

TyPA LAB ON MUSEUM MANAGEMENT

Training program for new museum leaders.

2013 REPORT

The TyPA Lab on Museum Management is an intensive training program for museum professionals and new leaders in museums and cultural centers in Latin America, while also promotes research on museums in the region.

The first edition of the program was held in Buenos Aires from August to November 2013. Thirty participants, selected through an open call, attended three intensive one-week encounters, which combined theoretical lectures and hands on workshops. During the intervals, weekly online seminars with international experts were organized, as well as other virtual group activities through a digital platform specially developed for the program.

Main collaborators:



With the support
of:



SUMMARY / TyPA LAB 2013 IN FIGURES:

94 applications.

30 selected participants.

21 professionals from provinces of Argentina (Salta, San Juan, Tucumán, Santa Cruz, Chubut, Misiones, Santa Fé, Corrientes, Entre Ríos, Province of Buenos Aires), **8** from Buenos Aires City and **1** from Uruguay.

20 participants work in public museums, **6** in private museums and **4** are independent professionals..

9 participants are museum directors.

132 classroom hours and **40** online hours.

28 instructors especially invited from Argentina, Brazil, US, France and Spain.

12 online seminars with professionals from Spain, UK, US, France, Mexico, Chile, Brazil and Finland.

3 open conferences attended by over **200** people.

29 personal projects developed and monitored through during the program.

7 local and foreign mentors coached the participants on their personal projects.

2 foundations were the main contributors and collaborators.

3 institutions supported the program.

16 partial or total fellowships granted by corporations and public institutions.

6 museums hosted the TyPA Lab activities.

12.000 promotional emails sent + diffusion in social networks

LAB EVALUATION (THROUGH SURVEYS ANSWERED BY THE PARTICIPANTS):

100% said the program was very good / excellent.

100% said they would recommend it to a colleague.

100% considered it useful for their daily work.

COMMENTS FROM PARTICIPANTS:

“The level of all topics was excellent and the perspective you have given us is very significant. I congratulate and thank you because it seems that you have searched for the best professor in each field.”

“I think that all the topics, the in-depth contents, and the seriousness with which the Lab was treated were excellent.”

“The last thing I have in my museum is time, and yet I feel that in the recent weeks at the Lab I did not waste a single second.”

“Working as a Museum Director can be very hard at times, but during these past months I had the chance to think things over, and found myself empowered by the support and meaningful contents learnt at the Lab.”

LAB PARTICIPANTS 2013

94 APPLICATIONS WERE RECEIVED.

30 PARTICIPANTS WERE SELECTED ACCORDING TO THEIR PROFESSIONAL PROFILE AND LEADERSHIP POTENTIAL.

ZULEMA ALEGRE - Museo Provincial de Bellas Artes Dr. Pedro E. Martínez, Entre Ríos
Fellowship awarded by Fundación Nuevo Banco de Entre Ríos

GISELA BAHLER - Museo de Ciencias Naturales y Antropológicas Antonio Serrano, Entre Ríos
Fellowship awarded by Fundación Nuevo Banco de Entre Ríos

FLORENCE BARANGER-BEDEL – Independent professional, Buenos Aires City

RAÚL FRANCISCO BENÍTEZ - Museo Provincial de Bellas Artes Juan R. Vidal, Corrientes
Fellowship awarded by Instituto de Cultura de la Provincia de Corrientes

LUCÍA BLASCO - Museo Nacional del Hombre, Buenos Aires City

SEBASTIÁN BOSCH - Museo Provincial de Ciencias Naturales Dr. Ángel Gallardo, Santa Fé
Fellowship awarded by Ministerio de Cultura e Innovación de Santa Fé

RAÚL D'AMELIO - Museo Histórico Provincial de Rosario “Dr. Julio Marc”, Santa Fé
Fellowship awarded by Fundación Nuevo Banco de Santa Fé y Ministerio de Cultura e Innovación de Santa Fé

ROCÍO DE FRUTOS - Museo de la Memoria, Santa Fé
Fellowship awarded by Fundación Nuevo Banco de Santa Fé

MARIANA DEL VAL - Museo Provincial de Bellas Artes Evita - Palacio Ferreyra, Córdoba

CHRISTIAN DIAZ - Museo de Arte Contemporáneo de Bahía Blanca, Province of Buenos Aires.
Fellowship awarded by Instituto de Cultura de Bahía Blanca

FLORENCIA DIMENT - Museo Judío de Buenos Aires, Buenos Aires City

PAULA FELIX DIDIER - Museo del Cine Pablo Ducros Hicken, Buenos Aires City
Fellowship awarded by Ministerio de Cultura del Gobierno de la Ciudad de Buenos Aires

CLAUDIA BEATRIZ FERRETTO - Museo de Arte Eduardo Minnicelli, Santa Cruz
Fellowship awarded by Fundación Banco de Santa Cruz

TyPA LAB ON MUSEUM MANAGEMENT

FLORENCIA GONZÁLEZ DE LANGARICA - MACBA - Museo de Arte Contemporáneo de Buenos Aires, CABA

CAROLINA MITCHELL - Museo de Bellas Artes de Salta, Salta
Fellowship awarded by Bodega Colomé

PABLO MONTINI - Museo Histórico Provincial de Rosario “Dr. Julio Marc”, Santa Fe
Fellowship awarded by Ministerio de Cultura e Innovación de Santa Fé

MARÍA JULIA MORENO - Independent Professional. Province of Buenos Aires

YAMEL NAJLE - Independent Professional, Puerto Madryn, Chubut

CARLOS ORTIZ - Museo de Bellas Artes Juan Manuel Blanes, Montevideo, Uruguay

JOSEFINA PASMAN - Espacio Fundación Telefónica, Buenos Aires City

ANDREA PEGORARO - Museo Etnográfico Juan B. Ambrosetti, Buenos Aires City

DANIELA PELEGRINELLI - Museo del Juguete de San Isidro, Province of Buenos Aires
Fellowship awarded by Maldón SRL

RICARDO LUIS PINAL VILLANUEVA - Museo de la Ciudad, Buenos Aires City
Fellowship awarded by Ministerio de Cultura del Gobierno de la Ciudad de Buenos Aires

MARIA XIMENA PITA - Museo Municipal de Bellas Artes Dr. Urbano Poggi, Rafaela, Santa Fé
Fellowship awarded by Ministerio de Cultura e Innovación de Santa Fé and by Fundación Nuevo Banco de Santa Fé

MARTA REY - Universidad del Museo Social Argentino, Buenos Aires City

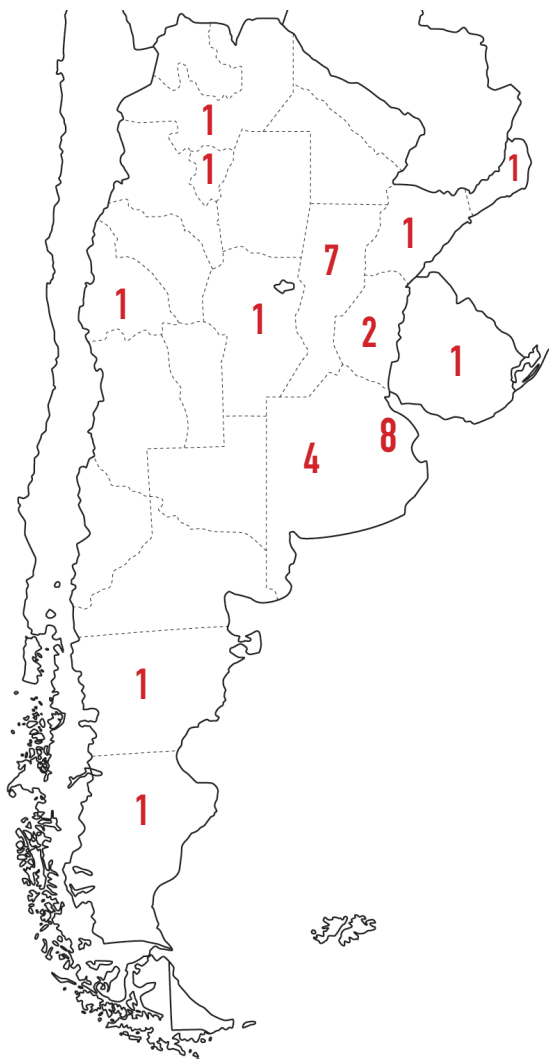
PAOLA ROSSO PONCE - Escuela Superior de Museología, Santa Fé
Fellowship awarded by Fundación Nuevo Banco de Santa Fé

NATALIA ANDREA SEGURADO - Museo Provincial de Bellas Artes Franklin Rawson, San Juan
Fellowship awarded by Fundación Banco de San Juan

MELANIA TOIA - Museo Castagnino+Macro, Santa Fé
Fellowship awarded by Fundación Castagnino+Macro

MARIA JULIA VERÓN – Museo Victoria Ocampo, Mar del Plata, Province of Buenos Aires

RAQUEL ZEITUNE – Museo Provincial de Bellas Artes Timoteo Navarro, Tucumán



21 REPRESENTATIVES FROM PROVINCES OF ARGENTINA: Salta, San Juan, Tucumán, Santa Cruz, Chubut, Misiones, Santa Fé, Corrientes, Entre Ríos, Province of Buenos Aires.

8 PARTICIPANTS FROM BUENOS AIRES CITY.

1 PARTICIPANT FROM URUGUAY.

“Until now we were all working a bit isolated. I very much appreciate that we are handling things in common and creating community”

20 PARTICIPANTS WORK IN PUBLIC MUSEUMS, 6 IN PRIVATE MUSEUMS AND 4 ARE INDEPENDENT PROFESSIONALS.

- Public museums
- Private museums
- Independent professionals



9 PARTICIPANTS ARE MUSEUM DIRECTORS.

FORMAT

132 CLASSROOM HOURS AND 40 ONLINE HOURS.



Total duration of the program: ONE SEMESTER (August / December 2013)

3 INTENSIVE ONE WEEK CLASSROOM COURSES:

Monday to Saturday from 9AM to 6PM in Buenos Aires, Argentina

- WEEK N°1: **August 5th to August 10th** / at Fundación PROA.
- WEEK N°2: **September 30th to October 5th** / at Malba - Fundación Costantini.
- WEEK N°3: **November 18th to November 23th** / at Fundación PROA.

3 MAIN TOPICS: ORGANISATION / VISITORS / COMMUNICATION

In between the intensive weeks, participants worked virtually through an **ONLINE PLATFORM** developed for the program.

As a complement, **WORKSHOPS** on the following topics were held: Leadership / Project Management / Conceptual exhibition design / Fundraising.

Also **PRACTICAL EXERCISES** in museums and cultural spaces were performed.

“There was a fine balance between concepts / activities / examples, which was very interesting and useful for our practices.”

2013 FACULTY

Academic director: **AMÉRICO CASTILLA**

28 CLASSROOM INSTRUCTORS INVITED FROM ARGENTINA, BRAZIL, US, FRANCE AND SPAIN.

Core faculty:

- **GONZALO AGUILAR (ARGENTINA)** - PhD in Philosophy and Literature,, UBA
- **LESLIE BEDFORD (US)** - Museum Consultant, The Museum Group.
- **CRISTINA BRUNO (BRAZIL)** – Museologist, Coordinates Posgraduate Studies in Museology, Universidad de San Pablo
- **ERNESTO GORE (ARGENTINA)** – Full-time professor at Universidad de San Andrés (Argentina), co-founder of Master’s Program in Organizational Studies.
- **ELAINE HEUMANN GURIAN (US)** – Museum Consultant, The Museum Group
- **ANNE JONCHERY (FRANCE)** – Ministère de la culture et de la communication & École du Louvre.
- **CONXA RODÀ (SPAIN)** – Head of Strategy and Communication, Museu Nacional d’Art de Catalunya (Barcelona) and co-director of Postgraduate course on Museum Management en IDEC-UPF + MNAC.
- **MARITA SOTO (ARGENTINA)** – Semiologist. Professor at UBA, IUNA and IDAES - UNSAM.

Speakers and workshop teachers:

- **ELENA ABUGAUCH (ARGENTINA)** - Graphic designer, UBA.
- **CAROLINA BARADA (ARGENTINA)** – Head of Communication & Marketing at Wingu - Tecnología Sin Fines de Lucro.
- **JUAN IGNACIO BELBIS (ARGENTINA)** – Consultant in New media and Open Digital Policies.
- **ARIEL BER (ARGENTINA)** – Facilitator , Scrum coach and Organizational change agent..
- **GUILLERMO BREA (ARGENTINA)** –Expert in Visual Identity, Branding and Communication.
- **MARÍA JULIA D’AGOSTINO (ARGENTINA)** – Manager for Political Reform at the Ministry of Government, of the Government of Buenos Aires, Argentina.
- **NICOLAS DUCOTÉ (ARGENTINA)** – Co-founder at CIPPEC. Currently, Undersecretary for Political Affairs at the Ministry of Government, of the Government of Buenos Aires, Argentina.
- **ANDREA GIUNTA (ARGENTINA)** – PhD in Philosophy and Literature, UBA.
- **GUILLERMO GOLDSCHMIDT (ARGENTINA)** - Head of Special Projects, Fundación PROA.
- **PAULINA GUARNIERI (ARGENTINA)** – Head of Education, Fundación Proa.

2013 FACULTY

- **BARBARA HENRY (US)** – Museum consultant, expert in Community Programs.
- **MARÍA JOSÉ KAHN SILVA (ARGENTINA)** – Coordinates Education Department, Malba-Fundación Costantini.
- **PÍA LANDRO (ARGENTINA)** – Painting Professor and Master in Education, Universidad de San Andrés.
- **MARTINA MAINI (ITALY, ARGENTINA)** – Community Psychologist, Università Cattolica, Milano, Italia.
- **CINTIA MEZZA (ARGENTINA)** – Head Curator and Programming, Fundación PROA.
- **FABIÁN MUGGERI (ARGENTINA)** – Graphic Designer.
- **TAM MURO (ARGENTINA)** – Visual artist and Exhibition designer.
- **IRINA PODGORNÝ (ARGENTINA)** – Researcher at Consejo Nacional de Investigaciones, Científicas y Técnicas en el Museo de La Plata.
- **SERGIO RAIMONDI (ARGENTINA)** – Head of Instituto Cultural de Bahía Blanca. Former director at Museo del Puerto de Ingeniero White.
- **GUADALUPE REQUENA (ARGENTINA)** – Head of Communication, Malba - Fundación Costantini.
- **LAURA SCOTTI (ARGENTINA)** - Coordinates Education Department, Malba-Fundación Costantini.
- **VIVIAN SPOLIANSKY (ARGENTINA)** – Responsible for Archives and Library, Museo Etnográfico (FFyL, UBA) y de su archivo.



2013 FACULTY

12 ONLINE SEMINARS ON CASE STUDIES BY PROFESSIONALS FROM SPAIN, UK, UNITED STATES, FRANCE, MEXICO, CHILE, BRASIL AND FINLAND.



- **FERRÁN BARENBLIT (SPAIN)** – Director, Centro de Arte Dos de Mayo, Móstoles, España.
- **ANTONIO BENÍTEZ (UK)** – Manchester Science Festival Programme Coordinator, Researcher and PhD student.
- **CECILIA GARIBAY (US)** – Director, Garibay Group.
- **CLAUDIO GÓMEZ PÁPIC (CHILE)** – Director, Museo Nacional de Historia Natural de Chile.
- **FRANÇOIS MAIRESSE (FRANCE)** – Professor Economics of Culture and Museology at the University of Paris 3 (Sorbonne Nouvelle) and Museology at the École du Louvre.
- **MAGDALENA MIERI (US)** - Director, Program in Latino History and Culture, National Museum of American History, Smithsonian Institution.
- **MARÍA EUGENIA SALCEDO REPOLES (BRAZIL)** – Pedagogical Coordination Manager, Instituto Inhotim.
- **MARIANA SALGADO (FINLAND)** – Industrial Designer, Master in Product and Strategic Design, University of Art and Design Helsinki.
- **ALBERT SIERRA (SPAIN)** – Web Projects and Communication at the General Directorate of Cultural Heritage Government of Catalonia.
- **SILVIA SINGER (MEXICO)** – Founder and Director, Museo Interactivo de Economía (MIDE).
- **CONSUELO VALDEZ CHADWICK (CHILE)** – Executive manager, Museo Interactivo Mirador (MIM), Santiago de Chile.
- **MARÍA JOSÉ VALVERDE (SPAIN)** – Coordinates Community Programs, Museo Picasso Málaga.

OPEN CONFERENCE SERIES

3 OPEN CONFERENCES ATTENDED BY OVER 200 PEOPLE.

OPERATIONAL, FUNCTIONAL AND NECESSARY MUSEUMS.

María Victoria Alcaráz (Deputy Secretary of Cultural Heritage, Ministerio de Cultura del GCBA), Cristina Bruno (Coordinates Postgraduate Studies in Museology, Universidad de San Pablo, Brasil), Américo Castilla (TyPA, Argentina) & Barbara Henry (Museum consultant, USA).

SHARING AUTHORITY: VISITOR-GENERATED CONTENT AT MUSEUMS.

Gonzalo Aguilar (Researcher, Argentina), Elaine Heumann Gurian (Museum consultant, USA), Anne Jonchery (Ministère de la culture et de la communication & École du Louvre, France) & Américo Castilla (TyPA, Argentina).

THE MUSEUM IS THE MEDIUM

WHAT DO WE COMMUNICATE, HOW AND WHY?

Leslie Bedford (Museum consultant, USA), Sergio Raimondi (Head of Instituto de Cultura de Bahía Blanca, Argentina), Conxa Rodà (Head of Strategy and Communication, Museu Nacional D'Art de Catalunya, Spain). Moderator: Américo Castilla (TyPA, Argentina).



PERSONAL PROJECTS

29 PRACTICAL / RESEARCH PROJECTS WERE DEVELOPED DURING THE PROGRAM.

7 FOREIGN AND LOCAL MENTORS WORKED WITH THE PARTICIPANTS ON THEIR PERSONAL PROJECTS.



SUPPORT

2 INSTITUTIONS WERE THE MAIN CONTRIBUTORS AND COLLABORATORS

ESPACIO FUNDACIÓN TELEFÓNICA

FUNDACIÓN PROA

3 INSTITUTIONS SUPPORTED THE PROGRAM

INSTITUT FRANÇAIS

GRUPO LÍNEAS PANCHITA (PARAGUAY)

MALBA - FUNDACIÓN COSTANTINI

16 PARTIAL OR TOTAL FELLOWSHIPS GRANTED BY COMPANIES AND PUBLIC INSTITUTIONS.

FUNDACIÓN NUEVO BANCO DE SANTA FÉ (3 TOTAL + 1 PARTIAL SCHOLARSHIP)

FUNDACIÓN NUEVO BANCO DE ENTRE RÍOS (2 TOTAL SCHOLARSHIPS)

FUNDACIÓN BANCO SAN JUAN (1 TOTAL SCHOLARSHIP)

FUNDACIÓN BANCO SANTA CRUZ (1 TOTAL SCHOLARSHIP)

MINISTERIO DE CULTURA E INNOVACIÓN DE SANTA FÉ (2 TOTAL + 1 PARTIAL SCHOLARSHIPS)

INSTITUTO DE CULTURA DE BAHÍA BLANCA (1 PARTIAL SCHOLARSHIP)

MALDÓN SRL (1 PARTIAL SCHOLARSHIP)

INSTITUTO DE CULTURA DE CORRIENTES (1 PARTIAL SCHOLARSHIP)

BODEGA COLOMÉ (1 PARTIAL SCHOLARSHIP)

MINISTERIO DE CULTURA DEL GOBIERNO DE LA CIUDAD DE BUENOS AIRES (2 TOTAL SCHOLARSHIPS)

6 MUSEUMS HOSTED LAB ACTIVITIES

FUNDACIÓN PROA

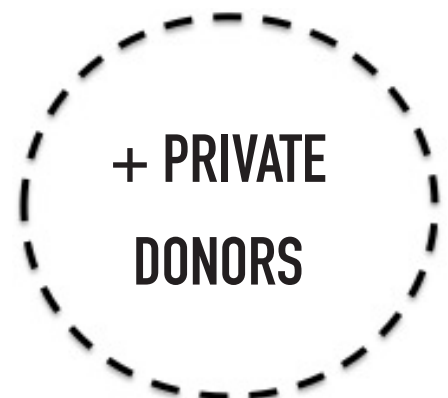
ESPACIO FUNDACIÓN TELEFÓNICA

MALBA - FUNDACIÓN COSTANTINI

MUSEO DEL JUGUETE DE SAN ISIDRO

MUSEO ETNOGRÁFICO JUAN B. AMBROSETTI

ASOCIACIÓN AMIGOS DEL MUSEO NACIONAL DE BELLAS ARTES



PRESS

12.000 PROMOTIONAL EMAILS SENT + PROMOTION IN SOCIAL NETWORKS



WEBSITES THAT REPLICATED LAB INFORMATION:

- <http://www.malba.org.ar/>
- <http://www.proa.org/esp/>
- <http://www.fundacion.telefonica.com.ar/>
- <http://hipermedula.org>
- <http://agenda.embafrancia-argentina.org/>
- <http://www.arte-online.net/>
- <http://bamarte.com.ar/>
- <http://www.tiemposur.com.ar/>
- <http://www.elsurdiario.com.ar/>
- <http://www.lt10digital.com.ar/>
- <http://www.sinmordazaentrerios.com/>
- <http://www.gualeguaychuadiario.com.ar/>
- <http://www.lavoz901.com.ar/>
- <http://www.fundacionbsf.org.ar/>
- <http://sololideres.net/>
- <http://cadenaentrerriana.com/>
- <http://www.apfdigital.com.ar/>



22.613 views
Views to publications on the Lab on Facebook.



+60 tweets
Tweets on the Lab on Twitter.

**A SPECIAL THANKS TO THOSE WHO SUPPORTED THE FIRST EDICION OF
THE TYPA LAB ON MUSEUM MANAGEMENT.**

WE ARE CURRENTLY WORKING ON THE 2014 EDITION.

WE HOPE THAT YOU CAN JOIN US.

QUESTIONS/COMMENTS: LAB@TYPA.ORG.AR