



CM Málaga
Cities & Museums
International Trade Fair

21–22 jun
2021

**Inspire
the future**

PROGRAM #CITIES&MUSEUMSFORUM

Program devised and managed by
YGBART Advising and Management
Lucía Ybarra
Rosina Gómez-Baeza
Audience Development
Montserrat de los Reyes

21, June 2021


FIRST INTERNATIONAL FORUM ON DIGITAL TRANSFORMATION IN MUSEUMS AND CULTURAL INSTITUTIONS

This First Forum will explore how technology can assist museums and cultural organisations in addressing sustainability, resource management, new museum functions and services, encourage public engagement and a fruitful dialogue with the city.

Welcome

09.00 – 09.30	Introduction	Rosina Gómez- Baeza Lucía Ybarra, YGBART
	Moderator	Ludovic Assemat , Head of Arts, British Council, Madrid, Spain

Best Practices and Policies

Sponsored by  museummate

	Digital Transformation and Museum Mission	Dean Phelus , Senior Director Leadership Program American Alliance of Museums (AAM), Washington, USA
09.30 – 10.30	Museums and digital culture: new approaches to a fruitful interaction with arts and culture	Vincent Poussou , Directeur des Publics et du Numérique à l'Établissement Public des Réunion des Musées Nationaux et du Grand Palais, Paris, France
	Towards a hybrid museum? Rising to the challenge	Marijke Smallegance , Head of Digital Marketing, Rijksmuseum, Amsterdam, Low Countries
	The Visitor Assistant, the evolution of the traditional Audioguide, has become the best tool for visitor management	Alejandro López , CEO, MuseumMate, Madrid, Spain



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Museum Transformation in the Digital Era

Spearheading change. Towards a fluid interaction with the museum's audiences and society

Serge Lasvignes, President, Centre Pompidou, Paris, Metz, France

Ensuring new approaches, working at the interface of art, science, technology and society

Gerfried Stocker, Director, Ars Electronica Center, Linz, Austria

10.45 – 11.45

Towards a successful digital transformation as the basis for the relevance of tomorrow's museums and cultural institutions

Boris Debackere, Lab Manager, V2_Lab for the Unstable Media. Lecturer and researcher, LUCA School of Arts, Rotterdam, Netherlands

EULEN Art, Innovation in a service company

Carmen Olivé, Director, EULEN Art, Madrid, Spain

Opening CM Málaga

12.00 – 13.00

Opening Ceremony

José Manuel Rodríguez, Minister of Culture and Sports, Government of Spain (TBC)

Juan Manuel Moreno, President, Junta de Andalucía (TBC)

Francisco de la Torre, Mayor of Málaga

Museum Engagement and New Media

Data and Insight: Benefitting from one of today's technological revolutions

Chris Michaels, Digital Director, National Gallery, London UK

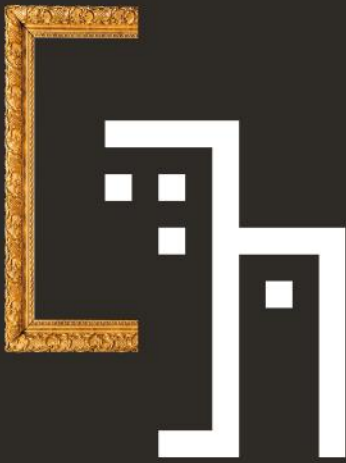
13.15 – 14.15

Touch Interfaces, Accessibility, Augmented Reality and Immersive Art: Engaging with audiences to better learn and interact with art

Hilary Knight, Director of Digital at TATE, London, UK

Addressing current-day complexity in the museum and the digital network

Remedios Zafra, Expert on critical studies of cyberfeminism and digital culture. Cadiz, Spain



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14.15 –15.45

Networking Lunch

Case Studies

How can the museum assist in encouraging cooperation between industry, academia and the public and boost creativity and innovation for the benefit of society?

Peter Weibel, Director ZKM, Karlsruhe, Germany

Structural sustainability and efficiency. The new Munch Museum in Oslo

Juan Herreros, Architect, Munch Museum, Oslo, Norway

15.45 –17.00

Museums and metamuseums: Art in the age of digital reproducibility. The digital transformation of the Museo del Prado

Ricardo Maturana, CEO, GNOSS, Logroño, Spain

Teatro Soho Televisión, an audiovisual theatrical production project

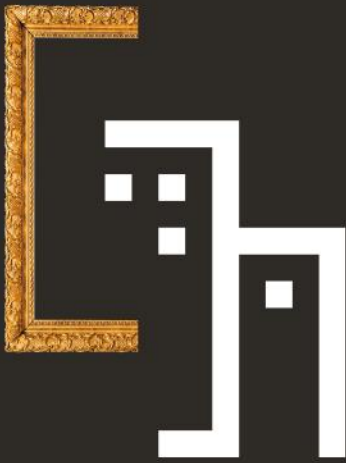
Javier Banderas, General Manager, Teatro del Soho CaixaBank and Teatro Soho Televisión (TST), Málaga, Spain

Aurora Rosales, Executive Director, Teatro del Soho CaixaBank, Málaga, Spain

17.00 –17.30

Awards Ceremony Expone

Awards ceremony "Expone". The Asociación de Museólogos y Museógrafos de Andalucía organizes the first contest that will reward good practices and innovation in Andalusian exhibitions



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JOINING FORCES IN CULTURAL DESTINATIONS

On this second day, we will focus on cities as cultural tourist destinations. We will be addressing issues as Heritage, Reputation and Brand, Smart Management and the promotion of Tourism and Culture as key actor to move towards a new future

Opening Speech

09:00 – 09:30

Interactions between the City and the Museum. New ways to build reputation in cities through exceptional heritage

Anna Tsvetkova, Deputy Director General for Development and Education, The State Russian Museum, St. Petersburg, Russia (TBC)

Reputation and brand in cultural and tourist destinations

Sponsored by



Introduction

Carmen Páez, Deputy Director General for the Promotion of Cultural Industries, Ministry of Culture and Sports, Government of Spain

How to build strategic alliances between museums and city agents that contribute to the reputation of tourist destinations? How to measure and manage the reputation of tourist destinations and museums?

Cees B.M. van Riel, Cofounder, Reputation Institute, Rotterdam, Netherlands

09.30 – 10.30

Mondrian. How to put the reputation model into practice

Gijs Meijer, Manager Innovatorion and New Business, Kunstmuseum, Project leader, National Taskforce Audience Data in the Cultural Sector, Den Haag, Netherlands

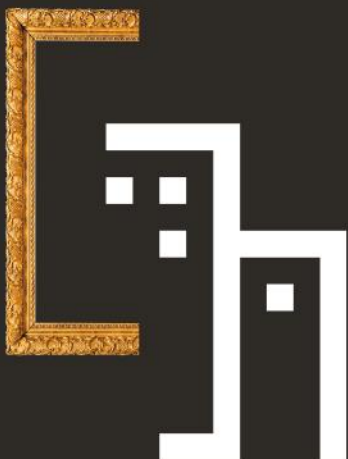
Presentation

Ángel Alloza, CEO Corporate Excellence, España

Conclusion

María del Pilar Alarcón, Full Professor, Faculty of Commerce and Management, Universidad de Málaga, Spain

Ana María Casado, Professor, Faculty of Commerce and Management, Universidad de Málaga, Spain



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Andalusian Heritage, Smart Management and Digital transformation

Sponsored by  Junta de Andalucía

11.00 – 12.00

Digital Culture. Acción Cultural Española

Sponsored by  ACCIÓN CULTURAL
ESPAÑOLA

Acción Cultural Española in the face of the pandemic. Challenges, strategies and objectives for the dissemination of our country's Culture and Heritage

Isabel Izquierdo, Programming Director,
AC/E, Spain

12.00 – 12.30

Culture in the face of the pandemic. Analysing good practices in culture during 2020 in the AC/E Digital Culture Yearbook

Raquel Mesa, Head of Digital Content,
AC/E, Spain

The Touristic and Cultural Dimensions of the new cities

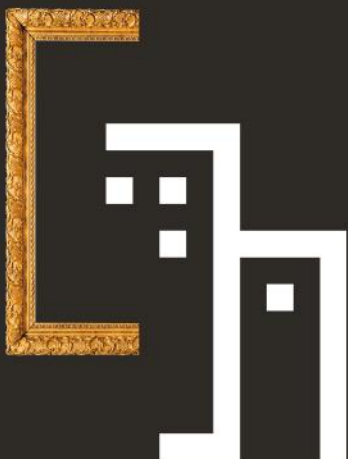
Sponsored by  Deputación
DA CORUÑA

12.30 – 13.30

Debate

Moderator
Mohamed Boudra, President, CGLU

Speakers
Francisco de la Torre,
Mayor of Málaga
Pablo Hermoso de Mendoza,
Mayor of Logroño (TBC)
Inés Rey, Mayor of A Coruña
Emma Boj, Mayor of Teruel



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Closure Speech

13.30 – 14.00 Closure Speech

Closure CM Málaga

14.00 – 15.00 Closure Ceremony

Reyes Maroto, Minister Industry,
Commerce and Tourism, Government of
Spain (TBC)

Patricia del Pozo, Minister of Culture and
Historical Heritage, Government of
Andalusia (TBC)

Francisco de la Torre,
Mayor of Málaga

OBJETIVOS DE DESARROLLO
SOSTENIBLE

