

WORKSHOP MUSEUM: VISION 2026

Fondazione Torino Musei
Singularity U Geneva

16th-17th June 2016
Palazzo Madama Torino

Museum Vision 2026 is a workshop, a platform to open a window onto the future of museum experiences and their straight influence on social and economic perspectives. We are living a time of deep change, in which the concepts of art, science and fourth industrial revolution are being subverted.

The Turin Museums Foundation is monitoring and following these changes. In collaboration with Singularity University Geneva, we are holding a conference dedicated to the analysis of present scenarios and vision of future in 10 years.

PROGRAM

June 16th, 2016 - day 1 / MORNING

9h30 / 9h45 – INTRODUCTION

- PATRIZIA ASPRONI – President, Fondazione Torino Musei – *Welcome message/Why “Museum: Vision 2026”*
- NICOLETTA IACOBACCI – Director, SingularityU Geneva – *Ten-years scenarios “Forecast 2026” and work program.*

9h45 / 10h30 - TRENDSWATCH: breaking the “fourth wall”

- DALE HERIGSTAD –Advanced Interaction Consultant
- CHLOE JARRY –Interactive digital publisher
- GIOVANNI DE NIEDERHAUSERN – Chief operating officer Carlo Ratti Associati

10h30 /10h50 MARCELA SABINO - Museu do Amanhã – Rio de Janeiro - Case study: “What is the tomorrow we are talking about”

10h50 / 11h15 Coffee Break

11h15 / 12h00 - MAKERS: work, passion, community

- GIANMARCO VERUGGIO Honorary President - Scuola di Robotica, Director of Research CNR-IEIT.
- IAN BRUNSWICK, Science Gallery International
- MARIO NANNI – President Viabizzuno

12h00 / 12h30 - CROWD: convergent culture and distributed knowledge

- MARIA GRAZIA MATTEI - Founder Meet the Media Guru
- JAMES DAVIS - Head Of Country Operations, Google Cultural Institute

12h30 / 12h45 - Q&A

12h45 / 13h00 – CONCLUSION

June 16th, 2016 - day 1 / AFTERNOON

14h00 – 18h00 CREATIVE LAB (private sessions)

June 17th, 2016 - day 2 / MORNING

10h00/12h00 WORKSHOP RESULTS

The facilitators will illustrate analysis and conclusion of the three workshops.
Presentation of the final document.

10H00 - 10H30 CHALLENGES AND OBJECTIVES

10H30 - 11H30 NEW IDEAS

11H30 - 12h15 Q & A & CONCLUSION

17 giugno, 2016 - day 2 / AFTERNOON

GUIDED TOURS - Museums of Fondazione Torino Musei

AGENDA

The workshop **MUSEUM - VISION 2026** aims to identify a series of museum experiences in the context of the fourth industrial revolution. Museums in Italy are facing profound changes, especially at the intersection between art and science. Fondazione Torino Musei is carefully following these changes, and - in collaboration with Singularity University Geneva - wants to propose a conference on the analysis of existing scenarios and on the ten-year forecast.

The activities will be developed in two days:

1. **INTRODUCTION** and **FUTURE SCENARIOS**: exponentially growing technologies
2. **TRENDSWATCH**: the convergence of communications, technology and science
3. **MAKERS**: artisans beyond digital
4. **CROWD**: the museum as a community service
5. **CREATIVE LAB**: activities, trends and scenarios for the museum of the future
6. **RESULTS**: debriefing and final paper

WHERE and FOR WHOM

Palazzo Madama, situated in the heart of the city, is one of the most representative palaces of Piedmont and embodies all city's the whole city's history. The monument, built in the first century BC on the ancient access gate of the Roman castrum, went through several transformations –first as fortress, then as a castle and eventually as the residence of two powerful duchesses of Savoy, named “royal ladies”, “Madame Reali”, who gave the building its name. It should be noted that Palazzo Madama underwent a superb Baroque renovation by Filippo Juvarra, one of the most sophisticated European architects of the 18th century.

The workshop will take place in the grand salon reception hall of the sumptuous Baroque rooms. The audience will be selected amongst professionals in the field of culture and museums; including communicators and journalists, authorities of IT and technology, students and young entrepreneurs.

www.palazzomadamatorino.it
www.fondazionetorinomusei.it

EVENT ORGANIZATION AND LOGISTICS

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