



WEBINAR

Coronavirus (COVID-19) and museums: impact, innovations and planning for post-crisis

10 April 2020 | 14.00-15.30 CET

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Along with the tourism industry, cultural and creative sectors are among the most affected by the current coronavirus (Covid-19) crisis

The current crisis is particularly critical for cultural and creative sectors due to the sudden and massive loss of revenue opportunities, especially for the more fragile players. Some actors benefit from public support (e.g. public museums, libraries, theatres) but may experience significant budget shortfalls. The sector includes major multinational companies with sustainable revenues (e.g. Netflix), but many small companies and freelance professionals essential for the sector could face bankruptcy. This crisis creates a structural threat to the survival of many firms and workers in cultural and creative production.

Today, more than ever, the importance of culture and creativity for society is clear. The availability of cultural content contributes to mental health and well-being, and many cultural institutions have provided online and free content in recent weeks for that purpose. Sustainable business models during and after the initial crisis are imperative for the sector's survival. Leaving behind the more fragile part of the sector could cause irreparable economic and social damage. The current challenge is to design public supports that alleviate the negative impacts in the short term and help identify new opportunities in the medium term for different public, private and non-profit actors engaged in cultural and creative production.

This webinar will gather representatives of the museum community, local and national governments to review:

- The short and long-term impacts of the current crisis on museums
- The innovative solutions put in place by museums across countries
- The policy supports put in place by national and local governments to alleviate the short and long-term effects of the crisis on museums and their broader ecosystems. What is still needed?

SPEAKERS



Mattia AGNETTI is the Executive Secretary at Fondazione Musei Civici di Venezia (MUVE), Italy. The Venetian Civic Museums are managed and promoted by the Fondazione Musei Civici di Venezia, a network of 11 Museums located throughout the city centre and the Venetian lagoon islands. Every year approx. 2.000.000 people attend and visit the permanent collections and historical buildings as well as the temporary exhibitions.



Nathalie BONDIL is the Director General and Chief Curator of the Montreal Museum of Fine Arts since 2007. Under her leadership, attendance has doubled over the last ten years to reach 1.3 million visitors (2017), making it the first most visited art museum in Canada, the 8th in North America and 49th in the world. Nathalie has programmed original multidisciplinary exhibitions that are also very successful on the international scene (35 cities in ten years).



Inkyung CHANG is the Founding Director of the Iron Museum, Republic of Korea, a former member of the ICOM Executive Board and member of the Committee for Museum Definition, Prospects and Potentials (MDPP 2). She is member of the Editorial Board of International Journal of Intangible Heritage and President of the Choonbuk Provincial Museum Association (2016~2021).



John DAVIES is a research fellow focusing on the digital and creative economy. He is interested in the interface of economics, digital technology and data, particularly in the domains of creative activity and places, and in the use of social media and web scraped data. John is also on the Intellectual Property Office's research advisory committee and served on the steering group of the British Academy's Where we live now project into place based policymaking.



Maciej HOFMAN works as a Policy Officer at the European Commission's Directorate-General for Education and Culture, where he is responsible for managing initiatives related to the role of culture in cities and regions, access to culture via digital means as well as support to cultural and creative sectors. Before coming to Brussels in 2015, he worked at the Polish Ministry of Culture and National Heritage on bilateral and EU cultural cooperation.



Peter KELLER is the Director General of the International Council of Museums (ICOM) since 2017. He was Treasurer of the association before, as well as board member of the National Committee ICOM Austria and secretary of the International Committee of Historic House Museums. He is member of the Austrian national advisory board for museums.



Antonio LAMPIS is the Director General of Museums at the Italian Ministry for Cultural Heritage and Tourism (MIBACT). Graduated in Law at the University of Trento, since 1982, he served at the Prime Minister's Office and subsequently at the Ministry of the Interior. Since 1997, he was Director of the Italian Cultural Department of the Autonomous Province of Bolzano-Bozen and held several positions in the cultural sector.



Joan ROCA is the Director of the MUHBA-Barcelona History Museum. He has taught in the ICE (Institute of Education Sciences) at the Autonomous University of Barcelona and at the Barri Besòs secondary school, while also collaborating with the Hochschule für Gestaltung und Kunst in Zurich, the Barcelona History Seminar group and the Independent Studies Programme of MACBA (Barcelona Museum of Contemporary Art).



Ekaterina TRAVKINA coordinates the work on culture, creative industries and local development within the OECD Centre for Entrepreneurship, SMEs, Regions and Cities. She was previously Manager of the OECD Forum on Partnerships and Local Development - the OECD's network of practitioners in the fields of economic development, employment, skills and social inclusion.

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