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FIRST MEETING ON PUBLIC CULTURAL POLICIES:

MUSEUMS IN EUROPE AND IBERO-AMERICA.

DRIVING FORCES FOR CITIES, REGIONS AND SOCIETIES



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26, 27 and 28 May
Museo de América, Madrid

WEDNESDAY 26 MAY

19:00 h. Inauguration

Announcement of the winners of the Museums and Education Prizes awarded by the Ibermuseus/Ibermuseos Programme.

THURSDAY 27 MAY

8:00 - 8:30 h. Welcome desk (documentation and badges).

8:30 - 11:00 h. Panel discussions 01.

The construction of public policies for museums

Promoting the creation and reinforcement of public policies and museum systems and networks is of vital importance for the development of the museum sector. The purpose of this table is two-fold: to learn about and share experiences in Europe and Ibero-America that highlight the diversity of institutionalisation processes in the field and help to strengthen and develop museums; and to encourage greater international cooperation.

- **José do Nascimento.** President of the Brazilian Institute of Museums, IBRAM. Ministry of Culture. Brazil
- **Philippe Bélaival.** General Director of Heritage. Ministry of Culture and Communication. France
- **Inés Pazmiño.** Director of National Institute of Cultural Heritage. Ministry of Culture. Ecuador
- **Damjana Pecnik.** General Director of Cultural Heritage. Ministry of Culture. Slovenia
- **Ramón Rivas.** National Director of Cultural Heritage. Ministry of Culture. El Salvador

Discussion time

11:00 - 11:30 h. Coffee

11:30 - 14:00 h. Panel discussions 02.

Policies to promote social participation in museums in a culturally diverse context

Nowadays, museums are seen as democratic, participatory places. In our increasingly diverse, multiethnic and socio-cultural societies, museums can play an important role in the construction of participatory and integration policies.

- **M^a Victoria de Robayo.** Director of National Museum of Colombia. Ministry of Culture. Colombia
- **Sander Bersee.** Director of Cultural Heritage Department. Ministry of Education, Culture and Science. Netherlands
- **Juan Carlos Pérez.** General Director of Cultural and Natural Heritage. Ministry of Culture and Sports. Guatemala
- **Ekaterina Djoumalieva.** Head of Department Museum's Activity and Fine Arts. Cultural Heritage Directorate. Ministry of Culture. Bulgaria
- **Galo Illatarco.** Head of the Public Cultural Services Unit. Vice Ministry of Culture Development. Bolivia

Discussion time

14:00 - 16:00 h. Lunch

16:00 - 18:00 h. Panel discussions 03.

Museums as motivators of cultural tourism

Museums clearly have a strong potential for the development of cultural tourism as well as an evident capacity as driving forces of societies and economies. Reflecting on this rapidly growing sector and its impacts, positive or otherwise, is the central theme of this table which will discuss experiences that not only contribute to a rich and healthy relationship between the museum and tourism sectors but also reinforce the value of communities and their heritage.

- **M^a Ángeles Albert.** General Director of Fine Arts and Cultural Property. Ministry of Culture. Spain
- **Patricia Fumero.** Director of National Museum of Costa Rica. Ministry of Culture. Costa Rica
- **Monika Zessnik.** Curator of Education and Visitor Services. General Head office of National Museums of Berlin. Germany
- **Javier Royer.** National Coordinator of Museums Network. Ministry of Education and Culture. Uruguay

Discussion time

FRIDAY 28 MAY

8:30 - 11:00 h. Panel discussions 04.

Museum management models: between public and private

Public, private or mixed management? There are different museum management models and individual administration experiences to meet the challenges of museums today. What are the advantages and positive aspects of the different options? What are their weaknesses? How can the experiences and practices of one model be used to strengthen another model? How can collaborative strategies between the two models be established?

- **Michael P. Franz.** Director of Section IV Culture. Federal Ministry of Education, Arts and Culture. Austria
- **Magdalena Zavala.** National Coordinator of Fine Arts. National Council for Culture and Arts. Mexico
- **João Brigola.** Director of the Institute of Museums and Conservation. Ministry of Culture. Portugal
- **José Antonio Pérez.** National Director of Heritage and Museums. Ministry of Culture. Argentina

Discussion time

11:00 - 11:30 h. Coffee

11:30 - 14:00 h. Preparation and discussion of the meeting conclusions document. Signature and closure of the meeting

14:00 h. Closing lunch