

**Story telling in museum contexts: innovative pedagogies to enhance personnel competence.**

**Friday** **4 February 2005**

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1.00 p.m. Registration

2.00 p.m. Welcome of the local authorities

**2.15 – 3.45 p.m. Communicating the cultural heritage: theoretical and methodological approaches from past and present**

Chair: **Daniela Formento**, Director of the Museums and Cultural Heritage Department, Regione Piemonte, *Italy*

Speakers:

- **Francesco Antinucci**, Director of the Cognitive Processes and New Technologies Department of the CNR Psychology Institute, *Italy*
- **Peter Howard**, Visiting Professor of Cultural Landscape, Bournemouth University, *Great Britain*

Discussion

3.45 - 4.15 p.m. Coffee break

**4.15-6.00 p.m. The professional skills required for interpreting cultural heritage and museum collections: some European examples**

Chair: **Daniela Formento**, Director of the Museums and Cultural Heritage Department, Regione Piemonte, *Italy*

Speakers:

- **Margherita Sani**, IBACN, Emilia Romagna Region, *Italy*
- **David Anderson**, Director of Learning and Interpretation, Victoria and Albert Museum, London, *Great Britain*
- **Nico Halbertsma**, Senior Lecturer in Learning & Visitor Services, Reinwardt Academy, Amsterdam, *Holland*

Discussion

7.00 p.m. The National Museum of Cinema, Mole Antonelliana – Turin, *Italy*  
Visit performed by CAST (Consulenza Animazione Spettacoli Teatrali)



**Leonardo da Vinci**



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For further information:

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**Saturday****5 February 2005**

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**9.30 – 11.00 a.m. Training professionals as interpreters of cultural heritage in the museum context: guides, educators, performers**Chair: **Margherita Sani**, IBACN, Regione Emilia Romagna, *Italy*

Speakers:

- **Alba Trombini**, Historian, Lecturer and Project Manager in Museum and Heritage Education, Ravenna, *Italy*
- **Janusz Byszewski**, Curator of the Laboratory of Creative Education, Centre for Contemporary Art, Warsaw, *Poland*
- **Elisabeth Caillet**, Director of Expositions and Cultural Activities Department, Musée de l'Homme, Paris, *France*

Discussion

11.00 – 11.30 a.m. Coffee break

**11.30 - 1.00 a.m. Communicating through technology: new models of communication, recruitment, team building and developing professional competences**Chair: **Francesco Antinucci**, Director of the Cognitive Processes and New Technologies Department of the CNR (Italian National Research Council), Psychology Institute, *Italy*

Speakers:

- **Tamas Madacsy**, Historian, House of Terror, Budapest, *Hungary*
- **Steve Simons**, Event Communications Ltd., Creative Director, London, *Great Britain*
- **Maurizio Forte**, ITABC-CNR, Institute for technologies applied to cultural heritage - Italian National Research Council, *Italy*

Discussion

1.00 – 2.30 p.m. Lunch

**2.30 - 4.30 p.m. Workshops**a) **Italian**  
**English**  
**French****Creative use of guided visits through story telling**Chair: **Luca Massimo Barbero**, Holden Art Scientific Consultant, Turin and Associate Curator of the Guggenheim, Venice, *Italy*Rapporteur: **Maaria Linko**, Lecturer of Sociology, University of Helsinki, *Finland*

Case histories:

1) The Savoy Residence in Racconigi - *Italy*, **Mirella Macera**, Director**Leonardo da Vinci**

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2) The Chester Beatty Library – Dublin, *Ireland*, **Jenny Siung**, Education Officer

b) **Italian**  
**English**

**Live performance as a mean of interpreting cultural heritage**

Chair: **Daniele Lupo Jallà**, Vice Director of Cultural Services Department, City of Turin and President of ICOM Italia, *Italy*

Rapporteur: **Adam Jagiello Rusilowski**, Assistant Professor of Drama, Institute of Education, Gdansk University, *Poland*

Case histories:

1) Fortaleza del Sol – Lorca, *Spain*, **M<sup>a</sup> Ángeles Lirón Sandoval**, Director

2) Bibiana Museum – Bratislava, *Slovakian Republic*, **Katarina Minichova**

3) CAST – Turin, *Italy*, Consulenza Animazione Spettacoli Teatrali, **Claudio Montagna**, Art Director

c) **English**

**The design of multimedia interpretation and displays in museum and heritage settings**

Chair: **Giuliano Gaia**, Consultant, Researcher and expert in cultural web sites and online communities ([www.musei-it.net](http://www.musei-it.net)), *Italy*

Rapporteur: **Stanislav Miler**, Lecturer in Multimedia Production and Interactive Storytelling at ICNM, Salzburg, *Austria* and at FAMU, Prague, *Czech Republic*

Case histories:

1) Jüdisches Museum – Berlin, *Germany*, **Etta Grotrian**, Director of the Media Department

d) **Italian**  
**English**

**Ways and means of enhancing individual museum and heritage visits**

Chair: **Alessandro Bollo**, Co-ordinator of Research, Fondazione Fitzcarraldo

Rapporteur: **Viv Golding**, Lecturer, Department of Museum Studies, Leicester University, Leicester, *Great Britain*

Case histories:

1) Tate Modern – London, *Great Britain*, **Gillian Wilson**, Assistant Curator, Interpretation

4.30 – 5.00 p.m. Coffee break

**5.00 – 6.00 p.m. Plenary Session**

5.00 – 5.40 p.m. Report back from the workshops

5.40 – 6.00 p.m. Conclusions

**Christopher Gordon**, Winchester, *Great Britain*, Consultant in cultural policies and President of Fondazione Fitzcarraldo Advisory Board

7.15 p.m.

Narrative/story telling visit to the Savoy Residence in Racconigi

(Reserved for the European participants – i.e. outside Italy - taking advantage of the full or partial reimbursement)



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