



Conference OPEN MUSEUM

December 4th – 6th, 2017

The Gallery of Matica srpska, Novi Sad, Serbia

Monday, December 4th

OPEN FOR ALL

10.30 – 11.30: Registration & Coffee/Tea

11.30 – 12.00: Welcome speeches:

Tijana Palkovljević Bugarski, Director of the Gallery of Matica srpska

Asja Drača Muntean, Assistant to the Minister for International Relations and

European Integrations, Ministry of Culture and Information of the Republic of Serbia

Gemma Hollington, Director of Exhibitions at British Council

Jelena Glišić, Project manager, Austrian Cultural Forum Belgrade

Moderator: Snežana Mišić, MA, Gallery of the Matica srpska

1st session

12.00 – 12.30: *Equality and the rights of the disabled in a museum environment*

Željka Bosnar Salihagić, MSc, Typhlological Museum, Zagreb, Croatia

12.30 – 13.00: *Learning is easy – find out how at the museum*

Željka Sušić, MSc, Typhlological Museum, Zagreb, Croatia

13.00 – 14.00: *Making art tangible – Art education for visually impaired people in the Kunsthistorisches Museum in Vienna*

Dr. Rotraut Krall, Kunsthistorisches Museum, Vienna, Austria

14.00 – 15.00: Lunch

15.00 – 16.00: Exhibition adapted for visually impaired people *Prostor, oblik, dodir / Space, Shape, Touch*

Žana Vukičević, Museum of Contemporary Art of Republic of Srpska, Banja Luka

Nina Sivec, Typhlological Museum, Zagreb, Croatia

16.00 – 16.30: Coffee break

2nd session

16.30 – 17.30: *Building Bridges. How experiencing art brings people with dementia back to life*

Julia Häussler, Kunsthistorisches Museum, Vienna, Austria

17.30 – 18.30: *Art and inclusion program*

Saša Asentić, Per.art Organization, Novi Sad, Serbia

Tuesday, December 5th

OPEN FOR NEW TECHNOLOGIES

Moderator: Jelena Ognjanović, MA, Gallery of Matica srpska

- 09.00 – 09.30: Welcome and overview of *'Open for new technologies'*
Daniel Rowles, Target Internet, UK
- 09.30 – 10.30: *The Digital Landscape – how new technologies are impacting audiences and collections*
Daniel Rowles, Target Internet, UK
- 10.30 – 11.00: Coffee/Tea break
- 11.00 – 12.30: *Digital technologies within museums and galleries – examples of how museums are using technology to increase visitor engagement and improve accessibility to their collections*
Daniel Rowles, Target Internet, UK
- 12.30 – 13.10: *KHM Stories – Exploring the Museum with a Smartphone App*
Rolf Wienkötter and Larissa Kopp, Kunsthistorisches Museum, Vienna, Austria
- 13.10 – 13.30: *Example of good practice: Feel the Art – GMS App*
Darko Stanimirović, CEO of Zumoko Ltd Novi Sad, Serbia
Jelena Ognjanović, MA, Museum Educator, Gallery of Matica srpska
- 13.30 – 14.30: Lunch
- 14.30 – 16.00: *Content for online audiences – how live streaming and online collections are reaching new audiences*
Daniel Rowles, Target Internet, UK
- 16.00 – 16.30: Coffee/Tea break
- 16.30 – 18.00: *Digital Marketing – how digital helps you reach audiences*
Daniel Rowles, Target Internet, UK

Wednesday, December 6th

OPEN FOR NEW TECHNOLOGIES

Lecturers: Daniel Rowles, Target Internet and Rebecca Moore, Arts Marketing Association, UK

- 09.00 – 10.30: *Content Strategy*
- 10.30 – 11.00: Coffee/Tea break
- 11.00 – 13.00: *Social Media*
- 13.00 – 13.45: Lunch
- 13.45 – 15.00: *Email and SEO*

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Ministry of Culture and Information
of the Republic of Serbia

