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BY JORDI BALTÀ PORTOLÉS

31 MAY 2015 - 02 JUN 2015

"We Are Museums" | Germany



At the intersection of innovation and

museum ecosystems, **We Are Museums** is a 2-day event for forward-thinking and imaginative professionals. This year's edition will take place in Berlin, Germany, from 31 May to 2 June. Created in 2013, We Are Museums is a platform for all the challenges that await museums in a globalized and more complex ecosystem. Over the last two years, 3D printing, copyright issues, digital strategy building, evaluation, smart business models and groundbreaking projects have been covered by outstanding senior professionals from the most renowned institutions worldwide. Through plenary sessions, workshops and collective work, delegates will be able to be an active part of the future of museums and to nurture their work experience with tools, skills and fresh perspectives. We Are Museums will also enable attendees to take part in a 3-session series with **Sree Sreenivasan, Tech guru and Chief Digital Officer from the Metropolitan Museum of Art** to challenge themselves professionally and learn all about the life of a museum professional running their department like a startup. Essential talks on team- building, mobile apps, storytelling, business models for museum merchandising, internet art and curation and conquering global audiences will be given by such institutions as the **Palace of Versailles, the British Museum, the Cooper-Hewitt Museum, the Musée d'Orsay, the Van Gogh Museum, the Dallas Museum of Art** and more. A new addition this year will be the **participation of some of the**

most dynamic startups evolving in the cultural world to come and share their vision as their role is getting more significant like Vastari, Museotechniki, or MadPixel. We Are Museums will be held at the Academy of the Jewish Museum Berlin, an exceptional and inspiring venue designed by Daniel Libeskind, within a museum known as one of Germany's digital pioneers. The event attracts about 200 deciders, game-changers, researchers, students, bloggers and journalists from 15 countries. It has held events in the heart of emerging Europe in **Vilnius, Lithuania (2013)** and **Warsaw, Poland (2014)** and is aiming to become a comprehensive platform to train future museum and culture leaders. For **additional information**, please visit <http://www.wearemuseums.com/>

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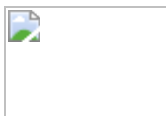
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