

# INTERNATIONAL COLLOQUIUM

## PIRANOVA #4

Exhibition Challenges

*Online*

**Date:** 25<sup>th</sup> February 2021

**Organizer:** International foundation Forum of Slavic Cultures

## PROGRAMME

### Thursday, 25 February 2021 - PART 1

Online – ZOOM Application moderated by Andreja Rihter, PhD, Content administration by Tina Huremovič	
10.00 – 10.10	<b>Inaugural Address:</b> Director of FSK, Andreja Rihter, PhD
<b>TOPIC: Exhibition Challenges: development/implementation/storyline</b>	
10.10 – 10.30	<b>Speakers:</b> Massimo Negri/Italy, Dirk Houtgraaf/Netherlands Authors of the book “Developing exhibitions: there is a method in this madness” <b>Title:</b> A method is needed, always.
10.30 – 10.45	<b>Speaker:</b> Igor Maroević/Croatia Senior Curator at the Typhlological museum <b>Title:</b> See the Art differently
10.45 – 11.00	<b>Speaker:</b> Iskren Velikov/Bulgaria Curator at the Rousse Regional Museum of History <b>Title:</b> Two examples from the Rousse Museum
11.00 – 11.15	<b>Speaker:</b> Maja Minoska Pavlovska/North Macedonia Head of International cooperation and communications at the NI Museum of the Macedonian Struggle for Independence <b>Title:</b> Communicating museums in times of pandemic - Case study
11.15 – 11.30	<b>Speaker:</b> Virgil Ștefan Nițulescu/Romania Manager of the National Museum of the Romanian Museum <b>Title:</b> The challenge of building a new permanent exhibition
11.30 – 11.45	<b>Speaker:</b> Romyana Dencheva/Bulgaria Curator at the Regional Ethnographic open-air museum “ETAR” <b>Title:</b> Men’s times
11.45 – 12.00	<b>Comments and Summary</b>

### Thursday, 25 February 2021 – PART 2

Oline – ZOOM Application moderated by Andreja Rihter (Introduction & Comments and Summary, PhD, Content administration by Tina Huremovič	
<b>WORKSHOPS</b>	
13.30 – 13.40	<b>Workshops Introduction &amp; Guidelines</b>
13.40 – 14.10	<b>Workshop 1</b> <b>Moderator:</b> Rene Capovin <b>Special guest:</b> Massimo Negri <b>Title:</b> To build an exhibition storyline: an adventure or a structured journey?

	<b>Workshop 2</b> <b>Moderator:</b> Elia Vlachou <b>Special guest:</b> Dirk Houtgraaf <b>Title:</b> Text writing, content development, digital production: a curatorial nightmare or a pleasurable narrowing-down exercise?
14.10 – 14.30	<b>Workshop Reports</b>
14.40 – 15.00	<b>Comments and Summary</b>

## **BASIC INFO**

### ***Why Piranova colloquium online?***

- to reconnect in a new normality,
- to listen to each other and hear what others have to say,
- to share the experiences, knowledge and feelings,
- to open the space for the flow of information and practices,
- to build new bridges, partnerships and be present in the international arena.

### **Working language:**

- English

### **How to participate?**

- International Colloquium Piranova will take place online via ZOOM Application.
- Participation is **FREE** of charge, but pre-registration is obligatory due to the limited number of participants.
- Participants are invited to participate actively. After each presentation the time slot will be dedicated to the Q and A format discussion. It will work via “chat box”.

**Please, register as soon as possible [HERE!](#)**

## MODERATOR of the COLLOQUIUM



**Andreja Rihter, PhD,**  
Slovenia

Director of the Forum of Slavic Cultures

### ***Biography***

She has PhD in History. In the course of the last twenty years and more she has strongly supported cultural heritage projects and activities at the national, regional and international level – as the Minister of Culture in the Government of Slovenia during her term of office (2000–2004), former Director of the Museum of Recent History Celje (1986–2000) and through other assignments, functions and positions in different National and European cultural organizations such as: the European Museum Forum (national correspondent since 1987); the Association of the Museums of Slovenia (President, 1998–2001); the Museology School of Celje, Slovenia (Initiator and Head, 2006–); ICOM – ICTOP (Board member (2007 –, vice-chair 2010 –); the Forum of Slavic Cultures (Founding member and initiator, 2002 –, President 2002–05, 2009–). More recently the Council of Europe – Parliamentary Assembly (Chairperson of the Sub-Committee on Cultural Heritage, 2010–2011); the European Museum Academy (President, 2009 –); Hands On! – the International association for Children's Museum (Vice-President, 2009 – 2011, 2011 Member of the Board) and a Member of Parliament of Slovenia (2008 – 2012); Director of the Forum of Slavic Cultures (2012 – ). She was one of the seven members of the National Council of Culture in Slovenia (2016 – 2019). She published more than 230 articles, has lectured in Slovenia and abroad.

## KEY SPEAKERS



**Massimo Negri**  
Italy

Author of the book  
“Developing exhibitions: there is a method in this madness”

### Biography

Massimo Negri is a scientific Director of the European Museum Academy Foundation. He is member of the Scientific Committee of the Great Museum of the Duomo di Milano, Founder and Scientific Director of the Executive Master in European Museology at the IULM University of Milan. He also teaches Museography at the State University of Padua. He was European Museum Forum Director from 2000 to 2009 and member of the Jury of the European Museum of the Year Award and Council of Europe Museum Prize from 1983 to 2009. He is a founding member of the European Museum Academy Foundation (The Hague, NKL) of which has been also the Director till the end of 2018.

**Title:** A method is needed, always.

### Abstract



The contemporary museum is one of the most important mass media. The digital world is always expanding. In this context the collection is no longer considered essential and the logic of the show,

prevails. To display intangible heritage is a new challenge. "Epic" the new museum of Irish emigration in Dublin is extremely successful and does not show almost any object, the few ones available are explicitly presented as replicas. We could define them also as "concept museum" as the core is an idea, an intellectual theme or a phenomenon (natural or social) and the storytelling is at the service of illuminating that core. What is interesting is that in spite of this radical change the question of a method in building a museum-like environment remains of major importance.



**Dirk Houthgraaf**  
The Netherlands

Author of the book  
“Developing exhibitions: there is a method  
in this madness

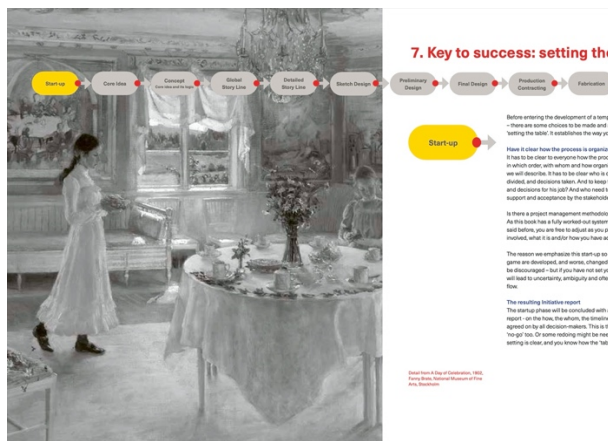
## Biography

Dirk Houtgraaf worked for many years as project leader, director of Public Services, Vice-President and interim President in a major Dutch museum. He was directly responsible for the development of the new permanent exhibitions and over 150 temporary exhibitions. The methodology described was at the heart of all exhibitions – all within time and budget.

He is currently working as a strategic advisor at the Cultural Heritage Agency of the Netherlands - an Agency of the Dutch Ministry of Culture, Education and Science.

**Title:** Developing exhibitions (a methodology): There is a method in this madness

## Abstract



tools and gives guidelines on how to organize the people and teams.

There is not yet such an elaborate, detailed description of deliverables and milestones. There certainly is none that a developer can immediately use. Copy-paste ready so to say. And easy.

The methodology is recently published by the European Museum Academy, and supported by FSK for instance, “the reference for museum professionals” and a ‘must’ in many museum and heritage studies.

The presentation provides an overview on an overall methodology in developing exhibitions. It hovers above all elements in developing and producing an exhibition and shows the steps to be taken, delivers



### *Speaker*



### **Igor Maroević**

Croatia

Senior Curator at the Typhlological museum

### **Biography**

Igor Maroević is a Senior Curator, Head of the Collection of Fine Arts of the Typhlological Museum. Previous: senior expert advisor at the Ministry of Culture; head of the department for INDOK cultural heritage affairs at the Ministry of Culture; director of the Ivan Meštrović Museums, director of the Turopolje Museum; expert associate at the City Institute for the Protection of Monuments in Zagreb; expert associate at the Republic Fund for Culture; author of the permanent exhibition of the Turopolje Museum (1997); author of a number of exhibitions at the Turopolje Museum and the Typhlological Museum; member of the Management Board of the Museum Documentation Center; National Coordinator for the European Heritage Network (HEREIN) of the Council of Europe (2011-2014).

**Title:** See the art differently

### **Abstract**



How to enable people whose main sense of cognition of shape and texture is touch to “see” a work of art? One of the possible solutions, is the Tactile Gallery at the Typhlological Museum with its cycle of exhibitions that are desirable to explore by

touch. Two-dimensional exhibits, which are readable to blind people by carefully elaborated ways of adaptation, are also included in part. In this way, even visitors without visual impairment have the opportunity to experience a work of art in the manner of a blind person.

The Tactile Gallery is not a special exhibition space. It represents the idea of exhibition activity in which blind people, but also all other categories of people with disabilities, have the opportunity to become equal visitors and participants in exhibition.



### *Speaker*



**Iskren Velikov**

Bulgaria

Curator at the Rousse Regional Museum  
of History

### **Biography**

Iskren Velikov is a museologist, historian and curator at the Rousse Regional Museum of History. His research interests and publications focus on the historical processes from the Late Middle Ages to the period of what we call “the Recent Past”, but also on visual anthropology and the methods for constructing a narrative for the past in a museum environment. In 2020 he received a PhD degree at the Institute of Ethnology and Folklore Studies of the Bulgarian Academy of Sciences with thesis on the Museum Representations of the Bulgarian National Revival Period.

**Title:** Two Examples from the Rousse Museum

### **Abstract**



The presentation reveals two examples from the experience of the Rousse Regional Museum of History, associated with the process of valorization of heritage through different voices. The first example is with the preserved battlement tower at the Medieval town of Cherven, the narrative for which appears to exceed the pure archaeological reference. The second example is related to a recent exhibition-installation with items from the period of socialism. Both cases display the present-day view over different thematic topics (Middle Ages, Recent Past), but underline an unconditional status of the mentioned items as cultural valuables.

### Speaker



#### **Maja Minoska Pavlovska**

North Macedonia

Head of International cooperation and communications at the NI Museum of the Macedonian Struggle for Independence

### Biography

Maja Minoska Pavlovska was born in Skopje, Republic of Macedonia. Graduated economist with finished postgraduate studies in Human resource management in culture at St. Cyril and Methodius University in Skopje. Strong personal research interest in museum communications, digital technology, management, sustainability, cultural policies, museum marketing, etc. Extended diverse professional experience in media and advertisement on both creative and production assignments. Working as a marketing associate in NI Museum of the Macedonian Struggle – Skopje, since 2011. Currently on position adviser for international cooperation and communications with several realized museum projects on a subject of accessibility, inclusion, audience reach, etc.

**Title:** Communicating museums in times of pandemic - Case study

### Abstract



Museums today are expected to add value of learning, enjoyment, and participation in the museum experience on orthodox tasks of researching, preserving, promoting, and presenting heritage. This is a complex challenge for our institutions, especially

Macedonian museums, that are still in the process of defining their own voice in the digital age. The COVID pandemic brought unprecedented (non)working conditions that challenged our institutions further into finding ways to stay relevant in times of crisis. Our museum was equally affected by the pandemic as any other museum with closed premises for visitors, mandatory working from home, limited opportunities for research, etc. By producing and presenting digital content we managed to successfully communicate our work to the public.

### *Speaker*



### **Virgil Ștefan Nițulescu**

Romania

Manager of the National Museum of the Romanian Museum

### **Biography**

Virgil Ștefan Nițulescu was born in 1959 and grew up in Bucharest. He graduated at the University of Bucharest and held a Ph.D. in History at the University of Sibiu. All his life he was working for culture, in cultural institutions, in central cultural administration and in the Legislative (for the Committee on Culture of the House of Deputies). He is active in different cultural NGO's. Currently he is a manager of the National Museum of the Romanian Peasant and editor-in-chief of the Romanian journal of museums. Occasionally he is teaching at the University and at the National Institute for Cultural Research and Training.

He had different professional positions in UNESCO, ICOM, European Museum Academy, European Museum Forum as well as in national scientific bodies devoted to museums and cultural heritage.

**Title:** The challenge of building a new permanent exhibition

### **Abstract**



The National Museum of the Romanian Peasant is the today's name of the oldest and most famous museum of cultural anthropology in Romania. It was

established in 1906, but its permanent exhibition was gradually built, after the First World War, as its palace was very slowly erected, during almost three decades. This exhibition was destroyed after the Second World War. The museum was dismantled until 1990. The new one was opened in 1993, completed only in 2004, and was, again, closed down, in 2016, as the building went into restoration. Now, a new challenge is arising for the curators of the museum: the new permanent exhibition.

### *Speaker*



**Romyana Dencheva**  
Bulgaria

Curator at the Regional Ethnographic open-air museum "ETAR"

### **Biography**

Romyana Dencheva graduated History and specialized Ethnography in the Veliko Tarnovo University. Since 2002 has been working as curator at the REMO ETAR. She is author of a number of exhibitions of the Museum.

**Title:** Men's times

### **Abstract**



exhibition shows the life circle of men, divided into four parts: childhood, young years, professional life, old ages.

A world divided: man – woman. Since ancient times, the world of humans has been divided into two – of men and women. Differentiation stems from labor, dress, games, upbringing, personal and communal duty, the place and role of the individual in the social space. Every epoch gives birth to the men it needs. The



## WORKSHOPS

### Workshop 1



**Moderator:** Rene Capovin

**Special guest:** Massimo Negri

**Title:** To build an exhibition storyline: an adventure or a structured journey?

### Workshop 2



**Moderator:** Elia Vlachou

**Special guest:** Dirk Houtgraaf

**Title:** Text writing, content development, digital production: a curatorial nightmare or a pleasurable narrowing-down exercise?