



ENCOUNTER

# Museography

Archaeological Museum of Seville, November 21, 2017

## to debate



in cooperation with:



INTERNATIONAL ENCOUNTER  
**MUSEOGRAPHY TO DEBATE**  
Archaeological Museum of Seville  
Consejería de Cultura  
Junta de Andalucía  
November 21, 2017

In Andalusia, one of the most relevant challenges in current times for museum profession is the Renovation of Seville's Archaeological Museum (MASE).

This center was born and opened to the public in 1879 in the building of Convento de la Merced, which was shared with the then Museo de Pinturas, today Museum of Fine Arts of Seville. The Archaeological Museum was moved in 1946 to the America Square, where museum is currently located.

This historical building was designed by Anibal Gonzalez for the International Exhibition in 1929. Different restructurings in the ancient building made it possible the relation and communication between museum and public. Nevertheless, the museographical message of the Archaeological Museum today needs renovation, just like its installations. New historical interpretations should be projected to the society, taking into account that we manage a rich heritage, but the message is not adjusted to the current cultural communication.

As an incentive to the goal for the MASE, and as support to the learning and knowledges for profession in its daily routines, the museum organizes this technical meeting as a dialogue between different experts in museographical conceptions and science.

The main issues in this meeting are the knowledge and dissemination of innovative practices developed in large museums projects, as well as the creation of new discourses in which museography, as a tool to articulate suggestive exhibition arguments, manages the balance between historical presentation and new technologies.

Scientific Direction: Ana D. Navarro  
Coordination: Margarita Azcona / Manuel Fernández

#### Registration form

Name
Surname
Personal Identification Number
Mobile telephone
Email
City
University/Institution

The registration starts on October 30, 2017.  
The meeting is totally free. The number of places is limited and will be assigned by strict order of reception of the requests.  
You can send your request:

**By email**  
reservas.museoa.se.ccul@juntadeandalucia.es  
anad.navarro@juntadeandalucia.es

**By postal mail**  
Museo Arqueológico de Sevilla. Plaza de América, s/n. 41013 Sevilla

#### Conference Program

09:00 / 09:30 Inauguration of the Conference  
09:30 / 10:00 Reception and Coffee Break

#### BLOCK I

##### Ideas, materials and design

Presentation of different perspectives of showing processes to guide conceptual execution of an idea articulated by design, shaping the first actions in the production of a new museum.

10:00 / 10:30 Ana Navarro, Director of Archaeological Museum of Seville  
10:30 / 11:00 Marina Chinchilla, Deputy Director of Administration, Museo de El Prado  
11:00 / 11:30 Isabel Izquierdo, Vocal Advisor, Ministry of Education, Culture and Sport

#### BLOCK II

##### Numbers, companies and artefacts

The main issue in this section is to introduce diverse experiences in response to the difficulties related to the implementation in a project of renovation or museum creation.

11:45 / 12:15 Tarek Tawfiq, General Director of the Grand Egyptian Museum, Cairo  
12:15 / 12:45 Manuel Fernández and Margarita Azcona, Acciona Producciones y Diseño, National Museum of Oman implementation  
12:45 / 13:15 María Morente, Director of Museum of Malaga  
13:15 / 14:00 Questions and discussions of morning sessions  
14:00 / 16:00 Lunch Break

#### Museographical resources: camera, lights and... Action!

This section aims to present different argumentation in a project execution, taking as a guide such museographical resources as showcases and lighting for the exhibition proposal.

16:00 / 16:30 Mark Sutton Vane, Lighting Designer  
16:30 / 17:00 Jim Stewart, Click Netherfield

#### BLOCK III

##### Histories, myths and tales: the narrative communication

In the last block of conferences, we will talk about how interesting can be introducing innovation in some narrative proposals through audiovisuals, interactives resources, or artistic languages as narrative tools.

17:30 / 18:00 Jane Alexander, ArtLens Wall, Cleveland Museum of Art  
18:00 / 18:30 Juan Pablo Rodríguez Frade, Frade Arquitectos Studio

**19:00 DISCUSSION AND CLOSING**

DL: SE 2071-2017