

# Colloquium „Quality in Museums“

23rd and 24th October 2014  
LWL-Museum for Art and Culture, Münster

23rd October 2014

	Moderation <b>Dr. Michael Köhler</b> Freelance journalist and moderator
until 11.00 h	Registration, welcome coffee
11.00 – 11.15 h	Welcoming address <b>Matthias Löb</b> LWL-Director
11.15 – 11.30 h	Greeting <b>Prof. Dr. Eckart Köhne</b> President of the German Museums Association
11.30 – 11.45 h	„Quality in museums as a future task“ <b>Dr. Barbara Rüschoff-Thale</b> Head of Cultural Affairs, LWL
11.45 – 12.30 h	„Quality as basis for the development of museums“ <b>Dr. Volker Rodekamp/Prof. Dr. Bernhard Graf</b> Director, Stadtgeschichtliches Museum Leipzig/Head of the Institute for Museum Research, National Museums in Berlin
12.30 – 13.00 h	Discussion
13.00 – 14.00 h	Lunch buffet
14.00 – 14.20 h	Address <b>Prof. Monika Grütters</b> Minister of State in the Federal Chancellery and Federal Government Commissioner for Culture and the Media
14.20 – 15.30 h	Panel 1 „Quality in practice from an international point of view“ Moderation: Dr. Hermann Arnhold → <b>Dr. Gabriele Zuna-Kratky</b> Director, Vienna Technical Museum → <b>Dr. Jakob Messerli</b> Director, Bernisches Historisches Museum → <b>Neil MacGregor</b> Director, British Museum, London - requested
15.30 – 16.00 h	„Quality in collection-related research“ <b>Dr. Adelheid Wessler</b> VolkswagenFoundation Hannover

16.00 – 16.15 h	Coffee break
16.15 – 17.00 h	<p>„Young researchers define quality in museums“  Minispotlights  Moderation: Prof. Dr. Bernhard Graf</p> <ul style="list-style-type: none"> <li>➔ Quality criteria in the area of collection and research  <b>Alexandra Palluch</b>  Scientific trainee, LWL-Museumsamt for Westphalia</li> <li>➔ Quality criteria in art and cultural education in museums  <b>Maralena Schmidt, Theresa Seifert</b>  Scientific trainees, LWL-Museum for Art and Culture</li> <li>➔ Quality criteria from the marketing perspective  <b>Judith Frey</b>  Scientific trainee, LWL-Museum for Art and Culture</li> <li>➔ Quality criteria of audience-oriented exhibitions  <b>Marijke Lukowicz</b>  Scientific trainee, LWL-Museum for Art and Culture</li> <li>➔ Quality criteria of virtual museums  <b>Emanuela Gruber, Michelle van der Veen</b>  Scientific trainees, LWL-Museum for Art and Culture</li> </ul>
17.00 – 17.30 h	Discussion
17.30 – 17.45 h	<p>„Introduction - the newly constructed museum“  <b>Dr. Hermann Arnhold</b>  Director, LWL-Museum for Art and Culture, Münster</p> <p>Possibility to participate in a guided tour through the new museum</p>
19.00 h	<p>Evening lecture followed by a reception  „Quality as a demand – the future of museums“  <b>Prof. Dr. Hermann Parzinger</b>  President, Prussian Cultural Heritage Foundation, Berlin</p>

#### 24th October 2014

09.00 – 10.00 h	Guided tour through the museum
10.00 – 11.00 h	<p>Panel 2 a „Measuring quality by comparative figures?“  Moderation: André Jethon, Head of the office of the treasurer, LWL</p> <ul style="list-style-type: none"> <li>➔ <b>N.N.</b>  Chairman of the LWL-Culture committee</li> <li>➔ <b>Prof. Dr. Bernd Günter</b>  Professor for business economics, in particular marketing at the  Heinrich-Heine-University, Düsseldorf</li> <li>➔ <b>Stephan Junker</b>  Commercial managing director, Museum of Natural History  Berlin, Leibniz Institute for Research on Evolution and  Biodiversity</li> <li>➔ <b>Dirk Burghardt</b>  Commercial managing director, Staatliche Kunstsamm-lungen  Dresden</li> </ul>

	<p>→ <b>Jörg Stüdemann</b> City manager, City of Dortmund</p>
11.00 – 11.30 h	Coffee break
11.30 – 13.00 h	<p>Panel 2 b „Quality from the perspective of visitors, sponsors and carriers of institutions“ Moderation: Dr. Barbara Rüschoff-Thale</p> <p>→ <b>Evelyn Stern</b> Trustee</p> <p>→ <b>Gabriele Feldmann</b> Managing director, Moebelform GmbH</p> <p>→ <b>Dr. Oetker</b> (requested) Dr. August Oetker KG</p> <p>→ <b>Dr. Heike Kramer</b> Director, German Savings Banks Finance Group</p> <p>→ <b>Dr. Wolfgang Henze</b> Chairman of the Board Kunst<sup>3</sup> for the LWL-Museum of Art and Culture, art collector and gallery owner, Wichtrach/Switzerland</p> <p>→ <b>Prof. Ursula Sinnreich</b> Secretary General, Arts Foundation NRW</p> <p>→ <b>Markus Lewe</b> Mayor of the City of Münster</p>
13.00 – 13.30 h	Final discussion
13.30 – 13.45 h	<p>Closing words <b>Dr. Barbara Rüschoff-Thale</b></p>
13.45 – 14.45 h	Lunch buffet