

## NEWS & EVENTS > NEMO Webinar: "Can Museums Play?" | Italy

BY JORDI BALTÀ PORTOLÉS  
06 MAR 2015 - 06 MAR 2015

# NEMO Webinar: "Can Museums Play?" | Italy



WEBLINK FOR THE STREAMING  
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The **Network of European**

**Museum Organisations (NEMO)** is organising its first webinar in **Bologna, Italy, on 6 March**. Entitled '**Can Museums Play?**', the event will focus on children and family best practice programmes in museums. The conference aims to consider the relationship between museums and play, in order to create a map of possible relationships between the two. Specific goals include the following:

- Define **how play** (as an action, as well as an instrument of knowledge and expression) **can be an added value for museums** in terms of the services provided.
- Think about **playful storytelling** as a way to highlight contents and differences in a collection - that can, in other words, turn its character and main features into play.
- **Re-think participation strategies by taking inspiration from the "fun theory"**: i.e. how to obtain virtuous behaviour (in this case, increase the number of children visiting museums - but actually not just children) with playful solutions.
- Consider play as an object / instrument to **bring the museum "out of its walls"**.
- Find new methods to teach beauty: **can a child learn by playing with and in the museum? Can museum contents be communicated as an**

**alphabet of emotions**, so that the children of today can become better visitors tomorrow?

- If play and toys inspired the avant-garde who kick-started the 20th-century art, can they inspire 21st-century museums and, if so, how?

Speakers include **Annemies Broekgarden** (Rijksmuseum, Amsterdam); **Ute Marxreiter** (Staatliche Museen zu Berlin - Preußischer Kulturbesitz, Berlin); **Léontine Meijer-van Mensch** (Museum of European Cultures, Berlin); **Almut Grüner** (Freilichtmuseum Neuhausen, Germany); **Laura Carlini** (Istituto Beni Culturali Emilia-Romagna, Bologna); **Margherita Sani** (Istituto Beni Culturali and NEMO, Italy); and **Francesco Zurlo** (Politecnico di Milano, Milan). The event will be chaired by **Laura Carlini Fanfogna** (Istituto Beni Culturali). 'Can Museums Play?' is organised by **Zaffiria**, Centre for Media and Art Education, in collaboration with the **Istituto Beni Culturali Emilia Romagna** and **NEMO**, in the context of the project **Italiantoy**. Attendance is free but participants wishing to attend the event in Bologna should register first. Alternatively, the webinar will be **streamed live** at <http://videocenter.lepida.it> The seminar can also be followed on Twitter through **#museumsplay**. The same hashtag may be used by those wishing to raise questions to participants. For **additional information**, visit <http://www.ne-mo.org/our-actions/actions-for-museum-professionals/webinars/webinar-can-museums-play-150306.html>

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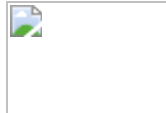
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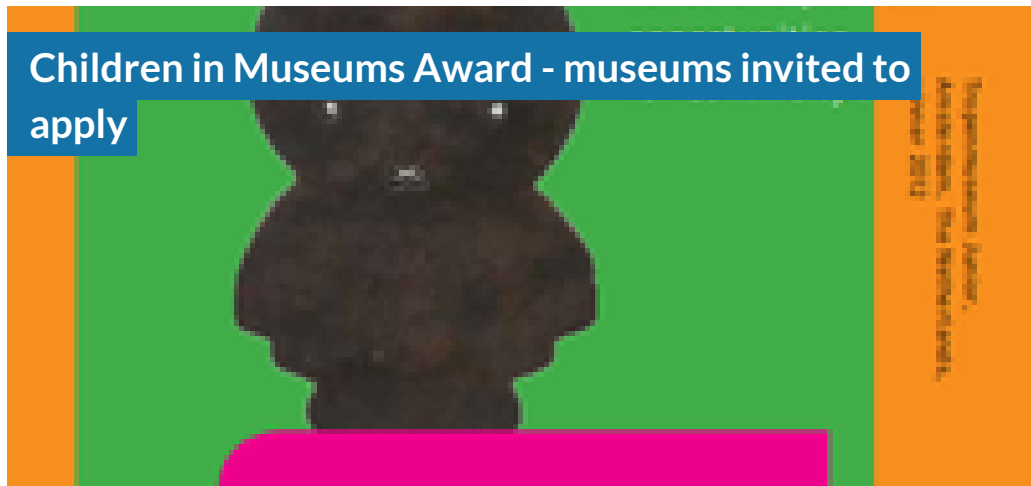
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