



Nuovi Pubblici e Musei

New Audiences and Museums.

International Conference on Audience Development

Turin, 3rd March 2009

9.30 / 13.00 Plenary Session:

Venue: Centro Incontri della Regione Piemonte, Corso Stati Uniti, 23

Language: Italian/English. Simultaneous translation is available

9.00 a.m. Registration of the participants

9.30 a.m. Welcome and introduction

9.45 a.m. **Round table.**
Museums' Audience policy: an International comparison. Conceptual horizons, methodological solutions, practices

Moderator: **Ludovico Solima**, II Università degli Studi di Napoli

Keynote speakers:

Anne Krebs, Head of Surveys and Research Department, Musée du Louvre, Paris

David Anderson, Head of the Division for Learning and Interpretation, Victoria & Albert Museum, London

10.45 a.m. Coffee break

11.00 a.m. **Nico Halbertsma**, Senior Lecturer, Reinwardt Academie, Amsterdam
Antonio Lampis, Head of the Department of Italian Culture for the Autonomous Province of Bolzano

12.40 a.m. Debate

1.00 p.m. Lunch

2.30 / 5.30 p.m. Parallel Laboratories:
in the labs specific programs, methodologies and actions will be taken in consideration referring to different target audience.

LAB 1: Youth

Venue: Centro Incontri della Regione Piemonte

Language: Italian/English. Simultaneous translation is available

Moderator: **Alessandra Gariboldi**, Fondazione Fitzcarraldo

Case studies:

Chantal Eschenfelder, Programs for young visitors of the Staedel Museum Frankfurt

Giovanna Brambilla, From "Orgoglio e pregiudizio" to "Momenti di Gloria": young public and GAMEC, Bergamo

LAB 2: Seniors

Venue: Turin Palace Hotel, via Sacchi 8

Language: Italian

Moderator: **Vincenzo Simone**, Division for Cultural Heritage Education, City of Turin

Case studies:

Carla Parsani Motti, The project "Incontro al museo" ("Meetings at the museum"), organized by the City of Turin and Volarte Association

Sonia Camprini, The project "La scienza a tavola" ("The science at table") by the Museo del Cielo e della Terra (Sky and Earth's Museum) of San Giovanni in Persiceto (Bologna)

LAB 3: Culturally diverse populations

Venue: Centro Incontri della Regione Piemonte

Language: Italian/English. Simultaneous translation is available

Moderator: **Heather Maitland**, Arts Consultant

Case studies:

Malcolm Chapman, Collective Conversations: Museums and Communities in the Manchester Museum

Maria Camilla De Palma, The case study of the D'Albertis Castle Museum of Cultures of the World, Genoa

LAB 4: People with disabilities

Venue: GAM, via Magenta, 31, Torino

Language: Italian

Moderator: **Nicoletta Gazzeri**, Fondazione Fitzcarraldo

Andrea Socrati, Programs for visually impaired people, Museo Omero, Ancona

Daniela Ferrara, Museum experience for psychiatric disabled visitors. The project "Passeggiando per Roma" ("Walking in Rome")