

# Shaping culture through tech



17 | 18  
JUN  
2024

[cmmalaga.com](http://cmmalaga.com)



CMMALAGA.COM

# Shaping culture through tech

**The largest international inspiration and business event for the cultural industry.**

**CM MÁLAGA** drives the digital revolution and the transformation of the sector towards a more sustainable, inclusive and accessible model for an increasingly technological society.



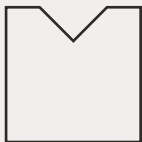
Shaping culture through tech



# 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.

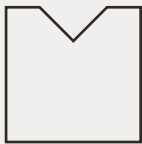
**SUSTAINABLE  
DEVELOPMENT GOALS**



# More than galleries and museums

**CM MÁLAGA**, has an extensive programme that includes an exhibition area, training areas and debate forums with and debate forums with major topics such as digital humanism, sustainability and social digital humanism, sustainability and social welfare.

Every year it brings together leading professionals related to museum management, technology and services companies, museums and international organisations, the public administration and the cultural industry, as well as the academic field to access new business opportunities, synergies, funding and innovative projects to lead the conversation about the future of culture.

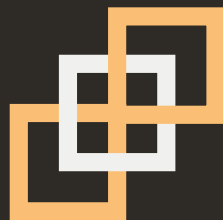


Shaping culture through tech



# An alliance for culture

An event promoted by public-private initiative.



ORGANIZE



Shaping culture through tech

# 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.

Shaping culture through tech





# Who takes part?

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:
  - Inteligencia artificial
  - Big Data
  - Metaverse and web 3.0
  - Digitization and 3D printing
  - Holograms
  - 360° video
  - Virtual and augmented reality
  - CRM
  - Audiovisual innovation
  - Ticketing
  - Videogame
  - Immersive experiences
  - Specialized lighting
  - Streaming
  - Sound
  - Interactive apps and audio guides
  - File management
  - Heritage management
  - Podcast
  - Cybersecurity
  - Robotics
7. Universities
8. Research centres linked to culture
9. The media and specialised journalists
10. Social networks: bloggers, vloggers and influencers
11. Young entrepreneurs. Innovation / R+D+I / Start-ups associated with smart culture
12. Cultural destinations
13. Companies offering products, technological coverage and services related to museums and cultural venues:
  - Consultants
  - Designers and Architects
  - Logistics
  - Merchandising and store articles Museums / Culture
  - Conservation and restoration
  - Lighting
  - Graphic arts
  - Specialised insurance
  - Accessibility
  - Training and education
  - Marketing and communication
  - Promotions and different applications
  - Security



# Get to know the leaders



**Cécile Godefroy**

CONSERVATOR AND RESPONSABLE  
NATIONAL MUSEUM PICASSO PARIS



**Dimitris Koureas**

MANAGING DIRECTOR FOR DIGITAL  
& CIO / EXECUTIVE DIRECTOR  
NATURALIS BIODIVERSITY CENTER  
/ DISSCO



**Elena Correa**

HEAD OF RESTORATION  
DEPARTMENT  
BOARD OF TRUSTEES OF THE  
ALHAMBRA AND GENERALIFE



**Iván de Prado**

DIRECTOR OF AI  
FREEPIK



**Javier Sainz de los  
Terreros**

HEAD OF DIGITAL COMMUNICATION  
MUSEO NACIONAL DEL PRADO



**JiaJia Fei**

DIGITAL STRATEGIST AND FOUNDER  
OF THE FIRST DIGITAL AGENCY  
FOR ART



**João Correia Vargues**

PRESIDENT OF THE BOARD OF  
DIRECTION  
MUSEU ZERO



**Jordi Sans**

STRATEGY AND INNOVATION  
CONSULTANT FOR CCIS  
EURECAT



**Jorge Carrión**

WRITER, CULTURAL CRITIC,  
CURATOR, SCRIPWRITER. DIRECTOR  
OF THE MASTER'S DEGREE IN  
LITERARY CREATION  
POMPEU FABRA-BSM UNIVERSITY



**José Luis Pérez Pont**

DIRECTOR  
CONTEMPORARY CULTURE CENTRE  
OF CARME (CCCC) AND MUSEUM  
PARTNERSHIP OF COMUNITAT  
VALENCIANA (CMCV)



**Juan Pablo Rodríguez**

FOUNDER AND EXECUTIVE  
DIRECTOR  
FRADE ARCHITECTS



**Kamini Sawhney**

DIRECTOR / BOARD MEMBER  
MUSEUM OF ART & PHOTOGRAPHY  
(MAP) / INTERNATIONAL  
COMMITTEE FOR MUSEUM AND  
COLLECTIONS OF MODERN ART  
(CIMAM)



**Michael John Gorman**

FOUNDING DIRECTOR  
NATURKUNDEMUSEUM BAYERN



**Michaela Wimplinger**

HEAD OF SPECIAL PROJECTS  
ARS ELECTRONICA



**Natalia Camacho**

PRODUCTION AND AUDIOVISUAL  
DIFFUSION DIRECTOR  
TEATRO REAL



**Pilar Vélez**

DIRECTOR (2012-2022)  
DESIGN MUSEUM



**Sabine Himmelsbach**

DIRECTOR  
HOUSE OF ELECTRONIC ARTS (HEK)



**Suhanya Raffel**

DIRECTOR / PRESIDENT  
M+ HONG KONG / INTERNACIONAL  
COMMITTEE FOR MUSEUM AND  
COLLECTIONS OF MODERN ART  
(CIMAM)

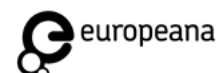


Shaping culture through tech



# Inspired by technology

The leading institutions and companies invest in applied technology.  
More than 600 companies took part in 2023.



Shaping culture through tech

# Highlights of the third 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  
1300**

PROFESSIONALS  
ATTENDEES

**20**

COUNTRIES

**More than  
100**

EXPERTS

**More than  
80**

COMPANIES  
AND ENTITIES  
REPRESENTED

**More than  
100**

MUSEUMS AROUND  
THE WORLD



Shaping culture through tech

# Extensive media coverage

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

#CMMalaga23

**14.362.276**  
Impressions

Global reach

**2,46M€**

Impact value generated

**CM Malaga inaugurates with the challenge of the museums of the 21st century: inclusive, accessible and sustainable**

-Sur Digital-

**CM Malaga brings together companies with holographic solutions, digital art, AI and latest technologies in the cultural field.**

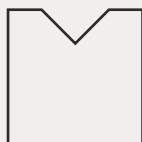
-La Vanguardia-

**CM Malaga inaugurates with the challenge of the museums of the 21st century: inclusive, accessible and sustainable**

-Europa Press-

**More than a hundred museums from all over the world will meet at CM Malaga**

-Vida Económica-



Shaping culture through tech





CMMALAGA.COM

# Programs CMMálaga

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

## SYMPOSIUM

**IV International Symposium on Digital Solutions in Museums and Cultural Entities.** In this edition, the main theme of the symposium will be digital humanism, meaning how the cultural sector responds to the needs of a highly technological society.

## TECHNICAL CONFERENCES

**III International technical conferences for professionals in the cultural and technological sector.** These technical conferences aim to debate, inspire and work with technologies, ideas and projects of professionals who stand out for their innovative activity to promote sustainable development and social welfare.

## WORKSHOPS

**Workshops:** CM Malaga incorporates a programme of workshops aimed at broadening the training of professionals in the cultural field and offering a practical working space on different topics related to innovation themes linked to innovation.



Shaping culture through tech

# Exhibition: Demo Area

Stands, presentations, demos and technological proposals for museum management. A meeting place for technology and innovation companies, public administration, academia and the cultural industry focused on promoting collaboration, sharing experiences and knowledge, highlighting funding opportunities and encouraging the development of new businesses.



# Join the debate

## PROFESIONALS

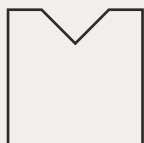
Network and access to all the contents of the event.

## COMPANIES

Find partners and show your content to professionals.

## PARTNERS

Associate your image with technological innovation in the sector.







**FYCMA**



**greencities**  
URBAN INTELLIGENCE AND SUSTAINABILITY



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



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



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



**S-MOVING**  
SMART AND SUSTAINABLE MOBILITY



**simed**  
MEDITERRANEAN REAL  
ESTATE EXHIBITION



**LEADINGGIRLS**



**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.

 CM MALAGA  
 CMMALAGA  
 CMMALAGA  
 @CMMALAGA

#CMMalaga  
**CMMALAGA.COM**



Shaping culture through tech

# Get to know the team

## **María José Olivera**

Get to know the team  
mjolivera@fycma.com  
+34 650 525 975

## **PARTICIPATION OPTIONS**

### **Marta Tabernero**

Tel: +34 683 122 806  
mtabernero@fycma.com

### **Javier Ponce**

Tel: +34 659 085 820  
jponce@fycma.com

## **INTERNATIONAL PARTICIPATION**

### **Priscila Meléndez**

Tel: +34 648 006 608  
pmelendez@fycma.com

## **CONTENTS**

### **Déborah Pastrana**

Content Manager  
Tel: +34 620612976  
dpastrana@fycma.com

## **EXHIBITOR SERVICES**

### **Ana Sánchez**

Tel: +34 660 710 852  
asanchez@fycma.com

