

INTERNATIONAL COLLOQUIUM

PIRANOVA #5

Triumph of Digital?

Online

Date: 11th May 2021

Organizer: International foundation Forum of Slavic Cultures

PROGRAMME

Tuesday, 11 May 2021 - PART 1

<i>Online – ZOOM Application</i> <i>moderated by Andreja Rihter, PhD, Content administration by Tina Huremovič</i>	
10.00 – 10.10	Inaugural Address: Director of FSK, Andreja Rihter, PhD
Introductory Lecture	
10.10 – 10.30	Speakers: Margaret McColl, PhD/United Kingdom; Senior Lecturer: Museum Education and Art Education at the University of Glasgow, School of Education & Henrik Zipsane, PhD/Sweden; Director of the European Museum Academy. Title: Digital Heaven and Hell
TOPIC: Facing the Digital Shift	
10.30 – 10.45	Speaker: Ivana Rastović /Republic of Serbia Curator, Museum-educator at the Gallery of Matica srpska Title: Museum as your safe place
10.45 – 11.00	Speakers: Alenka Černelič Krošelj/Slovenia; Director of the Posavje Museum Brežice & Andreja Matijevc/Slovenia; Cultural programme coordinator at the Posavje Museum Brežice Title: The Challenges of the Posavje Museum Brežice at a Digital Turning Point
11.00 – 11.15	Speaker: Slađana Velendečić /Republic of Serbia Head of Department for education and public relations at the Museum of Vojvodina Aleksandra Stefanov/Republic of Serbia Art Historian – Senior curator for Artistic and Applied art collections at the Museum of Vojvodina Title: EXIT - Adventures of museum mouse Harlampije
TOPIC: Digital Visitors	
11.15 – 11.30	Speaker: Tichomir Tsarov /Bulgaria PR manager at the Regional Ethnographic open-air museum "ETAR" Title: The virtual visitor is not a true visitor
11.30 – 12.00	Comments and Summary

Tuesday, 11 May 2021 - PART 2

<i>Oline – ZOOM Application</i>	
WORKSHOPS	
13.30 – 13.40	Workshops Introduction & Guidelines by Karl B. Murr, PhD, Chairman of the European Museum Academy and Director of the TIM - Augsburg textile and industry museum
13.40 – 14.30	Workshop 1 Moderator: Karl B. Murr, PhD, Chairman of the European Museum Academy and Director of the TIM - Augsburg textile and industry museum

	<p>Title: The Participatory Museum – a model for the Future?</p> <p>Workshop 2</p> <p>Moderator: Dietmar Osses, MA, Director of the LWL Industrial Museum Hannover Colliery, Westphalian State Museum of Industrial Heritage and Culture</p> <p>Title: Intercultural Participation</p>
14.30 – 14.45	Workshop Reports
14.45 – 15.00	Comments and Summary

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”.

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.

INTRODUCTORY LECTURE

Title: Digital Heaven and Hell

Key speakers



Margaret McColl, PhD
United Kingdom

Senior Lecturer: Museum Education and
Art Education at the University of
Glasgow, School of Education

Biography

Dr. Maggie McColl is Director of Post Graduate Studies in the School of Education. Dr. McColl has taught art education for 25 years, designing and teaching disciplinary and interdisciplinary programs of study for student educators and qualified art education professionals. In 2017 Dr. McColl designed and developed a Masters in Museum Education, the first masters of its kind in Scotland. In recognition of the need to meet learning preferences of a diverse, international student body, Dr. McColl leads 2 pathways on the MSc Museum Education: online and campus-based. In 2018 Dr. McColl developed the MOOC: The Museum as a Source for Learning in collaboration with the online learning platform Future Learn.

More recently, Dr. McColl has worked with partners from the European Museum Academy, the Smithsonian Institute, University of Tartu, University of Cork, Radboud University and University of Malta to lead the design of a new international Masters in Education, Museums and Heritage.



Henrik Zipsane, PhD

Sweden

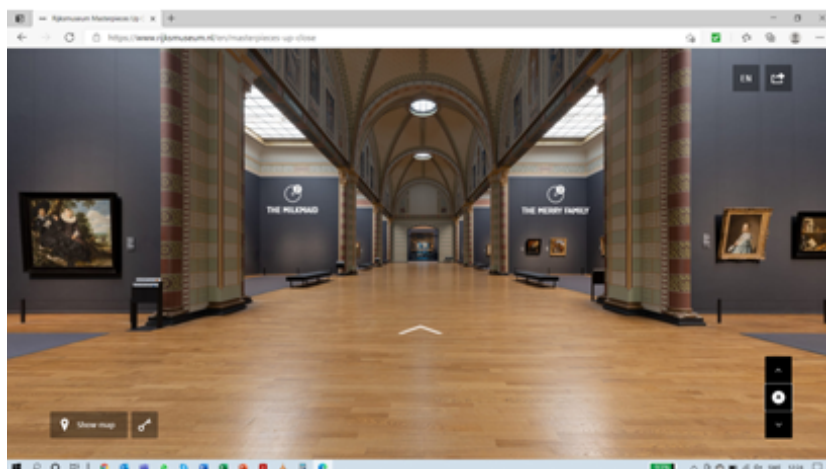
Director of the European Museum
Academy

Biography

Dr. Henrik Zipsane is since 2019 director of the European Museum Academy. Before that he has been CEO of the Jamtli Foundation (a museum and heritage organization in central Sweden 2001-2019 and senior researcher at The Nordic Centre of Heritage Learning & Creativity since 2005 – an R&D organization for learning through heritage engagement. Henrik Zipsane is guest professor in heritage learning and regional development at Linköping University since 2010 and associate of Pascal Observatory since 2007 as well as associate of European Expert Network on Culture and was appointed expert on culture and adult education 2011 by the European Commission. Since 2014 Henrik Zipsane is expert and jury member in the European Museum Academy and from 2017, he is by the Swedish Council of Higher Education appointed expert for assessment of EU applications in the Erasmus Plus programme. Henrik Zipsane holds a MA in history from University of Copenhagen 1985 and a PhD degree in education and history from The Danish University of Education 1996.

Henrik Zipsane has published academic studies on collective learning processes, immigration history and in recent years primarily on heritage learning.

Abstract



The Covid-19 pandemic impacted museums and galleries detrimentally as it did other organizations and institutions traditionally associated with a more physical, experiential model of engagement. Museum closures have been witnessed on a global scale since the onset of the Covid grip in early 2020. The closure of these museums has created significant challenges for the employment of museum professionals and the financing of the museums on an operational level but museums have also suffered from a sense of public estrangement borne out of enforced physical disengagement with museum visitors. After all, it is for the people that museums exist. Sustaining the 'human right' to cultural access has presented a significant challenge to museums since the Covid pandemic began. Together with colleagues at University of Padua and University of Glasgow, the European Museum Academy has been monitoring how museums are responding to the Covid-19 situation by using digital means. We have especially been interested in developments which may point to the interesting use of technologies for

Speaker



Ivana Rastović

Republic of Serbia

Curator, Museum-educator at the Gallery of Matica srpska

Biography

Ivana Rastović graduated from the Faculty of Philosophy, University of Belgrade, in art history. Since 2018, she has been employed at the Gallery Matica Srpska as a curator and museum educator. She participated in the creation of exhibitions and accompanying programmes organized at the Gallery, as well as in the realisation of projects dedicated to young people. She has designed, created and implemented numerous educational programs and workshops for children, youths and adults. She is particularly interested in the 20th century art and museum education. She participates in conferences, seminars, and workshops in the country and abroad in the field of museology and education in museums. She is a member of the National Committee of ICOM Serbia.

Title: Museum as your safe place

Abstract



By listening to the needs of the audience and considering new possibilities during the pandemic the team of The Gallery of Matica srpska turned the crisis into an opportunity and proved to be an institution open for changes and innovations. The first step into the virtual

space began with the action GMS with you at Home, which brought interactive quizzes, artistic challenges, virtual guides, lectures, online exhibitions and educational programs for children. With the actions Art Challenge within the global campaign Between Art and Quarantine, Be with Art, From the Comfort of Your Home and Taste of Art, the programs were upgraded, and the experiences of activities placed in the digital world were transferred in accordance with epidemiological measures to the Gallery through the Eye to Eye with Art campaign. Online programs for children and the focus on our loved ones during the isolation encouraged the creation of our family program Adventure for Young and Old Ones, while the individual unique experience continued with the program Indulge in Art.

Speaker



Alenka Černelič Krošelj

Slovenia

Director of the Posavje Museum Brežice

Biography

Alenka Černelič Krošelj (1972) studied at the Faculty of Arts, University of Ljubljana. After graduating in history of art, ethnology and cultural anthropology, she worked in different institutions and was involved in several projects financed through EU funds. Since 2014, she has been the managing director of the Posavje Museum Brežice (Slovenia). She is involved in different strategic and development groups and boards (Regional Development Agency of Posavje), organisations and societies focused on developing our society through and with our cultural heritage.

She is a member of different strategic boards and lecturer at the Faculty of Tourism. She is a Vice Chair of ICOM Slovenia and the Museum Society Slovenia, and the Chair of RA ICOM SEE.



Andreja Matijevc
Slovenia

Cultural programme coordinator at the
Posavje Museum Brežice

Biography

Andreja Matijevc (1983) studied history and geography at the Faculty of Arts, University of Maribor. Since 2014, she has worked as a cultural programme coordinator at the Posavje Museum Brežice. The main emphasis of her work is on presenting cultural heritage to visitors, organising cultural events and various programmes, curating exhibitions, promotion, management of the museum shop, participating in the creation of museum content, applying to national and EU projects.

Title: The Challenges of the Posavje Museum Brežice at a Digital Turning Point

Abstract



The Posavje Museum Brežice with its diverse exhibitions, programmes and appealing venues attracts a large number of visitors and different audiences. During the COVID-era, the museum shifted its activities to a digital sphere. With few employees who possess basic digital and

technology skills, yet have a creative and enthusiastic approach, the museum prepared several events and activities that allowed interaction with its users and provided accessibility also to a wider non-museum public: online music events and other programmes, a participatory project for museum object digitalisation – the 21 Museum Stars, a virtual exhibition, an live online tour and school programmes, intensive presentation of heritage stories through the social media. Virtual presence is a challenge, yet one that also gives us a lot of opportunities for new ways of communicating and connecting with different audiences that have great expectations.

Speaker



Aleksandra Stefanov

Republic of Serbia

Art Historian – Senior curator for Artistic and Applied art collections at the Museum of Vojvodina

Slađana Velendečić

Republic of Serbia

Head of Department for education and public relations at the Museum of Vojvodina

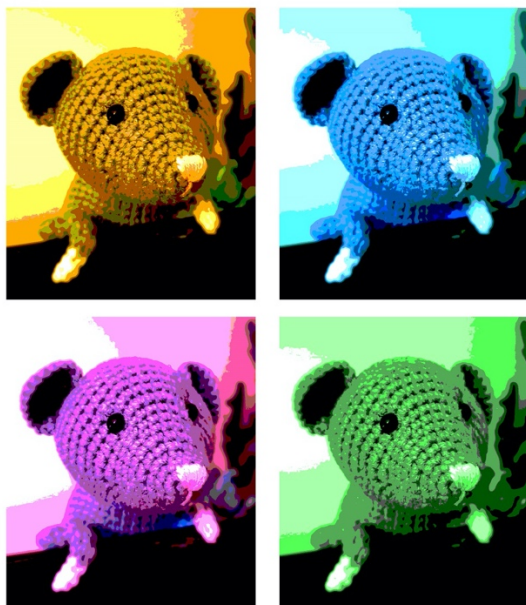
Biographies

Slađana Velendečić is a Head of the Educational and PR department of the Museum of Vojvodina where she has been employed since 2000. She has participated in the design and realisation of many educative programmes. Her main interest in museum work is related to education and interpretation. She is the author of several educational programmes that develop museum as a part of formal educational system (primary and secondary school students as well as disabled children). She was one of authors of Museum for children, 2015 and has co-authored different publication on museum educational policy. In recent times impact of digitalisation in education and interpretation are in her focus. She has participated in meetings and workshops in Serbia and abroad in the field of museology and education in museums.

Aleksandra Stefanov was employed at The Gallery of Matica srpska in Novi Sad (2007-2013) where she deals with implementation of educational programs for children and with exhibitions and accompanying programs. As curator for education she had experiences in planning, organization and realization of educational programmes and activities for children and families, as well as inclusive programs. Aside from long-term programmes she was responsible for creation and implementation of different workshops relating to ongoing exhibitions and events. Since 2013 she has worked in Museum of Vojvodina. She was one of authors of Museum for children, 2015 and has co-authored different publication on museum educational policy. She also has participated in expert meetings/congresses and workshops in Serbia and abroad in the field of museology, management and education in museums.

Title: EXIT - Adventures of museum mouse Harlampije

Abstract



create new star, museums Influencer-mouse Harlampije. Night at the Museum (Vojvodina) - The Adventures of the Mouse Harlampije is a new project made during pandemic Covid 19 time that represents a step forward in the interpretation of museum content. The museum's virtual hero - mouse Harlampije "lives" in the Museum of Vojvodina and explores museum objects, collections, exhibitions and the museum building during the night.

Throughout the pandemic time, Museum of Vojvodina moved the most of his activities in to the digital world. We start several digital projects: Stay at home and learn something new!; Be responsible for body and soul; and different participative online activities for public.

Thinking about the youngest visitors and YouTube teenage Influencers, we try to

Speaker



Tichomir Tsarov
Bulgaria

PR manager at the Regional Ethnographic open-air museum "ETAR"

Biography

Tichomir Tsarov was born in 1969. He has graduated the Veliko Tarnovo University, specialty "History and geography" and the New Bulgarian University, with specialty "European management". He has a long experience as a radio journalist and PR specialist. Since 2016 he is PR Manager of the REOAM ETAR.

Title: The virtual visitor is not a true visitor

Abstract



pandemic conditions. But the virtual visitor is not a real visitor, if the visitors would remain virtual, for the museum he/she is not real. Even if it's a financial source, by means of a virtual visit, this tourist is not able to evaluate the true essence and the serious role of the museum.

The virtual tours became an important form of supporting the connections of the museums with their publics under the

WORKSHOPS

Workshop 1



Moderator: Karl B. Murr, PhD,

Chairman of the European Museum Academy and Director of the TIM - Augsburg textile and industry museum

Biography

Karl Borromäus Murr was educated in History, Philosophy and Ethnology at the universities of Munich, Oxford (St Edmund Hall), Eichstätt-Ingolstadt and Cambridge (Harvard University). In 2005 he received his PhD in History from the Ludwig-Maximilians-University Munich (LMU), Germany. In 2009 he was appointed director of the State Textile and Industry Museum Augsburg. Since 2015 he is a board member and since 2019 the chairman of the European Museum Academy. Since 2005 he has been teaching history, ethnology and museology at the LMU and the University of Augsburg. He has published widely on history, art history, ethnology and museum studies.

Title: The Participatory Museum – a model for the Future?



Abstract

In the current discussion about museums, a concept is becoming more and more central, which is a term of great importance in many other social discussions: participation. The workshop explores the theoretical framework for museum participation and introduces significant examples of participatory practices.

Workshop 2



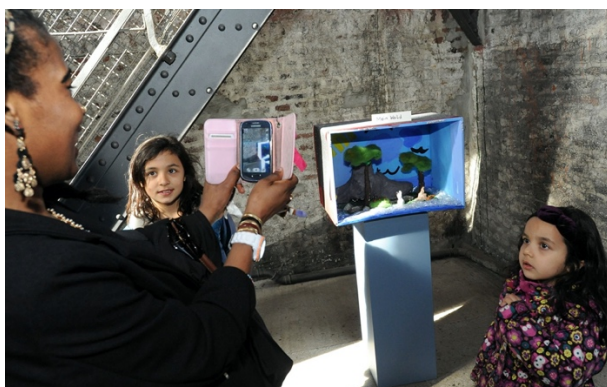
Moderator: Dietmar Osses, MA

Director of the LWL Industrial Museum Hannover Colliery, Westphalian State Museum of Industrial Heritage and Culture

Biography

Dietmar Osses studied History, German Literature and Educational Science at the Ruhruniversity Bochum and worked as researcher for several museums, exhibition projects in the Ruhr and at the Foundation for the Preservation of Industrial Monuments and Historical Culture in Dortmund. In 2001 he was appointed as director of the LWL Industrial Museum Hannover Colliery in Bochum/Germany, Westphalian State Museum of Industrial Heritage and Culture. In 2002 he started teaching museology and applied history at the Universities of Bochum, Dortmund and Münster. Since 2010 he is head of the working group “Migration” of the German Museums Association. He is member of the board of “AEMI – Association of European Migration Institutions” and member of the scientific committee of “Interkultur Ruhr”.

Title: Intercultural Participation



Abstract

This workshop focuses on concrete participatory practices that allow for intercultural audience development in museums. How can museums overcome (implicit) ethnic, cultural, or religious barriers that very often prevent minorities or deprived people from appropriating common cultural heritage.