



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 (26.06.2018)

Monday, 22 October 2018

10.00 – 10.45	Registration
10.45 – 11.00	Welcome
11.00 – 11.45	In the end, it's a question of quality Audience development as a holistic concept for museum management <i>Dr. Matthias Henkel, EMBASSY OF CULTURE, Berlin, Germany</i>
11.45 – 12.30	Some historical antecedents of the current practice of audience development <i>Prof. Massimo Negri, Milan, Italy</i>
12.30 – 13.15	From mall to museum How audience development entered the museum world <i>Prof. Pier Luigi Sacco, IULM University, Milan, Italy</i>
13.15 – 14.15	Lunch (not provided)
14.15 – 15.00	Museums in the Digital Age The Science Museum Group Digital Strategy <i>John Stack, Digital Director, The Science Museum Group, London, UK</i>
15.00 – 15.45	Case study The attraction of presence <i>Dr. Anne-Louise Sommer, Director, Design Museum Danmark, Copenhagen, Denmark</i>
15.45 – 16.00	Tea and coffee break
16.00 – 16.45	Case study Intercultural audience development <i>Dr. Karl Borromäus Murr, Director, tim, Augsburg and Barbara Kolb M.A., tim, Augsburg</i>
16.45 – 17.00	Conclusion
18.30	Conference dinner

Tuesday, 23 October 2018

09.00 – 10.30	Panel session – Truly for everyone? How to find your audience(s)
09.00 – 09.20	Migrants, refugees, immigrants The museum as gate to a new home <i>Prof. Henrik Zipsane, CEO Jamtli Open Air Museum, Östersund, Sweden</i>
09.20 – 09.40	Attracting the millennials The intergenerational and future-proof museum <i>Prof. Michael Gorman, Founding Director, Biotopia/Natural History Museum of Bavaria</i>
09.40 – 10.00	Breaking down Barriers Making exhibitions relevant for visitors (working title) <i>Dr. John-Paul Sumner, Interpretation Curator at the Museum for Islamic Art, Berlin, Germany</i>
10.00 – 10.30	Discussion
10.30 – 11.00	Tea and coffee break
11.00 – 15.30	Workshops <p>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.</p> <p>Please also note that the workshop language is English unless stated otherwise, and that each workshop has three sessions.</p> <p>Workshop A: Der Paradigmenwechsel operativ! Anhand mitgebrachter, realer Veranstaltungsformate aus dem Kreis der Workshop-Teilnehmenden werden gemeinsam Ideen für AD-zentrierte Konzepte entwickelt. <i>Dr. Matthias Henkel, EMBASSY OF CULTURE, Berlin, Germany</i></p> <p>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. <i>Dr. John-Paul Sumner, Fellow at the Museum for Islamic Art, Berlin, Germany</i></p> <p>Workshop C: Zielgruppen Ihres Museums kennen, bedienen und neu erschließen – Möglichkeiten der Besucherforschung <i>Dr. Nora Wegner, Kulturevaluation Wegner, Karlsruhe, Germany</i></p>
11.00 – 12.00	Morning session
12.00 – 13.00	Lunch (not provided)
13.00 – 14.00	Early afternoon session
14.00 – 14.30	Tea and coffee break
14.30 – 15.30	Afternoon session
15.30 – 16.00	Discussion and informal exchange

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