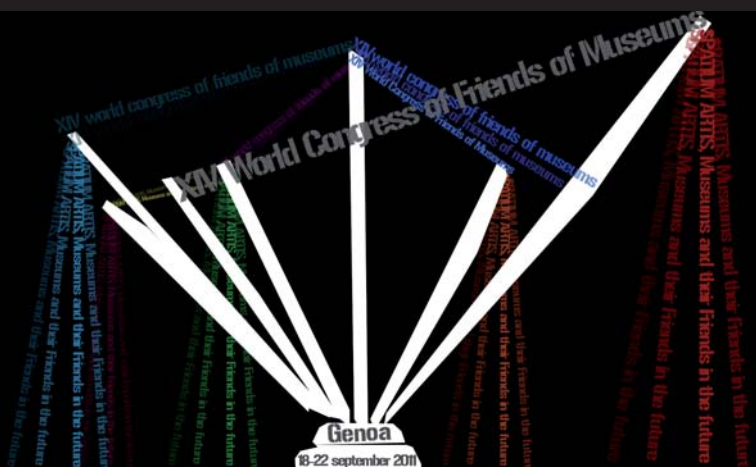


XIV Congress of the World Federation of Friends of Museums

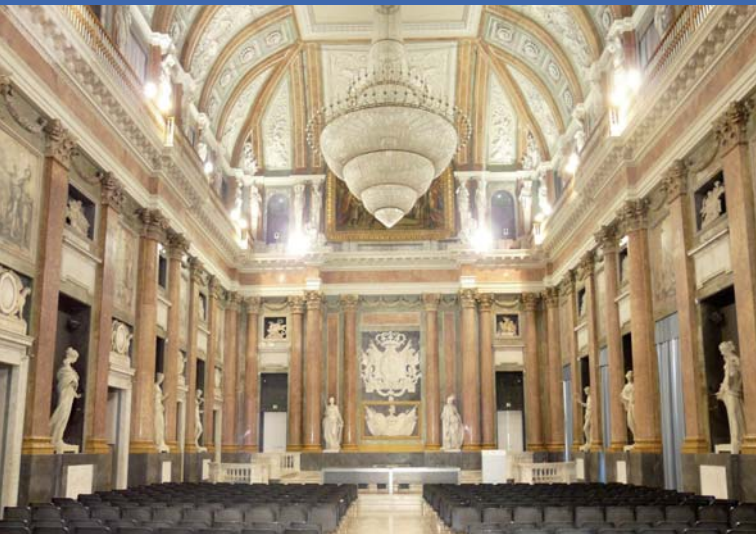
*Spatium Artis,
Museums and their Friends in the future*



XIV Congresso della Federazione Mondiale degli Amici dei Musei

*Spatium Artis,
i Musei e i loro Amici nel futuro*

Genova
Palazzo Ducale
Salone del Maggior Consiglio
18/22 settembre 2011



Palazzo Ducale, Salone del Maggior Consiglio

XIV CONGRESS OF THE WORLD FEDERATION OF FRIENDS OF MUSEUMS
"SPATIUM ARTIS Museums and their Friends in the future"
Genoa, 18-22, September 2011

Hosted by FIDAM – Italian Federation of Friends of Museums
Congress Venue: Palazzo Ducale, Salone del Maggior Consiglio

Congress Chairman:
Danny Ben-Natan (WFFM President)
Congress Honorary Chairman:
Carla Bossi Comelli (WFFM Honorary President)

Congress Conveners:
Mauro Del Corso
(President, Italian Federation of Friends of Museums)
Giorgio Teglio
(President, Associazione Amici dei Musei Liguri e di Palazzo Ducale)



*Dear friends,
on behalf of the friends of museums throughout the world who are represented by the World Federation of Friends of Museums (WFFM), it is my great pleasure to welcome you to the XIV World Congress of the WFFM in the historical, cultural and art city of Genoa, September 18-22, 2011.*

The World Federation of Friends of Museums is composed of 19 National Federations and 30 Associate Members in 38 countries in Asia, Europe, Africa, North and South America, representing millions of museum friends and volunteers all dedicated to supporting their museums in particular and the museum world and culture in general.

This Congress is devoted to discussing the future of the museums and their friends from several important aspects. This is a wonderful opportunity for all of us to congregate and discuss important matters while enjoying one another's company in this most attractive city hosted by FIDAM – the Federazione Italiana Amici dei Musei together with the Associazione Amici dei Musei Liguri e di Palazzo Ducale.

We wish us all a most stimulating Congress and wonderful program together in Genoa.

*Danny Ben-Natan
President, WFFM
Congress Chairman*

General Daily Program

from monday 19 to tuesday 22

MORNING

9.00

Arrival of Participants and Companions to Palazzo Ducale

9.00-13.30

Participants

Academic Program as scheduled

Companions

Cultural Program for Companions as scheduled

13.30-15.30

Lunch at leisure

AFTERNOON

15.30-19.00

Participants and Companions

Cultural Program for Participants and Companions as scheduled

EVENING

Sunday, September 18

Welcome Gala Dinner at Villa dello Zerbino

Monday, September 19

Concert

Tuesday, September 20

Visit of Castello Mackenzie, Cocktail

(shuttle from the hotel)

Wednesday, September 21

Tour "Night of Museums": Strada Nuova

Additional special open events in afternoon and evening:

- Lighting up of aristocratic Palaces in Via Garibaldi in order to discover their interior decorations
- Video-Installation by Paolo Buroni at Palazzo Ducale, in the Salone del Maggior Consiglio
- Virtual Tour of Pinacoteca Ambrosiana and Library of Milan, with Leonardo Atlantic Code

Academic Program

> Sunday, September 18

15.00-18.00

Registration

18.00-20.00 Opening Session

Greetings:

Marta Vincenzi

Major of the City of Genoa

Alessandro Repetto

President of Provincia di Genova

Claudio Burlando

President of Regione Liguria

Luca Borzani

President of Palazzo Ducale Fondazione per la Cultura

nome

President of ICOM

Giorgio Teglio

President of Amici dei Musei Liguri e di Palazzo Ducale

Mauro Del Corso

FIDAM President

Carla Bossi-Comelli

WFFM Honorary President

Danny Ben-Natan

WFFM President

Introduction of

Giovanna Rotondi Terminiello

Congress Accademic Coordinator

Key Note Address of **Mario Botta**

21.00

Welcome Gala Dinner at Villa dello Zerbino

> Monday, September 19

9.00-13.30

Plenary Session: *"Trends in Museums Architecture"*

Chairperson: WFFM Vice President for South America
Nelly Arrieta de Blaquier

Moderator: **Umberto Allemandi**
(Il Giornale dell'Arte, Turin)

Speakers:

James S. Snyder
(Director, The Israel Museum, Jerusalem)

Valerie Cooper
(President, The Art Gallery of Calgary, Canada)

Mark Carroll
(Renzo Piano Building Workshop)

Andrea Merlotti
(General Services Management, Royal Palace of Venaria Reale, Turin)

Mario Semino
(Former Director, Center museum projects of the Ministry of Heritage and Culture, Italy)

Farida Simonetti
(Director Galleria Nazionale di Palazzo Spinola)
"Museum Architecture in Genoa"

> Tuesday, September 20

9.00-13.30

Plenary Session: *"Museums and new technologies"*

Chairperson: WFFM Vice President for Europe,
Jean Michel Raingeard

Moderator: **Lauro Magnani**
(Professor of History of Modern Art, University of Genoa)

Speakers:

Studio Azzurro
(Artistic research of new technologies and interacting, Milan)

Paolo Buroni

(Italian artist)

Antonio Camurri

(Professor of Electric Engineering, University of Genoa)

Francesca Alonso

(Alphabeti, Milan - technological formats for art and cultural tourism sectors)

Pierangelo Campodonico

(Director Galata Museo del Mare)

"New museum technologies in Genoa"

> Wednesday, September 21

9.00-13.30

Round table: *"Museums: many identities"*

Chairperson: WFFM Vice President for North-America
John W. Barnum

Moderator: **Cristina Acidini Luchinat**
(Chair of the National Heritage for Museums of Florence)

Speakers:

Antonio di Natale
(Director, Acquarium of Genoa)

Mons. Giancarlo Santi
(AMEI, Association of Italian Ecclesiastic Museums, Rome)

Eleni Vassilika
(Director, Egyptian Antiquity Museum, Turin)

Alessandra Mottola Molfino
(President, "Italia Nostra")

Massimiliano Floridi
(President, Palazzo Doria Pamphilj, Genoa)

Myrta Steiner
(Curator, Hess Art Collection, Liebefeld, Berne)

Maria Camilla de Palma
(Director Castello D'Albertis, Museo delle Culture del Mondo)
"The many identities of museums in Genoa"

> Thursday, September 22

9.00-13.30

Session Market place of Ideas, Initiatives and Concepts:
"Museums: from consciousness to knowledge"

Chairperson: WFFM Vice President for Africa-Asia-Pacific

Carolyn Forster

Moderator: **Danny Ben-Natan**

Panel discussion composed of WFFM members representatives and members of the National Federations

13.30 Closing buffet lunch

Note:

- *Coffee Break during each Session*

**Guided Tours in the mornings on September 19, 20, 21, 22
9.30 - 13.30**

Tour 1

View of the town from the rooftop terrace of Banca Carige

Piazza Fontane Marose, Palazzo Negrone

Strada Nuova (Palaces' interiors, except municipal museums)

Palazzo Meridiana

Historical shops on the tour road (Pasticceria Villa, Via Garibaldi 12 Interior designer)

Tour 2

Chiesa di San Donato

Chiesa di Santa Maria di Castello

Museo di Sant'Agostino

Historical shops on the road (Drogheria Torrielli, Barberia Giacalone, Sà Pesta torte e farinate)

Tour 3

Museo Diocesano

Via Roma and Galleria Mazzini

Palazzo Doria

Historical shops on the tour road (Caffetteria Mangini, Bagnara boutique, Pasticceria Romanengo)

Tour 4

Piazza Banchi

Chiesa di San Luca

Via del Campo e Porta dei Vacca

Chiesa dell'Annunziata

Via Balbi and Palazzi Universitari

Note:

- *all tours are repeated every day and depart from Palazzo Ducale, with a professional guide every 30 participants*
- *date and tour to be chosen and booked in advance*

Cultural Program for Participants and Companions

**Guided Tours in the afternoon on September 19, 20, 21
15.30 - 18.30**

Tour A (on September 19, 20, 21)

Museums of the historical district:

Cattedrale di San Lorenzo e Museo del Tesoro, Museo Accademia Ligustica di Belle Arti, Museo di Arte Orientale Edoardo Chiossone

Tour B (on September 20, 21)

Museums in the Strada Nuova and in the Strada Balbi

Musei di Strada Nuova - Palazzo Rosso, Bianco e Tursi
Palazzo Reale

Tour C (on September 20, 21)

Museums in Nervi

Raccolte Frugone, Galleria d'Arte Moderna, Wolfsoniana

Tour D (on September 19, 20, 21)

Museums of the historical district

Galleria Nazionale di Palazzo Spinola, Galata Museo del Mare, Commenda di Prè, Palazzo del Principe

Tour E (on September 19, 20, 21)

Ligurian Coast

Portofino Village (return to Palazzo Ducale in the early evening)

AFTERNOON TOUR ON SEPTEMBER 22

Following the official closing of the Congress, all participants will be free to visit further Museums in Genoa as suggested: Acquarium, Museo della Lanterna, Museo di Storia Naturale, Museo di Archeologia Ligure and Villa Pallavicini, Pegli (also reachable by boat, on payment), Castello D'Albertis (dinner on the terrace with fine view, on payment)

ALL DAY TOUR ON SEPTEMBER 23 (optional on payment)

To be defined

Note:

- all tours are repeated every day and depart from Palazzo Ducale, with a professional guide every 30 participants
- date and tour to be chosen and booked in advance



The city of Genoa is looking forward to welcoming you!

Draft of the definitive program to be printed in September