Colloquium „Quality in Museums“
23rd and 24th October 2014
LWL-Museum for Art and Culture, Münster

23rd October 2014

Moderation
Dr. Michael Köhler
Freelance journalist and moderator

until 11.00 h
Registration, welcome coffee

11.00 – 11.15 h
Welcoming address
Matthias Löb
LWL-Director

11.15 – 11.30 h
Greeting
Prof. Dr. Eckart Köhne
President of the German Museums Association

11.30 – 11.45 h
„Quality in museums as a future task“
Dr. Barbara Rüschoff-Thale
Head of Cultural Affairs, LWL

11.45 – 12.30 h
„Quality as basis for the development of museums“
Dr. Volker Rodekamp/Prof. Dr. Bernhard Graf
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
Prof. Monika Grütters
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
➔ Dr. Gabriele Zuna-Kratky
  Director, Vienna Technical Museum
➔ Dr. Jakob Messerli
  Director, Bernisches Historisches Museum
➔ Neil MacGregor
  Director, British Museum, London - requested

15.30 – 16.00 h
„Quality in collection-related research“
Dr. Adelheid Wessler
VolkswagenFoundation Hannover
16.00 – 16.15 h  Coffee break

16.15 – 17.00 h  „Young researchers define quality in museums“
Minispotlights
Moderation: Prof. Dr. Bernhard Graf
⇒ Quality criteria in the area of collection and research
  Alexandra Palluch
  Scientific trainee, LWL-Museumsamt for Westphalia
⇒ Quality criteria in art and cultural education in museums
  Maralena Schmidt, Theresa Seifert
  Scientific trainees, LWL-Museum for Art and Culture
⇒ Quality criteria from the marketing perspective
  Judith Frey
  Scientific trainee, LWL-Museum for Art and Culture
⇒ Quality criteria of audience-oriented exhibitions
  Marijke Lukowicz
  Scientific trainee, LWL-Museum for Art and Culture
⇒ Quality criteria of virtual museums
  Emanuela Gruber, Michelle van der Veen
  Scientific trainees, LWL-Museum for Art and Culture

17.00 – 17.30 h  Discussion

17.30 – 17.45 h  „Introduction - the newly constructed museum“
  Dr. Hermann Arnhold
  Director, LWL-Museum for Art and Culture, Münster
  Possibility to participate in a guided tour through the new museum

19.00 h  Evening lecture followed by a reception
  „Quality as a demand – the future of museums“
  Prof. Dr. Hermann Parzinger
  President, Prussian Cultural Heritage Foundation, Berlin

24th October 2014

09.00 – 10.00 h  Guided tour through the museum

10.00 – 11.00 h  Panel 2 a „Measuring quality by comparative figures?“
Moderation: André Jethon, Head of the office of the treasurer, LWL
⇒ N.N.
  Chairman of the LWL-Culture committee
⇒ Prof. Dr. Bernd Günter
  Professor for business economics, in particular marketing at the
  Heinrich-Heine-University, Düsseldorf
⇒ Stephan Junker
  Commercial managing director, Museum of Natural History
  Berlin, Leibniz Institute for Research on Evolution and
  Biodiversity
⇒ Dirk Burghardt
  Commercial managing director, Staatliche Kunstsamm-lungen
  Dresden
11.00 – 11.30 h  Coffee break

11.30 – 13.00 h  Panel 2 b „Quality from the perspective of visitors, sponsors and carriers of institutions“
Moderation: Dr. Barbara Rüschoff-Thale
➔ Evelyn Stern
Trustee
➔ Gabriele Feldmann
Managing director, Moebelform GmbH
➔ Dr. Oetker (requested)
Dr. August Oetker KG
➔ Dr. Heike Kramer
Director, German Savings Banks Finance Group
➔ Dr. Wolfgang Henze
Chairman of the Board Kunst³ for the LWL-Museum of Art and Culture, art collector and gallery owner, Wichtrach/Switzerland
➔ Prof. Ursula Sinnreich
Secretary General, Arts Foundation NRW
➔ Markus Lewe
Mayor of the City of Münster

13.00 – 13.30 h  Final discussion

13.30 – 13.45 h  Closing words
Dr. Barbara Rüschoff-Thale

13.45 – 14.45 h  Lunch buffet