

Excursion: Amsterdam's Museums A Transformation with Impact

Introduction

KulturAgenda – Institute for Museums, Cultural Enterprises and Audiences aspires to offer great value professional excursions which are driven by local developments and have a strong interactive component. For this format we usually invite an expert in the field to provide additional professional input, sometimes from outside the sector to give new perspectives to the discussions. This time we have joined forces with the Reinwardt Academy and the Stedelijk Museum in developing a programme that will give participants, but also our hosts, the opportunity to reflect on recent museum developments and discuss the impact on the city's cultural landscape and the public at large.

Abstract

Amsterdam's world famous museums are widely renowned for their innovation and cutting edge museology. Their recent transformation and part of the city's urban regeneration has made them even more attractive and a must see for every museum professional.

The re-opening of the Rijksmuseum after a 10-year closure is clearly an international benchmark despite the long and sometimes difficult redevelopment. Never before has a national museum undergone such a long and radical transformation process. And there is more to explore such as the major redevelopment of the Stedelijk Museum which together with the Van Gogh Museum and the Rijksmuseum attract millions of visitors to the central Museumplein every year. Other major players to be visited are the Amsterdam City Museum, the Eye Film Museum with its new landmark building designed by Viennese architects and the Scheepvaartmuseum; all places of recent changes to structure and concept, re-inventing themselves even under difficult (financial) circumstances.

Objectives

The main objectives of this excursion are to explore the dynamics of the major museum players in Amsterdam, discuss with responsible staff the deeper implications of the renewal process, financial aspects, programming, different governing models and how these museums operate successfully and link with their local communities and the wider public.

We also want to learn more about the small and large consequences of their renewal process, what impact this had and has on organisational culture and resilience and discuss the initial impact and change to the visitor experience.

Venues include

- Rijksmuseum
- Stedelijk Museum
- Van Gogh Museum
- Amsterdam Museum
- EYE
- Het Scheepvaartmuseum
- Hermitage Amsterdam (optional)

Speakers include

Igor Santhagens, project manager Rijksmuseum (not yet confirmed)

Michiel Nijhoff, Team Leader, Library/Information Centre

Karin van Gilst, managing director Stedelijk Museum

Bjorn Stenvers, coordinator Amsterdam Museums Verband

Marc Phil, docent management, Reinwardt Academie

Renate Goebel, KulturAgenda

Dates

October 28 – 31, 2015

Fee

Early Bird: 220 € till September 15

Standard Fee: 250 €

Who should participate?

Museum professionals throughout Europe who have a specific interest in museums renewal and innovative museology

Number of participants:

20 people maximum (registration is on a first-come first-served basis)

Language

English (with some German translation)

Organisers

This programme is offered in cooperation with the Reinwardt Akademie and the Stedelijk Museum.

Programme – General Overview ONLY

Wednesday, afternoon Oct. 28	<ul style="list-style-type: none">➤ Alternative tour of the city (optional)➤ Introduction and welcome at the Reinwardt Academie (evening)
Thursday Oct. 29	<ul style="list-style-type: none">➤ Rijksmuseum➤ Van Gogh Museum➤ Stedelijk Museum
Friday Oct. 30	<ul style="list-style-type: none">➤ Amsterdam Museum➤ Eye Film Museum➤ Projects for Amsterdam North and South
Saturday Oct. 31	<ul style="list-style-type: none">➤ Het Scheepvaartmuseum (morning)➤ Hermitage Amsterdam (afternoon optional)