NEMO - Network of European Museum Organisations
25th Annual Conference
9-11 November 2017 - Ghent (Belgium)

European museum project market and slam
11 November 2017

Museums come back to the local community through Art & Food
Creative Europe programme

Creative Europe
EU direct funds supporting culture and audiovisual sectors

Culture subprogramme – European cooperation projects

Transnational cooperation projects involving cultural and creative organisations from different countries taking part in the programme. It aims to improve access to European culture and creative works and to promote innovation and creativity. Build partnerships to share and move ideas and artists around Europe, develop strategies of audience development and/or new models of cultural business, improve capacity building of cultural operators, invest in digital tools and new technologies.
In_NovaMusEUM: scope & objectives

**In_NovaMusEUM**

Museums come back to the local community through Art & Food

Promote the artistic and cultural cooperation through the creation of a network of EU peripheral museums that share a joint strategy of Audience Development and Digital Engagement around the theme Art & Food in order to enhance the museums artworks collections and the local cultural heritage.

Particular focus is given to the local community and youngsters aged 18-25 with the aim to take them back to the museums by means of participatory experiences.
Convention for the Safeguarding of the Intangible Cultural Heritage (17 October 2003)

– **Considering** the deep-seated interdependence between the intangible cultural heritage and the **tangible cultural and natural heritage**
– **Recognizing** that communities,...play an important role in the production, safeguarding, maintenance and re-creation of the **intangible cultural heritage**, thus helping to enrich cultural diversity and human creativity,
– **Considering** the need to build greater awareness, especially among the **younger generations**, of the importance of the intangible cultural heritage and of its safeguarding
– **Considering** the invaluable role of the intangible cultural heritage as a factor **in bringing human beings closer together** and ensuring exchange and understanding among them
– The “intangible cultural heritage” is manifested inter alia in the following domains:
  (a) oral traditions and expressions, including language as a vehicle of the intangible cultural heritage;
  (b) performing arts;
  (c) social practices, rituals and festive events;
  (d) knowledge and practices concerning nature and the universe;
  (e) traditional craftsmanship

No mention at all about the **food & wine traditions**, until...
…until 2010
The gastronomic meal of the French inscribed on the Representative List of the Intangible Cultural Heritage of Humanity
“…is a customary social practice for celebrating important moments in the lives of individuals and groups…to enjoy the art of good eating and drinking…contributing to their oral and/or written transmission, in particular to younger generations…careful selection of dishes from a constantly growing repertoire of recipes; the purchase of good, preferably local products whose flavours go well together; the pairing of food with wine; the setting of a beautiful table; and specific actions during consumption, such as smelling and tasting items at the table.”

2016
The beer culture in Belgium inscribed on the Representative List of the Intangible Cultural Heritage of Humanity
“Making and appreciating beer is part of the living heritage of a range of communities throughout Belgium. In addition, beer is used for cooking including in the creation of products like beer-washed cheese and, as in the case of wine, can be paired with foods to compliment flavours…”
Project’s country partners and museums

**Sweden**
- Skokloster Castle
- Skånelaholm Castle

**Portugal**
- COFAC/Universidade Lusofona
- Museu Bordalo Pinheiro

**Albania**
- Tirana Ekspres
- Muzeu Arkeologjik i Durresit
- Muzeu Kombetar Historik dhe Etnologjki Krujes

**Italy**
- CET - Centro Europeo Turismo Cultura e Spettacolo (*)
  - Palazzo Chigi Ariccia
  - Scuderie Aldobrandini Frascati
  - Museo Diocesano Albano
  - Museo Civico Lanuvino Lanuvio

**Greece**
- Theodoros Papagiannis Museum of Modern Art,
- Department of Cultural Heritage Management & New Technologies, University of Patras
- Kilkis Archaeological Museum

(*) Project leader
In_NovaMusEUM: main expected results

Capacity building for peripheral museums directors/staff
• Strategy of Audience Development
• Strategy of Digital Engagement

Build a transnational network of EU peripheral museums
• Each partner country involves at least 8 more museums in the network

Audience Development and Digital Engagements shared strategy and project pilots
• Project pilots to be implemented in the partner museums

Activities around theme Art&Food designed and carried out by museums together with local communities
• Participatory laboratories and workshop - all partners
• Dinner in white - all partners
• Baroque dinner – Sweden
• Bread preparation – Greece
• Sugar sculptures – Sweden
• Chef at museum – Portugal
• Food sculptures – Albania
• Dinner with Mario de’ Fiori – Italy
• Sculpture symposium – Greece
Partner museums

Italy, Palazzo Chigi

Italy, Scuderie Aldobrandini

Italy, Museo Diocesano

Albania, Durres Muzeu Arkeologjik

Albania, Kruje Museo Skanderbeg

Italy, Museo Civico
Partner museums

Greece, Museum Theodoros Papagiannis

Albania, Krujë Muzeu Historik dhe Etnografik

Lisbon, Museu Bordalo Pinheiro
vi invitano a

Food in Art@Museum

il 22 e il 23 aprile 2017
visitare Palazzo Chigi in Ariccia
e cercate le opere che raffigurano il cibo...
...postatele su Instagram tramite l'hashtag

#foodinartmuseum

Presentando questo voucher in biglietteria, avrete diritto ad un biglietto ridotto (5 euro) per la visita guidata al Pano Nobilc

Palazzo Chigi in Ariccia
Piazza di Corte, 14 - 00072 Ariccia (RM)
06.9330053 - www.palazzochigiariccia.it

Art&Food events and activities
Some Art&Food activities
Some Art&Food activities
Some Art&Food activities
In_NovaMusEUm
Social networks

http://www.innovamuseum.org/index.html

https://www.facebook.com/innovamuseum/

https://twitter.com/In_NovaMusEUm

https://www.instagram.com/in_novamuseum/

https://www.youtube.com/channel/UCRkwoX8iuMqaXkU5PVh0EFw
Thank you!

Alessandra Capezzuoli Ranchi ale.innovamuseum@gmail.com; ale.capezzuoliranchi@gmail.com
Giorgio Barbato giorgio.barbato2014@gmail.com
Federico Chierego fchierego@hotmail.com
Marco Corsi corsimarco1984@gmail.com