

## 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







Support:



















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













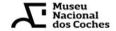


















#### 3rd October 2023

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)















Nacional











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) Ministery of Culture
- Pedro Florêncio (Regional Delegate of Education of Lisbon and Tagus Valley Ministery 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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Nacional







