



**CECA** Committee for Education and Cultural Action

**ICOM MILANO 2016 | ICOM CECA CONFERENCE**

*OFF SITE MEETINGS*  
MILAN, JULY 7<sup>TH</sup> 2016

**2016 ICOM**  **MILANO**  
24<sup>TH</sup> GENERAL CONFERENCE • 3-9 JULY 2016 • ITALY

## **OFF SITE MEETINGS • MILAN, JULY 7TH 2016**

Dear CECA Members, dear participants at the General Conference "ICOM Milano 2016" and dear guests,

I'm pleased to present the programme of the "**Off site meetings**" that will take place in Milano **on 7th July** as part of the General Conference.

Visits, meetings and tours, that have been organized for you, will enable each participant to know and share experiences and strategies promoted within the field of Education and Mediation of cultural heritage. This is an important opportunity to enter into contact with Italian colleagues so as to speak about certain issues in depth.

As you can see, at the start of the programme there is a table from which you can choose which event/events you would like to take part in; the map of Milan should help you to find each venue.

In order to take part in the various activities, selecting that/those which you prefer, **you are required to register using this form posted on the CECA website** (<http://goo.gl/forms/RURvfPkoaH>) **by June 10th.**

**Registration is possible only through this link.**

The name and the email address given at the end of each museum's programme is that of the person working in that museum, and should only be used in case of need (for urgent communications) on the day of the visit.

I would kindly ask you to register as soon as possible to help us organize the meetings as there is a limited number of participants.

I would like to kindly thank the Directors, the Heads of Education Departments, Museum staff members, the Director of the "C.R.E.A Research Centre" of the Università Cattolica for welcoming guests taking part in the various activities and for organising the programmes dedicated to you.

Thank you also to all the persons who have warmly supported this programme.

A special thanks to Sara Radice for the graphic editing, and to Claudia Fredella for her precious help. I would also like to thank the "ICOM Milano 2016" volunteers who will be with me to welcome you and help you.

I hope that many of you will participate in the various meetings and activities.

All CECA participants are invited to join at the end of the day for a final gathering at the Pinacoteca di Brera for the "Research & BP Award Ceremony" with James Bradburne, Emma Nardi and Colette Dufresne Tassé and closing drink.

**I look forward to meeting you personally at "ICOM Milano 2016"!**

Best regards

[Silvia Mascheroni](#) | Coordinator Committee "Education and Mediation" | ICOM Italia

**OFF SITE MEETINGS • MILAN, JULY 7TH 2016**
**Off site meetings schedule**

WHERE	10.00	10.30	11.00	11.30	12.00	12.30	13.00	13.30	14.00	14.30	15.00	15.30	16.00	16.30	17.00	18.00
<b>1. Mudec – Museo delle Culture</b> Via Tortona, 56	10.00-11.30										15.00-16.30					
<b>2. Museo del Novecento</b> Via Marconi, 1										14.30-16.00						
<b>3. Museo di Storia Naturale</b> Corso Venezia, 55	10.00-11.30															
<b>4. Museo Nazionale Scienza e Tecnologia "Leonardo da Vinci"</b> Via San Vittore, 21										14.45-16.30						
<b>5. Palazzo Morignia Museo del Risorgimento</b> Via Borgonuovo, 23					12.00-13.30											
<b>6. Orto Botanico di Brera Università di Milano</b> Via Brera, 28   Via privata F.lli Gabba	10.00-11.30									14.30-16.30						
<b>7. Pinacoteca di Brera</b> Via Brera, 28												15.30-17.00		17.00-18.00		
<b>8. Triennale di Milano Triennale Design Museum</b> Viale Alemagna, 6	10.00-11.30															
<b>9. Università Cattolica del Sacro Cuore</b> Largo Gemelli, 1											15.00-16.30					

**OFF SITE MEETINGS • MILAN, JULY 7TH 2016**
**Off site meetings locations**


**1. Mudec – Museo delle Culture**  
Via Tortona, 56 | MM2 P.TA GENOVA

**2. Museo del Novecento**  
Via Marconi, 1 | MM1-MM3 DUOMO

**3. Museo di Storia Naturale**  
Corso Venezia, 55  
MM1 P.TA VENEZIA / PALESTRO

**4. Museo Nazionale Scienza e Tecnologia  
“Leonardo da Vinci”**  
Via San Vittore, 21 | MM2 S. AMBROGIO

**5. Palazzo Morignia  
Museo del Risorgimento**  
Via Borgonuovo, 23  
MM2 LANZA / MM3 MONTENAPOLEONE

**6. Orto Botanico di Brera  
Università di Milano**  
Via Brera 28 | Via privata F.lli Gabba, 10  
MM2 LANZA / MM3 MONTENAPOLEONE

**7. Pinacoteca di Brera**  
Via Brera, 28  
MM2 LANZA / MM3 MONTENAPOLEONE

**8. Triennale di Milano  
Triennale Design Museum**  
Viale Alemagna, 6 | MM1-MM2 CADORNA

**9. Università Cattolica del Sacro Cuore**  
Largo Gemelli, 1 | MM2 S. AMBROGIO

## OFF SITE MEETINGS • MILAN, JULY 7TH 2016

### 1. Mudec – Museo delle Culture

Via Tortona, 56  
[www.mudec.it/eng](http://www.mudec.it/eng)



#### WHEN

Morning: from 10.00 to 11.30  
Afternoon: from 15.00 to 16.30

#### NUMBER OF PARTICIPANTS

Mudec can manage two groups (max 20 persons for each group) at the same time: the first group for a workshop in Mudec storage with members of the *Forum Città Mondo*, and the second group for "Mosaico Marocco".

Mudec can organise two sessions at different times (one in the morning, the other in the afternoon). Overall Mudec is able to host four groups (80 persons).

#### LANGUAGES

Potentially all the languages proposed could be used, depending on the single cultural mediator of the *Forum Città Mondo* who will conduct the activity. For "Mosaico Marocco" the mediators are Italian-Moroccans; they all speak French, besides Arab and Italian: an English-speaking supervisor will be present.

#### PROGRAMME OF THE VISIT

Welcome of participants by Anna Maria Maggiore – Director of Museo delle Culture.

Explanation of Mudec learning activities: open storage, participatory and intercultural activities, "YEAD project", "Mudec Junior", "Mudec Lab" (30 minutes).

Division in two groups (50 minutes):

*Group 1:* Workshop with members of the *Forum Città Mondo* ([www.mudec.it/eng/museum/#forum](http://www.mudec.it/eng/museum/#forum)): the Museum hosts an organisation made of more than 500 migrant associations working in cultural and social environments. Mudec started to work with *Forum Città Mondo* by adopting a participatory process that led to the development of learning activities such as "living library", "storytelling", "participatory captions". These activities will be presented and experienced by the group.

*Group 2:* "Mosaico Marocco" ([www.mudec.it/eng/mudec-junior](http://www.mudec.it/eng/mudec-junior)). This is an exhibition for children, but the experience will be adapted for adults in order to show them the intercultural pedagogical approach, which is developed in partnership with the Tropen Museum Junior Amsterdam. The setting is immersive and offers activities which can be experienced by participants with Moroccan mediators.

#### CONTACTS

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**OFF SITE MEETINGS • MILAN, JULY 7TH 2016**

**2. Museo del Novecento**

**●●● MUSEO DEL NOVECENTO**

Museum of the Twentieth Century  
Via Marconi, 1  
www.museodelnovecento.org

**WHEN**

From 14.30 to 16.00

**NUMBER OF PARTICIPANTS**

50 (two groups)

**LANGUAGE**

English

**PROGRAMME OF THE VISIT**

We would be honoured to welcome you at Museo del Novecento (Museum of the Twentieth Century), located in the Palazzo dell'Arengario, a public venue dedicated to the City's collection of Twentieth-Century Art.

The preliminary programme for the day is:

- Welcome of the Director.
- Presentation of the Education Department and its activities.
- Guided tour to the Museum Collections, in order to experiment our methodology.

A more detailed programme will be available closer to the date of the meeting.

**CONTACTS**

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**OFF SITE MEETINGS • MILAN, JULY 7TH 2016**

**3. Museo di Storia Naturale**

Natural History Museum of Milan  
Corso Venezia, 55  
[www.comune.milano.it/museostorianaturale](http://www.comune.milano.it/museostorianaturale)  
[www.assodidatticamuseale.it](http://www.assodidatticamuseale.it)



**WHEN**

From 10.00 to 11.30

**NUMBER OF PARTICIPANTS**

40

**LANGUAGE**

English

**PROGRAMME OF THE VISIT**

Short presentation of the Museum and its educational programmes for schools and the general public (methodology, tools and spaces used). Two groups will test two different types of activities:

- Game-like visit for families.
- Interactive guided tour for adults.

At the end of the activities, those who wish will be able to visit "Biolab" and "Paleolab" laboratories.

**CONTACTS**

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**OFF SITE MEETINGS • MILAN, JULY 7TH 2016**

**4. Museo Nazionale Scienza e Tecnologia "Leonardo da Vinci"**

National Museum of Science and Technology "Leonardo da Vinci"

Via San Vittore, 21

[www.museoscienza.org](http://www.museoscienza.org)

**MUSEO  
NAZIONALE  
SCIENZA  
E TECNOLOGIA  
LEONARDO  
DA VINCI**

**WHEN**

From 14.45 to 16.30

**NUMBER OF PARTICIPANTS**

80 people (divided in three groups according to language needs)

**LANGUAGES**

English, French, Italian.

Two separate groups will be organised, one in English and one in French. If needed, we are available to organise a third group in Italian.

**PROGRAMME OF THE VISIT**

14.45-15.15

The first part will be dedicated to the presentation of the Education Department of the Museum and its specific work in the development, management and delivery of education programmes for schools, families, adults and other audiences. Specific attention will be given to the educational methodology used by the Museum to encourage active engagement with science and technology and to help visitors build meaningful and lifelong experiences.

15.30-17.00

In the second part of the visit, participants will have the opportunity to visit some of the interactive labs of the Museum and participate in examples of activities the Museum usually offers to its visitors.

Labs to be visited can be the following:

- "Leonardo da Vinci".
- "Energy and Materials".
- "Food and Nutrition".

**CONTACTS**

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**OFF SITE MEETINGS • MILAN, JULY 7TH 2016**

**5. Palazzo Moriggia  
Museo del Risorgimento**

Via Borgonuovo, 23  
www.civicheraccoltestoriche.mi.it



RACCOLTE STORICHE  
PALAZZO MORIGGIA  
MUSEO DEL RISORGIMENTO  
LABORATORIO DI STORIA MODERNA E CONTEMPORANEA

**WHEN**

From 12.00 to 13.30

**NUMBER OF PARTICIPANTS**

80

**LANGUAGES**

English | French

**PROGRAMME OF THE VISIT**

Welcome of participants.

The aim of this visit is to present the goals and general organisation of the educational activities promoted by the Museum's Education Section. The aim of our education programme is to offer to the students a meaningful visit, which we could define complementary to the study of history at school.

Students, in fact, have the opportunity to approach the most important events of the Italian Risorgimento through a narrative trail, beginning from the objects and the paintings shown in the Museum. The visit generally lasts one hour and a half, and tries to involve students by promoting their active participation as well as their personal discovery of the events we are presenting and their meanings.

"The Long Way to Freedom" is another proposal for secondary school students, consisting in a visit of the Museum with a focus on some particularly meaningful objects, which from an historical point of view can raise the students' interest, and at the same time encourage their personal reflection.

**CONTACTS**

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**OFF SITE MEETINGS • MILAN, JULY 7TH 2016**

**6. Orto Botanico di Brera  
Università degli Studi di Milano**

Brera Botanical Garden  
Via Brera, 28 | Via F.lli Gabba, 10  
Organisation: Rete degli Orti Botanici della Lombardia  
[www.brera.unimi.it](http://www.brera.unimi.it)



**WHEN**

Morning: from 10.00 to 11.30  
Afternoon: from 14.30 to 16.30

**NUMBER OF PARTICIPANTS**

N. 2 groups max of 10/12 participants

**LANGUAGES**

English | French

**PROGRAMME OF THE VISIT**

“Cultural landscapes: plants – but not only! – in Botanical gardens”.

10.00-10.30

Welcome: Martin Kater, Director of Brera Botanical Garden, and Silvia Assini, President of the Lombardy Network of Botanical Gardens.

10.30-11.30

*Group 1:* “V.I.P. - Visitors in practice”. An audience engagement experience. Participants will use the “V.I.P.” kit, designed within the framework of the research project “Cultural landscapes. Researching and promoting heritage education with a link between art and science”, developed by Bicocca University of Milan (scientific direction Prof. Franca Zuccoli). The “V.I.P.” kit, already tested at Villa Carlotta and Bergamo Botanic Garden, is made up by several tools in order to promote interaction and heritage interpretation, as well as to stimulate ideas and thoughts.

*Group 2:* “Plants – but not only! – in Botanical gardens”. Info point about inter-disciplinary educational activities developed in Brera Botanical garden and in the other Botanical gardens of the Lombardy Network.

14.30-16.30: Free visit of the Botanical garden, or guided tour on demand. The staff will be available.

**CONTACTS**

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## **OFF SITE MEETINGS • MILAN, JULY 7TH 2016**

### **7. Pinacoteca di Brera**

Brera Picture Gallery

Via Brera, 28

[www.brera.beniculturali.it](http://www.brera.beniculturali.it)

#### WHEN

Ore 15.30-17.00 | Meeting and tours

Ore 17.00-18.00 | "Research & BP Award Ceremony"

#### NUMBER OF PARTICIPANTS

50 divided in 4 tours (12 people each) held by museum mediators

100 for the "Research & BP Award Ceremony"

#### LANGUAGES

French | English | Spanish | Portuguese

#### PROGRAMME OF THE VISIT

15.30-16.00

Welcome of participants by James Bradburne – Direttore generale Pinacoteca di Brera e Biblioteca nazionale Braidense.

Emanuela Daffra and Paola Strada: presentation of the projects "Brera, another story" and "#tellmeaboutbrera – emotional storytelling". Both projects use storytelling and the autobiographical method in order to create new relationships between audiences and artworks.

In particular, the goals of "Brera, another story" are to promote new ways of looking at the collections in a cross-cultural audience, 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.

16.00-17.00

Four tours held by museum mediators.

17.00

"Research & BP Award Ceremony" with James Bradburne, Emma Nardi and Colette Dufresne Tassé.

18.00

A toast for the closing Ceremony.

#### CONTACTS

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**OFF SITE MEETINGS • MILAN, JULY 7TH 2016**

**8. Triennale di Milano | Triennale Design Museum**

Viale Alemagna, 6  
www.triennale.org | www.21triennale.org



**WHEN**

From 10.00 to 11.30

**NUMBER OF PARTICIPANTS**

30 (divided in two groups according to language needs)

**LANGUAGES**

English | French

**PROGRAMME OF THE VISIT**

Welcome coffee.

Greetings with Silvana Annicchiarico, Triennale Design Museum Director.

Introduction on Triennale, Triennale Design Museum and XXI Triennale International Exhibition Milan 2016.

Guided tours with specific mediating strategies.

*Group 1:* guided tour to "W – Women in Italian Design", the 9th edition of Triennale Design Museum, curated by Silvana Annicchiarico.

*Group 2:* guided tour to the exhibition "New Prehistory – 100 Verbs", curated by Andrea Branzi and Kenya Hara.

Visit of the educational area "TDMEducation. La Balena".

Final greetings.

**CONTACTS**

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**OFF SITE MEETINGS • MILAN, JULY 7TH 2016**

**9. Università Cattolica del Sacro Cuore**

Largo Gemelli, 1  
www.unicatt.it



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

**WHEN**

From 15.00 to 16.30

**NUMBER OF PARTICIPANTS**

40

**LANGUAGES**

Italian | English

**PROGRAMME OF THE VISIT**

15.00-15.45 | Negri da Oleggio Hall

Welcome of participants.

Cecilia De Carli and Grazia Massone: presentation of the Master "Educational Service for artistic heritage, historical and visual art museums" and "C.R.E.A. – Research Centre for Education Through Art and Cultural Heritage Valorisation".

The main goals of "C.R.E.A." Research Centre, whose activities recently started at Università Cattolica, are to promote and develop scientific activities in the following areas:

- Training in Education through Art; training in the valorisation and knowledge of Art and of local, regional, national and international Cultural Heritage.
- Scientific and methodological advice for Education Services.
- Identification and study of the methods for teaching and improving knowledge and awareness of Cultural Heritage, as a powerful tool to understand one's own identity as well as other's.
- Tradition and contemporary meaning of Sacred Art Heritage: knowledge and teaching.

15.45-16.30

Two guided tours, led in parallel by Master students. We will visit: the Court of Honour, the Sacred Heart Chapel, the Courtyards, the Great Hall, Santa Caterina's Garden, Bontadini Hall. During the tour, it will be possible to use tablets for participants in order to read the hypertext through the QR code, positioned on the signals.

**CONTACTS**

Grazia Massone

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