

THE FUTURE IS NOW

4 DECEMBER 2014 10.00-16.30

BENAKI MUSEUM

PIREOS STREET ANNEX



—
EVOLVING
MUSEUM
STRATEGY,
PROGRAMMING &
COMMUNICATION

CO-ORGANIZED BY:



BENAKI MUSEUM



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EVOLVING MUSEUM STRATEGY, PROGRAMMING & COMMUNICATION

Museums and other cultural institutions are often located in august buildings that imply the ability to shrug off any pressure to change. But that's an illusion: they are the product of social and economic forces and remain subject to the shifts in those forces.

Take technology. A few years ago, when we held the first of these conferences, the Tate and the Met had major websites, but their presence in social media was negligible. Now both are leaders in audience engagement. Then there's money. Museums cost. The Metropolitan and Tate host their collections in multiple branches and operate on multimillion dollar budgets. Where does the money come from and where does it go?

Strategy is what gives direction in the squall. How does a museum examine its purpose, rethink its core programming, and renew its audience? How should a museum use tech to engage with the audience without losing sight of its original vision? How do people running museums decide what is meaningful growth, and what's growth for growth's sake?

At the fourth annual Museum Conference, museum professionals, independent curators, and artists from Greece, the UK and the US will discuss making the museum of the future.

PROGRAM

9:00

Registration / Coffee

10:00-10:30

Welcome Remarks

10:30-11:30

Cynthia Round, Senior Vice President of Marketing and External Relations, The Metropolitan Museum of Art, New York

Can we Make our Museums Irresistible?

11:30-12:30

Sam Thorne, Artistic Director, Tate St. Ives

On the Move: Schools, Academies, Museums

12:30-13:30

Break

13:30-14:45

PANEL DISCUSSION:

Marina Fokidis, Independent Curator, Kunsthalle Athena

Katerina Koskina, President of the Board of Administration, State Museum of Contemporary Art
Director of the Thessaloniki Biennale of Contemporary Art

Maria Lagogianni, Director, national Archaeological Museum

James Wright, Director, American School of Classical Studies in Athens

Sophia Handaka, Curator, Department of World Cultures, Benaki Museum

14:45-15:00

Coffee Break

15:00-16:00

Susan Sellers, Head of Design, The Metropolitan Museum of Art, New York

Museums are People: Design and Culture

16:00-16:30

Closing remarks by keynote speakers and moderator

MODERATOR:

Sophia Handaka, Benaki Museum