

Thessaloniki Concert Hall
M2 BUILDING, MAURICE SALTIEL HALL

27/11/2015 10.00–17.00



THE INCLUSIVE MUSEUM

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

#InclusiveMuseumThess2015

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THESSALONIKI
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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

10:00

Registrations

11:00

Welcome Remarks

11:30

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

12:30

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

13:30

Break

14:00

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

15:00

PANEL DISCUSSION:

Alexandros Baltzis, Associate Professor, Sociology of the Arts and Mass Communication, Department of Journalism and Mass Communication, Aristotle University of Thessaloniki

Vangelis Ioakimidis, Director, Museum of Photography, Thessaloniki

Sophia Kaitatzi-Whitlock, Professor of Politics and Political Communication, Department of Journalism and Mass Communication, Aristotle University of Thessaloniki; Vice President of the Board, State Museum of Contemporary Art

George Emmanuel Lazaridis, Artistic Director, Thessaloniki Concert Hall

Maria Tsantsanoglou, Director, State Museum of Contemporary Art

Moderator: **Yiota Sotiropoulou**, Journalist

16:30

Closing Remarks