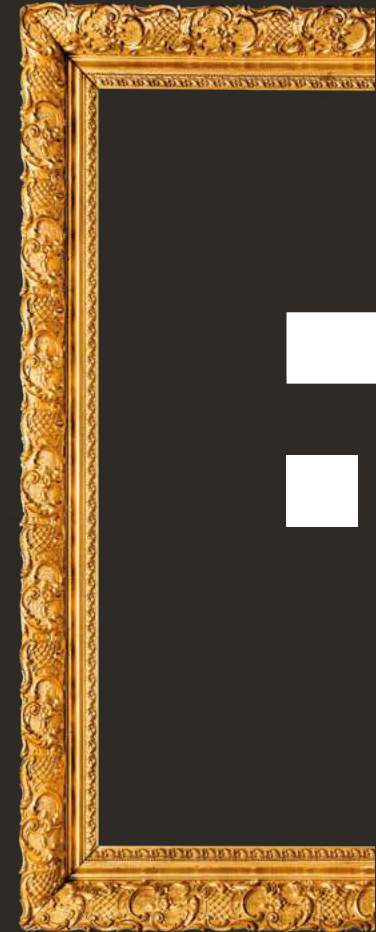




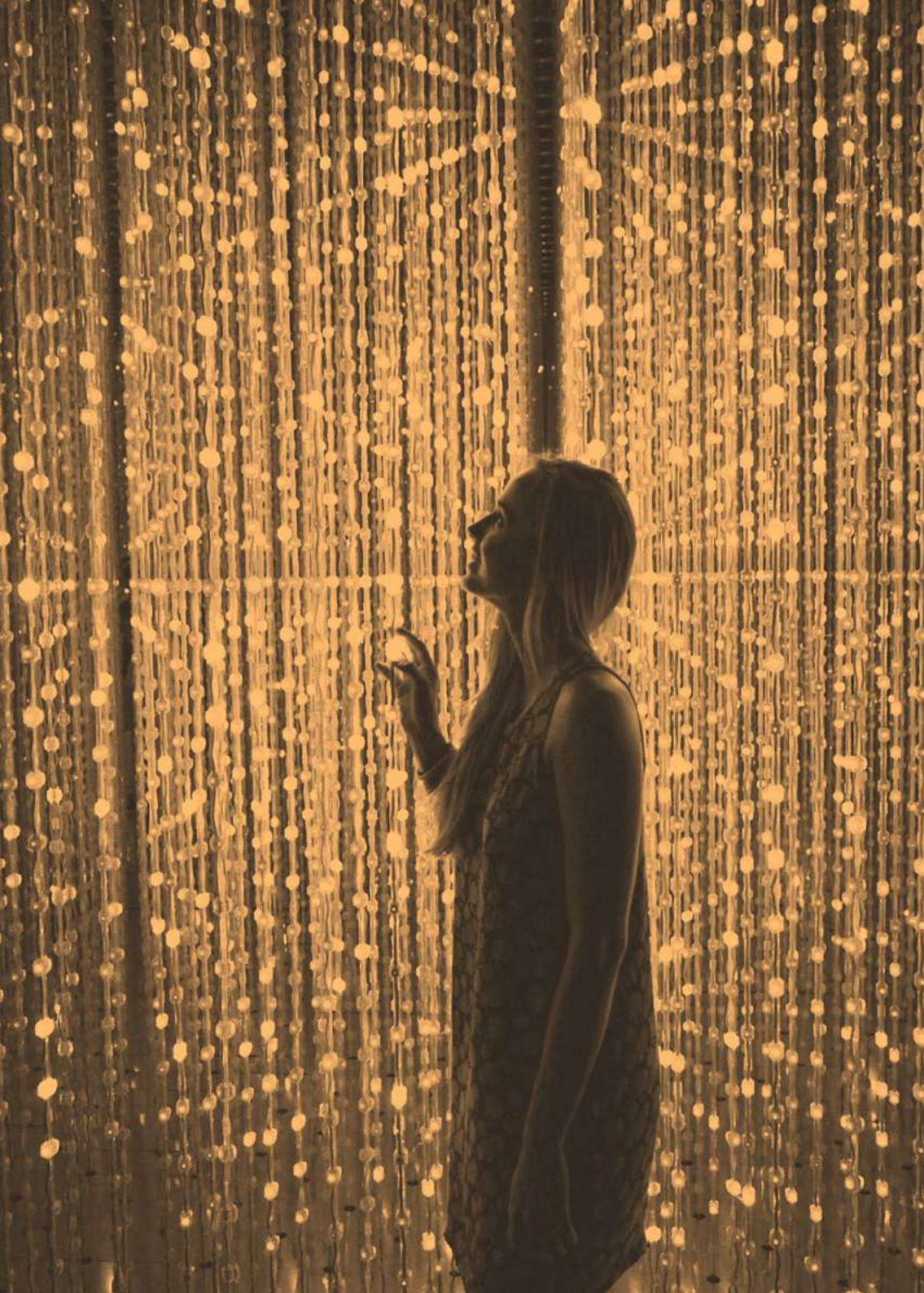
# Shaping culture through tech

20—21 jun  
2022



**FYCMA**  
Malaga Trade Fair  
and Congress Centre





CMMALAGA.COM

# Shaping culture through tech

**CM MÁLAGA** is a commitment to promote the implementation of technological and innovative solutions in the field of culture in order to raise it to a new dimension in which it is sustainable, accessible and to further enhance its role as a driver of economic and social development.

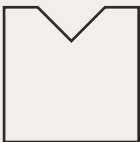


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# Sustainability as a principle

Culture and Museums can play a key role in social impact for achieving the SDGs, as a means of human expression capable of changing views and beliefs with regard to sustainability.

**OBJETIVOS**  **DE DESARROLLO  
SOSTENIBLE**





# More than galleries and museums

The idea of “culture” today encompasses an extremely heterogeneous collection of visions of the arts and of the world around us, a form of constantly changing expression that responds to the concerns of society.

Technology helps us bring culture closer to people in a more accessible, understandable and sustainable manner.

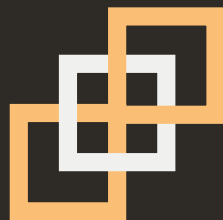


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# An alliance for culture

An event promoted by public-private initiative.



ORGANIZE



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# Committed to the future

Join an innovative ecosystem that brings together the main stakeholders in the field of technology applied to the management of culture.

## 1. PURPOSE

A meeting point for the main players in the sector.

## 2. BUSINESS

Contact between professionals, companies and management.

## 3. INTERNATIONALISATION

Presence of international companies and institutions.

## 4. DEBATE

Deciding on the culture of the future together.

## 5. ALLIANCES

Agreements for the present and future of the sector.

## 6. TRAINING

New trends and models under debate.

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# Who takes part?

## PROFILE OF PARTICIPANTS

1. Museums and cultural venues
2. Public authorities
3. Foundations, associations and sector federations
4. Cultural industries
5. Major corporations
6. Tech companies specialising in culture
7. Universities and digital humanities
8. The media and specialised journalists
9. Social networks: bloggers, vloggers and influencers
10. Young entrepreneurs. Innovation / R+D+I / Start-ups associated with smart culture
11. Cultural destinations
12. Companies offering products, technological coverage and services related to museums and cultural venues:
  - Consultants
  - Designers and Architects
  - Logistics
  - Publishers and specialised media
  - Merchandising and store articles Museums / Culture
  - Sector-specific software and hardware
  - Conservation and restoration
  - Lighting
  - Graphic arts
  - Specialised insurance
  - Mobility
  - Training and education
  - Marketing and communication
  - Promotions and different applications





# Get to know the leaders



**Marijke Smallegange**  
DIGITAL MARKETING MANAGER  
RIJKSMUSEUM



**Francesca Thyssen-Bornemisza**  
PRESIDENT  
TBA21 FOUNDATION



**Verónica Castillo**  
DEPUTY DIRECTOR,  
COLLECTION & EXHIBITION  
M+ MUSEUM FOR VISUAL  
CULTURE, HONG-KONG



**Daniel Canogar**  
ARTIST



**Gijs Meijer**  
MANAGER OF INNOVATION AND  
NEW ACTIVITIES  
KUNSTMUSEUM



**Anna Tsvetkova**  
ASSISTANT MANAGING  
DIRECTOR OF DEVELOPMENT  
AND EDUCATION  
THE STATE RUSSIAN MUSEUM  
SAINT PETERSBURG



**Vincent Poussou**  
DIRECTOR OF PUBLIC AND  
DIGITAL AFFAIRS  
NATIONAL MUSEUMS - GRAND  
PALAIS DE PARIS



**Dean Phelus**  
SENIOR DIRECTOR, LEADERSHIP  
PROGRAMS & SPECIAL EVENTS  
AAM - AMERICAN ALLIANCE OF  
MUSEUMS



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# Inspired by technology

The leading institutions and companies invest in applied technology.  
More than 700 companies took part in 2021.

accenture



Centre  
Pompidou



EULENart



Fundación "la Caixa"



Fundación  
Telefónica



gnoss

GUGGENHEIM BILBAO

indra

MUSEO NACIONAL  
DEL PRADO

MUSEO  
THYSSEN-  
BORNEMISZA

MUSEO NACIONAL  
CENTRO DE ARTE  
REINA SOFIA

RIJKS MUSEUM

THE  
NATIONAL  
GALLERY



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# A successful first edition

Last year, despite the complex scenario for both the cultural and events sectors, the interest of professionals and companies was clear to see.

**More than  
1000**

**PROFESSIONALS  
IN ATTENDANCE**

**110**

**EXPERTS**

**More than  
700**

**ENTITIES  
REPRESENTED**

**More than  
900**

**NETWORKING  
APPOINTMENTS**



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# Extensive media coverage

Excellent repercussion and disclosure in the media and social networks in the first edition.

#CMMalaga21

**85.734.750 Imp.**

Global reach

**€ 1,22 million**

Impact value generated

Institutions and companies lay the foundations for the digital future of museums at CM Malaga

-La Vanguardia-

CM Malaga will bring together representatives from the Pompidou Centre, the Rijksmuseum and the Tate Modern

-Sur Digital-

More than 90 renowned international cultural entities set to participate in the first edition of CM Malaga

-Europa Press-

Museums of the world will seek out new future offers based on technology

-elDiario.es-



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# Culture & Museums Forum

**THE MUSEUM: NEW VIEWS.** Proposals of digital value for today's museums and cultural organisations.  
In search of meaning and sustainability.

- **REFLECT.** On how **current trends in society** are reshaping the future and the importance of museums and cultural organisations.
- **REIMAGINE. Discover untapped potential.** From the traditions of the past to new museums: edutainment and services to the community and beyond.
- **RE-EXAMINE. The autonomy of artists can help redirect**
- **our society** through the universal language of art.
- **RECONNECT. Methods and technologies to reach nearby (in-person) and distant (virtual) audiences.**
- **REVIEW. Creative thinking and problem solving through diversity and inclusion.**
- **RECOVER. Financial sustainability:** new development and expansion strategies.
- **REINVENT. (New) hybrid museums.** Towards the creation of suggestive virtual experiences.



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# Join the debate

## PROFESSIONALS

Use networking to access all the content of the event.

[+info](#)

## COMPANIES

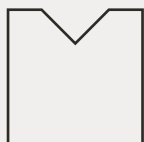
Find partners and show your content to professionals.

[+info](#)

## PARTNERS

Associate your image with technological innovation in the sector.

[+info](#)





**FYCMA**

**A COMMITMENT TO INNOVATION AND CHANGE.  
THE COMMON GOAL OF OUR EVENTS.**

Malaga Trade Fair  
and Congress Centre



**FYCMA is committed to highly specialised events with an international vocation, geared to promoting the creation of innovative ecosystems and boosting the different sectors and industries.**



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#CMMalaga22  
**CMMALAGA.COM**



# Get to know the team

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Trade Fair Team Director

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## REGISTRATION AND NETWORKING

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