

Benaki Museum

PIREOS STREET ANNEX

26/11/2015 9.00–16.30



THE INCLUSIVE MUSEUM

**BROADENING
THE ROLE
OF MUSEUMS
AND CULTURAL
INSTITUTIONS
IN SOCIETY**

#InclusiveMuseumAthens2015

CO-ORGANIZED BY



BENAKI MUSEUM



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ATHENS



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BROADENING THE ROLE OF MUSEUMS AND CULTURAL INSTITUTIONS IN SOCIETY

Museums are increasingly a space for discussion, reflection, movement, creativity, participation, and personal and professional growth. Ambitious speaker programmes give a cross-disciplinary background to works in the collection. Apps and other digital features help recruit the next generation of museum-goers. Worldwide, museums and other cultural organizations are taking advantage of their often enviable spaces to host studio courses, innovation labs, and even yoga classes.

As museums become more active players in their communities, audiences speak up more. In Manchester, UK, the Whitworth has made the community part of the organisation's artistic and creative mission, handing authority and ownership to visitors – and as a result it received the Artfund Museum of the Year award in 2015.

In New York, the New Museum, which is the city's only dedicated contemporary art museum, has addressed civic and economic issues with the IDEAS CITY festival and the NEW INC entrepreneurship incubator for artists, designers, and technology professionals. The arts program at Bloomberg Philanthropies helps institutions like the Metropolitan Museum of Art and the American Museum of Natural History attract new audiences with beautifully designed digital content such as the 82nd and Fifth app for iPad.

At the fifth annual Museum Conference, museum and cultural professionals from Greece, the U.S. and the UK will examine how museums and other cultural organisations can engage with diverse audiences and drive changes in society.

PROGRAM

9:00

Registration

9:30–10:00

Welcome Remarks

10:00–10:50

Karen Wong, Deputy Director, New Museum
"New Ideas: IDEAS CITY and NEW INC"

10:50–11:40

Esmé Ward, Head of Engagement, the Whitworth and Manchester Museum, University of Manchester
"For the Perpetual Gratification of the People: Transforming the Whitworth"

11:40–12:10

Coffee Break

12:10–14:00

ROUND TABLE:

Maria-Thalia Carras, Co-founder of Locus Athens
Fotis Flevotomos, Artist, Musician, Special Collaborator of the Benaki Museum
Panos Papoulias, Assistant Director of Programmes & Strategic Initiatives, Stavros Niarchos Foundation

Elia Vlachou, Archeologist-Museologist,
Head of the Piraeus Bank Group Cultural Foundation

Amalia Zepou, Vice Mayor for Civil Society
and Municipality Decentralisation,
Municipality of Athens

Moderator: **Sophia Handaka**, Curator, Department
of World Cultures, Benaki Museum

14:00–15:00

Break

15:00–15:50

Anita Contini, Arts Program, Bloomberg Philanthropies
"Audience Engagement in a Digital World"

15:50–16:30

Adam Szymczyk, Artistic Director, documenta 14
Paul B. Preciado, Curator of Public Programmes,
documenta 14

Closing Remarks & Statement

17:15

Music event in dialogue with the exhibition
"Wor(th)ship. Tassos Vrettos"