

TyPA LAB ON MUSEUM MANAGEMENT

Training program for new museum leaders.

2014 REPORT

The TyPA Lab on Museum Management is an intensive training program for museum professionals and new leaders in museums and cultural centers in Latin America, while also promotes research on museums in the region.

From August to November 2014, Fundación TyPA held the second edition of this program. Thirty participants, selected through an open call, attended three intensive one-week encounters, which combined theoretical lectures and hands on workshops. During the intervals, weekly online seminars with international experts were organized, as well as other virtual group activities through a digital platform specially developed for the program.

Main collaborators:



With the support
of:



SUMMARY / TyPA LAB 2014 IN FIGURES

80 applications received

30 participants selected.

16 professionals from Argentine provinces (San Juan, Tucumán, Santa Cruz, Chubut, Santa Fé, Entre Ríos, Río Negro, Chubut, La Pampa y Provincia de Buenos Aires), 12 from the City of Buenos Aires, 1 from Brazil and 1 from Chile.

21 participants work in public museums and organizations, 3 in private museums, 2 are developing new museums and 3 are independent professionals.

132 classroom hours and 40 online hours.

35 instructors especially invited from Argentina, Chile, US, France, United Kingdom and Spain.

12 online seminars led by professionals from Spain, US, France, Mexico, Chile, Colombia, Brazil and Switzerland.

3 open events attended by more than 300 people.

29 personal projects developed and monitored during the program.

7 local and foreign mentors coached the participants on their personal projects.

2 foundations were the main contributors and collaborators.

3 institutions supported the program.

11 partial or total fellowships granted by 6 foundations and public institutions.

5 museums hosted the TyPA Lab activities.

22.000 promotional emails sent + diffusion in social networks

TyPA LAB 2014 EVALUATION (THROUGH CUSTOMIZED AND ANONYMOUS SURVEYS):

ONCE AGAIN!

100% evaluate the program as **VERY GOOD / EXCELLENT**.

100% said they would **RECOMMEND** it to a colleague.

100% consider it **USEFUL** for their daily work.

Taking part of the TyPA Lab literally changed my working horizon. It helped me focus better on this stage of my career and allowed me to discover how attractive and at the same time complex museums turn out to be.

From the very first day the TyPA Lab took me out of my comfort zone and placed me in another position regarding the museum I work at. Meditating and re-thinking about where you are and what you do, has been very positive and motivating.

The TyPA Lab gave me the tools to take the stand and be able to undertake a process of transformation. Stopping and analyzing my daily actions has been crucial, and all I intend now is to spread my enthusiasm to my team and share everything I've learned during these weeks.

During the first week, a teacher asked how many of us wanted to be museum directors. I did not raise my hand. If you'd ask me the same question today, after the Lab, I would say yes. I want to be a director in the future.

I feel qualified to be an agent of change, and although I have been developing improvements at different museums, I now feel like developing special strategies according to the concept and identity of each institution.

PARTICIPANTS 2014

30 PARTICIPANTS SELECTED ACCORDING TO THEIR PROFESSIONAL PROFILE AND LEADERSHIP POTENTIAL

LAURA ACCETTA – Museo de la Ciudad de Totoras, Santa Fe.
Fellowship awarded by Fundación Nuevo Banco de Santa Fe.

CAROLINA BALMACEDA – Museo Bernasconi, Buenos Aires City.

ASTRID BENGTTSSON – Centro Atómico Bariloche - Instituto Balseiro, Río Negro.

ANALÍA BERNARDI – Ferrowhite Museo Taller, Bahía Blanca, Buenos Aires Province.
Fellowship awarded by Instituto Cultural de la Provincia de Buenos Aires.

VALENTINA BRUZZONE – Proyecto Museo de la Lana, Trelew, Chubut.

GRACIELA CACACE – Planetario de la Ciudad de Buenos Aires Galileo Galilei, Buenos Aires City.
Fellowship awarded by Ministerio de Cultura del Gobierno de la Ciudad de Buenos Aires.

NICOLÁS CHARLES – Macro - Museo de Arte Contemporáneo de Rosario, Santa Fe.
Fellowship awarded by Fundación Nuevo Banco de Santa Fe.

MERCEDES ELGARTE – Independent cultural manager, Buenos Aires City.

INÉS ESTEVEZ FAGER – Museo Provincial de Bellas Artes Franklin Rawson, San Juan.
Fellowship awarded by Fundación Banco de San Juan.

MARÍA AGUSTINA FORNASIER – Museo Nacional de la Historia del Traje, Buenos Aires City.

CARLA GARCÍA ALMAZÁN – Secretaría de Estado de Cultura, Santa Cruz.
Fellowship awarded by Fundación Banco de Santa Cruz.

MARIANO GILMORE – MAMBA - Museo de Arte Moderno de Buenos Aires, CABA.
Fellowship awarded by Ministerio de Cultura del Gobierno de la Ciudad de Buenos Aires.

CLARA FLORENCIA GONZÁLEZ – MUNT - Museo de la Universidad Nacional de Tucumán.

ALBERTINA KLITENIK – Agencia de Cultura del Municipio de Tigre, Buenos Aires.

FLORENCIA LOEWENTHAL – Galería Gabriela Mistral, Santiago, Chile.

ADRIANA MAGNI – Independent exhibit designer, La Plata, Buenos Aires.

TyPA LAB ON MUSEUM MANAGEMENT 2014

PARTICIPANTS 2014

MARIA GABRIELA MARTÍNEZ CASTRO – Museo Municipal de Firmat, Santa Fe.
Fellowship awarded by Fundación Nuevo Banco de Santa Fe.

SOL MOSQUERA – MUMU - Espacio Cultural Museo de las Mujeres, Córdoba.

PATRICIA NOBILIA – Museo de Arte Español Enrique Larreta, Buenos Aires City.
Fellowship awarded by Ministerio de Cultura del Gobierno de la Ciudad de Buenos Aires.

MAIA PERSICO – Museo Parlamentario del Senado de la Nación Argentina, Buenos Aires City.

CECILIA PITROLA – Independent professional, Buenos Aires City.

MARIA ALEJANDRA PUPIO – MAH - Museo de Arqueología y Humanidades, Universidad Nacional del Sur, Bahía Blanca, Buenos Aires Province.

ALEJANDRA RAMOS – Museo Castagnino+Macro, Rosario, Santa Fe.

GUADALUPE REQUENA – MALBA - Museo de Arte Latinoamericano de Buenos Aires, Buenos Aires City.

VIRGINIA RIBEIRO – Museu Histórico Abílio Barreto, Belo Horizonte, Brazil.

DANIELA RODI – Casa Museo Olga Orozco, Toay, La Pampa.

MARÍA LUZ RODRÍGUEZ – Parque de la Memoria, Buenos Aires City.
Fellowship awarded by Ministerio de Cultura del Gobierno de la Ciudad de Buenos Aires.

BELÉN RUBINO – MACBA - Museo de Arte Contemporáneo de Buenos Aires, Buenos Aires City.

BERNADETTE SAUNIER REBORI – Project: Museo de Ciencia y Tecnología, Buenos Aires City.

GABRIEL TERENCEO – Patrimonio Cultural y Ambiental, Secretaría de Cultura, Entre Ríos.
Fellowship awarded by Fundación Nuevo Banco de Entre Ríos



PARTICIPANTS 2014

16 PROFESSIONALS FROM ARGENTINE PROVINCES (San Juan, Tucumán, Santa Cruz, Chubut, Santa Fé, Entre Ríos, Río Negro, Chubut, La Pampa y Provincia de Buenos Aires).

12 FROM THE CITY OF BUENOS AIRES

1 FROM BRAZIL

1 FROM CHILE

WORKING AT:

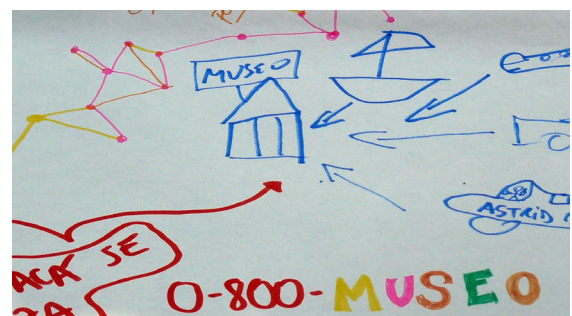
21 PUBLIC MUSEUMS AND ORGANIZATIONS

3 PRIVATE MUSEUMS

2 PROJECTS OF MUSEUMS

3 INDEPENDENT PROFESSIONALS

90% of the participants see chances of generating new collaborations with peers and their home institutions in the near future.





On top of the specific training we received, we now have new contacts and people to consult, discuss and share experiences, and that's one of the best tools that the TyPA Lab gave us.

I got to meet interesting people and learn with my colleagues. Many doors went open, and we were able to propose exchanges, meetings, debates, lectures and many other possibilities.

The TyPA Lab was useful because it taught me about different experiences in museums and related spaces, and it made me feel that we are not alone in this search of improving our performance.

It is stimulating and enriching to find a place for vocational training, which in turn aims to generate new spaces, and allow interaction between large institutions and much smaller museums.

TyPA LAB ON MUSEUM MANAGEMENT 2014

CONTENTS

32 ONSITE HOURS AND 40 ONLINE HOURS.

20 COURSES AND ROUND TABLES

11 WORKSHOPS AND PRACTICAL EXERCISES



Total duration of the program: ONE SEMESTER (August / December 2014)

3 INTENSIVE ONE WEEK CLASSROOM COURSES:

3 MAIN TOPICS: ORGANISATION / VISITORS / COMMUNICATION

In between the intensive weeks, participants worked virtually through an **ONLINE PLATFORM** developed for the program.

As a complement, **WORKSHOPS** on the following topics were held: Leadership / Project Management / Conceptual exhibition design / Fundraising.

Also **PRACTICAL EXERCISES** in museums and cultural spaces were performed.

29 PERSONAL PROJECTS DEVELOPED AND MONITORED DURING THE PROGRAM.

7 LOCAL AND FOREIGN MENTORS COACHED THE PARTICIPANTS ON THEIR PERSONAL PROJECTS.

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What I have learned in the three areas has been extremely rewarding. Each of our institutions operates as an organization. Knowing its different parts made me to better understand my museum.

The topics discussed gave me a broader perspective of the different areas that need to be developed and professionalized at Argentine museums, in order to bring them to an international standard.



The program and its content was very comprehensive, considering various solutions to the common problems our museums face.

The TyPA Lab provides another perspective, less conservative and academic, in relation to museum policies, prioritizing audiences and entertainment. It invites us to have fun.

The contents were high in academic standards, with experts in each subject. Surely I will use much of what I've learnt to improve my museum. I feel better trained and very enthusiastic to start making changes and improving my own work and that of my colleagues.



TyPA LAB ON MUSEUM MANAGEMENT 2014

FACULTY 2014

35 INSTRUCTORS SPECIALLY INVITED FROM ARGENTINA, CHILE, USA, FRANCE, UNITED KINGDOM AND SPAIN

Academic Director: **AMÉRICO CASTILLA**

Core faculty:

- **GONZALO AGUILAR (ARGENTINA)** - PhD in Philosophy and Literature, UBA
- **PATRICIA AUSTIN (UK)** - Director at MA Narrative Environments, Central Saint Martins, University of the Arts, London.
- **LESLIE BEDFORD (USA)** - Museum Consultant, The Museum Group.
- **AMÉRICO CASTILLA (ARGENTINA)** - Director at Fundación TyPA.
- **ERNESTO GORE (ARGENTINA)** – Full-time professor at Universidad de San Andrés (Argentina), co-founder of Master's Program in Organizational Studies.
- **ELAINE HEUMANN GURIAN (US)** – Museum Consultant, The Museum Group.
- **TIM MC NIEL (US)** – Professor, Department of Design, University of California and Director at UC Davis Design Museum.
- **JOSÉ NUN (ARGENTINA)** - Researcher at CONICET. Former Secretary of Culture of the Nation of Argentina (2004-09).
- **CONXA RODÀ (SPAIN)** – Head of Strategy and Communication, Museu Nacional d'Art de Catalunya (Barcelona) and co-director of Postgraduate course on Museum Management at DEC-Universidad Pompeu Fabra + MNAC
- **MÉLANIE ROUSTAN (FRANCE)** – Researcher and museologist at National Museum of Natural Science, Paris.
- **MARITA SOTO (ARGENTINA)** – Semiologist, Professor at University of Buenos Aires, IUNA and IDAES-UNSAM.

Speakers and workshop teachers:

- **ANGELES ALVAREZ (ARGENTINA)** - Collections Register and Documentation, National System for Collection Management, National Office of Heritage and Museums, Ministry of Culture
- **ARIEL BER (ARGENTINA)** – Facilitator, Scrum coach and Organizational change agent..
- **GUILLERMO BREA (ARGENTINA)** – Professor, Department of Design, Architecture and Urbanism, Universidad de Buenos Aires.
- **VIOLETA BRONSTEIN (ARGENTINA)** - Executive coordinator at Fundación TyPA.
- **PABLO CHIMENTI (ARGENTINA)*** - Visual artist
- **MARÍA JULIA D'AGOSTINO (ARGENTINA)** – Manager for Political Reform at the Ministry of Government, Government of the City of Buenos Aires.

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FACULTY 2014

- **NICOLAS DUCOTÉ (ARGENTINA)** – Co-fundador de CIPPEC. Master in Public Policies (Harvard University).
- **LEANDRO ERLICH (ARGENTINA)*** - Visual artist.
- **MATEO FERLEY (ARGENTINA)** - General coordinator at Wazzabi.
- **MARIBEL GARCIA (ARGENTINA) *** - Coordinator at Red de Museos de los Pueblos de Olavarría.
- **FLORENCIA GONZÁLEZ DE LANGARICA (ARGENTINA)** - Co-founder at REEMCA- Red de Educadores de Museos y Centros de Arte de Argentina.
- **FRANCO GRASSANO (ARGENTINA)** - Spaces and tools coordinator at Wazzabi
- **CLAUDIO GÓMEZ PAPIC (CHILE)** - Director, Museo Nacional de Historia Natural de Chile
- **BARBARA HENRY (US)** – Museum Consultant, expert in Community Programs.
- **PÍA LANDRO (ARGENTINA)** – Head of Education, Macba- Museo de Arte Contemporáneo de Buenos Aires.
- **MARTINA MAINI (ITALY, ARGENTINA)** – Community Psychologist, Università Cattolica, Milan.
- **LAURA MALOSETTI COSTA (ARGENTINA)** – Program Chair, MA in Latin American and Argentinian Art History, IDAES/UNSAM.
- **ADRIENNE MC GRAW (US)** - Program Chair and Assistant Professor, Museum Studies, J.F. Kennedy University, San Francisco.
- **REYNALDO MERLINO (ARGENTINA) *** - Ferrowhite-museo taller.
- **CINTIA MEZZA (ARGENTINA)** – Head Curator and Programming, Fundación PROA
- **TAM MURO (ARGENTINA)** – Visual artist and Exhibition Designer.
- **VALENTÍN MURO (ARGENTINA)** - Communication manager at Wikimedia Argentina. Coordinator at Wazzabi.
- **DANIELA PELEGRINELLI (ARGENTINA) *** - Director, Museo del Juguete de San Isidro
- **MARIANO SARDÓN (ARGENTINA) *** - Visual Artist.
- **VIVIAN SPOLIANSKY (ARGENTINA)** – Responsible for Archives and Library, Museo Etnográfico (FFyL, UBA).
- **NICOLÁS TESTONI (ARGENTINA) *** - Ferrowhite-museo taller.

* participated as speakers in round-tables

I believe the TyPA Lab addresses a wide range of issues related to the management of museums and cultural institutions, deepening in them, with the guidance of a very strong faculty, both academically and regarding their expertise in museum practice.

FACULTY 2014

12 ONLINE SEMINARS ON CASE STUDIES, LED BY PROFESSIONALS FROM SWITZERLAND, SPAIN, FRANCE, USA, CHILE, COLOMBIA, BRAZIL AND MEXICO.



- **MAURICIO ESTRADA MUÑOZ (SWITZERLAND)** – Head of Visitor Services and Public Programs, Museum of Ethnography, Geneva.
- **MARÍA MERCEDES GONZÁLEZ (COLOMBIA)** – Director at Museo de Arte Moderno de Medellín.
- **ISABEL HAWKINS (US)** – Astronomer and Project Director at Exploratorium, San Francisco.
- **JAVIER IBACACHE (CHILE)** – Program Director at Centro Gabriela Mistral, Santiago de Chile.
- **SÒNIA LÓPEZ (SPAIN)** - Head of Digital Media, MACBA-Museo de Arte Contemporáneo de Barcelona.
- **LUIS MARCELO MENDES (BRAZIL)** - Consultant, design and communication manager.
- **MAGDALENA MIERI (US)** - Director, Program in Latino History and Culture, National Museum of American History, Smithsonian Institution.
- **RENATA MOTTA (BRAZIL)** - Coordinator at Unidad de Preservación del Patrimonio Museológico de la Secretaría de Estado de la Cultura de San Pablo.
- **OLIVIER POUBLAN (FRANCE)** - Project Manager, International Department at Cité de sciences et de l'industrie, Universcience, Paris.
- **MARÍA EUGENIA SALCEDO REPOLES (BRAZIL)** – Pedagogical Coordination Manager, Instituto Inhotim.
- **SILVIA SINGER (MEXICO)** – Founder and Director, MIDE-Museo Interactivo de Economía.
- **CONSUELO VALDEZ CHADWICK (CHILE)** – Former executive manager, MIM-Museo Interactivo Mirador, Santiago de Chile.

OPEN EVENTS

3 OPEN EVENTS ATTENDED BY MORE THAN 300 PEOPLE.



MUSEUMS SHOWOFF: BA

AUGUST 6TH

MAMBA-MUSEO DE ARTE MODERNO DE BUENOS AIRES

The stand-up night for people who work in and love museums.

Presenters: Claudio Gómez Pápic (Chile, TyPA Lab 2014 Faculty), Anabelle Castaño, Andrés Levinson, Fernanda Rotondaro, Javier Varela Sosa, Mercedes Pérez Bergliaffa, Santiago Villanueva, Ricardo Pinal and Verónica Meo Laos.

MUSEUMS AND ITS AUDIENCES ¿BOOM OR CRISIS? CRITICAL PERSPECTIVES FROM THE UNITED STATES, FRANCE AND UNITED KINGDOM.

SEPTEMBER 30TH

MALBA-MUSEO DE ARTE LATINOAMERICANO DE BUENOS AIRES

Conversation between Patricia Austin (UK), Elaine Heumann Gurian (US), Melanie Roustan (France) and Américo Castilla (Fundación TyPA, Argentina).

MUSEUMS SHOWOFF: BA / 2ND EDITION

NOVEMBER 20TH

MAMBA-MUSEO DE ARTE MODERNO DE BUENOS AIRES

The stand-up night for people who work in and love museums.

Presenters: Leslie Bedford (US, TyPA Lab 2014 Faculty), Marina Curtolo, Christian Diaz, Mariana Ferrarazzo, Paola Pavanello, Andrés Mangone, Marcelo Dansey and Conxa Rodà (Spain, TyPA Lab 2014 Faculty)

TyPA LAB ON MUSEUM MANAGEMENT 2014

SUPPORT

2 INSTITUTIONS WHERE THE MAIN COLLABORATORS

ESPACIO FUNDACIÓN TELEFÓNICA

FUNDACIÓN PROA

3 INSTITUTIONS SUPPORTED THE PROGRAM

INSTITUT FRANÇAIS - EMBAJADA DE FRANCIA EN BUENOS AIRES

MALBA - FUNDACIÓN COSTANTINI

EMBAJADA BRITÁNICA EN BUENOS AIRES

MECENAZGO CULTURAL - BUENOS AIRES CIUDAD

11 FELLOWSHIPS GRANTED BY 6 FOUNDATIONS AND PUBLIC INSTITUTIONS.

FUNDACIÓN NUEVO BANCO DE SANTA FÉ (2 FULL + 1 PARTIAL FELLOWSHIPS)

FUNDACIÓN NUEVO BANCO DE ENTRE RÍOS (1 FULL FELLOWSHIP)

FUNDACIÓN BANCO SAN JUAN (1 FULL FELLOWSHIP)

FUNDACIÓN BANCO SANTA CRUZ (1 FULL FELLOWSHIP)

INSTITUTO CULTURAL DE LA PROVINCIA DE BUENOS AIRES (1 FULL FELLOWSHIP)

MINISTERIO DE CULTURA DEL GOBIERNO DE LA CIUDAD DE BUENOS AIRES (4 FULL FELLOWSHIPS)

5 MUSEUMS HOSTED THE TYPA LAB

FUNDACIÓN PROA

ESPACIO FUNDACIÓN TELEFÓNICA

MALBA - FUNDACIÓN COSTANTINI

MUSEO DE ARTE MODERNO DE BUENOS AIRES

MUSEO DE LA RECONQUISTA, TIGRE

PRESS AND PROMOTION

22.000 PROMOTIONAL EMAILS SENT + PROMOTION IN SOCIAL MEDIA



WEBSITES THAT REPLICATED TYPA LAB INFORMATION:

- <http://www.malba.org.ar/>
 - <http://www.proa.org/esp/>
 - <http://www.fundacion.telefonica.com.ar/>
 - <http://www.nuevamuseologia.com.ar/>
 - <http://hipermedula.org/>
 - <http://agenda.embafrancia-argentina.org/>
 - <http://www.arte-online.net/>
 - <http://www.laopinionaustral.com.ar/>
 - <http://www.elsurdiario.com.ar/>
 - <http://www.aimdigital.com.ar/>
 - <http://www.adeba.com.ar/>
 - <http://www.lavoz901.com.ar/>
 - <http://www.tiemposur.com.ar/>
 - <http://www.trabajadoresdemuseos.blogspot.com/>
- Y otros!

 **46.867 views**
to publications on the
TyPA Lab on Facebook.

 **+60 tweets**
on the TyPA Lab on
Twitter

A SPECIAL THANKS TO THOSE WHO SUPPORTED THE SECOND EDITION OF THE
TYPA LAB ON MUSEUM MANAGEMENT.

CURRENTLY, 30 PROFESSIONALS THAT WENT THROUGH THE 2014 TyPA LAB ON MUSEUM
MANAGEMENT ARE DESIGNING THE FUTURE OF MUSEUMS IN THE REGION.



Main collaborators:

Fundación PROA
PROA

Telefonica
FUNDACIÓN

With the support
of:

MALBA

**INSTITUT
FRANÇAIS**
ARGENTINE


Liberté • Égalité • Fraternité
RÉPUBLIQUE FRANÇAISE
AMBASSADE DE FRANCE


British Embassy
Buenos Aires

**MECENAZGO
CULTURAL**
 Buenos Aires Ciudad

GRUPO PETERSEN 
Desde 1920 construyendo el país