PROGRAMME "V MUSEUMS AND NETWORKS SUMMIT. CONTENT & EXPERIENCES DIGITAL"

MUSAC Museo de
Arte Contemporáneo
de Castilla y León

V ENCUENTRO
SOBRE REDES EN MUSEOS
Y CENTROS DE ARTE

Title: "V Museums and Networks Summit, Content & Experiences Digital"
Date: November 14th, 2015
Schedule: From 10am to 14.30pm and from 16:30pm to 20pm (*This schedule may change)
Online registration: www.musac.es
Directed by: Araceli Corbo
Organize: Library-Documentation Centre MUSAC
Coordination Support: Clara Merín
Adviser: Conxa Rodà (Museu Nacional d'Art de Catalunya)
In Collaboration: Fundación UNED, CyberPractices Foundation

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Since 2010, Araceli Corbo has organized at MUSAC, Museum of Contemporary Art from Castilla and León, these 'Museums and networks summits' with a focus on new technologies and their link to creativity, contemporary art and culture. More than 200 people attend the summit every year and nearly 100 Internet users followed the last edition by streaming.

We have discussed different topics, from concept analysis, to dynamic content management, online community work, and theories about the Internet as a place for social and cultural change.

As we design the 5th MUSAC Summit, we aim to look at the current digital online presence indicators of museums and art centers. The goal is to surface new strategies and highlight existing practices in online projects.

PROGRAM

14 DE NOVIEMBRE

MORNING
 # 10:00. OPENING
 # 10:15. DIGITAL STRATEGIST
Charlotte Sexton

Charlotte Sexton is a strategist and independent consultant for the Museums, Heritage and Cultural sectors specialising in digital transformation and programme management. She has radically improve the way diverse organisations leverage digital technologies to share their stories, connect with audiences and support their essential day-to-day activities, using an holistic and integrated approach to strategic digital media planning.

Formally President of MCN (Museum Computer Network), an international peer network specialising in supporting professionals in their use of technology she understands the new many opportunities and practical challenges digital media offers cultural organisations.

Previously Head of Digital Media at the National Gallery, London, Charlotte defined and delivered the organisation's digital ambitions. She revolutionised the way that the public could engage with the Gallery's world-class art collection using new digital technologies – whether physically in the museum, online through its website or on mobile devices.

With more than 20 years experience creating and managing complex digital projects, she is highly skilled in her field and is frequently asked to share her expertise both in the UK and internationally through consulting, lecturing and presenting at conferences.
* Charlotte will speak about "Developing a Digital Strategy for your organization".

11:00. DIGITAL TRANSFORMATION
Conxa Rodà

Philologist, have worked in Communication, Content Strategy and Web architecture. Currently in charge of Strategy and Innovation at Museu Nacional d'Art de Catalunya (MNAC). For 5 years she has been responsible for the Internet Project & Social Media at the Museu Picasso of Barcelona. Co-director of MuseumNext Barcelona 2012. Co-director of the Postgraduate Course on Museum Management. Jury of the BoW Awards and of the 2014-2015 Cultural Innovation International Prize. Speaker at local and international museum conferences.

Most interested in usability and social impact of the Web, digital strategy, quality-content generation and linking physic and digital museum experiences. More about Conxa at: http://blog.museunacional.cat/en/author/conxa-roda/.
* Conxa will converse about Strategy and Innovation at Museu Nacional d'Art de Catalunya (MNAC), usability and social impact of the Web, digital strategies and digital museum experiences.

11:45h. CONVERSATION BETWEEN CHARLOTTE SEXTON & CONXA RODÀ

12:00h- 12:25h. COFFEE

12:30h. DIGITAL CONTENT
Andrew Lewis (Skype)

Information scientist - designing, developing and delivering digital services since 2001 and delivering front-line cultural services in museums, library and information services since 1989.
Long track-record of longlasting and successful cultural digital services including major website redesign and award-winning service development at the V&A and technology change-management projects in local government cultural and library services.
Committee member of the UK Museums Computer Group. Programme selection committee member for Museums and the Web and MuseumNext.
* Andrew Lewis will speak about Digital Content at Victoria and Albert Museum.

13:00H. AC/E Digital Annual Report 2016
(*In Collaboration with AC/E, Spain's Cultural Agency for Cultural Action)
Javier Celaya

Javier Celaya is the CEO and founder of Dosdoce.com, as well as the vice president of the Spanish Digital Magazines Association (ARDE) and member of the Executive Board of the Digital Economy Association of Spain. Javier is author of several books ("Corporate blogging", "Corporate

strategies in the web 2.0", "Business Communication 2.0", etc.) and writes daily in the Spanish digital cultural trends focused blog Comunicación Cultural. He also has written several articles in leading Spanish and English speaking media

. Javier holds a Master's Degree in International Relations from Columbia University in New York and Bachelor of Science degree in Economics from Boston College.

* From Madrid, Javier will present the AC/E Digital Culture Annual Report 2015.

13:45. Report on transparency and good management of the Museums of Fine Art and Contemporary Art 2014
Pilar Gonzalo

Cultural manager with solid experience in strategic planning, executive management and administration of international teams, both from public and private sector, businesses and nonprofit organizations. Currently, Director of the Forum of Culture and Best Practices in Spain (www.culturaybuenaspracticas.org) Expert in online community participation, user experience and web architecture for cultural organizations. More about Pilar Gonzalo at: https://sites.google.com/a/fulbrightmail.org/pilar-gonzalo/

* Pilar will talk about the "Report on transparency and good management of the Museums of Fine Art and Contemporary Art 2014".

AFTERNOON
16:30h. CONTENTS & COMMUNICATIONS (Presentations + Round Table)
Mar Dixon

Mar Dixon is passionate about culture: ensure culture is accessible to all. She works as Project Coordinator for international projects, creator of international and world trending social media campaigns; Mar is a defender of Libraries, creator of #savelibraries, and is interested in wearable technology for culture and in society. She's a Digital and Tech Enthusiast and loves sharing knowledge. She is founder of several projects: @MuseomixUK @Museumcamp @TeensinMuseums and @CultureThemes. She also runs #AskaCuratorDay on Twitter. More about her at: mardixon.com

* Mar Dixon will talk about Social Media & Audience Development as well as her projects #MuseumSelfie, #AskACurator, and #MuseumWeek.

Semíramis González

Semíramis has a Degree in Art History and is Master in History of Contemporary Art and Visual Culture at the Museo Reina Sofia (Madrid). She is specialist in feminism and queer theory applied to art history. With his blog "Semiramis in Babilonia" she he has joined the 'ARCO bloggers' programme, and she also coordinates the LABoral Art Center Blog (Gijón), and writes about art at EXIT magazine. More about Semiramis at her blog: semiramisenbabilonia.com

* Semíramis will speak about Art Blogs, strategy an content in social media, collaborative Blogs, etc.

Anna Ramos

Anna Ramos is a graduate in Journalism who lives and works in Barcelona. She is currently working as a web technician with the MACBA's website team. Together with Roc Jiménez de Cisneros, she co-directs the experimental music label and artists' collective Alku, where she works on developing projects/installations/talks related to computer music, generative audio, technology and other related areas.

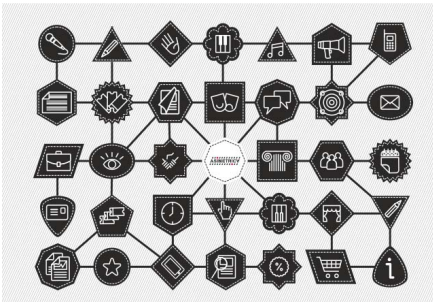* Anna will present the project Ràdio Web MACBA and her four years of experience in podcasting.

José Luis Hoyas

Twitter of Castilla y León MUseums

19:00H. PLATAFORMS: CONTENT MANAGEMENT, EVENTS & CONTEMPORARY ART PROJECTS
Asimétrica

Asimétrica leads and connect a network of experts and specialists in various disciplines involved in a set of consulting process and the development of workshops organized with the aim to contrast and validate the impact of the solutions to each project.

Raúl Ramos

Fundación TyPA (Skype)

TyPA Foundation provides places of encounter, training, and promotion in the fields of Literature, Museums, Film, and the Arts.
TyPA organizes workshops and conferences, conducts and publishes research, offers advice and organizes collaborative networks to support cultural production in Argentina and Latin America and foster its circulation around the world.