



European Museum Academy

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## **Museums on Screens**

### **The 2017 Kenneth Hudson Seminar**

**Milan IULM University 24 November 2017 2.30 pm - Master In European Museology**

**MM Green Line Romolo**

**Co-organized with the European Museum Academy (NL) in cooperation with the MUSIL Foundation (I) .**

The proliferation of new typologies of museums which has characterized the last decades all over Europe has gone together with a growing presence of new media not only in the museum sector, but also in society and in the public discourse in general. This has generated a real revolution in the way of being of museums in contemporary society as well as in the way of communicating in the heart of the exhibition environment.

“Museums on Screens” intends to explore the multimedia’s potential inside and outside the museum’s walls, firstly examining interesting examples of contamination between the traditional museum linguistics and screen medias and multimedia installations, how these contents and ways of communicating have been transferred on the web, which kinds of new methodologies of production (if any) have been followed, at what extent traditional curatorial skills have been affected and new professional profiles have emerged.

**Key - themes touched by the discussions will be:**

Screen media and the museum environment

Videos in the exhibition planning process

Video productions with and for museums.

Short videos for museums and for their web communication: categories and experiences

Multimedia installations between emotion and information

The narrative of contemporary history and the museum’s new media.

**During the Seminar it will be also presented the book “A Tiger in a Museums is not a Tiger” Quotations by Kenneth Hudson (1916-1999), published on occasion of the 1<sup>st</sup> centenary of his birth.**

Invited Participants:

Massimo Negri (EMA Director and Scientific Director of the Master Course), Wim van der Weiden (EMA Chairman), Renè Capovin (MUSIL), Dirk Houtgraaf (EMA Expert), Onno Ephraim (Heritage in Motion Director), ATRIUM European network, Filippo Vergani (ETT), Forum of Slavic Cultures, Art Rebel (Slo) , Ruggero Eugeni (Univ. Cattolica Milano), Marco Minoia (State Superintendecy of Heritage Milan), Bartolomeo Corsini (Centro Sperimentale di Cinematografia Milano) , Patrizia Garibaldi (Archaeological Museum of Genoa).

The Kenneth Hudson Seminar format (launched by EMA 7 years ago) includes a series of contributions by experts and practitioners from a variety of countries with a documented experience in the field integrated by discussions , question time and the presentation of visual materials coherent with the theme of the Seminar. Observers are also admitted . The working language is English. Speakers are selected by the organizing organizations.

**This year the format consists in two rounds of speakers (15 mns each) moderated by Massimo Negri and Wim van der Weiden plus a question time from the floor.**