

EMAC 2012 – PORTUGAL
The crisis as a challenge
(To do more and better)
29 May – 2 June 2012
(draft version April 5th, 2012)

“How does one measure the success of a museum?”
Paul Getty

The European Museum Advisors Conference 2012 is a biannual meeting organized by and for museum advisors and professionals.

It has a long established tradition among Museum Advisors in central and north European countries, completing 20 years of professional networking. Nevertheless, in the southern countries with different professional and governance models, in which the museum support community has a different structure, hence the same problems, this conference hasn't created a large eco yet.

With the aim of reinventing professional boundaries and creating a larger, yet informal, network across the whole of Europe as a creative process of analysing the crisis and its impact, the Municipality of Loures and Mapa das Ideias are the organisers of the EMAC 2012 edition in the metropolitan area of Lisbon.

This conference is organised according to carbon zero and fair trade standards.

Programme

The programme will be structured as follows:

- Discussion panels with the presentation of papers and case studies on the following themes:
 - Museums and Volunteers
 - Partnerships and Sustainability
 - Museum Management and Accountability
 - European Projects and Issues: Their impact in national, regional and local museums
 - Professional Training
- Technical visits to the host museums and other heritage sites.
- Workshops organised by the participants themselves.
- Meetings with Portuguese professionals.

DAY 1

29 May

Tuesday

Ceramics Museum of Sacavém | Municipality of Loures

9am-10am

Participant registration and welcome

10am-10.30am

Welcome Speeches

João Pedro Domingues

Vice-President of the Municipality of Loures

Inês Bettencourt da Câmara

Director of Mapa das Ideias

TALKING ABOUT CHANGE

10.30am-11am

"Loures Museums & Galleries: public commitment through creativity and community engagement"

Conceição Assis Macieira

Coordinator of Loures Museums & Galleries

Loures Municipality, Portugal

11am-11.15am

Short break

11.15am-11.35am

"What about the money? Sharing experiences from Arts and Culture."

Rui Catarino

Guimarães 2012 – European Capital of Culture

Portugal

11.35am-11.55am

"Founding a Cooperative for Heritage Organisations in Gelderland (The Netherlands)"

Marc Wingens

Director Stichting Gelders Erfgoed,

Zutphen, The Netherlands

11.55am-12.15pm

Presentation by
Amareswar Galla,
*Executive Director of the
International Institute for the Inclusive Museum*

1pm-2.30pm

Lunch time

DOING MORE WITH LESS

2.30pm-2.50pm

“Discussing the Participatory Museum:
Network of School Archaeological Clubs”

Mário Antas,
National Museum of Archaeology, Portugal

2.50pm-3.10pm

“Infopoint Museums & Castles in Bavaria”

Wolfgang Stabler,
*Landesstelle für die nichtstaatlichen Museen in Bayern,
Deutschland*

3.10pm-3.30pm

“Triennial “Desenha 12” (Drawing 2012).
Creating a national project with no budget”

Patrícia Remelgado and Sofia Borges,
Coordinators of Trienal Movimento Desenha 12, Portugal

3.30pm-4.00pm

Short break

4.00pm-5pm

Presentations and Discussion

5pm-6.30pm

Coffee break (with coffee, tea, cookies and fruit)

Museum Technical Visit

6.30pm
Meeting point for bus

Fado Museum | EGEAC | Municipality of Lisbon

7.15pm-7.45pm
“Lisbon’s application for UNESCO Intangible Heritage for Fado”
Miguel Honrado
CEO of EGEAC
Sara Pereira
Director of Fado Museum

8.30pm
Dinner with Live Fado (ending at 2am)

DAY 2
30 May
Wednesday
9.00am
Meeting point for bus

HISTORICAL ROUTE OF TORRES VEDRAS

9.30am
Arrival at Interpretation Center of Sobral de Montagaço

11am
Arrival at Alqueidão Fortress

Mafra National Palace

12.30pm-1pm
“Heritage Management and its Sustainability”
Mário Pereira
Mafra National Palace Director

1pm -2.30pm

Lunch time

3.00pm-4.00pm

Technical visit to the Palace

COLLECT AND SHARE

4pm-4.20pm

“About the legislation on IPR (intellectual rights)
+ the (DEA) Data exchange agreement for Europeana”

Mieke Von Doorslaer

*Oost Vlaanderen,
Belgium*

4.20pm-4.40pm

“Current state of Archive of Emilio Perez Piñero Foundation”

Carmen Pérez

Emilio Perez Piñero Foundation

5.15pm-6.15pm

Bus trip to Lisbon

6.15pm-7.30pm

Technical Visit to the Aqueduto of Lisbon

Water Museum

DAY 3

31 May

Thursday

9.00am

Meeting point for bus

Museum of Money, Bank of Portugal

9.30am-11.30am

Visit to the construction site of the future Museum of Money and presentation of the project

11.30am
Bus trip to Cascais

12.00am-2.00pm
Lunch time

Casa das Histórias Paula Rego

2.00pm-2.30pm
"Building and Collection: a Dual Challenge"
Helena de Freitas
Museum Director

CULTURE, LOCAL IDENTITY AND ECONOMIC AND SOCIAL IMPACTS

2.30pm-2.50pm
"Museums and Intangible Heritage in Regional Identity Projects"
Jette Janssen
*Advisor Popular Culture and Intangible Heritage,
Stichting Gelders Erfgoed, Zutphen, The Netherlands*

2.50pm-3.10pm
"Ecosal Project and strategies for local development through tangible and intangible heritage"
Ana Gomes and Gabriela Marques,
Aveiro Municipality, Portugal

3.10pm-3.30pm
"Culture North Regional Board: projects for entrepreneurship"
Mário Brito,
Culture North Regional Board

3.30pm-3.50pm
"Cultural Routes: a new challenge for museums"
Patrícia Remelgado,
Organising Committee

4.30pm-5.00pm
Coffee break

DAY 4
1 June
Friday

9.00
Meeting point for bus

Casa da Cerca de Almada

9.30am-10.00am
"Mission and Community"
Ana Isabel Ribeiro
Cultural Center Director

MANAGEMENT AND ACCOUNTABILITY

10.00am-10.20am
"Museums and Society"
Maria Vlachou
Organising Committee

10.20am-10.40am
"The challenges facing museums onsite and online in 21st century"
Marie Bourke,
*National Galleries,
Dublin, Ireland*

10.40am-11.00am
"Heritage, People and Efficiency: do they work together? Some major doubts about museum's management models over the Lisbon Municipal Museum's process of change"
Joana Sousa Monteiro,
*Cultural Heritage Policy Advisor, Grupo de Trabalho para a Criação da Rede de Museus Municipais,
Lisbon Municipality, Portugal*

11.00am-11.20am
"Three Museums – National, Regional and Private:

three different types of management”

Catarina Valença Gonçalves,
Director,
António Cardoso Pinto,
Project Manager
Spira, Portugal

11.20am-11.40am

Presentation by

Mercedes Mudarra Barrero,
Head of the Museum Service of
the General-Board of Museums and Art, Counselor for Culture.
Andalucia Government, Spain

11.40am-12.00am

Coffee break

12.00am-1.30pm

Workshop 1

Workshop 2

Workshop 3

1pm-2.30pm

Lunch time

3pm-3.30pm

Boat trip back to Lisbon

The Pharmacy Museum

4.00pm-4.30pm

Presentation by

João Neto

Museum Director and President of the Portuguese Association of Museology

CHANGING FOR THE FUTURE

4.30pm-4.50pm

“Why a new plan for Cataluña Museums”

Carme Gassó,

*Department of Museums and Mobile Heritage
of the General Board of Cultural Heritage.
Cataluña Government, Spain*

4.50pm-5.10pm

“Change through Sharing: Oporto Museums’ Workgroup”

Alice Semedo,
*Museum Studies, University of Oporto
Portugal*

5.10pm-5.30pm

Coffee Break

5.30pm-7.00pm

Panel organised by the Portuguese Association of Museum Professionals

DAY 5

2 June

Saturday

National Museum of Archaeology

10am-10.30am

Presentation by

Luís Raposo
Museum Director and President of ICOM Portugal

10.30am-11.30am

“The crisis as a challenge (to do more and better)”

Michael Dixon
*Director of the Natural History Museum and
Chair of National Museum Directors’ Conference,
United Kingdom*

11.30am-12pm

Coffee break

12pm-1pm

Panel organised by ICOM Portugal

1pm-2.30pm

Lunch time

2.30pm-3pm

“Museum Advisors: Past, Present, Future”

Leon Smets

Faronet,

Brussels, Belgium

3pm-3.30pm

EMAC 2012 Evaluation

3.30pm-4.30pm

Discussion about the organisation and contents of EMAC 2014

4.30pm-4.45pm

Coffee break (with coffee, tea, cookies and fruit)

4.45pm-5.00pm

Closing Session