



22/23 October 2018

## Herbstakademie 2018 | The art of attraction

Audience development for museums

Venue: tim | Staatliches Textil- und Industriemuseum Augsburg, Provinostraße 46, 86153 Augsburg, Germany

Co-organised by the Bayerische Museumsakademie and the European Museum Academy

### Program

#### Monday, 22 October 2018

10.00 – 10.45	Registration
10.45 – 11.00	<b>Welcome</b> <ul style="list-style-type: none"><li>• <i>Dr. Karl Borromäus Murr, Director, tim, Augsburg</i></li><li>• <i>Prof. Dr. Ferdinand Kramer, The Bavarian Department for Museums (non-State), Munich</i></li><li>• <i>Prof. Massimo Negri, Director, European Museum Academy, Milan</i></li></ul>
11.00 – 11.45	<b>In the end, it's a question of quality   Audience development as a holistic concept for museum management</b> <i>Dr. Matthias Henkel, EMBASSY OF CULTURE, Berlin, Germany</i>
11.45 – 12.30	<b>Some historical antecedents of the current practice of audience development</b> <i>Prof. Massimo Negri, Milan, Italy</i>
12.30 – 13.15	<b>From mall to museum   How audience development entered the museum world</b> <i>Prof. Pier Luigi Sacco, IULM University, Milan, Italy</i>
13.15 – 14.15	Lunch (not provided)
14.15 – 15.00	<b>Museums in the Digital Age   The Science Museum Group Digital Strategy</b> <i>John Stack, Digital Director, The Science Museum Group, London, UK</i>
15.00 – 15.45	<b>Case study   The attraction of presence</b> <i>Prof. Anne-Louise Sommer, Director, Design Museum Danmark, Copenhagen, Denmark</i>
15.45 – 16.00	Tea and coffee break
16.00 – 16.45	<b>Case study   Intercultural audience development</b> <i>Dr. Karl Borromäus Murr, Director, tim, Augsburg and Barbara Kolb M.A., tim, Augsburg</i>

16.45 – 17.00	<b>Conclusion</b>
18.30	Conference dinner (not provided) Riegele WirtsHaus, Frölichstraße 26, 86150 Augsburg

## Tuesday, 23 October 2018

09.00 – 10.30	<b>Panel session – Truly for everyone?   How to find your audience(s)</b>
09.00 – 09.20	<b>Migrants, refugees, immigrants   The museum as gate to a new home</b> <i>Prof. Henrik Zipsane, CEO Jamtli Open Air Museum, Östersund, Sweden</i>
09.20 – 09.40	<b>Engaging Young Adults   The Ablative Museum</b> <i>Prof. Michael Gorman, Founding Director, Biotopeia/Natural History Museum of Bavaria</i>
09.40 – 10.00	<b>Breaking down Barriers   Making exhibitions relevant for visitors</b> <i>Dr. John-Paul Sumner, Interpretation Curator at the Museum for Islamic Art, Berlin, Germany</i>
10.00 – 10.30	<b>Discussion</b>
10.30 – 11.00	Tea and coffee break
11.00 – 15.30	<b>Workshops</b>  Please note: The three workshops will be run at the same time. While the organisers will make every effort to ensure that delegates can attend their preferred workshop, places are limited. We strongly encourage delegates to state their preference as early as possible to avoid disappointment. Please also note that the workshop language is English unless stated otherwise, and that each workshop has three sessions.  <b>Workshop A: Mit Hilfe des Konzepts Museumsmatrix® das eigene, besucherorientierte Handeln besser verstehen</b> <i>Dr. Matthias Henkel, EMBASSY OF CULTURE, Berlin, Germany</i>  <b>Workshop B: From Content to Concept. Methods and tools to focus the mind. Let's explore together how 'Mission Statements', and 'Interpretation Plans' can help us deliver relevant exhibitions and programmes.</b> <i>Dr. John-Paul Sumner, Interpretation Curator at the Museum for Islamic Art, Berlin, Germany</i>  <b>Workshop C: Zielgruppen Ihres Museums kennen, bedienen und neu erschließen – Möglichkeiten der Besucherforschung</b> <i>Dr. Nora Wegner, Kulturevaluation Wegner, Karlsruhe, Germany</i>
11.00 – 12.00	<b>Morning session</b>
12.00 – 13.00	Lunch (not provided)
13.00 – 14.00	<b>Early afternoon session</b>
14.00 – 14.30	Tea and coffee break
14.30 – 15.30	<b>Afternoon session</b>
15.30 – 16.00	<b>Discussion and informal exchange</b>

*Conference language: English / Workshop languages: English and/or German as indicated. Please note that this program is subject to change without prior notice.*