

# Can museums play?

**06•03•2015**

**From 9:00 to 17:00**

**Bologna, via della Fiera 8, Third Tower**

## 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.

**CONFERENCE GOALS // 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 // 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 // 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 // CONSIDER PLAY AS AN OBJECT/INSTRUMENT TO BRING THE MUSEUM "OUT OF ITS WALLS" // 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? // 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? //**

### Chairman

**Laura Carlini Fanfogna** IBC Emilia-Romagna

### Speakers

**Annemies Broekgaarden** Rijks Museum (Amsterdam)

**Almut Grüner** Neuhausen ob Eck, openair museum (South of Germany)

Programme "Culture is Strength. Education Alliances"

**Ute Marxreiter** Ethnological Museum and

Museum of Asian Art | Humboldt-Forum (Berlino)

**Léontine Meijer-van Mensch** Museum of European Cultures (Berlino)

**Margherita Sani** IBC and NEMO network

**Francesco Zurlo** Politecnico di Milano

*The conference is organized by*

**Zaffiria,**

*Centre for media and art education*

*in collaboration with*

**IBC Regione Emilia-Romagna  
and NEMO, Network of European  
Museum Organisations**

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*With the collaboration of*

**Calembour design**

*and* **BAM!strategie culturali**

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

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