



**WORKSHOP ON ARCHITECTURE AND MUSEUM TECHNIQUES**  
**ICAMT – International Committee for Architecture and Museum Techniques**  
**ICOM – International Council of Museums**  
**January, 28 | February, 1, 2019**

ICAMT is organizing its third workshop on **Architecture and Museum Techniques**. The first one was held in São Paulo, Brazil, in 2016, the second in Lisbon, Portugal, in 2018, and the third edition will take place in **Milan, Italy**.

The Workshop will be held at the Palazzo Reale Auditorium, the Politecnico di Milano, the Ordine Degli Architetti della Provincia di Milano, Fondazione Prada, as well as many museums, from **January 28<sup>th</sup> to February 1<sup>st</sup>**.

## **THE THEMES**

### **1) Sustainability and museum management**

Nowadays, the issue of sustainability in institutional buildings, including museums, is an important concern. How can we adapt historical buildings to new technologies?

## **2) Exhibition concept and design thinking**

Conceptualization of an exhibition idea in a concentrated ideation process. Design thinking and various ideation methods will be used in a way that the participants explore the competences within their own teams, ideate as well as evaluate and develop ideas into concepts, elaborating them to a point in which the concept could be applied to the management of a museum.

## **3) The impact of collections evaluation and climate control**

Practice and discussion of risk-based decision making to optimize the management of indoor climate conditions for collections and buildings – information and guidelines that will allow responsible decisions about the museum's indoor climate to be made, in order to evaluate the collections and adapt museums structures to lower energy consumption.

## **4) Storage Facilities**

New international regulations for storage facilities are being elaborated in a bid to establish best practices for management and the storage of collections. In order to add to this discussion, we will analyze themes such as the guidelines for a well-equipped building, the adequate facilities for storage of cultural artefacts, management and procedures for storage, as well as the handling of art and precious heritage artefacts.

## **LIST OF SPEAKERS**

**Monday | 28**

**Venue:**

**PALAZZO REALE AUDITORIUM**

Piazza Duomo, 14

**Theme:**

**OPENING CEREMONY**

**Speakers:**

**DOMENICO PIRAINA** (Director of Cultural Area, Comune di Milano)

**MARCO MINOJA** (Director of Culture, Comune di Milano)

**ALBERTO GARLANDINI** (Vice-President ICOM)

**JEAN HILGERSOM** (President ICAMT)

**ALESSANDRA ROSSO** General Coordinator (Member of ICAMT Board)

**MADDALENA D'ALFONSO** Design Thinking Methodology (Architect, ICOM Member)

## **Tuesday | 29**

**Venue:**

**POLITECNICO**

Piazza Leonardo da Vinci, 32

**Theme:**

**SUSTAINABILITY AND MUSEUM MANAGEMENT**

**Speakers:**

**09:15 am JEAN HILGERSOM** (Architect, President of ICAMT)

**09:45 am ALBERTO GRIMOLDI** (Professor and Director of Scuola di Specializzazione in Beni Architettonici e del Paesaggio) & **GIULIANA RICCI** (Professor at Politecnico di Milano)

**10:15 am MARIA FRATELLI** (Comune di Milano)

**11:00 am NANA MEPARISHVILI** (Architect, ICAMT Board Member)

**01:30 pm ANDREA SARTORI** (Goppion)

## **Wednesday | 30**

**Venue:**

**ORDINE DEGLI ARCHITETTI**

Via Solferino, 17 – Conference Room, 1st. floor

**Theme:**

**EXHIBITION CONCEPT AND DESIGN THINKING**

**Speakers:**

**09:15 am MARTEN JANSON** (Journalist, National Museums from Sweden, ICAMT Board Member)

**09:45 am MARIALISA SANTI** (Architect, Ordine degli Architetti della Provincia di Milano)

**10:15 am GIAN LUCA BASSO PERESSUT** (Professor at Politecnico di Milano)

**11:00 am STEFANO BOERI** (Professor at Politecnico di Milano and Director of Triennale di Milano)

## **Thursday |31**

**Venue:**

**POLITECNICO**

Piazza Leonardo da Vinci, 32

**THE IMPACT OF COLLECTION EVALUATION AND CLIMATE CONTROL**

**Speakers:**

**09:15 am CHIARA ROSTAGNO** (Architect Ministero per i Beni e le Attività Culturali)

**09:45 am DARIO CAMUFFO** (Director of the Research Centre CNR and professor at Università di Padova and Politecnico di Milano) **(TO BE CONFIRMED)**

**10:15 am CAROLINA DI BIASE** (Professor and Director of Doctoral Studies in Conservation of Architectural Heritage, at Politecnico di Milano)

## **Friday |1st**

**Venue:**

**PALAZZO REALE AUDITORIUM**

Piazza Duomo, 14

**Theme:**

**STORAGE FACILITIES**

**Speakers:**

**09:15 am BRICE MATHIEU** (Louvre Museum)

**09:45 am CINDY ZALM** (Museum Volkerkunde - National Museum of Ethnology – Leiden, The Netherlands)

**10:15 am TIZIANA BIGANTI** (Deposito di Santo Chiodo, Spoleto)

**01:30 pm ART DEFENDER**

**AFTERNOONS:**

**Classrooms with Working Groups:**

Concept: **MADDALENA D'ALFONSO** (Architect)

Classroom assistants: **GIULIA MURA** (Architect of Museography)/**VICTORIA NOEL-JOHNSON** (Art Historian)

**Specialists Consultants of the Classrooms**

**MÅRTEN JANSEN** (designer)

**MARCO MAINETTI** (architect)

**ANDREA SARTORI** (designer)

**Delegate of Architecture Council of Milan** (TBD)

**Final Observers Committee**

**JEAN HILGERSOM** (Architect, president of ICAMT)

**ALBERTO GRIMOLDI** (Architect from Politecnico)

**GIULIANA RICCI** (Architect from Politecnico)

**MARIA FRATELLI** (Comune di Milano)

**MADDALENA D'ALFONSO** (Architect)

**MARCO MINOJA** (Comune di Milano)

**ILARIA VALENTE** (Dean of School AUIC, Politecnico di Milano) **(TO BE CONFIRMED)**

**TIZIANA MAFFEI** (President of ICOM Italia) **(TO BE CONFIRMED)**

**METHODOLOGY**

In this Workshop we shall work with Maddalena D'Alfonso, an architect who is specialized in Exhibit Design Divulcation.

The methodology developed by D'Alfonso over 15 years' of teaching has been inspired by **coopetition** or co-opetition (sometimes spelt "coopertition" or "co-opertition"): a

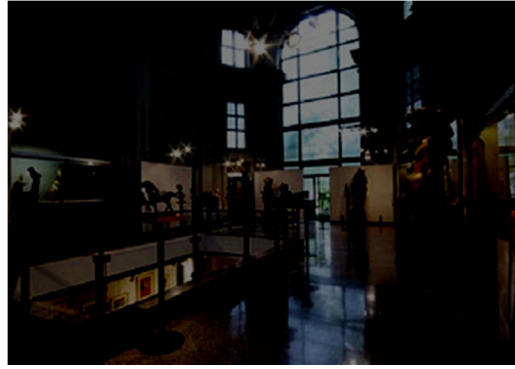
neologism coined to describe cooperative competition. Coopetition is a portmanteau of “cooperation” and “competition”, emphasizing the “petition” – a joint work.

Based on games and social interdependence theories, some studies investigate the presence of simultaneous cooperation and competition among functional units – the antecedents of coopetition – and its impact on knowledge sharing behaviors. For example, the concept of coopetitive knowledge sharing is developed to explain mechanisms through which coopetition influences effective knowledge sharing practices in cross-functional teams. The underlying argument is that while organizational teams need to cooperate, they are likely to experience tension caused by diverse professional philosophies and competing goals from different cross-functional representatives.

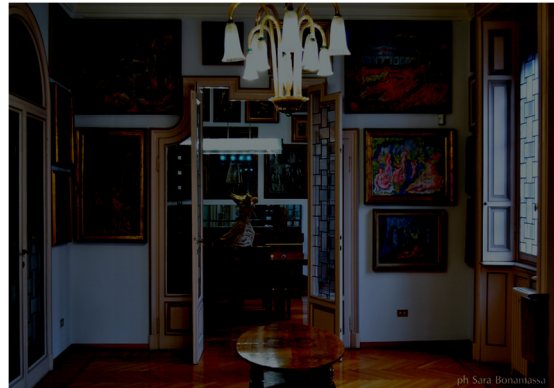
Each morning we will hear lectures given by national and international speakers; after lunch the working groups will be given time to work together and, in the afternoon, we will do technical site visits to Fondazione Prada, Castello Sforzesco, Cenacolo Vinciano, Pinacoteca Ambrosiana, Museo del 900, Pinacoteca Nazionale di Brera, Galleria D’Arte Moderna e Casa Museo Boschi Di Stefano.

### **Subject of the workshop**

The design exercise will begin with two case studies about two Milanese institutions: Casa Museo Boschi Di Stefano and the Studio Museo Francesco Messina, both venues with free admission.



**Studio Museo Francesco Messina, via San Sisto 6**



**Casa Museo Boschi Di Stefano, Via Giorgio Jan, 15**

### **Objective of the Workshop**

The participants will compare the design of both institutions. Divided into groups of up to 6 people, they will suggest new design layouts for one of the two sites.

At the end of the workshop, the groups will present their ideas for the revaluation of both museum collections (Casa Museo Boschi Di Stefano and Studio Museo Francesco Messina) to a Scientific Committee (Observer Committee), and this committee will decide upon the best project for each of the two institutions.

Should they be deemed useful for the common good and public administration of the City of Milan, a dossier with these project outcomes (drawn up by professionals and experts from the museum sector enrolled in the workshop) will be donated by ICOM/ICAMT to the City of Milan for future implementation.

## **MEMBERS OF ICAMT BOARD INVOLVED IN THE WORKSHOP**

### **JEAN HILGERSOM (Chairman of ICAMT)**

Jean Hilgersom trained as an architect in the Netherlands and Switzerland. Since 1995 he has worked as a Project Manager for ToornendPartners in Haarlem in the Netherlands, where he has been CEO since 2004. ToornendPartners is a consultancy firm which focuses on the project management of buildings in the field of culture, like museums and theatres. Jean has been involved in projects for large museum institutions in the Netherlands, like the Museum Boijmans Van Beuningen, RijksMuseum, Museum Kröller Müller and the Centraal Museum. These involve new building projects, restoration projects, maintenance projects and strategic planning of security and facility management. Since 2014, Jean Hilgersom is the chairman of ICAMT (the International Committee for Architecture and Museum Techniques), one of the expert committees of ICOM.

### **MARTEN JANSON (Vice-Chairman of ICAMT)**

A journalist by training, Mårten Janson has more than ten years of experience in the museum field. He has written about museums and architecture related issues in various Swedish publications, as well as arranged and facilitated workshops and training programs on exhibition text and exhibition planning. He ran a consultancy focusing on strategic communication and writing for three years. Since 2015, he has worked full-time as a Project manager for the National Historical Museums of Sweden. He has been a member of the ICAMT board since 2011.

### **NANA MEPARISHVILI (Secretary of ICAMT)**

Nana Meparishvili is an architect who works on cultural heritage. She is a museum consultant, works with several Georgian museums including Georgian National Museum, mainly in a context of Museum development. The title of her PhD work is "Cultural Heritage Management in Open Air Museums". She worked as a researcher with Smithsonian Center for Folklife and Cultural Heritage (Washington, DC) and



Yokohama National University (Japan), conducting research about American and Japanese open air museums. Nana Meparishvili developed the first educational course about the architecture of Georgian traditional dwelling, first implemented with an architectural faculty of Georgian Technical University in 2004. Since 2012, she continues to teach undergraduate students in Ilia State University (Tbilisi, Georgia). Nana Meparishvili is a member of the Association of European Open Air Museums (AEOM) and Secretary of ICAMT.

**ALESSANDRA LABATE ROSSO (ICAMT Workshops Coordinator)**

Having graduated in Visual Communications (1986) and Industrial Design (1987) by FAAP - Armando Alvares Penteado Foundation, São Paulo, Brazil, with Specialization in Museology at the Università Internazionale dell'Arte in Florence, Italy (1989), Alessandra worked at the Museum of Contemporary Art of the University of São Paulo (1984–1987). She works for Expomus – Exhibitions, Museums, Cultural Projects - since 1988. During the last 30 years, she has been dedicated to the technical control of collections in many national and international exhibitions, management of collections, complementary projects for the implementation of new museums or revitalization of existing museums, and projects for storage areas of museums and collections. She is a Board Member of the International Committee for Architecture and Museum Techniques (ICAMT) of the International Council of Museums (ICOM) (2013/2016 and 2016/2019), and Board Member of the International Council of Museums (ICOM - Brazil) (2018/2012), and a founding member of Blue Shield Brazil. Alessandra frequently embarks on training courses, specializing in safety and risk management of heritage collections and also in environmental certification processes (Green Building Council for LEED — Leadership in Energy and Environmental Design). Since its inception in September 2014, she has also held the position of Technical Director of CLÉ – Reserva Contemporânea (museum and collections storage solutions), taking an effective part in technical operations and interface with clients in the museum and private collection sector.

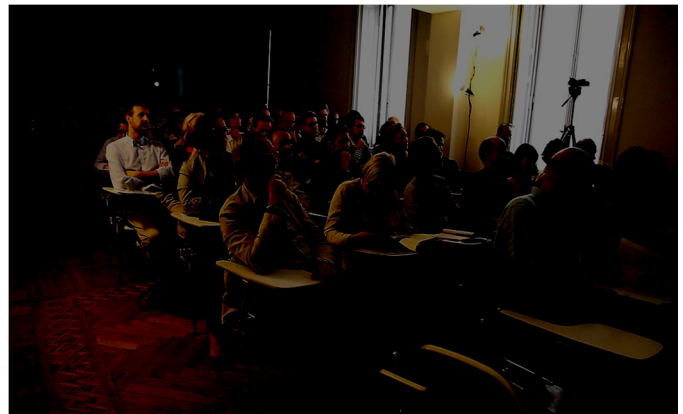
## SCIENTIFIC COMMITTEE OF ICAMT MILANO 2019

**ICAMT BOARD**, prof. **ALBERTO GRIMOLDI** (Politecnico of Milan), dr.ssa **MARIA FRATELLI** (Comune di Milano) arch. **MADDALENA D'ALFONSO** (ICOM member), prof. **GIULIANA RICCI** (Politecnico di Milano), arch. **MARIALISA SANTI** (member of the Board of the Chamber of Architects of Milan).

## VENUES



**Palazzo Reale, Piazza Duomo 14**



**Ordine degli Architetti di Milano, Via Solferino, 17**



**Politecnico in Milano, The Milano Leonardo campus, Piazza Leonardo da Vinci, 32**

The conference venues and meeting points are situated close to metro stations. Taxis are also available, although the prices are above average.

## LANGUAGE

The official language will be ENGLISH. We will provide simultaneous translations during morning lectures (from Italian into English).

**The workshop will be limited to a maximum of 70 participants.**

### Realization



### Partnership



**Fondazione Prada**



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