

2018 CEUROPEAN YEAR OF CULTURAL HERITAGE #EuropeForCulture













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Museums come back to the local community through Art&Food



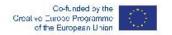


Engage audiences through the "Art & Food" alliance and other audience development strategies for peripheral museums

8 June 2018 / 09:30 - 13:30

Museo Nazionale Romano Palazzo Massimo alle Terme Rome - Largo di Villa Peretti, 2

Museums come back to the local community through Art&Food

















Engage audiences through the "Art & Food" alliance and other audience development strategies for peripheral museums 1/3



09:30 – 09:45	Welcome
	Daniela Porro – Director Museo Nazionale Romano
	Giuseppe Lepore – President Centro Europeo per il Turismo e la Cultura
09:45 – 10:00	2018 Year of the Italian Food in the World
	Francesco Palumbo – Directorate-General for Tourism at MiBACT (Italian Ministry of Cultural Heritage and Activities and Tourism)
10:00 – 10:15	Introduction to In_NovaMusEUm & Transnational Network of European Peripheral Museums
	Alessandra Capezzuoli Ranchi – project manager
10:15 – 10:30	In_NovaMusEUm: documents & tools
	Giorgio Barbato – project communication and networking expert





Engage audiences through the "Art & Food" alliance and other audience development strategies for peripheral museums 2/3



10:30 - 11:30

In_NovaMusEUm: "Art & Food" creative activities

Albania: Andri Ibrahimi – Director Tirana Ekspres

Greece: Christos D. Merantzas – Assistant Professor, History of Civilizations University of Patras, Department of Cultural Heritage Management & New Technologies

Italy: Marco Corsi – PhD in History of Architecture, collaborator of Palazzo Chigi in Ariccia and project local facilitator

Portugal: Fernando Catarino - Professor e Investigador, CIC.Digital, Pólo CICANT, ECATI - Escola de Comunicação, Arq., Artes e TI, Universidade Lusófona

Sweden: Rebecka Enhörning – Director Skokloster Castle

11:30 - 12:00

Engage Audiences research (European Commission)

Cristina Da Milano – ECCOM





12.00 - 12.20

Engage audiences through the "Art & Food" alliance and other audience development strategies for peripheral museums 3/3

2018 Furopean Year of Cultural Heritage



12.00 — 12.20	Antonio Lampis – Directorate-General for Museums at MiBACT (Italian Ministry of Cultural Heritage and Activities and Tourism)
12:20 – 12:40	Audience Development & Digital Engagement Federico Borreani – BAM! Strategie Culturali
12:40 – 13:00	Creative Europe – Culture programme Marzia Santone – Project Officer Creative Europe Desk Italy – Culture Office - MiBACT
13:00 – 13:30	Questions & Answers: capitalization of the workshop input & European peripheral museums networking All participants

