

Museums in sustainability. Necessity and Opportunity *Promoting Museum Leadership*

Friday 15th November 2024
Gallerie d'Italia, Turin

A project by Display & Design ETS Cultural Association
Curated by Maddalena d'Alfonso
Co-organised with ICOM-ICAMT (International Committee for Architecture and Museum Techniques)

The 2030 Agenda for Sustainable Development, with its 17 Goals (SDGs), promotes peace, prosperity and the fight against poverty, inequality and climate change. Culture and museums must take the lead in this process of change towards a better and more sustainable world. But how to do this? What are the real opportunities and responsibilities of cultural institutions and museums in particular?

Since 2015, environmental sustainability has become an increasingly pressing issue due to global warming, scarcity and misuse of natural resources, soil erosion and water pollution. In this context, the combination of culture and sustainability has become strategic, as emphasised by the Council of the European Union, UNESCO, ICOM (International Council of Museums) and numerous other institutions, which emphasise that the cultural contribution is fundamental for the creation of sustainable societies and a sustainable future.

In addition to collections, museums are home to an infinite number of notions, values, and stories that outline scientific discoveries, mistakes, theoretical developments and even conflict resolutions. Exposing anthropological and scientific art and artefacts to the community and communities makes it possible to transmit knowledge, share aesthetic and practical experiences. It is now scientifically proven that such actions improve the quality of life and reduce interpersonal conflicts by promoting social well-being. But museums can have a direct and indirect impact in many fields, from reducing the carbon footprint of their processes to creating new reference protocols for the operation of administrative and conservation practices, to managing resources for educational and training purposes.

The international conference *Museums in Sustainability. Necessities and Opportunities*, co-organised with ICOM-ICAMT (International Committee for Architecture and Museum Techniques) aims to raise awareness and understanding of these goals.

The main aim is to analyse the state of play and the opportunities offered by the transition towards sustainability, which has been underway for more than a decade now but is difficult to implement in a holistic form. Sustainability goals in fact seem abstract and complex to implement in day-to-day management and even the most virtuous situations find themselves espousing often pioneering and important projects without a general examination of the opportunities present and without adequate involvement of their own internal and network resources.

The conference will also briefly present a practical self-assessment and guiding methodology for museums developed by the Display and Design Cultural Association as part of an orientation project to accompany museum management and staff in becoming aware of their own potential.

Programme

9.45 Institutional greetings by Antonio Carloni, Deputy Director Gallerie d'Italia Torino

9.50 Institutional greetings by ICAMT Chair

Presentation by ICOM-ICAMT board member, Marina Martin, for the ICOM Award for Sustainable Development Practice in Museums

10.00 Institutional Greetings by Gabriella Gedda, President Fondazione per l'architettura / Torino

10.10 Welcome by Maddalena d'Alfonso, President of Display & Design ETS Cultural Association

10.15 - 11.30 First session - Leadership for Change

Moderated by Maddalena d'Alfonso, architect, essayist and researcher and President of the Association Display & Design ETS

Speakers

Patrizia Asproni: has been involved in cultural management and creative industries for over twenty years. Contract lecturer at the Luiss University in Rome for CSR and Cultural Marketing, she currently holds numerous positions: Cultural Heritage Director for ATI Giunti, President of Confcultura and Fondazione Industria e Cultura, General Secretary of the Amici degli Uffizi, Councilor of the Board of Directors of the Cariplo Milano Foundation and Councilor of the Board of Directors Palazzo Blu Pisa Foundation, Scientific Advisor to the Leonardo Finmeccanica Foundation Rome and Valore Italia Milan. He is also Expert Program Committee Horizon Europe - Culture Creativity and Social Inclusion Brussels, Chairperson of the European Technological Platform for Cultural Heritage IPOCH2 and Co-chair of the Joint Commission Italy-USA Cooperation on Science and Technology on Cultural Heritage.

Guido Guerzoni: manager, professor at the Luigi Bocconi University of Milan and CEO of formules. For thirty years he has been involved in the economics and management of cultural institutions and museum design. From 2007 to 2019 he directed the project of the M9 Museum in Venice, from 2012 to 2023 he was the Technical Advisor of the Mudem Museum of the Bank of Italy and since 2017 he has been the Technical Advisor of the Art, Culture and Historic Heritage Directorate of Intesa Sanpaolo. He writes for the *Domenicale* of *Il Sole 24 Ore*, the newspapers of the Gedi group and the *Giornale dell'Arte*.

11.30 - 13.00 second session - **Environmental Impact: the benefits of change**

Moderated by Fortunato D'Amico, curator, art critic and professor at the Polytechnic of Milan

Speakers

Tiziana Maffei: heritage architect. Director of the Royal Palace of Caserta since 1 July 2019. President of ICOM Italia in the three-year period 2016-2019, current vice-president. Teacher of subjects related to museology, museography, communication of cultural heritage, museum networks and systems. Museum security expert. Member of numerous national and international commissions relating to cultural accessibility, museum professions, heritage safety. He has worked as a freelancer in the cultural heritage sector, relating his passions and interests for the restoration of cultural heritage, landscape, museums in a sustainable approach to human action.

Jean Hilgersom: architect trained in the Netherlands and Switzerland with over 35 years of experience in the sector. He is currently project manager of the new wing of the Kröller-Müller Museum (Otterlo, Netherlands) designed by Tadao Ando. From 1995 to 2020 he was CEO of ToornendPartners in Haarlem, a consultancy and design company in the field of culture and from

2013 to 2019 chair of the International Committee on museum architecture and techniques of ICOM-ICAMT.

Bruno Barsanti: graduated in Economics for the Arts, Culture and Communication at Bocconi University in Milan, trained as an art curator and participated in the first edition of CAMPO, the training program of the Sandretto Re Rebaudengo Foundation of Turin. He has collaborated with institutions, galleries and contemporary art fairs in Italy and abroad (FIAC, Galleria Continua - Le Moulin, Galleria Franco Noero, Nouveau Musée National de Monaco) and as an independent curator he has conceived and created exhibitions and projects in galleries, institutions and public spaces, often dealing with unconventional places and exhibition mechanisms. Since December 2021 he has been director of the Elpis Foundation, a non-profit institution that promotes the widespread event "Una Boccata d'Arte."

13.00 - 13.30 presentation "A Booklet for Sustainability"

Costanza Profumo, Cultural Manager, Display & Design ETS Cultural Association

14.30 - 16.30 third session - Future Scenarios: the Museum project in the context of sustainability

Moderated by Alessandro Colombo, architect and teacher at Polytechnic of Milan, Polytechnic of Turin and NABA

Speakers

Timothy Ventimiglia: principal at Ralph Appelbaum Associates, Inc., an international design firm specializing in exhibition design in the fields of science and technology, natural history, art, culture and social history, music and sports. After developing international projects from RAA's headquarters in New York in the 1990s and 2000s, he founded RAA's studio in Berlin in 2012, where he leads a multidisciplinary team comprising architects, graphic and multimedia designers, content developers, researchers and writers. He is currently involved in museum projects across Europe, including the Weltmuseum Wien in Vienna, the Humboldt Forum in Berlin and the Museum of the Viking Age in Oslo.

Maddalena d'Alfonso: architect, essayist and researcher, she obtained the title of associate professor after a doctorate in Interior Architecture and Museography. Since 2019 he has been a member of the scientific council of ICOM-ICAMT. Among the exhibitions he curated: "Inheriting the Landscape" (2007), "De Chirico and the feeling of architecture" (2011), "Il Resto dell'Alba" (2023) and "Il Paesaggio dei Diritti" (2017), which received the Representative Medal of the President of the Republic. Among his publications: "Due Musei di Álvaro Siza" (2009), "How space transforms art and how art transforms space" (2016), and "Warm Modernity" (Red Dot Award 2016). In 2019 he founded Md'A Design Agency specializing in museography, interior design and architecture.

In 2024 she co-founded Display & Design ETS Cultural Association, an association that promotes artistic culture and training.

16.30 - 18.30 fourth session - **Sustainability: a new paradigm for the public**

Moderated by Veronica Rodenigo, journalist at Il Giornale dell'Arte, ilgiornaledellarchitettura.com

Speakers

Silvia Foschi: architect, PhD in History of Architecture, with university experience in Venice, Milan and Harvard, as Head of Historical, Artistic Heritage and Cultural Activities, he deals with the Progetto Cultura initiatives, the multi-year program of cultural activities directly curated and managed by Intesa Sanpaolo . The areas of intervention range from the protection and valorisation of the archival and historical-artistic heritage of the property, to the organization of temporary exhibitions at the Gallerie d'Italia in Milan, Naples, Turin and Vicenza, to the commitment to safeguarding the national artistic heritage, which takes the form of Respetti, a two-year restoration program curated in collaboration with the MiC.

Federica Manoli: art historian by training, Collection Manager at the Poldi Pezzoli Museum in Milan, has published several essays on the topics of art history and museology, is curator of exhibition catalogs and author of the Manual for the management and care of museum collections . He is a professor of Museology at the School of Specialization in Historical-Artistic Heritage of the Catholic University of the Sacred Heart of Milan and of history of restoration at the Brera Academy of Fine Arts in Milan. She is an active member of ICOM and currently holds the role of member of the Board of Arbitrators of ICOM Italia.

Martin Fokken: architect. After graduating from the Hochschule für bildende Künste Hamburg in 2002, he worked in Madrid, Spain, for 10 years, focusing on residential and commercial architecture, as well as the design and production of contemporary art exhibitions. Upon returning to Germany, he joined documentation and the Museum Fridericianum gGmbH in Kassel, where he currently holds the role of Director of Production and Technical Department.

18:30 - 19:30: Visit to the museum and its current exhibitions - self-certifiable for architects with an extra credit

Display & Design ETS Cultural Association

Display & Design ETS Associazione Culturale, founded by Maddalena d'Alfonso, Marco Introini, Giovanni Singarelli and Massimo Berardi, is committed to promoting the culture of design, architecture and art on a national and international level. With 20 years of experience in organising exhibitions, cultural programmes, photographic surveys, workshops, seminars and conferences, the association uses an interdisciplinary approach to generate new strategies and sustainable and inclusive practices for the benefit of the community. The association, based in Milan, is dedicated to promoting a variety of cultural disciplines related to the visual arts, from photography to music, enhancing the historical heritage and landscape as a common good, and supporting artistic and architectural projects. Strategic objectives include promoting sustainability and gender equality in the cultural sector, fostering processes of social inclusion and initiating projects related to non-violence, mediation and peace.

International Committee for Architecture and Museum Techniques ICOM-ICAMT

ICAMT is one of the first International Committees of ICOM, with almost 700 members worldwide, composed mainly of architects, designers and technicians, which aims to provide advice on issues related to museum planning, architecture and exhibition design as well as the historic structures that represent various architectural heritages used as museums.

The Committee aims to provide a forum for communication, cooperation and information exchange between its members, museum professionals and other professionals interested in the objectives of ICAMT by organising conferences and specialised workshops. It also aims to be an international platform in which information, best practices, and ideas come together with aspects of architecture, the techniques of museum buildings, and exhibition design (permanent and temporary).

ICAMT actively communicates with its members through the website, newsletters, social media, annual conferences and Triennial Conferences of ICOM.

Gallerie d'Italia

Gallerie d'Italia, Intesa Sanpaolo's museum hub, is part of Progetto Cultura, the multi-year plan of initiatives through which the Bank expresses its commitment to promoting art and culture in Italy. The four museums in Milan, Naples, Turin and Vicenza present a selection from among the over 35,000 works belonging to the Group's art heritage, from archaeology to contemporary art. Alongside the permanent exhibitions, the Gallerie d'Italia propose temporary exhibitions according to original scientific projects, realised also thanks to loans and exchanges with prestigious national and international museum institutions. Gallerie d'Italia also host workshops for schools and for fragile audiences, training courses, in-depth meetings and numerous cultural events. Through dynamic forms of partnership, Intesa Sanpaolo supports the country's major cultural institutions and initiatives, including exhibitions, festivals, art, photography, music, archives, publishing and reading events, to express the centrality of its relationship with the local area and its active participation in the development of its communities.

The conference is organized with the involvement of **ICOM-ICAMT**, with the support of **Compagnia di San Paolo, Goppion, Md'A Design Agency, OTT-ART**, in collaboration with **Ordine degli Architetti PPC di Torino** and the **Fondazione per l'architettura / Torino** and with the patronage of **Citta' di Torino**.

Technical Partner: Craafts

Media Partner: The Architecture Journal

Contacts:

Display & Design ETS Cultural Association

Via Guercino 1, 20154 Milan

+390233106742

info.displaydesign@gmail.com

www.displaydesign.org