

## **CM MALAGA 2024, INTERNATIONAL CULTURAL SECTOR EVENT WILL TAKE PLACE ON 17TH AND 18TH JUNE AT FYCMA**

**The fourth edition of the international event CM Malaga, Culture and Museums International Tech Forum, will be held in the FYCMA (Trade Fair and Congress Centre of Malaga), uniting knowledge, inspiration, and business for professionals, companies, and institutions in the cultural sector. It will take place on the 17th and 18th June 2024 with a programme including new developments in design innovation, digital humanism and the international scope of the sector.**

*Malaga, 8th November 2023* - CM Malaga, Culture and Museums International Tech Forum, confirms the fourth edition will be held on 17th and 18th June 2024 at FYCMA (Trade Fair and Congress Centre of Malaga). The event will be organised in conjunction with the Department of Tourism, Culture and Sport of the Andalusian Regional Government and with the support of Diario Sur newspaper. The international event taking place in Malaga will unite stakeholders involved in the digital revolution and the transformation of the cultural sector towards a more sustainable, inclusive, and accessible sector in an increasingly technological society.

There will be a busy schedule of events where experts from all over the world will share knowledge, inspiration and business ideas. The planned activities will include the "III International Technical Conference for Cultural and Tech Sector Professionals", which will focus on the role of culture and the challenge of new technology as a force for sustainability and social wellbeing.

The "IV International Symposium on New Trends in Digital Humanism in Museums and Cultural Institutions" will also take place. The event will be led by Lucía Ybarra and Rosina Gómez-Baeza, founders of YGBART consultants. This edition will touch on the new forms of digital humanism, the main topic of the symposium, and the diversity of ways to meet the needs - and demands - of a highly technological society. Leading international figures will discuss the ways in which technology is changing the world and the cultural environment, providing artists with new means and mediums to investigate, experiment and create, offering the public new opportunities to enter into and engage with cultural debates. Innovative use of digital resources will be addressed. Specific thought will be given to issues linked to technical automation, data processing, artificial intelligence and the metaverse in museums.

There will also be space for training and specialist *workshops* focused on broadening the knowledge of cultural sector professionals in areas such as artificial intelligence, creating urban spaces to promote culture, and opportunities for rural innovation stemming from new artistic and cultural capabilities.

For the first time, CM Malaga will launch several competitions to recognise innovation in design, the best project to be created at the event, or for projects to attract EU initiatives. In this regard, there will be a new edition of "Open Call for Startups" to raise the profile of companies with innovative ideas in the cultural sector.

### **Exhibition area**

CM Malaga will include an exhibition area with stands from technology companies that provide services to the cultural sector. On display will be a wide range of services and tools that are transforming the traditional concept of the museum, heritage, and, generally, the cultural field, as well as management, communication and consumer models. This space will also include service companies catering to the wider sector, public bodies and authorities.

The previous edition united more than 1,300 professionals over the two days of the event, including more than 80 participating companies and entities, over twenty countries, more than one hundred museums from all over the world, and more than one hundred experts on the programme.



CM Malaga, Culture and Museums International Tech Forum, is organised by FYCMA (Trade Fair and Congress Centre of Malaga), as part of the Council of Malaga, alongside the Department of Tourism, Culture, and Sport of the Andalusian Regional Government and with the support of Diario Sur newspaper.

For more information, please visit [www.cmmalaga.com](http://www.cmmalaga.com) and [Facebook](#), [X](#), [LinkedIn](#) and [Instagram](#).