



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, and at many museums, from **January 28th to February 1st**.

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 CONFERENCE ROOM

Piazza Duomo, 14 – 3rd floor

OPENING CEREMONY

Speakers:

ALBERTO GARLANDINI (Vice-President of ICOM)

JEAN HILGERSOM (President of ICAMT)

MARIA FRATELLI (Dirigente Responsabile del Servizio
Unità Case Museo e Progetti Speciali del Comune di Milano)

GIULIANA RICCI (Professor at Politecnico di Milano)

ALESSANDRA ROSSO (General Coordinator, Member of ICAMT Board)

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

Tuesday | 29

Venue: POLITECNICO – aula Rogers (morning) and aula O.1 (afternoon)

Via Ampère, 2

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) Concezione e funzione del museo, tutela del patrimonio architettonico: alla ricerca di un percorso comune

& GIULIANA RICCI (Professor at Politecnico di Milano) Musei e città si raccontano.

10:30 am MARIA FRATELLI (Dirigente Responsabile del Servizio
Unità Case Museo e Progetti Speciali del Comune di Milano)

11:00 am NANA MEPARISHVILI (Architect, ICAMT Board Member). New life of old buildings - adapting museum function in historical buildings.

01:30 pm ANDREA SARTORI (Goppion) Display cases project development and effect on costs.

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) Generating Ideas.

09:45 am STEFANO BOERI (Architect, Professor at Politecnico and President of Triennale di Milano) Historicization: paradoxes and deceptions

10:30 am LUCA BASSO PERESSUT (Professor at Politecnico di Milano)

11:00 am MARIALISA SANTI (Architect, Ordine degli Architetti della Provincia di Milano)

Thursday |31

Venue: POLITECNICO – aula Rogers (morning) and aula O.1 (afternoon)

Via Ampère, 2

Theme: THE IMPACT OF COLLECTION EVALUATION AND CLIMATE CONTROL AND TECHNICAL PROBLEMS

Speakers:

09:15 am CHIARA ROSTAGNO (Architect Ministero per i Beni e le Attività Culturali) The Leonardo da Vinci's challenges. From the experiences of Leonardo's Last Supper Museum, to a new protocol for the protection of Museums and Sites in the age of global changing.

09:45 am DARIO CAMUFFO (Research Director at CNR-ISAC and professor at Università di Padova and Politecnico di Milano) and **LUCA VALISI**. The novel European standardization on climate control in museums' storage areas, in new or adapted buildings.

10:30 am CAROLINA DI BIASE (Professor and Director of Doctoral Studies in Conservation of Architectural Heritage, at Politecnico di Milano) Museologia, museografia, museotecnica nel cantiere del Castello Sforzesco a Milano, 1954-1956.

11:00 am ANNA MARIA MAGGIORE (Director dell'Area Valorizzazione Patrimonio artistico e Sicurezza Sedi del Comune di Milano).

Friday | 1st

Venue: PALAZZO REALE CONFERENCE ROOM

Piazza Duomo, 14 – 3rd floor

Theme: STORAGE FACILITIES

Speakers:

09:15 am BRICE MATHIEU (Louvre Museum) The Louvre Conservation Center: a building dedicated to the collections

09:45 am CINDY ZALM (Museum Volkerkunde - National Museum of Ethnology – Leiden, The Netherlands) Development in storage building in the Netherlands

10:30 am TIZIANA BIGANTI (Deposito di Santo Chiodo, Spoleto) Un esempio di prevenzione del patrimonio culturale in caso d'emergenza: Il Centro operativo del Santo Chiodo di Spoleto.

11:00 am TIZIANA MAFFEI (President of ICOM Italia)

01:30 pm ALESSANDRO FIAMINGO (Conservateur Art Defender) Conservare, movimentare e proteggere il patrimonio artistico: esperienze e best practice 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)

ANDREA SARTORI (designer)

Delegate of Architecture Council of Milan (TBD)

Final Observers Committee

ALBERTO GARLANDINI (Vice-President of ICOM)

JEAN HILGERSOM (Architect, president of ICAMT)

GIULIANA RICCI (Architect from Politecnico)

MARIA FRATELLI (Comune di Milano)

MADDALENA D'ALFONSO (Architect)

TIZIANA MAFFEI (President of ICOM Italia)

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

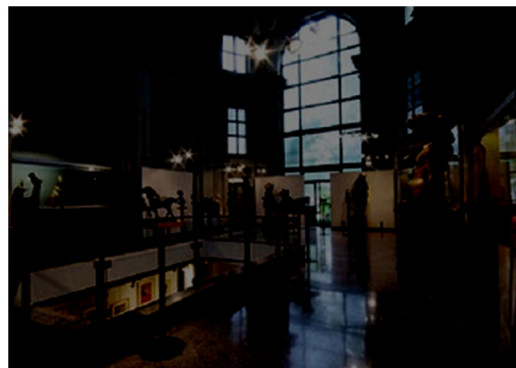
neologism coined to describe cooperative competition. Coopetition is a portmanteau of “cooperation” and “competition”, emphasizing the “petition” – a joint work.

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.

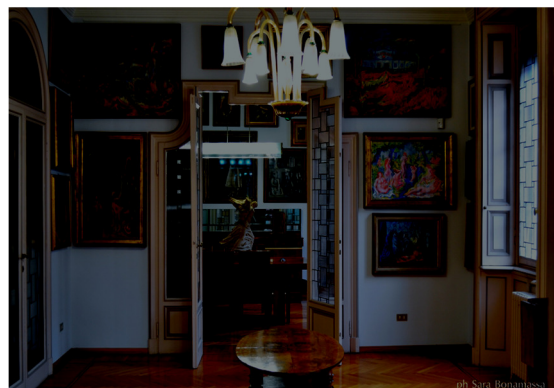
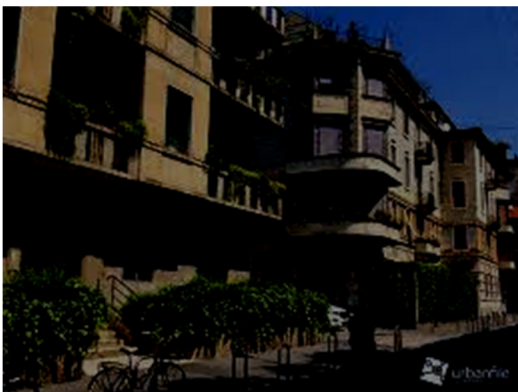
Each morning we will hear lectures given by national and international speakers; after lunch the working groups will be given time to work together and, in the afternoon, we will do technical site visits to Fondazione Prada, Castello Sforzesco, Pinacoteca Ambrosiana, Museo del 900, Pinacoteca di Brera, 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 share the design of both institutions and suggest new design layouts for one or the other site, while divided into groups of up to 5 people, they will.

At the end of the workshop, the groups will present their ideas to an Observer Committee for the revaluation of both museum collections (Casa Museo Boschi Di Stefano and Studio Museo Francesco Messina), and this committee will give a feed back.

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.

The results design project will be presented in ICOM Kioto 2019, 25th General Conference.

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 Iliia 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) (2018/2021), 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).

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
17**



Ordine degli Architetti di Milano, Via Solferino,



Politecnico in Milano, Via Ampère, 2

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



Comune di
Milano



ORDINE E FONDAZIONE DELL'ORDINE
DEGLI ARCHITETTI, PIANIFICATORI, PAESAGGISTI
E CONSERVATORI DELLA PROVINCIA DI MILANO



Sponsorship

