



Synergies,
coalitions and
partnerships
between museums,
cultural initiatives,
civil society
and beyond

**BENAKI MUSEUM
PIREOS 138**

THE CO-MUSEUM

29.11.2018

#CoMuseum2018

ORGANIZED BY



IN COLLABORATION WITH



UNDER THE AUSPICES OF



HELLENIC REPUBLIC
Ministry of Culture and Sports



CITY OF
ATHENS

SUPPORTED BY



SPONSOR

uni-systems

BENAKI MUSEUM STRATEGIC PARTNER

elpedison

HOSPITALITY SPONSOR

NEW PERISCOPE
HOTEL

BENAKI MUSEUM PERMANENT COMMUNICATION SPONSORS



COMMUNICATION
SPONSOR

THE CO-MUSEUM

Synergies, coalitions and partnerships between museums, cultural initiatives, civil society and beyond

As barriers fall between traditional cultural institutions and innovative initiatives in the arts, education and civil society, it is the right time for museums to recognize synergies as their new capital. Creating a culture of collaboration – internally and externally – is a powerful tool to achieve increased effectiveness and prosperity.

Many museums around the world are building coalitions with a range of community groups and organizations,

and investing in synergies with unlikely partners – from bike tours to tech startups, and from hospitals and homes for the elderly to theatres and corporations. Cultural organizations have realized that through the power of sharing experiences and combining forces with other partners, they become more relevant to their communities. Synergies have a multiplying effect on outreach and audience development, as well as on sustainability and financial growth.

29.11.2018
BENAKI MUSEUM
PIREOS 138

PROGRAM

9:00

REGISTRATION

10:00-10:15

WELCOME REMARKS

10:15-10:30

Opening Address by **Myrsini Zorba**,
Minister of Culture and Sports (GR)

*From canonization to cultural democracy:
The Museum of the 21st century*

10:30-11:00

Carol Rogers MBE

Executive Director, Education and Visitors,
National Museums Liverpool (UK)

Crossing boundaries

11:00-11:30

Scott Stulen

President and Director, Philbrook Museum of Art (U.S.)

*Everything is going to be alright: Collaboration,
community, and courage in museum leadership*

11:30-12:00

Patrick Presch

Curator of Education, Department of Education
and Outreach, National Museums in Berlin (Germany)

*ABOUT THE MUSEUM: Students as active users and
project developers in the field of education*

12:00-12:45

Monika Niki Tsiliberti

Head of the Department for European Programs,
International Synergies and Enhancement of Entrepreneurship,
Hellenic Ministry of Culture and Sports (GR)

Vassilis Haralambidis

General Manager, Bios Organisation & Co-Founder,
European Creative Hubs Network (GR)

Creative spaces and cities

12:45-14:00

BREAK

14:00-14:40

LIGHTNING TALKS

Barbara Polla, Founder, Sharing Perama project (GR)

Sharing Perama

George Sachinis, Co-founder, Ohi Paizoume / Urban
Dig Project (GR)

*Imagine an Adrianeion network of neighborhoods;
Menidi – Kolonaki*

Yannis Koukmas, Director of Audience Development and
Participation, Eleusis 2021 European Capital of Culture (GR)

*Culture, cities and citizens: Stories of transformation
through community engagement*

14:40-15:10

Adam Rozan

Director of Programs and Audience Development,
National Museum of American History, Smithsonian; Adjunct
Professor, Harvard University Extension School (U.S.)

When the waters came: Museums on a mission

15:10-15:40

Alexandros Kambouroglou

Executive Director, Athens Partnership (GR)

Leveraging government

15:40-16:10

Thanos Argyropoulos

Executive Director, Marina Abramovic Institute (U.S.)

Power station

CLOSING

Moderator: **Sophia Handaka**, Benaki Museum

Closed event exclusively for cultural and civil society professionals

16:30-19:00

**Museum World Café: Launching synergies for cultural and
civil society professionals**