque - General Directorate of Cultural Heritage

**11.15 – Solidary and Inclusive Museum**

Mário Antas – Director of the National Coach Museum (Portugal)

- Special music act

**12.00 – French National plan to combat racism, anti-Semitism and discrimination on grounds of origin (2023-2026) Juliette Raoul - Duval - ICOM Europe Chair (France)**

**12.30 – Is Museum Marketing a solution for Climate Change? Bjorn Stenvers, CEO ECF, Chair ICOMOS NL, Chair NFN (Netherlands)**

**13.00 – Debate**

**13.15 – Lunch**

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**14.30 – Keynote speaker - Mário Moutinho (SOMUS-IC)**

**Sociomuseology and the new international ICOM committee on Social Museology (Somus-IC); Museums engaging with communities**

**Session 2 – Giving voice to ICOM National Committees**

Moderator: Juliette Raoul - Duval - ICOM Europe

**15.00 – The ICOM Italian commission "Education about the cultural heritage. Museums-schools-territory and professionalism ". A synthesis of the work 2019-2023 and some considerations** Giuliana Ericani - ICOM Italy, Vice-chair ICOM Europe (Italy)

**15.30 – Bringing Museums Closer to Salvadoran Communities in the Context of the Covid 19 Pandemic (Closer Museums)** Alexandre Chevalier, Rafael Alas, Carlos Flores Manzano, Stéphanie Masuy, Sofie Vermeiren, Véronique van Cutsem, Melissa Campos, Sergio Servellón (Belgium and El Salvador)

**16.00 – Museums and communities in challenging times: the Spanish case**

María Auxiliadora Llamas Márquez Chair ICOM Spain, Spain. Museum curator at Museo de Cádiz (Spain)

**16.30 – Coffee break**

**Session 3 – Museums and communities of XXI Century**

Moderator: Alexander Chevalier (ICOM Europe)

**17.00 – Building a Community-Centric Museum: The DUODOland Project and the Evolution of Museology** Claudia Pecoraro. Independent museologist and curator, Rome (Italy)

**17.30 – The Role of the Union of Tbilisi Municipal Museums in Modern Georgia**

Nino Sanadiradze General Director of the Tbilisi Museums (Georgia)

**18.00 – Visit to National Coach Museum**

**19.00 – Concert in the Ancient Royal Ridding School / National Coach Museum**



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**3rd October 2023**

**9.30 – Keynote speaker - Darko Babic (ICTOP and ICOM Croatia)  
Competencies of museum professionals in 2030: Forging the future**

**Session 4 – Heritage, Community and Schools**  
Moderator: Clementina Nogueira – Piaget Institute

**10.00 – Giving childhood a voice. Gentle digital technologies for a new interpretation and storytelling of the archaeological heritage: the case-study of the Archaeological Museum of Angera**

Anna Bernardoni, Francesca Gentile  
Civico Museo Archeologico di Angera (Italy) - Alchemilla Cooperativa Sociale (Italy)

**10.30 – COSMUS- Community Schools Museums**  
Miguel Feio, Piaget Institute (Portugal)

**11.00 – Coffee break**

**Session 5 – Communication as a key to open museums to communities**  
Moderator: Cristina Marques – General Directorate of Cultural Heritage

**11.30 – Blurring Boundaries: When Museum embrace shopping centers. The case of the history Museum of Marseille**  
Gloria Romanello, Observatoire des Publics et des Pratiques de la Culture, University of Aix-Marseille (France)

**12.00 – Museum Communication and Community Engagement in Georgia**  
Lana Karaia, Chair of ICOM Georgia, Head of Tbilisi State Art Academy Museum (Georgia)

**12.30 – Lunch**

**14.00 – Session 6 – The Portuguese Experience: Different Museums engaging with Communities**  
Moderator: David Felismino (ICOM Portugal)

- **The Museum of the Portuguese Centre of Geo-History and Prehistory: a project for the dissemination of paleontological and prehistoric heritage for international, national and local communities**  
Silvério Figueiredo, Mário Antas, Vanessa Antunes e Patrícia Boto, Portuguese Centre of Geo-History and Prehistory, Portugal
- **Museum Sporting, burgled! Sporting Clube de Portugal – an original case study of communication and marketing involving the community.**  
David Felgueira, Isabel Victor, Magda Viana, Sporting Museum (Portugal)
- **The importance of the Air Museum (Museu do Ar) to Sintra and Alverca Communities**  
Carlos Mouta Raposo, Director of the Air Museum (Portugal)



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- **DREAM – Digital Reality for Educational Activities in Museums**  
Inês Bettencourt da Câmara, Mapa das Ideias, Joana Lino, Liste Carrondo, Black GunPowder Museum, Oeiras City Council (Portugal)

### 15.00 – Closing Session

- Rita Jerónimo (Sub director of General Directorate of Cultural Heritage) – Ministry of Culture
- Pedro Florêncio (Regional Delegate of Education of Lisbon and Tagus Valley - Ministry of Education and Science)
- Juliette Raoul - Duval (President of ICOM Europe)
- David Felismino (President of ICOM Portugal)
- João Neto (President of Portuguese Association of Museology)
- Mário Antas (Director of the National Coach Museum)



Museu Nacional dos Coches  
Av. da Índia 136, 1300-300 Lisboa

### TRANSPORTS

BUS: 714, 727, 728, 729, 751

TRAM: 15E

TRAIN: Cascais Line (Belém Station)

BOAT: Belem River Station

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