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2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

Co-funded by the
Creative Europe Programme
of the European Union



UNIVERSIDADE
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The art space
KSPRES


Skoklosters slott



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Museums come back to the local community through Art&Food

OUR HERITAGE:
WHERE THE PAST
MEETS THE FUTURE

2018
EUROPEAN YEAR
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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





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



10:30 – 11:30

In_NovaMusEUm: “Art & Food” creative activities

Albania: *Andri Ibrahim* – Director Tirana Ekspres

Greece: *Christos D. Merantz* – 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

2018 European Year of Cultural Heritage

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