

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](https://twitter.com/museumsplay)

Free registration but required at:
info@italiantoy.it or
zaffiria@comune.bellaria-igea-marina.rn.it

the conference is organized by



in collaboration with



thanks to the project

italiantoy®

with the collaboration of



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 20th century art, can they inspire 21st 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

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
(start up for cultural innovation funded by Fondazione Cariplo)

