

## Declaration of Madrid

### First Meeting on Public Cultural Policies: Museums in Europe and Ibero-America Driving Forces for Cities, Regions and Societies Madrid (Spain) 27 and 28 May 2010

The undersigned representatives of the institutions from various countries who participated in the First Meeting on Public Cultural Policies, “Museums in Europe and Ibero-America: Driving Forces for Cities, Regions and Societies”,

Acknowledging the relevance of the principles, values and guidelines of the various UNESCO conventions in the area of culture,

Accepting the role that museums play in the integral development of persons, indigenous Ibero-American peoples, communities and social groups by promoting and encouraging cultural expression, diversity and the construction of identity and citizenship,

And affirming the importance of international solidarity and cooperation for the protection of cultural and natural diversity, as well as for social harmony and development,

Confirm:

- The public, non-profit nature of museums, regardless of their legal status, as strategic tools for developing the public cultural policies of the nations.
- The importance of museums and heritage in public cultural policies, regardless of the different situations and funding and management models of each.
- The need to develop professional management practices for museums and heritage.
- The need for evaluation using indicators with professional standards as a basic element of museum management to ensure their usefulness to society.

Propose:

- To promote the participation of citizens and communities as active agents in the various spheres of museum activity.
- To support policies of cultural diversity, considering the existing plurality of society (ethnic, social, sexual, gender, cultural, religious and political diversity, among other kinds) and the dynamics of intercultural exchange that affect every country in Europe and Ibero-America in this age of globalisation.

- To implement guidelines for joint action between the various sectors involved in the management and public use of heritage and museum assets (education, tourism, economy, etc.).
- To explore the connections between museums and sustainable cultural tourism, considering the potential of this binomial, prioritising education, respect for natural and cultural diversity and the protection of our heritage.
- To reflect on how museums relate to the private-civil society sector in these times of economic recession, and on the internal organisation of museums themselves, with a view to consolidating public policies which will benefit our social memory and heritage and allow museums to play a leading role in ensuring the sustainability of cultural policies.

Recommend:

- That the practices of sharing experiences and networking be encouraged, supporting cooperative endeavours that can lead to initiatives such as the Ibermuseum/Ibermuseos programme.
- That multilateral cultural and multiethnic meetings between Europe and Latin America be promoted, with a particular emphasis on the Ibero-American spirit, for the purposes of reflection and the identification of opportunities for joint action within the complex network of modern-day society.
- That the forum of dialogue between Europe and Latin America begun in Madrid be continued, planning future meetings to continue with this line of work.

Madrid, 28 May 2010

Germany

Mónika Zessnik

Curator of Education and Visitor Services

Directorate-General of National Museums in Berlin

Argentina

José Pérez Gollán

National Directorate of Heritage and Museums

State Secretariat of Culture

Austria

Michael P. Franz

Director of Section IV Culture

Federal Ministry of Education, Arts and Culture

Bolivia

Gallo Illatarco

Cultural Public Services Unit. Deputy Ministry of Decolonisation

Ministry of Culture

Brazil

José do Nascimento Junior

Brazilian Institute of Museums

Ministry of Culture

Bulgaria

Ekaterina Djournalieva

Head of the Museum and Fine Arts Department. Cultural Heritage Directorate

Ministry of Culture

Costa Rica

Patricia Fumero

National Museum of Costa Rica

Ministry of Culture and Youth

Chile

Alan Trampe

Libraries, Archives and Museums Directorate

Ministry of Education

Colombia

María Victoria de Angulo de Robayo

National Museum of Colombia

Ministry of Culture

Cuba

Lourdes Carbonell Hidalgo

National Council of Cultural Heritage

Ministry of Culture

Ecuador

Inés Pazmiño

National Institute of Cultural Heritage.

Ministry of Culture

Slovenia

Damjana Pecnik

Director-General of Cultural Heritage

Ministry of Culture

España

Ángeles Albert

Directorate-General of Fine Arts and Cultural Assets

Ministry of Culture

El Salvador

Ramón D. Rivas

National Directorate of Cultural Heritage

State Secretariat of Culture — Presidency of the Republic

France

Philippe Béval

Director-General of Heritage

Ministry of Culture and Communication

Guatemala

Juan Carlos Pérez

Directorate-General of Cultural and Natural Heritage

Ministry of Culture and Sport

Honduras

Martha Patricia Cardona

Sub-Directorate of Regional Promotion and Coordination

Honduran Institute of Anthropology and History

México

Magdalena Zavala

National Council for Culture and the Arts

Nicaragua

Ana María Rocha González

National Museum of Nicaragua

Nicaraguan Institute of Culture

Netherlands

Sander Bersee

Director of the Cultural Heritage Department

Ministry of Education, Culture and Science

Panama

Raúl Castro Zachrisson

National Sub-Directorate of Historical Heritage

National Institute of Culture

Paraguay

Carlos Colombino

Libraries, Archives and Museums Directorate

National Secretariat of Culture

Portugal

Joao Brigola

Institute of Museums and Conservation

Ministry of Culture

Dominican Republic

Ana María Conde Vitores

Directorate-General of Museums

Ministry of Culture

Uruguay

Javier Royer

National Directorate of Culture

Ministry of Education and Culture

Romania

Monica Ioana Dumitru

Director of Museums, Collections and Visual Arts

Ministry of Culture and Cultural Heritage

**Representatives of the following institutions have participated along with the delegates of de Ibero-American and European countries:**

Ibermuseos technical unit

Unidad Técnica de Ibermuseos

Antía Vilela

Roberta Ribeiro

Ibero\_American General-Secretariat (SEGIB)

Secretaría General Iberoamericana (SEGIB)

Enrique Vargas

Organisation of the Iberoamerican States for the Education, Science and Culture (OEI)

Organización de estados Iberoamericanos para la Educación, Ciencia y Cultura (OEI)

Mónica García

Spanish Agency for International Cooperation for the Development

Agencia Española de Cooperación para el Desarrollo (AECID)

Ministry of Foreign Affairs and Cooperat/ Ministerio de Asuntos Exteriores y de Cooperación

Carlos Alberdi

Araceli Sánchez Garrido

ICOM Spain

ICOM España

Rafael Azuar Ruiz

Brasilian Institute of Museums. Ministry of Culture. Brasil

Instituto Brasileiro de Museus. Ministério da Cultura. Brasil

Rose Moreira de Miranda

General Subdirectorate of the State Museums. Ministry of Culture. Spain

Subdirección General de Museos Estatales – Ministério de Cultura. España

Santiago Palomero Plaza

Andrés Gutiérrez Usillos

Institute of Museums and Conservation. Ministry of Culture. Portugal



Instituto dos Museus e da Conservação. Ministério da Cultura. Portugal

Graça Filipe

Clara Camacho

**Guest/invitados:**

Museums Directors. Ministry of Culture. Spain

Directores de Museos - Ministerio de Cultura. España

María Bolaños Atienza. Museo Nacional Colegio de San Gregorio

Jaume Coll Conesa. Director Museo Nacional de Cerámica y de las Artes Suntuarias

Carlos Fernández de Henestrosa. Museo Nacional del Prado

María Concepción García Sáiz. Museo de América

Rafael García Serrano. Museo del Traje. Centro de Investigación del Patrimonio Etnológico

José Antonio Lasheras Corrucho. Museo de Altamira

Trinidad Nogales Basarrate. Museo Nacional de Arte Romano

Isabel Quintana Jiménez. Museo Nacional del Teatro

Sofía Rodríguez Bernis. Museo Nacional de Artes Decorativas

Begoña Torres González. Museo Nacional del Romanticismo

Lurdes Vaquero Argüelles. Museo Cerralbo

Ministry of Industrie and Trade. Turespaña

Ministerio de Industria, Turismo y Comercio. Turespaña

Felipe Formariz Pombo

Spanish Agency for International Cooperation for the Development. Ministry of Foreign Office and Cooperation

Agencia Española de Cooperación Internacional para el Desarrollo. Ministerio de Asuntos Exteriores y de Cooperación

Marisa Sánchez Llorente

María Jesús de Domingo Ontoso

Museums Representatives from the Autonomous Communities

Responsables de Museos de las Comunidades Autónomas

M<sup>a</sup> Luisa Cancela Ramírez de Arellano. Museo Pablo Serrano. Gobierno de Aragón

Daniel Solé i Lladós. Subdirecció General de Museus. Generalitat de Catalunya

Juan M. Valadés Sierra. Museo de Cáceres. Junta de Extremadura

Gabriel Quiroga Barro. Subdirección Xeral de Arquivos e Museos. Xunta de Galicia

Manuel Lechuga Galindo. Servicio de Museos y Exposiciones. Región de Murcia

Silvia Alderoqui (Directora del Museo de las Escuelas, Buenos Aires y responsable del proyecto ganador del I Premio Iberoamericano Educación y Museos del programa Ibermuseos)

Silvia Villar (Instituto Interuniversitario para la Comunicación Cultural, España)

Amaranta Osorio (Jeito Producciones)

**Organitation/Organización:**

Ministerio de Cultura, España

Ana Azor Lacasta

Mar Fernández Sabugo

Rosa Delgado Morán

Covadonga Pitarch Angulo

Patricia Lucas Murillo