

CM Málaga
Cities & Museums
International Trade Fair

21–22 jun
2021

**Inspire
the future**

PROGRAMME #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 – 09.15

Introduction

Rosina Gómez- Baeza
Lucía Ybarra, YGBART
Ludovic Assémat, Head of Arts,
British Council, Madrid, Spain

Best Practices and Policies

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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 de la Réunion
des Musées Nationaux - Grand
Palais, Paris, France

Towards a hybrid museum? Rising to the challenge

Marijke Smallegance, Head of
Digital Marketing, Rijksmuseum,
Amsterdam, Low Countries

09.15 – 10.30

ICOM's approach to a new definition of the museum

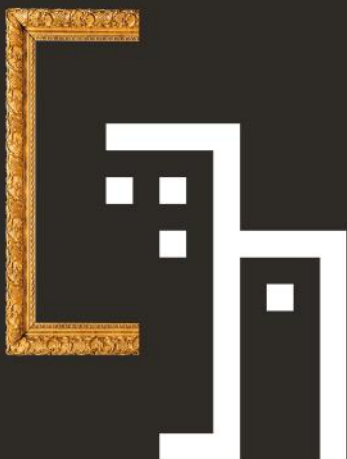
María Dolores Baena, Member
Executive Council, ICOM Spain.
Director, Museo Arqueológico y
Etnológico, Córdoba, Spain

Museums in the 21st century: Museo de Málaga

María Morente, Director, Museo de
Málaga, Spain

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

Catherine Guillou, Director of Audiences, 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

New experiences for museum visitors: art in digital form

Diego Cenzano, Technical Director of Digital Transformation, Museo Guggenheim Bilbao, Spain

10.30 – 12.00

EULEN Art: Digital culture in visitor management and customer service

Carmen Olivie, Director, EULEN Art, Madrid, Spain

Guillermo Pérez, Technical Sales Director, EULEN Group. Vice President, Commission of the Alliance for the Development of Digital Talent - AMETIC, Madrid, Spain

Opening CM Málaga

12.00 – 13.00

Opening Ceremony

Juan Manuel Moreno, President, Government of Andalusia

Noelia Losada, Deputy Mayor and Councillor for Culture and Sport, Málaga City Council

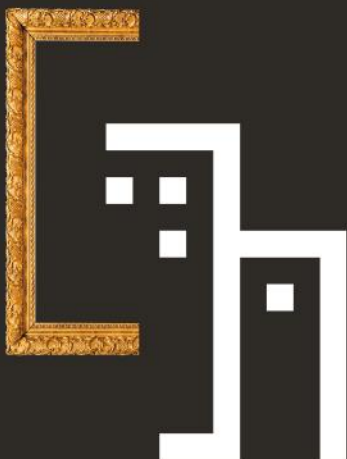
Ignacio Ybarra, President, Grupo Editorial Vocento

Francisco Salado, President, Diputación Provincial de Málaga

José Ángel Nárvaez, Chancellor, Universidad de Málaga

Adriana Moscoso del Prado, Director-General, Ministry of Culture and Sports, Government of Spain

José Andrés Torres Mora, President, Acción Cultural Española



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Museum Engagement and New Media

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

Remedios Zafra, Senior Scientist at the Institute of Philosophy of the Consejo Superior de Investigaciones Científicas – CSIC, Madrid, Spain

Civil Society and the search for articulation through digital tools in the Museum

Marko Daniel, Director, Fundació Joan Miró, Barcelona, Spain

13.00 –14.30

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

Chris Michaels, Digital Director, National Gallery, London, UK

The MBase virtual community

Valme Muñoz Rubio, Director, Museo de Bellas Artes de Sevilla, Spain

The digitisation process of the Museo Picasso Málaga. Towards a fruitful dialogue with the audiences

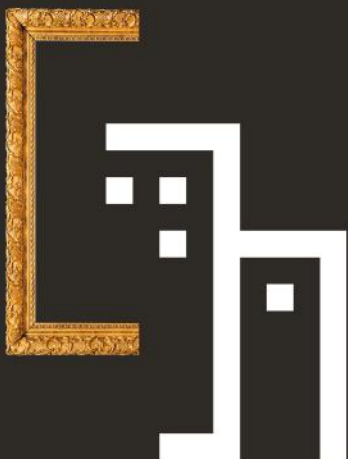
José Lebrero Stals, Artistic director, Museo Picasso Málaga, Spain

The use of new technologies in the dissemination of culture (Symphony: A Journey to the Heart of Music)

Nuria Oller, Director, Department of Music and Digital Projects, Fundación "La Caixa", Barcelona, Spain

14.30–15.45

Working Lunch



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Case Studies

15.45 – 16.00	The centre for contemporary creation in the 21st century: a transdisciplinary environment for dialogue, research, training, production and dissemination	Karin Ohlenschläger , Critic and curator of new media exhibitions, Spain, Germany
16.00 – 16.30	Structural sustainability and efficiency. The new Munch Museum in Oslo	Juan Herreros , Architect, Munch Museum, Oslo, Norway
16.30 – 17.00	Malaga, city of museums, why not?	Sponsored by  Ayuntamiento de Málaga Jose María Luna , Director, Agencia Pública para la Gestión de la Casa Natal de Picasso y otros equipamientos museísticos y culturales, Málaga, Spain
17.00 – 17.15	Technology applied to conservation approaches in the Palacio de los Leones of the Alhambra: Restoration of the vaults of the Sala de los Reyes	Antonio G. Peral , Head of the Conservation and Protection Service of the Patronato de la Alhambra y Generalife Granada, Spain
17.15 – 17.30	Museums and metamuseums: Art in the age of digital reproducibility. The digital transformation of the Museo del Prado	Ricardo Alonso Maturana , CEO, GNOSS, Logroño, Spain
17.30– 17.45	Teatro Soho Televisión - TST, an audiovisual theatrical production project	Javier Banderas , General Manager, Teatro del Soho CaixaBank and Teatro Soho Televisión - TST, Malaga, Spain Aurora Rosales , Executive Director, Teatro del Soho CaixaBank, Malaga, Spain
17.45– 18.00	Madrid open city: the new challenges facing the capital as a tourist-cultural destination	Almudena Maíllo , Councillor Delegate for Tourism, Madrid City Council, Spain
18.00 – 18.20	General assessment of the day. The new challenges	Nuria Rodríguez Ortega , Specialist in Digital Humanities, Universidad de Málaga - UMA, Malaga, Spain



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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

City, Heritage and Museum

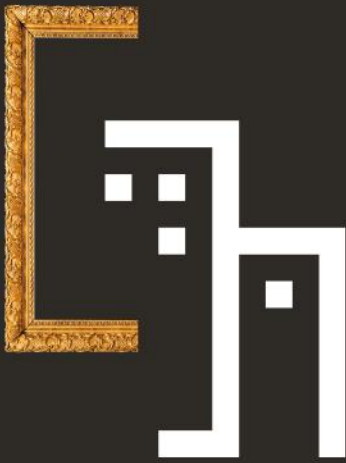
09.00 – 09.15	Interactions between the City and the Museum. New ways to build reputation in cities through exceptional heritage	Anna Tsvetkova , Deputy Director General for Development and Education, The State Russian Museum, St. Petersburg, Russia
09.15 – 09.30	Fundación Unicaja: an example of cultural dynamisation and a model of heritage management	Emilia Garrido , Head of visual arts and museum spaces, Fundación Unicaja, Málaga, Spain

Reputation and brand in cultural and tourist destinations

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	Introduction	Carmen Páez , Deputy Director General for the Promotion of Cultural Industries, Ministry of Culture and Sport, Government of Spain
09.30 – 10.30	Business as usual? Benefiting from reputation management insights in revitalizing tourism after Covid 19	Cees B.M. van Riel , Cofounder, Reputation Institute, Amsterdam, Low Countries
	Mondrian. How to put the reputation model into practice	Gijs Meijer , Manager Innovation and New Business, Kunstmuseum, Project leader, National Taskforce Audience Data in the Cultural Sector, Den Haag, Low Countries
	Without Reputation and Brand, there is no future	Ángel Alloza , CEO, Corporate Excellence Centre for Reputation Leadership, Madrid, Spain



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Reputation and brand in cultural and tourist destinations

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

Pilar Alarcón, Professor, Faculty of Commerce and Management, Universidad de Malaga - UMA, Spain

Ana María Casado, Professor, Faculty of Commerce and Management, Universidad de Malaga - UMA, Spain

The Audience

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11.00 – 12.00 Debate

Moderator

María Morente, Director, Museo de Málaga

Yolanda Torrubia, Head of Activities and Dissemination Service, Centro Andaluz de Arte Contemporáneo- CAAC, Seville

Antonio Vallejo, Director, Archaeological Site, Madinat al-Zahra, Córdoba

Juan Ignacio Vallejo, Director, Museo de Cádiz

Bartolomé Ruiz, Director, Archaeological Site, Dólmenes de Antequera

Concepción Choclán, Director, Museo Íbero, Jaén

Ricardo Tenorio, Director, Museo de Bellas Artes, Granada

Digital Culture. Acción Cultural Española

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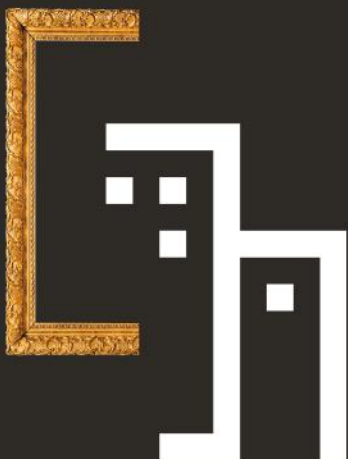
12.00 – 12.30

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, Acción Cultural Española - AC/E, Madrid, Spain

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, Acción Cultural Española - AC/E, Madrid, Spain



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The Touristic and Cultural Dimensions of the new cities

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Debate

12.30 – 13.45

Introduction

Mohamed Boudra, President, United Cities and Local Governments – UCLG

Moderator

Manolo Castillo, Director Diario Sur, Málaga

Speakers

Francisco de la Torre,
Mayor of Malaga

Pablo Hermoso de Mendoza,
Mayor of Logroño

Inés Rey, Mayor of A Coruña
Emma Buj, Mayor of Teruel

The Museum as a transformative entity?

Lourdes Moreno, Artistic director, Museo Carmen Thyssen Málaga

Closure CM Málaga

14.00 – 15.00

Closure Ceremony

Francisco de la Torre, Mayor of Málaga

Mar Sánchez Estrella, Secretary General for Cultural Innovation and Museums, Ministry of Culture and Historical Heritage, Government of Andalusia

Andrés Torres Mora, President, Acción Cultural Española

Víctor González, Provincial Deputy for culture, Diputación Provincial de Málaga

Manolo Castillo, Director Diario Sur

OBJETIVOS DE DESARROLLO SOSTENIBLE

