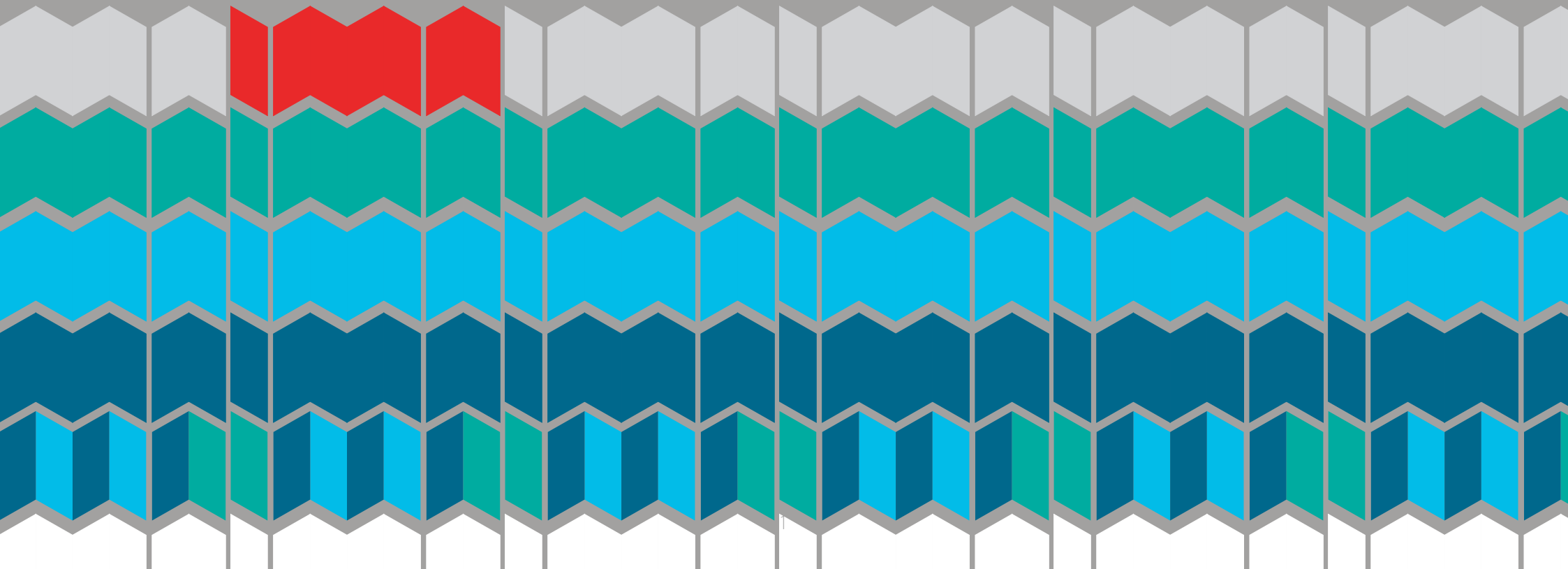

Transforming Future Museums: International Museum Academy Greece





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Welcome

Among the many factors that will shape the future of museums there will be the knowledge, creativity and enthusiasm of those who work in the sector. Their vision will allow museums to become even more relevant and important. We believe that the International Museum Academy can underpin that vision by giving museum professionals real opportunities to increase their practical knowledge and to obtain new skills while at the same time building links which are more international and which encourage fresh perspectives.

In the British Council we aim to promote a culture of sharing and of creating mutually beneficial partnerships and that aim is at the heart of the IMA. During the current socio-economic conditions in Greece, building such partnerships is more vital than ever. This is why we consider our collaboration with Stavros Niarchos Foundation so important.

With this programme we not only want to offer an experience which is of benefit to individuals but we wish to facilitate vital discussion among all who participate. The debates will be about many issues and challenges, about making museums more resilient and sustainable and about attracting more diverse audiences and being innovative.

Our programmes in the British Council are designed to be outward looking and inclusive and these principles will be reflected in the activities of the IMA. Many of the topics for discussion will also undoubtedly relate to broader issues of cultural relations, such as the extent to which social and educational purpose can blend with entrepreneurial ways of thinking and how museums can function as cultural networks for wider audiences.

In an ever-changing environment the arts and cultural heritage must have an even more important role to play in building connections and encouraging openness. That is where the IMA can play a role, offering a real opportunity to share specialist knowledge, experience and ambition, delivering value and impact and helping to create a dedicated museum community focused on the future.

Tony Buckby

Director, British Council Greece



Welcome

The International Museum Academy will provide arts and cultural heritage professionals in Greece with the practical skills and knowledge necessary to increase the sustainability and growth of the museum sector.

In April 2016, The British Council commissioned research to further explore the specific skills needs prevalent across the museum sector in Greece. As a result, the International Museum Academy: Transforming Future Museums Programme in Greece is a response to the following identified needs indicated in the research:

- Project Management
- Developing Exhibitions
- Fundraising and Income Generation
- Audience Development

Each of the courses will be taught by revered UK experts from the museum sector and participants will benefit from a unique learning experience, gaining the best of UK expertise within an international context. Courses are designed to combine theoretical and practical sessions, opportunities for best practice exchange as well on-line mentoring and follow-up support.

The alumni of the International Museum Academy in Greece will join a new network of cultural, arts and heritage professionals.

We are delighted to be launching this ambitious programme in Greece and hope this will form the foundations of a new museum infrastructure in Greece which will continue to grow and prosper for many years to come.

Simon Dancey

Global Director, Cultural Skills



Foreword

Museum professionals around the world need an increasingly wide variety of skills. They need to listen and to speak, they need to refresh their knowledge and re-visit through the lenses of their experience their vision and beliefs. They need to become aware of new trends and ideas, to acquire new competences and to be inspired and engaged.

The Hellenic Committee of ICOM encourages and supports all efforts to provide museum professionals in Greece with an opportunity for all the above and even more: a creative international dialogue that will allow for stronger professional confidence, empowered museum professionals, openness, collaboration and innovation.

It is only through these qualities that the museum field in Greece can develop, that awareness about the importance of heritage and the arts can be raised and that museums and other heritage attractions can take the position they deserve, i.e. not as repositories of precious artifacts, but as hubs of cultural and social dialogue, creation, learning and inspiration for all generations, for local communities and tourists, for today and for the future.

“Transforming Future Museums: International Museum Academy” is a programme that brings a unique opportunity to develop innovative activities and synergies into the museum and cultural sector. We endorse this initiative and we believe that it will generate a unique platform for dialogue that will contribute to open new pathways and potentials into the museum sector in Greece.



Alexandra Bounia

Chair of the Board, ICOM Greece

About the Transforming Future Museums Programme

Museums and galleries in Greece are experiencing an unprecedented growth and rapid change. These changes accelerate the need to train a new generation of museum leaders. In response to this need, the British Council is launching the **Transforming Future Museums** (January 2016 – July 2018), an intensive professional development programme designed to boost the museum and heritage sector in Greece by enabling it to respond to the challenges and possibilities of a new era.

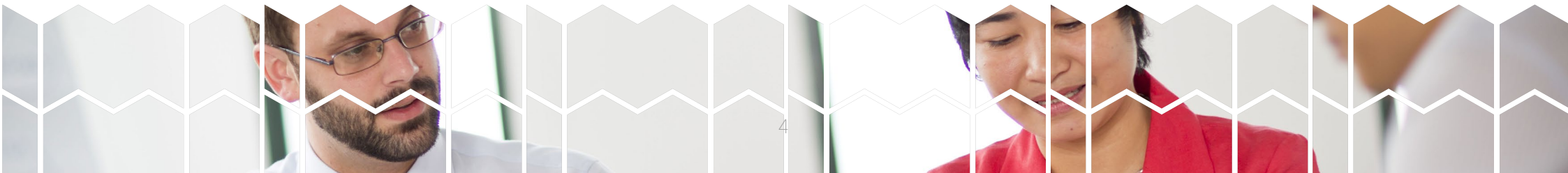
The programme will offer to both organisations and individuals the necessary support and tools to test out new ways of working, to build tactical collaboration channels, and to generate long-term working relationships based on peer-to-peer learning and exchange of good practices. Core part of the programme is the **International Museum Academy**, taking place in Athens and **Thessaloniki –in October and November 2016 and 2017.**

The programme kicked off with an in-depth research that was conducted by the British Council (January – March 2016) focusing specifically on skills gaps and shortages in the museum and heritage sector in Greece. The findings of this research have informed the development of the training programme, so that it is 100% relevant and tailored to meet the needs of the sector.

In addition to the courses of the International Museum Academy, main programme events include:

- Delivery of the IMA courses in five regional cities across Greece, with a strong heritage scene that will pull together a number of museum professionals based in that region.
- International study tour, museum visits and meetings with industry experts as well as the opportunity to take part in Europe's leading museum and heritage events.
- Exchange of short work placements in Greece and the UK.
- Creation of a new, national, peer-to-peer network of museum professionals in Greece.
- Opportunities to meet-up regularly in conferences, symposia, panel discussions and activities that will facilitate dialogue among professionals of the sector.

The programme aims to equip museum and cultural heritage professionals with the skills and knowledge that are necessary to increase the sustainability and growth of museums and galleries in Greece, to secure their resilience and to expand on synergies both with stakeholders and fellow cultural organisations.



International Museum Academy

The first International Museum Academy will take place in Athens (12 – 23 October 2016) and in Thessaloniki (2 – 13 November 2016) and it is comprised of four different, five-day modular courses in:

- Project Management for Museums
- Developing Exhibitions
- Fundraising and Income Generation
- Audience Development

Participants will be exposed to the various opportunities and challenges of the museum work, develop their skills, disseminate best practice, increase specialist knowledge and get in touch with contemporary trends of the sector. Courses are carefully shaped to enable a collaborative space of peer-to-peer learning and to ensure participants can immediately apply and share their newly obtained knowledge and skills within their organisations.

Revered UK tutors and museum experts, supported by a mix of Greek and international museum professionals, will work closely with the participants in a collaborative environment on relevant case studies, share their expert insight, offer one-to-one sessions and give feedback when projects are presented.





International Museum Academy

Who is the professional training for?

The courses are especially designed for emerging, but also experienced professionals working in the museum and cultural heritage in Greece, who wish to:

- Develop their existing skills and expand on their knowledge
- Acquire new skills on their area of expertise
- Connect with fellow museum professionals, exchange ideas, learn from each other and create a strong network of peer-to-peer support
- Update themselves on current international trends in the museum sector and gain access to a unique depository of resources and opportunities
- Explore unconventional ways of working that show potential for real social impact (on a local and national level)
- Formulate creative solutions for a sustainable development of their organisations, communities and museums
- Experiment, seize new opportunities, have entrepreneurial spirit and the courage to take risks and fail forward

Course Objectives:

The courses are especially planned to:

- Equip museum professionals with relevant up-to-date skills to respond to the needs, opportunities and challenges of tomorrow
- Encourage openness, collaboration and innovation, and allow for risk taking and failure
- Provide participants with access to UK sector expertise and networks
- Broaden the vision and strengthen the professional confidence of the museum workforce to empower them to become agents of change within their organisations and shape the future
- Build confidence in participants to apply newly acquired skills and methods of working in their own contexts
- Establish new connections, form collaborations and relationships among participants.

Course duration:

Each five-day course will be delivered face-to-face in English and will typically run on Wednesday to Friday from 17.00 – 21.00 and on Saturday and Sunday from 10.00 – 18.00.

Three and six months following completion of the courses, mentoring sessions via Skype will be offered to discuss and evaluate progress and the implementation of new ideas and working methods as a result of the training.



Project Management

**Athens 12 – 16 October 2016
(National Museum of Contemporary Art, Athens)**

**Thessaloniki 2 – 6 November 2016
(Museum of Photography)**

Whether creating a new exhibition or programme, undertaking a conservation project or developing major capital development, effective project management is necessary to deliver successful projects – to time, to budget and meeting the needs of audiences and stakeholders.

Drawing on a broad range of case studies, Sara Hilton has created an engaging programme that will include seminars, practical workshops, guest lectures and participatory sessions. With content grounded in real-life experience and practical skills, delegates will gain insight, understanding and confidence in the tools for effective project management.

The course will provide participants with the tools and insight to:

- Understand the core principles of project management
- Explore the skills for effective project leaders
- Develop robust project teams and structures
- Create a clear project vision and objectives document
- Agree actions and deadlines to keep the project on track
- Monitor progress against programme and budget
- Understand and communicate effectively with project stakeholders
- Understand the importance of clear milestones and a robust approval process
- Identify, prioritise and manage project risk
- Develop a lessons-learnt approach to ensure continuous improvement in project delivery within your organisation

Course tutor: Sara Hilton

Sara has in-depth experience of project management across the museum sector. She was Director of Projects at National Museums Liverpool from 2002 – 7 and until recently was Head of the Heritage Lottery Fund in the North West of England, overseeing a wide project portfolio.

Athens and Thessaloniki guest speaker:

Elpiniki Psalti, Major Exhibitions Project Manager,
Museum of London



Developing Exhibitions

**Athens 12 – 16 October 2016
(Benaki Museum, Piraeus Building)**

**Thessaloniki 2 – 6 November 2016
(State Museum of Contemporary Art)**

The course will include seminars, one-to-one tutorials, presentations, case studies and written reports designed for museum professionals who specialise in developing exhibitions. At the end of the course, participants will have the opportunity to gain valuable insights into current approaches to permanent collections, temporary and touring exhibitions, methods to improve accessibility and deliver effective museum interpretation.

More specifically, the course will include sessions on:

- Managing contemporary exhibitions
- Temporary exhibitions
- Touring exhibitions
- Refreshing permanent collection displays
- Improving accessibility
- Identifying audiences and narrative
- Delivering effective museum interpretation

Course tutor: Susan Lord

Susan has worked primarily with collections, curating exhibitions, contributing towards curatorial and collections management policies, and leading on accreditation bids and grant applications. She is a Curator at Bury Art Museum and Sculpture Centre and she has taught at the Manchester Metropolitan University.

Athens guest speakers:

Irini Papadimitriou, Digital Programmes Manager, Victoria and Albert Museum, London

Fiona Philpott, Director of Exhibition, National Museums, Liverpool

Thessaloniki guest speakers:

Irini Papadimitriou, Digital Programmes Manager, Victoria and Albert Museum, London

Myra Brown, Head of Art Gallery Exhibitions, National Museums, Liverpool



Fundraising and Income Generation

**Athens 19 – 23 October 2016
(Benaki Museum, Piraeus Building)**

**Thessaloniki 9 – 13 November 2016
(Museum of Byzantine Culture)**

In the current economic climate it is essential that museums and galleries in Greece re-think the way they run their organisations. New sources of income must be considered to ensure that the essential services provided by the sector can be maintained and developed for the long-term benefit of individual communities and society as a whole. This course will support those who wish to develop their fundraising and income generating skills.

More specifically, the course will include sessions on:

- Understanding the core principles of fundraising and the fundraising mix
- Developing and managing a tailored fundraising/ income generation plan
- Identifying effective fundraising relationships
- Developing solutions and proposals of value to funders and supporters
- Developing teams and organisations to support the fundraising/ income generating effort
- Gaining essential insights into making the best use of limited resources

Athens course tutor: Anita Van Mil

Anita is a Freelance Museum and Culture Consultant. She was previously Senior Policy Officer and Deputy Director at the Netherlands Museums Association.

Thessaloniki course tutor: Henrietta Hopkins

Henrietta is Freelance Museum and Cultural Heritage Consultant. She was previously Head of International Issues and Strategic Marketing at the Museums, Libraries and Archives Council, Hon. Secretary of the International Council of Museums (ICOM) in the UK. She is a founding member of Museums Marketing Group.

Anita and Henrietta founded in 2005 Hopkins Van Mil. Their team has built capacity on fundraising, income generation and audience development for over 200 organisations reaching over 450 individuals in the UK and internationally.

Athens and Thessaloniki guest speakers:

Tamalie Newbery, Executive Director, Association of Independent Museums

Richard Evans, Director, Beamish Museum



Audience Development

**Athens 19 – 23 October 2016
(National Museum of Contemporary Art, Athens)**

**Thessaloniki 9 – 13 November 2016
(State Museum of Contemporary Art)**

This course will provide participants with the inspiration, knowledge and practical tools needed to develop audiences for a museum. Participants will hear ideas and examples of some of the best audience development approaches from both British and Greek Museums, along with resources, models and tools they can apply in their own organisation. Joining peers from other museums, participants will share their experiences and develop their practice together in a collaborative learning network.

Sessions will offer to the participants the opportunity to:

- Understand the principles of effective audience development, and how to apply them in your museum
- Be able to create an audience development plan for your museum
- Recognise how to identify, engage and sustain audiences
- Develop communication skills
- Understand how to reach new audiences, including local communities
- Use digital tools to engage audiences
- Work effectively with volunteers

Course tutor: Sarah Boiling

Sarah is a freelance cultural consultant specializing in audience development. She spent eight years as Deputy Director of the Audience Agency, supporting a wide range of cultural and heritage organisations to understand and grow their audiences.

Athens and Thessaloniki guest speaker:

Esmé Ward, Head of Learning and Engagement at Manchester Museum and the Whitworth Art Gallery



Benaki Museum

www.benaki.gr



ΜΟΥΣΕΙΟ ΜΠΕΝΑΚΗ
BENAKI MUSEUM

Unique in presenting Greek civilization in all its expressions, in dialogue with world cultures and with contemporary art, the Benaki Museum, the most active museum in Greece, comprises six museums, five active research centres and a rich library. It safeguards over 500,000 exhibits that cover mainly Greek art and material culture (prehistoric to modern) as well as European, Islamic, Pre-Columbian, African, Chinese and Asian art. The Museum further preserves and displays rare artworks, documents, photographs and archives relating to Photography, Architecture, History, Theatre, Music, Literature and Childhood. With at least 20 temporary exhibitions and over 600 events per year, the Museum welcomes over 150,000 visitors per year, offering a wide range of educational and cultural activities for all ages.



National Museum of Contemporary Art

www.emst.gr

EMST MINISTRY OF CULTURE AND SPORTS
NATIONAL MUSEUM OF CONTEMPORARY ART

The National Museum of Contemporary Art, Athens (EMST) began its operation in 2000. The long deserted Fix brewery, a remarkable industrial building in the centre of Athens was selected as the permanent house of EMST, it has been reconstructed and it is expected to open to the public soon. Utilizing the period of mandatory testing prior to its final operation and pending the completion of the procedures that will lead to its inauguration, EMST realizes a series of artistic events, under the general title PROLOGUES (PROLEGOMENA), which aim firstly at the development of synergies with Greek and international institutions of related purpose and secondly at the acquaintance of the public with its new building.

Since September of 2008 and until the completion of its permanent home, EMST was hosted at the building of the Athens Conservatory in the center of Athens. Before that, EMST presented its exhibitions and activities in different venues around the city of Athens, such as the Athens Concert Hall and the Athens School of Fine Arts and it has also presented exhibitions and other activities at different public spaces around the city. The collection of the Museum consists of art works by important Greek and international artists such as Stephen Antonakos, Vlassis Caniaris, Chryssa, Mona Hatoum, Ilya and Emilia Kabakov, Nikos Kessanlis, Jannis Kounellis, Shirin Neshat, Bill Viola, Lucas Samaras, Costas Tsoclis, Emily Jacir and others and it is constantly enriched.



(c) Spiros Rekounas

State Museum of Contemporary Art - Centre for Contemporary Art

www.cact.gr

The Contemporary Art Centre of Thessaloniki is an independent part of the State Museum of Contemporary Art. It supports all forms and kinds of innovative artistic activity.

The CACT pays close attention to social realities and stay abreast of international trends in contemporary art. We share the hopes and concerns of the artist; we participate in networks exchanging cultural products and experience; we seek to support young artists in their first professional endeavours, offering a platform to showcase their work and back it up with theoretical documentation. We plan and implement our own in-house productions, undertaken in a generous, open-minded spirit without a priori exclusions or exclusivities; we seek productive collaborations which will serve the shared objective of a multi-faceted support for, and promotion of, the arts.

Key aims of the CACT:

- to enlarge the public audience for the arts
- to support conventional exhibitions with a variety of parallel actions
- to educate various age and social groups
- to stage artistic actions in the public space



Museum of Photography

www.thmphoto.gr

HELLENIC MINISTRY OF
CULTURE & SPORTS

THESSALONIKI
MUSEUM
OF PHOTOGRAPHY

The Thessaloniki Museum of Photography is the sole museum dedicated to the art of photography in Greece and is supervised by the Ministry of Culture and Sports. It organizes every two years an international photography festival and its activity covers a national span, while it has undertaken important initiatives regarding Greek photography on an international level. The Museum was founded in 1998 and was seated in Warehouse A on the First Pier of the Port of Thessaloniki in 2001.

The Museum activities have a three-fold goal:

- collecting, documenting and promoting its permanent historical and contemporary photography collection
- organizing and curating exhibitions and publications which study the photographic art and its numerous applications and multifaceted impact on societies
- developing educational activities through which the public of all ages becomes familiar with the technical secrets of the image as well as the challenges stemming from the age of the image.



(c) Vassilis Pandelidis



Museum of Byzantine Culture

www.mbp.gr

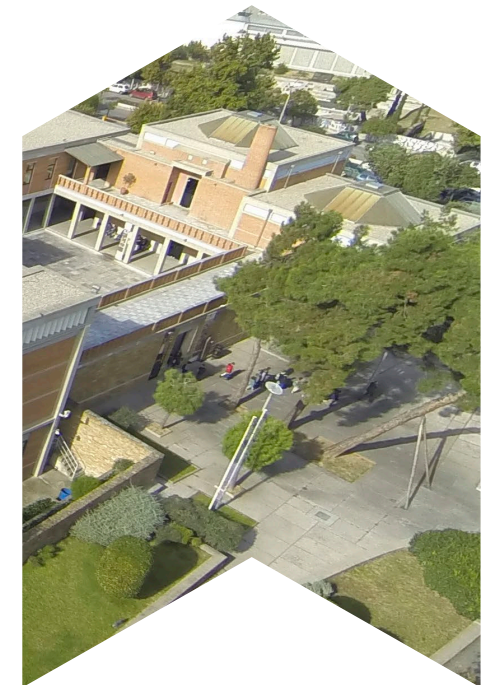
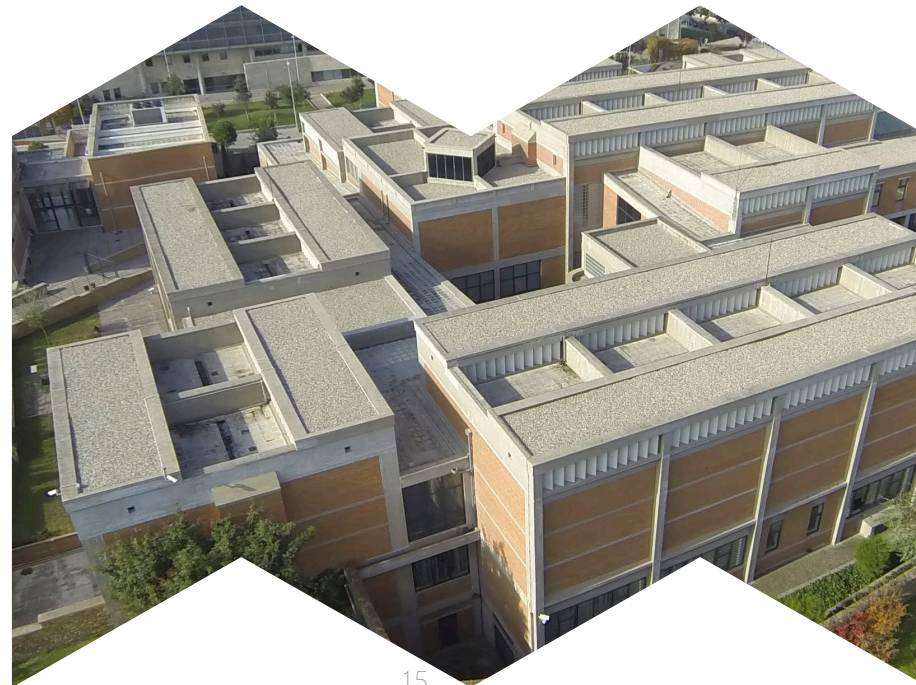
ΜΟΥΣΕΙΟ
ΒΥΖΑΝΤΙΝΟΥ
ΠΟΛΙΤΕΜΟΥ



MUSEUM
OF BYZANTINE
CULTURE

Opened in 1994, the Museum of Byzantine Culture is housed in a listed monument, an edifice constructed from 1989 to 1993 and designed by the awarded architect and artist Kyriakos Krokos. The permanent museum exhibition, presented in eleven halls, was completed between the years 1997 and 2004. It showcases original exhibits accompanied by informative material and new media installations in order to unfold the various aspects of the Byzantine and Post-Byzantine culture. The Museum also includes conservation laboratories and archaeological material storerooms, an area for educational programs, a separate wing for temporary exhibitions, a multi-purpose hall, two auditoria, a museum shop and a cafe-restaurant.

The total of its activities, educational, cultural and publishing, mark an exemplary center of preservation, research and promotion of our cultural heritage. It is noteworthy that the museum was awarded the Council of Europe Museum Prize for 2005, (following the concurrent recommendation of the Council's Committee for Culture, Science and Education) – a distinction given for the first time to a Greek public museum.



Entry Requirements and How to Apply

Applicants should be:

- Mid-career museum or gallery professionals with a minimum of three years experience
- Able to demonstrate a high level of written and spoken English (equivalent to a minimum IELTS score of 6.5 overall with 7.0 in the writing module).
- Able to work in teams and diverse groups
- Open to new experiences and to apply the learning in their respective organisations
- Comfortable with public speaking
- Able to have an impact on their institution's strategy and/or programming

How do I apply?

To apply, please complete an online application form:

www.britishcouncil.gr/en/events/transforming-future-museums

by no later than 18 September 2016. Applications will be assessed by an expert panel. Applicants will be notified of the outcome of their application at least two weeks prior to the course start date.

Once participation in the course has been confirmed, participants will be sent instructions for how to pay their registration fee.





Certification and Support

Participants will be given an International Museum Academy certificate of completion and recognition of learning, which will be endorsed by the British Council.

Courses will take place at the following locations:

Athens

Benaki Museum

138 Pireos Street & Andronikou
118 54 Athens

National Museum of Contemporary Art (EMST)

Kallirrois Avenue & Frantzi Street
117 43 Athens

Thessaloniki

State Museum of Contemporary Art (KMST)

Center of Contemporary Art, Port of Thessaloniki
(Warehouse B1)

Museum of Photography

Port of Thessaloniki (Warehouse A)
3 Navarchou Votsi Street
546 24 Thessaloniki

Museum of Byzantine Culture

2 Stratou Avenue 546 40 Thessaloniki

All courses will be **five days** in duration and will run:

Wednesday – Friday from 17.00 – 21.00

Saturday – Sunday from 10.00 – 18.00

Registration Fees:

€25 per course to be paid in advance

General Conditions

- We reserve the right to make changes to the course content and programme details.
- Places cannot be guaranteed until registration fees have been paid.
- Registration fees must be paid no later than five days before the start of the course.
- No refunds will be made after the course has started.
- The maximum number of participants per course will not exceed 18
- Participants are required to attend the full five days of the courses.

Contact

For advice about applications or any questions about the programme and the courses, please visit our website:

www.britishcouncil.gr/en/events/transforming-future-museums

Email: dimitra.gkitsa@britishcouncil.gr

Telephone: 210 3692358



About the British Council

The British Council is the UK's international organisation for cultural relations and educational opportunities. We create international opportunities for the people of the UK and other countries and build trust between them worldwide.

Our 7,000 staff in more than 100 countries work with thousands of professionals and policy makers and millions of young people every year through English, arts, education and society programmes. We are a UK charity governed by Royal Charter. All our work is in pursuit of our charitable purpose and creates prosperity and security for the UK and the countries we work in all around the world.

The Cultural Skills' purpose is to build sustainable cultural skills programmes that will ensure the cultural sector of the UK and other countries is equipped with highly skilled workers who can contribute to economic, social and cultural benefit.

www.britishcouncil.gr

Facebook: /BritishCouncilGreece

Twitter: @CulturalSkills

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ΙΔΡΥΜΑ ΣΤΑΥΡΟΣ ΝΙΑΡΧΟΣ
STAVROS NIARCHOS
FOUNDATION



Partners

Benaki Museum



National Museum of Contemporary Art (Athens)



State Museum of Contemporary Art – Centre of Contemporary Art



Museum of Photography



Museum of Byzantine Culture



National Art Gallery– Alexandros Soutzos Museum



Museum of Cycladic Art



City of Athens Cultural, Sport & Youth Organization (OPANDA)



With the support of: ICOM



Under the Auspices of:

Ministry of Culture



City of Athens



City of Thessaloniki

