



From museum education to audience engagement – new approaches NOW

Thursday 28th May 2015

Moderator: **Kaija Kaitavuori**

8.45–9.30 Registration, coffee/tea

9.30 *Welcome*

by Pedaali –The Finnish Association of Museum Pedagogy and
the National Museum of Finland

9.45–10.30 Keynote: *Public Engagement means Active Participation*
Marie Bourke, Head of Education, National Gallery of Ireland

10.30–11.15 Keynote: *Museums and adult learners: experience of a volunteer*
Suzie Thomas, University Lecturer, University of Helsinki, Finland

Discussion

11.30–12.30 Lunch

Klo 12.30–13.15 Keynote: *Rijksmuseum - a museum for the public*
Annemies Broekgaarden, Head of Public and Education, Rijksmuseum,
The Netherlands

Klo 13.15–14.00 Keynote: *Testing the boundaries of audience development*
Hilppa Sorjonen, Senior Researcher, Cupore - Foundation for Cultural Policy Re-
search, Finland

Discussion

14.00–14.30 Coffee Break

14.30–14.40 *Culture Leap project – nationwide guidance in culture education plans*
Marja Laine, senior specialist, Association of Cultural Heritage Education in Finland

14.40–16.10 Case studies: Pedaali Annual Award in Museum Pedagogy 2006–2014

16.15 Announcement of Pedaali Annual Award 2015

16.30 Closing remarks

18.15 Guided tour at Seurasaari Open Air Museum

19.15 Evening banquet in Seurasaari

PEDAALI

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Moderator: **Suzie Thomas**

9.00–9.15 Registration

9.15–10.00 Keynote: *Community learning at Please Touch Museum*

Lynn McMaster, President and CEO at Please Touch Museum, Philadelphia, USA

10.00–10.45 Keynote: *At the edge of the world*

Kaisa Mäki-Petäjä, Researcher, University of Jyväskylä, Finland

Discussion

11.00–12.00 Lunch

Klo 12.00–12.45 Keynote: *Collaborative projects in public spaces*

Jennifer Schutzberg, Museum educator and project manager,
Stockholms länsmuseum, Sweden

12.45–13.30 Keynote: *Collaboration as curatorial strategy in programme and art education at Gävle Konstcentrum*

Hanna Nordell, Curator programme & art education, Gävle Konstcentrum, Sweden

Discussion and time for questions

14.00–14.30 Coffee break

Klo 14.30–16.00 *From museum education to audience engagement: where do we go from here?*

Round table discussion with the seminar speakers. Chairman: **Suzie Thomas**

16.00 Closing of the seminar

During the seminar days there will be a representative of CIMO providing information on the Creative Europe Programme of the EU. You can find them in the lobby.

Seminar contact persons:

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