



IL MUSEO  
PARTECIPATIVO  
OGGI

BRESCIA – SANTA GIULIA AUDITORIUM AND STREAMING ONLINE  
WEDNESDAY 28 SEPTEMBER 2022, 4.30 pm

OPENING OF THE SECOND PART OF THE INTERNATIONAL TALK SERIES  
***OPEN DOORS. PARTICIPATORY MUSEUMS TODAY***

Curated by Professor Pierluigi Sacco

The personalities of the world of museology and education explore the most pressing themes of the future of museums only a few weeks after ICOM's approval of the new definition of museum.

Wednesday 28 September, *Participation for wellbeing*, will see the participation of Carolyn Christov-Bakargiev, director of Castello di Rivoli, Giovanna Melandri, president of Fondazione MAXXI, James O. Pawelski, director of the Positive Psychology Centre, University of Pennsylvania, and other guests, analysing the data clearly attesting how culture can have very positive effects on people's psychological well-being and health.

The first five panels held last spring were very well received with 1,240 participants attending this ambitious initiative involving over 50 international lecturers.

Wednesday 28 September 2022, at 4.30 pm, Fondazione Brescia Musei at the Santa Giulia Auditorium in Brescia newly welcomes the panel series *Open Doors. Participatory museums today*, curated by Professor Pierluigi Sacco to explore the theme of participatory museums, the museums of the future, with some of the most important Italian and international experts in the management and enhancement of cultural heritages and contemporary cultures.

Open Doors is a project organised and promoted by Fondazione Brescia Musei in collaboration with Fondazione Scuola dei beni e delle attività culturali, and NEMO – Network of European Museum Organisations.

[bresciamusei.com](http://bresciamusei.com)  
[fondazione scuolapatrimonio.it](http://fondazione scuolapatrimonio.it)  
[ne-mo.org](http://ne-mo.org)



Promosso da:



Con il patrocinio di:



**The first five panels, held between May and June, were very well received by the public, with 1,240 people** attending one or more of the presentations exclusively streamed on the Fondazione Scuola dei beni e delle attività culturali platform [fad.fondazione scuolapatrimonio.it](http://fad.fondazione scuolapatrimonio.it), plus the approximately 200 participants who attended in person at the Santa Giulia Auditorium. In total, **over 3,000 spectators participated in the five events.**

**The talk on Wednesday 28 September at 4.30 pm, entitled *Participation for wellbeing*, will focus on the growing scientific evidence attesting how culture can have very positive effects on psychological well-being and health. Museums can therefore also become a space open to wellbeing as affirmed in the updated ICOM definition approved last August in Prague: *A museum is a not-for-profit, permanent institution in the service of society that researches, collects, conserves, interprets and exhibits tangible and intangible heritage. Open to the public, accessible and inclusive, museums foster diversity and sustainability. They operate and communicate ethically, professionally and with the participation of communities, offering varied experiences for education, enjoyment, reflection and knowledge sharing.***

The study session, moderated by **Professor Pierluigi Sacco**, scientific curator of *Open Doors*, and introduced by **Francesca Bazoli**, president of Fondazione Brescia Musei and **Stefano Karadjov**, director of Fondazione Brescia Musei, will include speeches by **Antonio Camurri**, scientific director of Casa Paganini Genova (*Culture and technology at the service of wellbeing: the Casa Paganini experience*), **Carolyn Christov-Bakargiev**, director of Castello di Rivoli (*Art, care and health*), **Giovanna Melandri**, president of Fondazione MAXXI (*Museums and health: the MAXXI experience*), **James O. Pawelski**, director of Positive Psychology Center, University of Pennsylvania (*The museum as a place of flourishing*), **Tijana Palkovljević Bugarski**, director of The Gallery of Matica Srpska (*Museums and disabilities: the Gallery of Matica Srpska experience*), **Catterina Seia**, president of the CCW Cultural Welfare Centre (*Cultural welfare as a new theme of regional policies*).

The human neuroendocrine system, and probably even our epigenetics, are extraordinarily sensitive to experiences of meaning that produce a strong cognitive and emotional response, and museums may become new and fundamental allies of institutions and other organisations dedicated to care. Art and beauty literally sculpt and caress our brains. A museum can therefore become not so much a space for healing in the literal sense of the word, but a place where we can develop an awareness of how important culture is for our mental health and our psychophysical balance – an awareness that is particularly necessary in this problematic post-pandemic moment in which all of humanity must recover from a post-traumatic shock of a magnitude never before experienced in history. If museums can play this role effectively and credibly, museums will acquire unprecedented social centrality.

*“The Open Doors. Participatory Museums Today series continues with a new and all-important element defining the framework of our talks: on 26 August in Prague the new definition of museum approved in Prague on 26 August that specifically includes the concept of participation,”* affirms **Francesca Bazoli President of Fondazione Brescia Musei**, who

continues: *“This further highlights the international salience of the theme we have chosen for this intensive series of talks with over 50 national and international lecturers for the presentation of the best case histories of museums as key players in creating communities, in line with the principles of the Faro Convention that has been recently ratified by Italy as well. Therefore it is of great interest for the Italian public to further explore with the expert lecturers of today a crucial theme such as the relationship between a museum’s cultural offer, health and wellbeing. Other three talks, pivotal to understand the many facets of this new idea of museum will follow until November.”*

*“Open Doors. Participatory Museums Today with today’s talk explores one of the most relevant themes of the concept of participation in museums: how much museums may be spaces to cultivate wellbeing, where culture and technology come into play in defining a context that improves life quality, that is inclusive and where thanks to art people can heal,” declares **Stefano Karadjov Director of Fondazione Brescia Musei**. “Over the last decade these themes have been addressed more and more often. Fondazione Brescia Musei with the most prominent lecturers on the subject and with the extraordinary hospitality of the major expert on the subject of the relationship between museums and wellbeing, Professor James O. Pawelski from the University of Pennsylvania, offers a complete platform of analysis where Italian experiences meet international experiences in a context acknowledging the museum’s ever-growing centrality in the definition of a city’s cultural welfare policies.”*

*“The theme of the relationship between culture and health is becoming more and more central, not only within cultural policies, but also in welfare policies. Museums today are among the most interesting and promising fields of experimentation – underlines **Pierluigi Sacco, the curator Open Doors, Full Professor at the Gabriele d’Annunzio University of Chieti – Pescara, and former Visiting Professor at Harvard University**. With this talk Fondazione Brescia Musei takes stock of the status of these practices and especially of the future developments inviting some of the most important international experts.”*

**Wednesday 28 September the talk will be attended by the 10 winners of the Call to Action organised by NEMO Museums and Wellbeing. The members of the group will have the chance to take part in a day dedicated to learning and active training exploring how museums may become fundamental allies of all those organisations dedicated to care, wellbeing and personal growth.** In addition to the 28 September session, the guests, representatives of various European museums, will have the opportunity to visit the Santa Giulia Museum, Brixia. Archaeological Park of Roman Brescia and Pinacoteca Tosio Martinengo, and join a round table discussion at 3.30 pm at the Pinacoteca moderated by Federica Novali, coordinator of the Educational Activities and Public Engagement sector of Fondazione Brescia Musei.

**The *Open Doors* talk may be attended in person at the Santa Giulia Auditorium in Brescia by booking at [cup@bresciamusei.com](mailto:cup@bresciamusei.com), and online, after registering on the Fondazione Scuola dei beni e delle attività culturali’s distance learning platform at [fad.fondazione scuolapatrimonio.it](http://fad.fondazione scuolapatrimonio.it).**

**Participation is open to the public and free of charge.**

All talks will be simultaneously translated into Italian, English and LIS (Italian Sign Language). Participants can register for all talks or for individual sessions.

**All participants will receive a certificate of attendance issued by the Fondazione Scuola dei beni e delle attività culturali.**

**The next talk in the series is scheduled for Wednesday, 19 October and is entitled *Participation to help us be creative*.**

***Open Doors* is a project organised by Fondazione Brescia Musei in collaboration with Fondazione Scuola dei beni e delle attività culturali and NEMO – Network of European Museum Organisations, under the patronage of the Italian Ministry of Culture; ICOM Italia – International Council of Museums; Federculture; Associazione Mecenate 90; Centro Universitario Europeo per i Beni Culturali di Ravello (SA); ANCI – Associazione Nazionale Comuni Italiani; AICI – Associazione delle Istituzioni di Cultura Italiane; Associazione Abbonamento Musei; Accademia Tedesca di Roma Villa Massimo.**

**The curatorship of the *Open Doors* project is entrusted to Professor Pierluigi Sacco, Full Professor at the Gabriele d’Annunzio University of Chieti-Pescara and former Visiting Professor at Harvard University. Sacco has identified **eight key areas**, through which in the light of current national and international experiences, we can examine the paths that must be explored to transform museums into authentic spaces of social exchange based on active participation: ***Cohesion and Social Connection; Empowerment; Education; Diversity; Wellbeing and Healing; Creativity and Expression; Co-creation; Engagement and Problem Solving.*****

**Fondazione Brescia Musei** is a public-private foundation chaired by **Francesca Bazoli** and directed by **Stefano Karadjov**. Fondazione Brescia Musei also includes the following institutions: **Santa Giulia Museum, Brixia. Roman Brescia Archaeological Park, Luigi Marzoli Arms Museum, Leonessa d’Italia Risorgimento Museum, and Cinema Nuovo Eden.** Together with the **Pinacoteca Tosio Martinengo**, Fondazione Brescia Musei is the leading institution of the **Nineteenth-Century Lombard Art Network**, a network of institutions dedicated to the Lombard nineteenth century that was founded in 2004 and reactivated in 2019 with the support of Regione Lombardia.

Brescia, 26 September 2022

**OPEN DOORS. PARTICIPATORY MUSEUMS TODAY**

***PARTICIPATION FOR WELLBEING***

Brescia, Santa Giulia Auditorium and online on the platform of the Fondazione Scuola dei beni e delle attività culturali [fad.fondazione scuolapatrimonio.it](http://fad.fondazione scuolapatrimonio.it).

**Wednesday, 28 September 2022, 4.30 pm**

Participation is open to the public and free of charge

Participants attending in person must register at: [cup@bresciamusei.com](mailto:cup@bresciamusei.com)

Participants attending online must register at [fad.fondazione scuolapatrimonio.it](http://fad.fondazione scuolapatrimonio.it)

All talks will be simultaneously translated into Italian, English and LIS (Italian Sign Language) and will be made available on the [fad.fondazione scuolapatrimonio.it](http://fad.fondazione scuolapatrimonio.it) platform.

For further information:

[www.bresciamusei.com](http://www.bresciamusei.com)

#### **UPCOMING TALKS**

- 19 October, 4.30 pm  
*Participation to help us be creative*
- 9 November, 4.30 pm  
*Participation as co-creation*
- 23 November, 4.30 pm  
*Participation as a solution to collective problems*

#### **Press Office**

***Open doors. Participatory Museums Today***

**CLP Relazioni Pubbliche**

Clara Cervia | T. +39 02 36755700 | [clara.cervia@clp1968.it](mailto:clara.cervia@clp1968.it)

**Fondazione Brescia Musei**

Francesca Raimondi | T. +39 3318039611 | [raimondi@bresciamusei.com](mailto:raimondi@bresciamusei.com)

**Fondazione Scuola dei beni e delle attività culturali**

**Comin and Partners**

Rachele Mannocchi | T. +39 3498470454 | [rachele.mannocchi@cominandpartners.com](mailto:rachele.mannocchi@cominandpartners.com)

**NEMO – The Network of European Museum Organisations**

Rebecca Thonander | [thonander@ne-mo.org](mailto:thonander@ne-mo.org)