



CM MÁLAGA

CULTURE & MUSEUMS
INTERNATIONAL TECH FORUM

22/23
JUN. 2026

#CMMálaga

cmmalaga.com

/ Cultural innovation
/ Creative Sustainability
/ Digital Creativity
/ Culture Exchange
/ Creative Tech Fusion
/ Urban Culture
/ Hybrid Art Forms

ORGANISERS

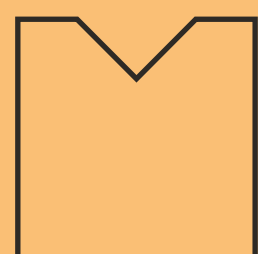




Where culture advance

With just four editions, **CM Málaga** has become a leading international professional meeting to boost the creative cultural sector through inspiration, innovation, networking, and the development of new projects.

This **biennial event** is conceived as a strategic space to **drive the transformation of the cultural sector through technology, creativity, and collaboration**. An essential event for those who believe that culture and innovation are fundamental drivers for building a more conscious, critical, and prepared society in the face of the complex challenges of our time.



Culture and technology: driving change

CM MÁLAGA is the largest international event for **inspiration and business in the cultural industry**.
The meeting point leading the digital, inclusive, accessible, and sustainable transformation of the sector.

1. POSITIONING

Meeting point for key players in the sector.

2. BUSINESS AND ENTREPRENEURSHIP

Connection between professionals, companies, and administration.

3. INTERNATIONALIZATION

Presence of international companies and institutions.

4. DEBATE

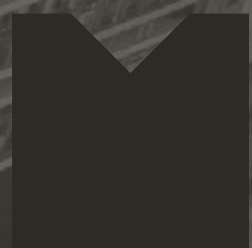
Deciding together what the culture of the future will be like.

5. ALLIANCES

Agreements for the present and future of the sector.

6. TRAINING

New trends and models under discussion.

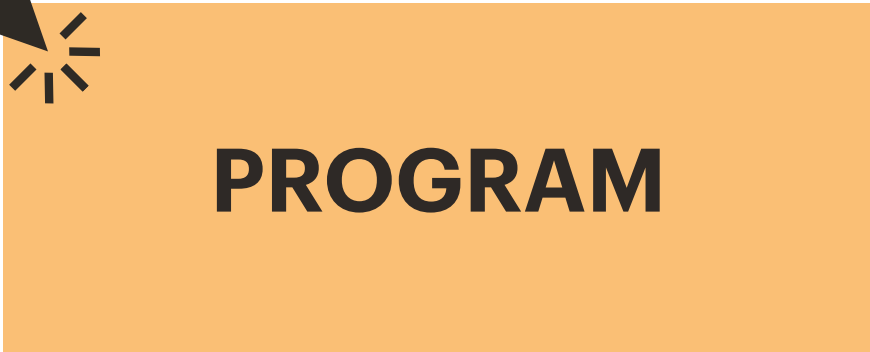
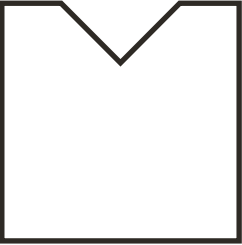


An innovative ecosystem

CM Málaga promotes a collaborative and knowledge-sharing environment where institutions, professionals, companies, and creators converge to explore technologies applied to cultural management:

The event combines an **Exhibition Area** with technological solutions for cultural management, a **Tech Demo Area** with live demonstrations, **Forums** with sector leaders, and spaces dedicated to **professional Networking**.

Discover the **highlights of the latest edition**:



PROGRAM



MAP



PARTICIPANTS



PROTAGONISTS



Learning that inspires. Content that transforms.

IV International Technical Conferences for Professionals in the Cultural and Technological Sector:

Expanded culture: a vision of innovation with the diversity of artistic languages.

V International Symposium on Digital Solutions in Museums and Cultural Entities:

Digital creativity: promoting digital creativity as a tool of expression for artists and a driver of transformation for cultural institutions.

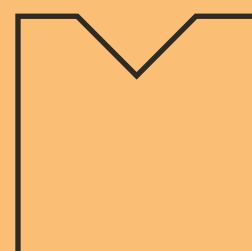
Workshops:

CM Málaga includes a program of workshops aimed at expanding the training of professionals in the cultural field and offering a practical workspace around different topics related to innovation.



Who participates?

1. **Creative and cultural industries: Performing arts, audiovisuals, visual arts, literature, architecture, etc.**
2. **Tech companies specialized in culture:**
 - AI
 - Big Data
 - Metaverse and Web 3.0
 - 3D printing
 - Holograms
 - 360° video
 - VR/AR, CRM
 - Audiovisual innovation
 - Ticketing
 - Video games
 - Immersive experiences
 - lighting
 - Streaming
 - Sound
 - Interactive apps and audioguides
 - Archive management
 - Heritage management
 - Podcasts
 - Cybersecurity
 - Robotics
3. **Museums and cultural spaces**
4. **Public administrations**
5. **Foundations, associations, and sector federations**
6. **Large corporations**
7. **Universities and research centers linked to culture**
8. **Media and specialized journalists, bloggers, vloggers, influencers**
9. **Young entrepreneurs and Startups linked to smart culture**
10. **Cultural destinations**
11. **Companies offering products, tech coverage, and services related to creative and cultural industries:**
 - Consulting
 - Designers and architects
 - Logistics
 - Merchandising
 - Conservation and restoration
 - Lighting
 - Graphic arts
 - Specialized insurance
 - Accessibility
 - Training and education
 - Security
 - Marketing and communication



Meet the leaders



Agnes Abastado

HEAD OF DIGITAL DEVELOPMENT
EMPO - MUSEO DE ORSAY /
MUSEO DE LA ORANGERIE



Amanda Vollenweider

HEAD OF EDUCATION
VAN GOGH MUSEUM



Camille Emina

HEAD OF DIGITAL PRODUCTIONS
MUSEO LOUVRE



Candice Chenu

MANAGER OF DIGITAL CULTURAL
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FUNDACIÓN LOUIS VUITTON



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INSTITUTO TECNOLÓGICO DE
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HEAD OF DATA ANALYSIS AND
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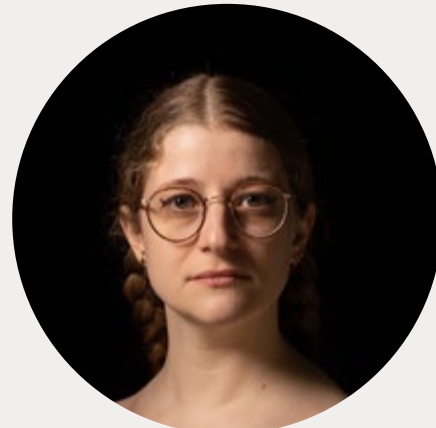
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Matthias Hauser

ASSOCIATE CURATOR OF
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MUSEO DE LA IMAGEN EN
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RESPONSABLE DE POLÍTICA,
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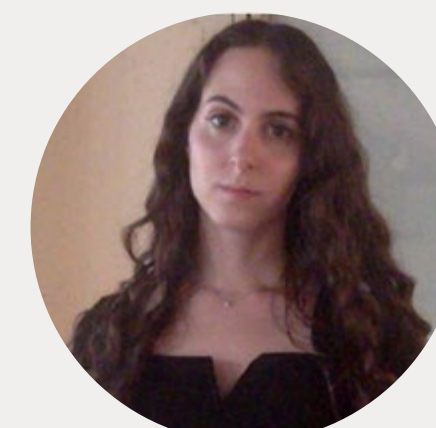
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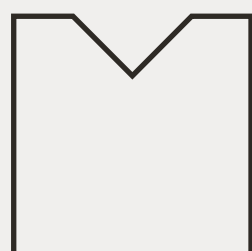
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Yasodhara Lopez

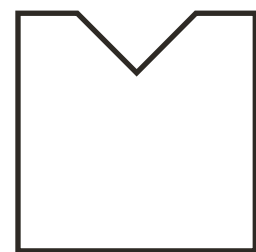
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PARA LA TRANSICIÓN
ECOLÓGICA Y EL RETO
DEMOGRÁFICO





Inspired by technology

Leading institutions and companies are committed to applied technology.



This was CM Málaga 2024

The last edition was consolidated as one of the main events in the international calendar of conferences focused on the digital transformation of the cultural sector.

**Over
1200**

PROFESSIONAL
ATTENDEES

16

COUNTRIES

**Over
100**

EXPERTS

**Over
200**

REPRESENTED
COMPANIES AND
ENTITIES

**Over
50**

MUSEOS DE
TODO EL MUNDO



Voice of an industry

Great media and social media impact in its fourth edition.

#CMMalaga
16,766,409
Impressions
Global reach

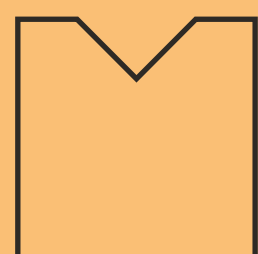
€2,69M
Media value generated

CM Málaga traza la hoja de ruta de los museos.
Diario Sur

CM Málaga premia la innovación tecnológica
en el sector cultural.
Nexotur

Tecnologías para la cultura del pasado, el
presente y el futuro.
ABC

CM Málaga reúne a líderes internacionales en
digitalización del sector cultural y analiza el
impacto de Picasso.
Europa Press



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Join the conversation

PROFESIONALS

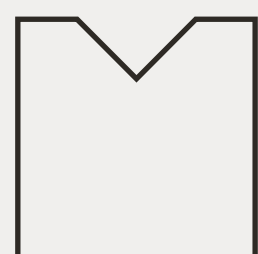
Network and access all event content.

COMPANIES

Find partners and showcase your content to professionals.

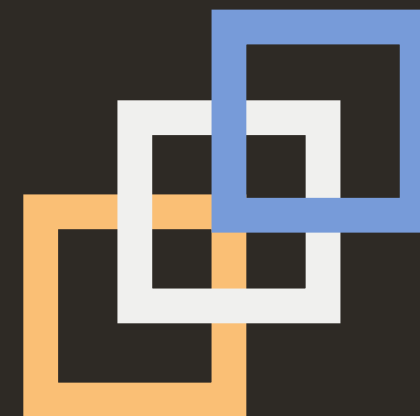
PARTNERS

Associate your image with technological innovation in the sector.



An alliance for culture

An event driven by public-private collaboration.



ORGANIZED BY:



Consejería de Cultura
y Deporte



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Meet the team

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