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YOUNG EUROPEAN CULTURAL AUDIENCE DEVELOPMENT

TRAINING WORKSHOP FOR MUSEUM PROFESSIONALS AND YOUNG FILM-MAKERS

Milan and Turin, 17-21 November 2015

The workshop takes place within the framework of “YEAD” project’s first year (2015-2016), jointly run by Fondazione Ismu (IT) and AlterNatives (FR) and devoted to “Universal Access to Culture”, whose key goals are:

- to reach underrepresented audiences and improve access to cultural institutions and creative works in the EU and beyond by fostering creative partnerships between cultural and creative players (museum professionals and young filmmakers)
- to provide European museum professionals and filmmakers with the skills, competences and know-how needed to engage and develop young audiences through innovative approaches in the field of heritage education in an intercultural perspective (filmmaking and storytelling).

WORKSHOP PROGRAMME

Tuesday 17th November, 9.30-17.30

Venue: MUDEC – Museum of Cultures (Offices of Forum Città Mondo), Milan

Morning session:

- Welcome address and short visit to the Museum of Cultures
- Introduction to the workshop
- Presentation of workshop participants
- *Theme 1 – Transmitting or redefining heritage?*

Afternoon session:

Theme 1 – Transmitting or redefining heritage? (continued)

Special guest of the day:

Giovanna Brambilla, Head of Education, GAMeC (Gallery of Modern and Contemporary Art of Bergamo). Showing of two videos produced in the framework of the project “Twelve storytellers in search of an author”.

Since 2007, GAMeC has been actively involving museum mediators with a migrant background in the interpretation of its permanent collections and temporary exhibitions. Within this framework, the museum launched a project entitled “Twelve storytellers in search of an author” (2014-2015) in partnership with the course of Digital Video at NABA (New Academy of Fine Arts of Milan). In sharing this experience, Giovanna Brambilla will focus on the issue of how, thanks to storytelling, museums can overcome their self-referential language, often exclusive and based on expertise only.

Two videos produced in the framework of the project will be shown (respectively based on a narrative and a creative reinterpretation of the same artwork – the former developed by a museum mediator, the latter by a NABA student); students from NABA are going to take part in the feedback discussion with workshop participants.

Wednesday 18th November, 9.30-17.30

Venue: MUDEC – Museum of Cultures (Offices of Forum Città Mondo), Milan

Morning session:

Theme 2 – Working with young cross-cultural audiences: methodologies and tools for collaborative planning

Afternoon session:

Theme 3 – Working with objects

Special guests of the day:

Emanuela Daffra (Head of Education, Brera National Picture Gallery), Tiziana Cipelletti (Storyville) and Stefano Conca Bonizzoni (filmmaker, documentary film director). Showing of the documentary “Brera: another story” (25 min.)

The idea underlying “Brera: another story. Intercultural trails in the museum” (2012-2014) is that every museum is a “jewel case” full of the many different stories that artworks embody: those of the works of art themselves, those of the artists who created them, but also those of the visitors questioning them and finding unexpected resonances with their feelings, memories and life experiences.

The project’s goals were to promote new ways of looking at the collections in a cross-cultural audience (whether regular or potential, “native” or “migrant” adult visitors), to tap into the intercultural potential of collections, and to acknowledge museum mediators with a migrant background as key actors in the reinterpretation of the museum’s heritage in an intercultural perspective.

The documentary drawn from the intercultural trails, directed by Stefano Conca Bonizzoni and produced by Storyville, focuses both on the process which led mediators to choose the artworks around which they developed their narrations, and on the (museum) space within which the process took place.

Project description in Italian:

<http://www.patrimoniointerculturale.ismu.org/index.php?page=esperienze-show.php&id=99>

Project description in English:

<http://www.patrimoniointerculturale.ismu.org/index.php?page=esperienze-show.php&id=98>

Trailer of the project:

<http://www.patrimoniointerculturale.ismu.org/index.php?page=video-show.php&id=47>

Thursday 19th November, 9.30-17.30

Venue: National Cinema Museum, Turin

Morning session:

- Study visit to the Museum
- Presentation of projects using filmmaking to actively address cross-cultural audiences: “MAP for Turin”, “The city I like”, “Molemia”.

“Map for Turin” in particular (European project “MAP for ID – Museums as Places for Intercultural Dialogue - <http://www.amitie.it/mapforid/>) actively involved migrant and Italian youths in the creation of short films on the theme of intercultural dialogue, based on autobiographical storytelling and on a cross-cultural reinterpretation of museum collections.

“MAP for Turin” (2008-2009)

Project description in Italian:

<http://www.patrimoniointerculturale.ismu.org/index.php?page=esperienze-show.php&id=54>

Project description in English:

<http://www.patrimoniointerculturale.ismu.org/index.php?page=esperienze-show.php&id=49>

Videos produced in the framework of the project:

<http://www.patrimonioeinterculturala.ismu.org/index.php?page=video.php>

"The City I like" (in progress)

<https://www.facebook.com/TheCityIlike>

"Molemia" (in progress)

<https://www.facebook.com/pages/Molemia/853792998070102>

Afternoon session:

Interactive workshop run by Paola Traversi (Head of Education, National Cinema Museum), Roberta Zendrini (media educator, National Cinema Museum) and Sergio Fergnachino (media educator, director and filmmaker).

Friday 20th November, 9.30-17.30

Venue: Sandretto Re Rebaudengo Foundation, Turin

Morning session:

- Study visit to the Foundation and the temporary exhibition currently on show (Adrian Villar Rojas)
- Presentation of projects using filmmaking to actively address cross-cultural audiences: "A Vision of my Own", "City Telling".

Both experiences share a similar project framework: in partnership with a local Centre for Adult Education and Training and the filmmaker and director Gianluca De Serio, the Foundation helped a class of young migrants with different backgrounds investigate the issues of identity, journey, distance and proximity, reflection on past and present, through a constant dialogue with the artworks in exhibition spaces and filmmaking.

"A Vision of my Own" (2007-2008)

Project description in Italian:

<http://www.patrimonioeinterculturala.ismu.org/index.php?page=esperienze-show.php&id=21>

Project description in English:

<http://www.patrimonioeinterculturala.ismu.org/index.php?page=esperienze-show.php&id=34>

Videos produced in the framework of the project:

<http://www.patrimonioeinterculturala.ismu.org/index.php?page=video.php>

"City Telling" (2008-2009)

Project description in Italian:

<http://www.patrimonioeinterculturala.ismu.org/index.php?page=esperienze-show.php&id=47>

Project description in English:

<http://www.patrimonioeinterculturala.ismu.org/index.php?page=esperienze-show.php&id=45>

Videos and photographic series produced in the framework of the project:

<http://www.patrimonioeinterculturala.ismu.org/index.php?page=video.php>

Afternoon session:

Interactive workshop run by Francesca Togni (Education Department, Sandretto Re Rebaudengo Foundation) and Gianluca De Serio (director and filmmaker).

Saturday 21th November, 9.30-17.30

Venue: MUDEC – Museum of Cultures (Offices of Forum Città Mondo), Milan

Morning session:

Theme 4 – Evaluating our impact

The session is run by Alessandra Gariboldi, expert in evaluation of museum impacts.

Afternoon session:

- Joint drafting of Guidelines to plan and implement pilot projects in the French and Italian museums involved.
- Evaluation questionnaire for workshop participants.

Transversal theme for all sessions: Filmmaking as a tool for audience development in museums and heritage institutions