

"The contemporary museum system between social innovation and new models of cultural management"

Pino Pascali Foundation

Via Parco del Lauro, 119 – Polignano a Mare (Ba)

08/06/2023

10:00 – 10:30 Registration and Welcome Coffee	
10:30 Start of the B2B event	
10:30 – 11:00	Welcome speech
Contents and inputs	<ul style="list-style-type: none"> • Giuseppe Teofilo, Artistic Director of Pino Pascali Foundation <i>Brief presentation of the Monetplus project and introduction to B2B.</i> • Priscilla Raguso, Councillor for Culture of City of Polignano <i>Institutional greetings</i>
Expected output	<ul style="list-style-type: none"> • <i>Participants will be informed about the event structure and the upcoming events in the cultural sphere of the Pascali Foundation.</i>
11:00 – 12:00	Case studies
11:00 – 11:15 Contents and inputs	<ul style="list-style-type: none"> • Prof. Piernicola Maria Di Iorio - Type A Researcher of History of Contemporary Art, lecturer in Image Education and Museology <i>Presentation of experience of Gino Marotta Gallery / ARATRO - archive of electronic arts laboratory for contemporary art of the University of Molise. From the video art review on a monitor in 2007 to the museum space of 2023. Experiences with the territory and international projects; from the white box to the Adriatic Museum network.</i>
Expected output	<ul style="list-style-type: none"> • <i>The participants will get to know about ARATRO MUSEUM experience, in particular about a system of contemporary dialogues; from university education to research, international design for new opportunities in fragile territories.</i>
11:15 – 11:30 Contents and inputs	<ul style="list-style-type: none"> • Rossana Muolo, entrepreneur and President Association “Amici di Pascali” <i>Inspired by and referring to models of prestigious association structures in the artistic sphere, the creation of the association to support the Foundation is to be recounted.</i>
Expected	<ul style="list-style-type: none"> • <i>The importance of involvement between private and public co-partnership</i>

MONET

<p>output</p>	<p><i>entities.</i></p>
<p>11:30 – 11:45 Contents and inputs</p>	<ul style="list-style-type: none"> • Darko Kovacevic – Waking up of Montenegrin maritime archaeology by immersive technologies <p><i>Presentation of WRECKS4ALL project case study and logical intervention strategy which led to the establishment of the first maritime archaeology academic research unit in the country. Utilisation of innovation and attractiveness of immersive technologies to inspire maritime archaeology uptake of Maritime Museum of Montenegro.</i></p>
<p>Expected output</p>	<ul style="list-style-type: none"> • <i>Participants will have an overview of methodology, strategy and the approach used during the implementation of WRECKS4ALL project which affected systematic changes in the sectors related to maritime and underwater archaeology. Audience will uptake the concept of visualisation power of immersive technologies to bring underwater cultural heritage and foster the change in the mind-set of decision makers.</i>
<p>11:45 – 12:00 Contents and inputs</p>	<ul style="list-style-type: none"> • Artan Shabani – Founder of Promenade Gallery – Vlora – Albania <p><i>Promenade Gallery, a cultural investment in the south of Albania, an experience that changed the approach to contemporary art in a country that was culturally isolated by the 45-year dictatorship, returning from Italy to bring an open mind to Albania and to promote culture as a source of inspiration for contemporary artistic creation and innovation and to strengthen the interaction of cultural heritage and other creative sectors. Promoting culture as a source of memory, dialogue, identity.</i></p>
<p>Expected output</p>	<ul style="list-style-type: none"> • <i>The participants will get an overview of the experience in different positions within the same playing field that has given Artan the opportunity to see the position of the artist from the point of view of the curator, the position of the curator from that of the artist or from the position of the director and all these are related to each other, so Artan directed the National Gallery from 2013 until 2018, an experience to tell</i>
<p>12:00 – 13:30</p>	<p>B2B Thematic session - Introducing the Galleries</p>
<p>Contents and inputs</p>	<ul style="list-style-type: none"> • 12:00-12:15 - PEPPINO CAMPANELLA Light Objects • 12:15-12:30 - VENTO BLU Art Gallery - Almerico Brancaccio and Anna Cavallo • 12:30-12:45 - CULTOUR Benefit Society - Raffaele Chiapperini • 12:45-13:00 - MICROBA Space - Riccardo Pavone and Marialuisa Sorrentino • 13:00-13:15 - CONTEMPO - Valentina Iacovelli <p><i>Interactive 5 pitches to present galleries' history, mission, exhibitions, unique services offered, as well as comparison of economic operators in the regional and national territorial system.</i></p>

MONET

Expected output	<ul style="list-style-type: none"> • <i>Create awareness among the participants about the galleries and their offerings. Bring together professionals from the same industry to connect and network with each other, potentially leading to collaborations, partnerships.</i>
13:30 – 14:30	Lunch
14:30 – 15:00	Contemporary Museum System
Contents and inputs	<ul style="list-style-type: none"> • Stefano Zorzi, President of Pino Pascali Foundation <i>Institutional greetings and welcome by the President of the Pascali Foundation. Brief description of the museum.</i>
Expected output	<ul style="list-style-type: none"> • <i>Participants will be updated about future opportunities of Pino Pascali Foundation.</i>
15:00 – 16:30	B2B Thematic session - The art market - new technologies of art
Contents and inputs	<ul style="list-style-type: none"> • Giacomo Nicolella Maschietti • Duilio Giammaria • Lorenzo Madaro • Like a Little Disaster – Paolo Modugno e Giuseppe Pinto • Kora Centro per l’Arte Contemporanea – Paolo Mele • FPS Arte e Cultura -Serena Sisto • Michele Spinelli <p><i>Interactive presentation of economic operators.</i></p>
Expected output	<ul style="list-style-type: none"> • <i>Enhanced understanding of how new technologies are impacting the art market. Identification of potential opportunities and challenges arising from the integration of new technologies in the art industry.</i>
16:30 – 18:00	Roundtable - Private investment in contemporary museum system focused on cross-border strategy to achieve financial autonomy
Contents and inputs	<ul style="list-style-type: none"> • Vito Carrieri – Mayor of Polignano a Mare • Luigi De Luca – Director of the Castromediano Museum in Lecce and coordinator of the biblio-museum poles of the Puglia Region; • Mauro Paolo Bruno - Head of Development, Innovation and Networks Section Apulia Region • Anna Maria Rizzi - P.O. Coordinator Relationships of Participated Entities Puglia Region • Micaela Paparella – Councilor of Municipality of Bari Delegated to the Policies for the Enhancement of the Historical-Artistic and Architectural Heritage and Cultural Containers. • Aldo Patruno - Director of the Department of Tourism, Cultural Economy and Territorial Enhancement Apulia Region. <p><i>Sharing of knowledge and insights regarding private investment in contemporary museums, as well as to explore strategies and models for achieving financial sustainability, including diversifying revenue streams, engaging in public-private</i></p>

MONET

	<i>partnerships, leveraging technology, and exploring innovative fundraising methods.</i>
Expected output	<ul style="list-style-type: none"> • <i>Participants can exchange ideas, experiences, and best practices related to securing private funding, attracting investors, and establishing sustainable financial models.</i>
18:30 – 20:00	A Poetry Concert: Marco Alemanno - Sediments of Verses
20:00 End of the meeting	



This project is co-financed by the European Union under the instrument for Pre-Accession Assistance (IPA II). This document has been produced with the financial assistance of the Interreg IPA CBC Italy-Albania-Montenegro Programme. The contents of this document are the sole responsibility of Pino Pascali Foundation and can under no circumstances be regarded as reflecting the position of the European Union and of the Interreg IPA CBC Italy-Albania-Montenegro Programme Authorities.