

# Can museums play?

## CONFERENCE

If museums are "places of uniqueness", i.e. environments where an atmosphere of solemnity dominates, can play be allowed to get in and cause disorder?

The main representatives of the historical avant-garde found the perfect gratuitousness of invention and the childhood (surprise) of the world in the act of playing: something they wanted to express in their works. Thanks to this genetic kinship, playing might be a good way to approach arts (in the museums), it can be a mirror, a code to read arts, an unconventional guide.

The conference is aimed at thinking about the relationship between museums and play in order to create a map of possible relationships between the two.

<http://www.italiantoy.net/2015/quandomuseigiocano>  
**#museumsplay**

Free registration but required at:  
[info@italiantoy.it](mailto:info@italiantoy.it) or  
[zaffiria@comune.bellaria-igea-marina.rn.it](mailto:zaffiria@comune.bellaria-igea-marina.rn.it)

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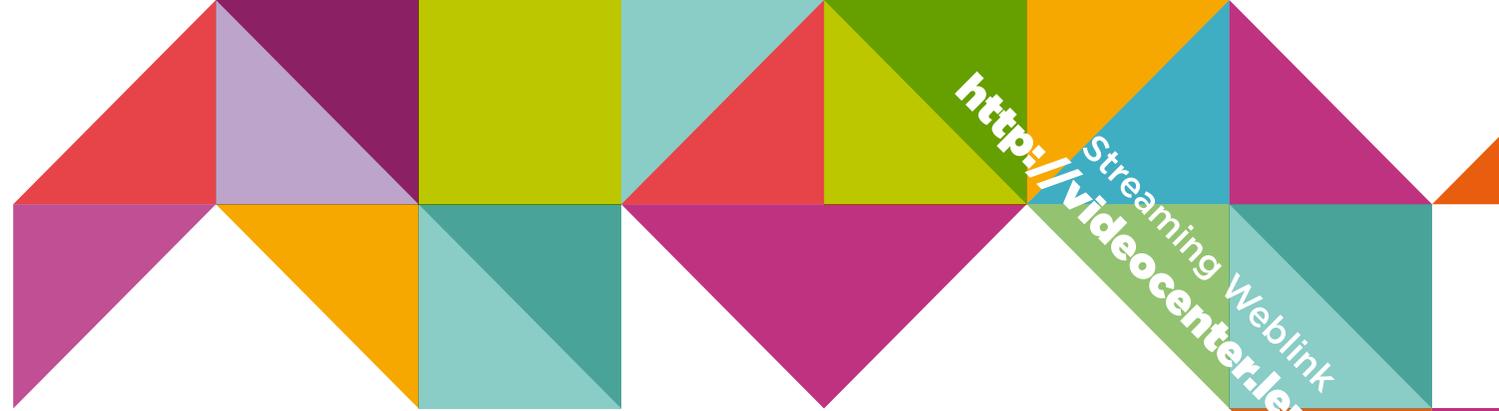


# Can museums play?

**06•03•2015**  
**From 9:00 to 17:00**  
Bologna, Via della Fiera 8, Third Tower

# Conference goals

- 1) Define how play (as an action, as well as an instrument of knowledge and expression) can be an added value for museums in terms of the services provided.
- 2) Think about playful storytelling as a way to highlight contents and differences in a collection – that can, in other words, turn its character and main features into play.
- 3) Re-think participation strategies by taking inspiration from the “fun theory” : i.e. how to obtain virtuous behaviour (in this case increase the number of children visiting museums - but actually not just children) with playful solutions.
- 4) Consider play as an object/instrument to bring the museum “out of its walls”.
- 5) Find new methods to teach beauty: can a child learn by playing with and in the museum? Can we communicate museum contents as an alphabet of emotions, so that the children of today can become better visitors tomorrow?
- 6) If play and toys inspired the avant-garde who kick-started the 20<sup>th</sup> century art, can they inspire 21<sup>st</sup> century museums and, if so, how?



<http://videocenter.lepida.it>  
Streaming Weblink

## 9-13 Welcome

**Laura Carlini Fanfogna**, Director Museums and Libraries Services IBC Emilia-Romagna

*Speakers*  
**Museum as “playroom”**  
**Roberto Farné**, University of Bologna

**Learning by Play**  
**Annemies Broekgaarden**, Rijks Museum (Amsterdam)

**Playing with the past: integrating historic interpretation and play**  
**Almut Grüner**, Neuhausen ob Eck Open Air Museum (South of Germany) program “Culture is Strength. Education Alliances”

**15 phantasiestück about museums and toys**  
**Flavio Tuliozi**, Italiantoy/Calembour design

**International networking in the museum education sector**  
**Margherita Sani**, IBC and NEMO network

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**ore 14 - 17**  
**Calling Families into Play: Zones for Young Visitors at the Future Humboldt-Forum**  
**Ute Marxreiter**, Ethnological Museum and the Museum of Asian Art (Berlino)

**The Museum Europäischer Kulturen in Berlin and the educational turn**  
**Léontine Meijer-van Mensch**, Museum of European Cultures (Berlino)

**Between play and design: the empathetic museum**  
**Francesco Zurlo**, Politecnico di Milano

**Playing with identities. When learning meets audience development**  
**Davide Baruzzi** and **Rosanna Spanò**, BAM! Strategie Culturali

*Simultaneously*  
**from 15:00 to 17:00**  
**“Playing with the collections”**  
workshops with limited entry to 30 museums, on enrollment. Museums will work with toy designers to begin to design and plan games taking inspiration from the world of design and the museum objects.

*Powered by Italiantoy and Calembour design*  
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