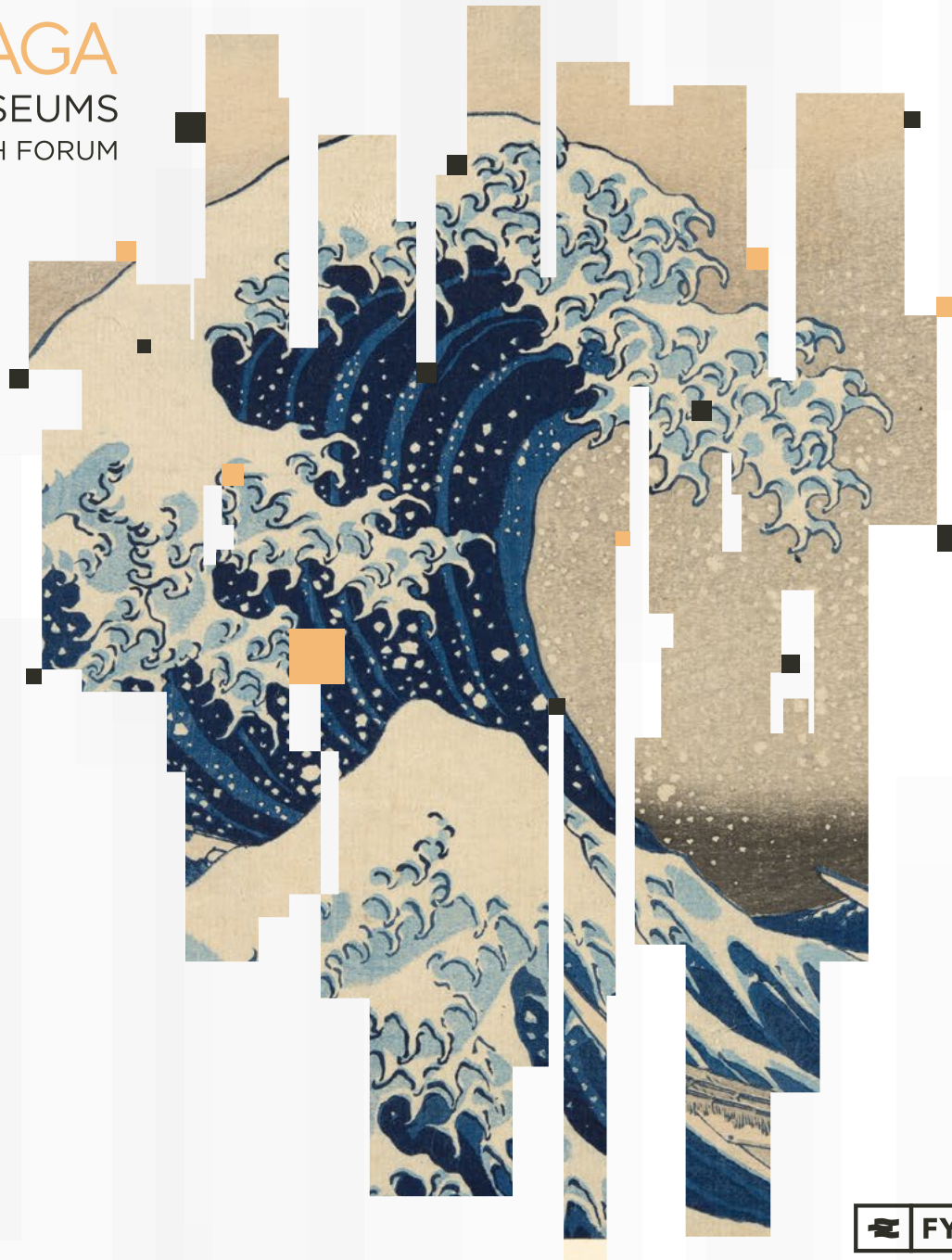


# Shaping culture through tech

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19 | 20  
JUN  
2023

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# 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.

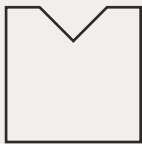
## OBJETIVOS DE DESARROLLO SOSTENIBLE



# 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 not only helps us to bring it closer to people in a more accessible, understandable and sustainable manner, but also has the ability to create new forms of culture, such as videogaming, NFTs or the Metaverse, new formats of influence in an increasingly digitised society.

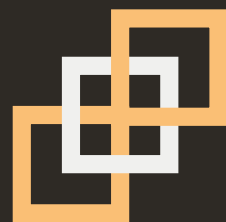


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# An alliance for culture

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 & ENTREPRENEURSHIP

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:
  - Artificial intelligence
  - Big Data
  - Metaverse and web 3.0
  - Digitization and 3D printing
  - Holograms
  - 360° video
  - Virtual and augmented reality- CRM
  - Audiovisual innovation
  - Ticketing
  - Video game
  - Immersive experiences
  - Specialized lighting
  - Streaming
  - Sound
  - Interactive apps and audio guides
  - File management
  - Heritage management
  - Podcast
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
  - Merchandising and store articles Museums / Culture
  - Sector-specific software and hardware
  - Conservation and restoration
  - Lighting
  - Graphic arts
  - Specialised insurance
  - Training and education
  - Marketing and communication
  - Promotions and different applications



# Get to know the leaders



**Amélie Richard**

CO-EXECUTIVE PRODUCER Y  
HEAD OF PROGRAMMING  
HUB MONTREAL



**Diana Pan**

CTO  
MOMA - THE MUSEUM OF  
MODERN ART



**Henrik Svalheim**

DIRECTOR DE ADMINISTRACIÓN  
MUNCH MUSEUM



**José Luis de Vicente**

COMISARIO E INVESTIGADOR  
CULTURAL  
SÓNAR +D



**Keir Winesmith**

JEFE DE ÁREA DIGITAL  
THE NATIONAL GALLERY  
OF AUSTRALIA



**María Inés Rodríguez**

CURADORA-ADJUNTA DE ARTE  
MODERNO Y CONTEMPORÁNEO  
MUSEO DE ARTE  
DE SÃO PAULO  
ASSIS  
CHATEAUBRIAND - MASP



**Michela Rota**

GRUPO DE TRABAJO SOBRE  
SOSTENIBILIDAD  
ICOM



**Yannick Hofmann**

DIRECTOR ARTÍSTICO  
DEL PROYECTO  
INTELLIGENT. MUSEUM  
ZKM | CENTER FOR ART AND  
MEDIA KARLSRUHE



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# Inspired by technology

The leading institutions and companies invest in applied technology.  
More than 600 companies took part in 2022



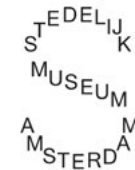
FUNDACIÓN JUAN MARCH



MUSEO NACIONAL DEL PRADO



National Gallery of Art



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# Highlights of the second edition

The last edition confirmed its position as one of the main meetings on the international calendar of events based on the digital transformation of the cultural sector.

**More than  
1200**

PROFESSIONALS  
IN ATTENDANCE

**150**

EXPERTS

**29**

COUNTRIES

**More than  
600**

ENTITIES  
REPRESENTED

**More than  
80**

EXHIBITORS



# Extensive media coverage

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

#CMMalaga22

**27.106.310 Imp.**

Global reach

**€ 1,24 million**

Impact value generated

**A hundred experts will advance in CM Málaga the technological challenges that define the future of the cultural sector**

-La Vanguardia-

**Immersive experiences, personalized guides, video gaming and artificial intelligence: technological bets from CM Málaga**

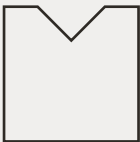
-Sur Digital-

**CM Málaga promotes the transformative capacity of museums and their influence on a sustainable digital future**

-Europa Press-

**CM Málaga confirms its second edition in June focused on the digital transformation of the cultural sector**

-20 minutos-





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# Programs CMMálaga

The most innovative solutions through the experience of speakers international references will be presented in the two programs of contents:

## SYMPOSIUM

**3rd International Symposium on Digital Solutions in Museums and Cultural Entities**, which will analyse cultural ecosystems in the digital era through the critical and reflexive use of technologies.

## TECHNICAL CONFERENCES

Workshops, talks and round tables on digital transformation and its opportunities for small and medium-sized museums, funding and European programmes for the cultural industry and design as a transversal tool for culture.



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# Exhibition: Demo Area

A meeting place with stands, presentations, demos and technological proposals for museum management, leading technology and service companies in innovation, public administration and the cultural industry, together with the academic world, to create synergies, share experiences, acquire knowledge, expose funding opportunities and generate business.



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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**



**Mobile Week**  
MÁLAGA



**Transfiere**  
European Meeting on Science,  
Technology and Innovation



**H&T**  
INNOVATION SUMMIT FOR  
THE HOSPITALITY INDUSTRY



**CM MÁLAGA**  
CULTURE & MUSEUMS  
INTERNATIONAL TECH FORUM



**greencities**  
URBAN INTELLIGENCE AND SUSTAINABILITY



**S-MOVING**  
SMART AND SUSTAINABLE MOBILITY



**simed**  
MEDITERRANEAN REAL  
ESTATE EXHIBITION



**talent  
woman**<sup>®</sup>

**CONNECTING**

**INNOVATION**  

**AND BUSINESS**

**Trade Fairs & Congress  
Center of Málaga**

**FYCMA is committed to highly specialized events with an international vocation promoting the creation of innovative ecosystems to promote the different sectors and industries.**



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# Get to know the team

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