

Resilient Museums
International Online Conference
25.03.2021

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Museums

Some museums are facing the challenge of the pandemic and the consequent social distancing measures with creativity and ability. Museums continuing to work, to design, to give a sense to the present, imagine the future and shape it. Museums still open, albeit behind closed doors, meeting their audiences in every possible way.

The International Online Conference “Resilient Museums”, promoted by Sistema Musei Toscani per l’Alzheimer (MTA Network), aims to present programmes dedicated to people living with dementia by Museums all over the world: Art, Natural History and Archaeological Museums, Ethnographic and Scientific Museums, exhibition spaces, Botanical Gardens and Libraries, which in this critical period have revealed their vitality and the strong relationship built with this public, highlighting the importance of museum institutions for people living with dementia and for the whole community.

Exploring the various ways of staying in touch, even if at a distance, by giving visibility to different models of remote activity, allows us to compare and exchange good practices, increase knowledge and skills, and stimulate new projects.

As a working group of the MTA Network, we believe that the ideas and innovations that we will be able to generate during this period will remain a precious heritage of experience even when the emergency is over: it is precisely when facing with complex choices, when we are forced to bring our best abilities into play, to rethink our values and the very meaning of our actions, that people and communities build their identity.



Programme
Thursday, March 25, 2021

- 9.00** **Institutional greetings**
- Eugenio Giani**
President, Regione Toscana, Florence
- Serena Spinelli**
Councilor Social Policies, Public
Housing and International Cooperation,
Regione Toscana, Florence
- Gabriella Cetorelli**
Special Projects. Directorate-General
of Museums, Cultural Heritage Ministry, Rome
- Nicola Vanacore**
National Centre for Disease Prevention and Health
Promotion. National Institute of Health, Rome
- Désirée Bonis**
Ambassador a.i. of the Netherlands, Rome
- 10.00** **Introduction**
- Elena Pianea**
Director Department of Heritage and Cultural
Institutions and Sports, Regione Toscana, Florence
- Chair: Cecilia Grappone**
Member of the Scientific Committee of MTA
Network, Florence
- 10.30** **Tuscan project of museum programmes
accreditation among sanitary services**
- Barbara Trambusti**
Head of the Policies Sector for the Social and
Health Integration, Regione Toscana, Florence
- Cristina Bucci**
MTA Network coordinator, Florence
- 10.50** **Distant but close: the programme of the MTA
Network, from training to pilot projects**
- Chiara Lachi and Michela Mei**
MTA Network coordinators, Florence

- 11.10** **ARTRIP: Practice, Research, Training in Japan**
Yoko Hayashi
Founder and Chairwoman, ArtsAlive, Tokyo
- 11.30** **Made to Measure: how to build an inclusive,
caring and imaginative Museum**
Andrea Winn
Curator of Community Exhibitions, Manchester
Museum, Manchester
Chiara Ludolini
Marketing and Digital Assistant, Manchester
Museum, Manchester
- 11.50** **Museums and Alzheimer's:
Experiences from the Netherlands**
Marjan Ruiters
Director, Zeeuws Museum, Middelburg
Loes Janssen
Public Mediation, Van Abbemuseum, Eindhoven
- 12.10** **Arts & Minds@home: The Catalytic Effect
of COVID-19**
Carolyn Halpin-Healy
Executive Director, Arts & Minds, New York
- 12.30** **Discussion**
Chair: Luca Carli Ballola
MTA Network coordinator, Florence
- 13.00** **Conclusion**

Cristina Bucci

Art historian. She designs and develops educational initiatives for the artistic heritage, through the cultural association L'immaginario of which she is a founding member. In the last ten years she has been particularly committed in museum programmes aimed at making art accessible to people living with dementia and people in autistic condition, as well as disseminating these programmes as a trainer. Cristina has numerous international experiences and has been project manager of Museums Art & Alzheimer's EU project. She is part of the coordination team of the Museums of Tuscany for Alzheimer's Network, of which the cultural association L'Immaginario is the leading body.

Luca Carli Ballola

Educator since 1989, he operates actions of social and cultural empowerment, on the basis of his training experience in theatre. Since 2005 he started working with Older Fragile People, as activity coordinator at the NH 'V. Chiarugi', in Empoli. In 2009 he opened the first Alzheimer Café in Florence, hosted by LibriLiberi bookshop. The following year he introduced TimeSlips method in Italy. Since 2011 he collaborates with the educational department of Palazzo Strozzi and other museums in Tuscany to design and lead programmes for people with dementia. He collaborates with the organization of Alzheimer Fest. He is a member of ReteAnimatori Empolese/Valdelsa, and of Anna, an association created to trigger social links and networks that could be reference points for older people.

Cecilia Grappone

She is a biologist at the Department of Experimental and Clinical Biomedical Sciences, Gastroenterology Unit of the University of Florence. Since 2012 she has participated in the Palazzo Strozzi "A più voci/With Many Voices" project, first as a caregiver, accompanying her mother with Alzheimer's, then as a volunteer. Currently she collaborates with the Florentine Museum of Pre-history on a remote activity project for people with Alzheimer's. She is a member of the Scientific Technical Committee of the Museums of Tuscany for Alzheimer's Network.

Carolyn Halpin-Healy

Carolyn Halpin-Healy is Co-Founder and Executive Director of Arts & Minds. Partner organizations now include ten NYC museums and the Smithsonian. Carolyn holds a BA in Art and Art History, an MA in the History of Art and a Graduate Certificate in Adult Learning. She publishes in peer-reviewed journals and presents regularly at conferences internationally. Arts & Minds is a winner of the 2015 Rosalinde Gilbert Innovations in Alzheimer's Disease Caregiving Legacy Award, recognized specifically for valuing diversity.

Loes Janssen

Loes Janssen is responsible for the Public Mediation program within the Van Abbe Museum. In collaboration with a team of mediators (such as workshop leaders, guides, writers) and partners (mostly social organizations and schools), we organize numerous projects inside and outside the museum. In every project art plays a central role, and together we take care of a meaningful encounter with art. Withing this process art is a tool. A tool to: “Imagine the world otherwise” (quote Charles Esche – museum director).

Yoko Hayashi

Hayashi founded Arts Alive in 2009 with the aim of empowering those underserved through participatory arts programs. She developed ARTRIP, an evidenced based art program for people with dementia and offers training seminars for art conductors, its program facilitator. She collaborated with the leading institutes and hospitals on the efficacy studies of Artrip. lectures widely in the field of arts and aging including at the 9th International Conference of Health Humanities, ICOM KYOTO2019, 2013 IAGG Seoul and 2018 Alzheimer International. Authored numerous publications including Evolving Arts Management (2004), Art Communication: from the Sites of Arts and Welfare (2008) and Introduction to ARTRIP (2020). Hayashi holds MFA (Columbia University in Arts Administration) and currently professor of arts management at Shobi University.

Chiara Lachi

Art historian and expert in museum education, she is Co-founder of the cultural association L'immaginario through which she creates educational programs related to museums and artistic heritage. She is responsible for devising and coordinating the educational services of some Florentine museums; in recent years she has been particularly following and developing projects of cultural accessibility and social inclusion. She is part of the MTA coordination group. She is docent of “Communication and Museum Education”, a post lauream course at the School of Specialization in History of Art, University of Florence.

Chiara Ludolini

Chiara Ludolini works as Marketing and Digital Assistant at the Manchester Museum, UK. Accessibility, inclusivity, and imagination are at the core of her practice. Her design project Smart Device – Smart Museum looks at how a human centred and accessible digital experience can enhance the visit of people living with disabilities, and was Commended for contribution to equality, diversity and inclusion at the Making a Difference Award 2018, the University of Manchester. Chiara previously worked as Graphic Designer and Exhibition Designer at the Museo Tattile Statale Omero in Italy, a unique barrier-free museum, whose aim is to export its experience and philosophy by

promoting a multi-sensory enjoyment of art. Graduated with Honour at the Fine Arts Academy of Macerata in Set Design, she used to work in theatre as a Props Manager and Set Decorator and her artistic work has been exhibited internationally and featured in Art Magazines.

Michela Mei

Degree in Economic History, Geriatric activity coordinator. Trainer in communication techniques with people with dementia, for professionals who work in nursing homes for the elderly. Since 2011 she has collaborated with the education departments of Palazzo Strozzi and other Tuscan museums to design and conduct programmes for people with dementia. Geriatric activity coordinator at Villa Michelangelo nursing home for the elderly, Korian Group. She manages the Alzheimer Café at the BibliotecaNova, Florence.

Marjan Ruiter

Since 2009 Marjan Ruiter is director of the Zeeuws Museum. Marjan graduated at Groningen University (Netherlands) in history of classical antiquity and medieval history. The Zeeuws Museum, situated in Middelburg (NL), provides a rich picture of the history and culture of the province Zeeland. Our collection brings to life historical developments in diverse areas such as work, leisure, faith, science and art. Through partnerships with contemporary artists and designers, old ideas and objects are given a new context or significance. The Zeeuws Museum inspires new ideas. To remain of value for new generations, the museum invites contributions from others: it is an organization that continues to learn. This is how we – together with our visitors – give meaning to our heritage. Through this process we aim to realize our mission: “Connecting new generations to Zeeland’s heritage”. Starting in 2021 the museum investigates whether museums can contribute to a social problem that is difficult to solve, such as combating loneliness.

Barbara Trambusti

She holds a BA in Political Science. Executive at the Regione Toscana since 2011, she deals with policies for social and health integration of non self-sufficient people and people with disabilities; she coordinates and monitors the accomplishment of the Regional Plan for Dementia. From 2014 to 2016, she was delegate of the Conference of the Regions in the Technical-Scientific Committee of the Observatory on the Condition of People with Disabilities. She is delegate of the Regione Toscana in the Technical Committee for the Accomplishment of the Plan for Non Self-sufficiency, established by the Ministry of Labor and Social Policies (D.L. n. 147/2017, art. 21, par. 6c).

Andrea Winn

Andrea Winn is Curator of Community Exhibitions at Manchester Museum, working within the Museums Learning and Engagement team. She has been with the Museum for 14 years and is responsible for managing the Museum's Community Engagement and Volunteer programmes. In addition she is joint lead on the development of the Museums New Chinese Culture gallery, due to open in summer 2022 as part of the Museums £13m capital redevelopment. Working within the museums mission to build understanding between cultures and towards a sustainable world, led by the values of imagination, care and inclusivity Andrea also leads the Museum work with Refugee and Asylum seekers and manages the Age Friendly programmes. Using the museums galleries and collections as inspiration she developed interactive programmes and resources for people living with dementia and their carer. Through the Museums redevelopment Andrea is supporting the work to become a dementia friendly museum.

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