

PROGRAMME

The great power for tourist attraction of our cities towards the demands and necessities of the local audiences in culture. A relationship of love and hate?

THURSDAY 19 APRIL

9 am DELEGATE REGISTRATION

9.30 am WELCOME AND INTRODUCTORY SESSION:
TOURISMS VS LOCAL AUDIENCES

The challenge to fill up the cultural institutions thanks to the tourist audience coming to the city but at the same time be close to the local audience and be valuable to influence them in their cultural behaviour.

Speakers:

Pepe Serra, Museu Nacional d'Art de Catalunya
Marta Beck-Domzalska, Eurostat
Dolors Vidal, Universitat de Girona

11 am - 11.30 am COFFEE BREAK

11.30 am BIG MUSEUMS FOR LOCAL AUDIENCES

How big museums, with mainly a tourist audience, are capable of orienting, adapting and managing their offer, contents and services to the necessities and expectations of the local audience. The cases of Louvre Museum and Prado Museum.

Speakers:

Anne Krebs, Louvre Museum
Marina Chinchilla, Museo del Prado

1 pm - 2 pm LUNCH

2 pm PRICING STRATEGIES IN TIME OF CRISIS

Debate focused on the increasing need of generating income opportunities and reaching big audiences with discounts and free entrance. Cases from Barcelona and Rotterdam.

Speakers:

Marta Clari, Institut de Cultura de Barcelona
Cynthia Dekker, Rotterdam Festivals
Jorge Bernárdez, Poble Espanyol

3.30 pm FROM USER TO CLIENT

Recent change of paradigm in cultural habits among European citizens, and how build up valuable and closer relationship with our public. Mercat de les Flors and Palau de la Música will explain their experience using CRM.

Speakers:

Pepe Zapata, Mercat de les Flors
Gemma Canadell, Palau de la Música

5 pm OPTIONAL VISIT TO LA PEDRERA (CASA MILÀ)

Previous inscription.

7.30 pm OPENING OF THE EXHIBITION GOMIS AT THE
FUNDACIÓ JOAN MIRÓ

All delegates are welcome.

FRIDAY 20 APRIL

9.30 am TOURIST CITIES FOR LOCAL AUDIENCES

How different cities have come up, through innovative projects, to reach local audiences in culture. The cases of Bruges, Amsterdam and Madrid.

Speakers:

Steven Slos, City of Bruges
Paul Mosterd, Hermitage Amsterdam
Berta Sureda, Museo Nacional Centro de Arte Reina Sofía

11 am - 11.30 am COFFEE BREAK

11.30 am CULTURAL INSTITUTIONS TAKE THE STREET

Projects that have as objective to bring the cultural programmes out in the streets, like the case of the National Gallery of London, the Museu Nacional d'Art de Catalunya in Barcelona and Madrid, and the Barcelona Jazz Festival.

Speakers:

Elisabet Pueyo, Museu Nacional d'Art de Catalunya
Tito Ramoneda, Barcelona Jazz Festival
Karen Bath, National Gallery of London

1 pm CONCLUSIONS

PRACTICAL INFORMATION:

DATES Thursday 19 (9 am to 6.30 pm) and Friday 20 (9 am to 2 pm) April 2012

VENUE La Pedrera (UNESCO World Heritage Site in Barcelona, www.cxlapedrera.com)
Paseo de Gracia, 92. 08008 Barcelona

LANGUAGES Spanish and English (there will be simultaneous translation)

INSCRIPTION RATE 75€ (includes translation, coffee and lunch on Thursday). Inscriptions at Institut d'Humanitats de Barcelona (send an e-mail at cursos@cccbb.org)

WEB www.audienceseurope.net



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