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#exponatec

1. Deutscher Museumskongress (1st German museum congress): Challenges, perspectives and chances for the museum of the future

Experts illuminate central themes of the museum landscape

Parallel with EXPONATEC COLOGNE - International trade fair for museums, preservation and cultural heritage - on 20 November 2019 in Cologne

Quo vadis museums? This is the title of the lecture that Dr Stefano Campagnolo, General Director of the Biblioteca Nazionale Marciana, Venice, Italy, will hold at the 1. Deutscher Museumskongress on 20 November 2019 in Cologne in the context of EXPONATEC COLOGNE. The lecture title can be seen as representative of the themes of the one-day trade event. This is because the direction of the highly diversified German museum landscape is in no sense clear in the face of slender cultural budgets and the growing competition from an attractive event and entertainment industry. The 1. Deutscher Museumskongress wants to apply itself here with a focused programme and point out themes that both describe the challenges and present perspectives and chances. In order to be able to competently implement the programme, the organisers have been able to recruit a group of speakers that is of as high quality as it is practically experienced. Organisers are the Kunsthandel publishing house from Neu-Isenburg and Koelnmesse.

Thus, successful museum directors like Prof. Volker Morsbrugger, General Director at the Senckenberg Museum Frankfurt, Dresden and Görlitz, or Dr Kurt Winkler, Director of the Haus der Brandenburgisch-Preußischen Geschichte, Potsdam will speak and discuss. Well-known exhibition planners and foundation heads like Dr Dorothea van der Koelen, President of the Cadoro Foundation, Zentrum für Kunst und Wissenschaft Mainz (Centre for art and science), and Prof. Dierk Maass, collector, patron and exhibition planner from Zurich, Switzerland present their perspective on how exhibitions can be successfully conceived of and realised. And the aspect of sustainability in dealing with cultural assets, not least importantly with regard to archiving and preservation, is presented by Dr Frank Matthias Kammel, General Director of the Bayerisches Nationalmuseum (Bavarian national museum) in Munich and another nine museums.

The thematic bandwidth of the congress also encompasses the fields of digitalisation and public loyalty, as well as restoration, preservation and conservation. Important for the organisers is the clear practical relevance of all congress elements. "Best Practice" can provide important and guiding impulses for other exhibition planners



EXPONATEC COLOGNE
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www.exponatec.com

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and museum administrators. The interdisciplinary approach also promises inspiring congress encounters. Just as museums dedicate themselves to completely different themes and exhibits, from natural history and anatomy through historical themes to a focus on art history or contemporary exhibitions, the congress also covers various disciplines and in this way promotes an exchange of ideas and dialogue between the experts of the most varied specialist fields.

The 1. Deutscher Museumskongress is oriented to museum and collection employees of all categories and at all decision-making levels. These include directors and curators, as well as employees from the fields of restoration, inventory, documentation, mediation and museum education, library /media library, information technology, logistics and security, marketing, public relations, fundraising and the press. Themes like digitalisation and the conceptualisation of exhibits, but also sustainability and marketing will be considered.

More information and application for the congress:

<https://www.exponatec.de/EXPONATEC/Die-Messe/Museumskongress/index.php>

Participation in the congress is subject to a fee of 69.00 EUR including a day ticket for EXPONATEC COLOGNE.

For the ninth EXPONATEC COLOGNE from 20 to 22 November 2019 in Cologne, the exhibitors present new products, solutions and concepts for museums, preservation and cultural heritage. Interested parties from both public and private cultural institutions and collections will find information and specialist knowledge here at first hand. At the same time, cultural institutions, as well as research and education institutions will present new technologies and progress in teaching and research.

Note for editorial offices:

EXPONATEC COLOGNE photos are available in our image database on the Internet at www.exponatec.com in the "Press" section. Press information is available at: www.exponatec.com/Pressinformation

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