

## VI BRAZILIAN MEETING ON PALACES AND HISTORIC HOUSE MUSEUMS

### The Museum and the City – Connections with Latin America 17-19 October, 2012

#### 1st day – October 17, 2012

##### Morning – Palácio dos Bandeirantes

##### Opening ceremony.

##### Round table *THE MUSEUM'S RELATION WITH THE COMMUNITY.*

**Mediator:** **ARACY AMARAL**, Professor from the Faculty of Architecture and Urbanism – University of São Paulo.

##### Speakers:

- Ø **PATRÍCIA PINILLA CISNEROS**, Director of Pedro de Osma Museum, Lima/Peru  
*Reevaluating the miscegenation in the art of Peru's viceroyalties.*
- Ø **MÁRIO CHAGAS**, Professor from Rio de Janeiro's Federal University – UNIRIO and Cultural Advisor at Museu da República/RJ.  
*Museological innovation of museums in slums and in lower class communities.*
- Ø **ANTONIO CARLOS SARTINI**, Director of the Portuguese Language Museum - São Paulo.  
*The city as a home of the museum – Relation of the museums with their surroundings and geographic interfaces with their communities. Possible approaches and actions.*

##### Afternoon

##### Round table:

**Mediator:** **PERCIVAL TIRAPELI**, Professor at the Arts Institute of São Paulo State University Julio de Mesquita Filho – UNESP.

##### Speakers:

- Ø **ANA CRISTINA CARVALHO**, Curator of the Artistic-Cultural Collection of the Governmental Palaces of the State of São Paulo.  
*Public collections: how we are preserving it for.*
- Ø **MARGOT MONTEIRO**, Director of the Museum of the State of Pernambuco.

and **ENOS OMENA**, Consultant and Technical Project Manager for Museological Collections – Museum of the State of Pernambuco.  
*Workshop for furniture restorers: the function of social inclusion associated to culture.*

Ø **DOUGLAS FASOLATO**, Superintendent Director of Museum Mariano Procópio Foundation, Juiz de Fora/Minas Gerais.  
*Mariano Procópio Museum: collector's outlook and city's desire.*

**Conference:** Conceição Amaral, Director of the Museum of Portuguese Decorative Art, Ricardo do Espírito Santo Silva Foundation, Lisbon/Portugal  
*The Museum workshop – a possible answer for Latin American Museums*

## 2<sup>nd</sup> day – October 18, 2012

### Morning – Casa Guilherme de Almeida

Round table **THE MUSEUM AND THE URBAN SPACE – NEW CONCEPTS OF MUSEOLOGY AND ARCHITECTURE: THE OLD AND THE NEW.**

**Mediator:** **CARLOS FAGGIN**, Professor from the Faculty of Architecture and Urbanism – University of São Paulo.

#### Speakers:

Ø **MARCELO TÁPIA**, Director of Casa Guilherme de Almeida  
*About Casa Guilherme de Almeida, a brief explanation of its multiple interactions with the city*

Ø **REGINA PONTE**, Director of the Museum of the City of São Paulo/SP.  
*Museum of the city of São Paulo: urban museology and contemporaneity.*

Ø **PEDRO MENDES DA ROCHA**, Architect - Faculty of Architecture and Urbanism – University of São Paulo.  
*State of São Paulo History Museum: the urban and architectural ensemble as part of the museological collection and the transformation of the private space into a public space.*

### Afternoon – Ema Gordon Klabin Foundation

Round table **EMA KLABIN FOUNDATION: A REFLECTION ON THE MUSEOLOGICAL PROPOSITION TO THE PRESENT REALITY.**

**Mediator:** **PAULO DE FREITAS COSTA**, Curator of the Foundation.

#### Speakers:

Ø **MARCELO MATTOS ARAÚJO**, São Paulo State Secretary of Culture.

Ø **MARCIO DOCTORS**, Curator of Eva Klabin Foundation – Rio de Janeiro.

Ø **MARIA CRISTINA OLIVEIRA BRUNO**, Professor of Museology, Museum of Archeology and Ethnology – MAE, University of São Paulo.

### **3<sup>rd</sup> day – October 19, 2012**

#### **Morning - Maria Luísa and Oscar Americano Foundation**

**Conference: HILDA TRUJILLO SOTO**, Director of Diego Rivera-Anahuacalli and Frida Kahlo Museums / Mexico City.

*Frida Kahlo's personal world: the Blue House.*

Presentation of the Foundation by **CLAUDIA VADA SOUZA FERREIRA**, Cultural Manager.

#### **Round table *RELATION NETWORK UNDER THE POINT OF VIEW OF COMMUNICATION, DIVULGING AND TOURISM.***

**Mediator: BEATRIZ LAGE**, São Paulo Turismo – SPTuris' Strategic and Communication Advisor.

#### **Speakers:**

Ø **RENATA MOTTA**, Director of the State System of Museums in São Paulo – SISEM/SP.

*Historic Houses Network in the State of São Paulo: its challenge in Institutional cooperation and communication.*

Ø **EUGENIA GORINI ESMERALDO**, Director of the Lina Bo and P.M. Bardi Institute

*Communication network between the museum and its public (residents or tourists) as far as the manners and means of communication are concerned.*

Ø **CAMILA LEONI NASCIMENTO**, Executive Director of the Federation of Friends of Museums in Brazil – FEAMBRA.

*Aspects of the activities of promotional marketing in the museums' touristic services.*

#### **Afternoon – Palácio dos Bandeirantes**

#### **Round table**

**Mediator: JUREMA SECKLER**, Director of Museu Casa Rui Barbosa/RJ

**Speakers:**

Ø **JULIO SEMEGHINI**, São Paulo State Secretary of Planning and Regional Development/Coordinator of São Paulo's 2014 FIFA World Cup Committee.  
*Challenges and public attendance expectations for the 2014 FIFA World Cup. How to prepare São Paulo's museums for it?*

Ø **MARCELO REHDER**, President of São Paulo Turismo – SPTuris and Deputy Secretary of Communications of the City of São Paulo.  
*Tourism, leisure and culture in the City of São Paulo, visitors' profile and public actions regarding museums.*

**Closing ceremony**