Pilot Project of UNESCO and Intergovernmental Foundation for Educational, Scientific and Cultural Cooperation (IFESCCO) 
“RUNNING A MUSEUM – XXI CENTURY” (2008-2014)
Regional thematic UNESCO/ICOM training and the first expert meeting for museum specialists of CIS countries

“ROLE OF MUSEUMS IN EDUCATION AND CULTURAL TOURISM DEVELOPMENT”

Programme

18—21 October 2011 (Kyiv, Ukraine)
National Art Museum of Ukraine

Ukrainian Center for Museum Affairs Development

National Kiev-Pechersk Historical and Cultural Reserve

Kyiv M.A.Bulgakov Literary and Memorial Museum
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INTRODUCTION

In the framework of the joint project of UNESCO and the Intergovernmental Foundation for Educational, Scientific and Cultural Cooperation (IFESCCO) “Running a Museum — XXI Century: Thematic Regional Capacity-building UNESCO/ICOM Trainings and Expert Meetings for CIS countries” (2011–2014), on 18–22 October 2011, a Regional Thematic UNESCO/ICOM Training for specialists from leading CIS countries museums and the First Expert Meeting “Role of Museums in Education and Cultural Tourism Development” will take place in Kiev, Ukraine and will cover the following issues:

• Educational role of museums in the context of modern culture;

• Efficient use of museum resources for stable and balanced tourism development (including ICT)

• Issues of upgrading of museum knowledge and collections for visitors of different age and social groups;

• Innovative forms of work with visitors providing the opportunities for creative involvement in knowledge and inter-cultural dialogue expansion.

The Regional Thematic Training continues the cycle of national and regional UNESCO/ICOM trainings conducted with UNESCO and IFESCCO support for CIS countries in 2008–2010. The Training is prepared on the basis of UNESCO/ICOM Museum Studies Training Package issued within the UNESCO and IFESCCO projects for museum specialists in 2010.

The Training will be followed by the First Expert Meeting of museum specialists devoted to the VI Forum of Creative and Scientific Intelligentsia of the CIS countries to be conducted with the support of IFESCCO on 21-22 October 2011 in Kiev, Ukraine. In the framework of the Expert Meeting a package of basic recommendations on enhancement of the role of museums in development of education and cultural tourism will be developed.
On the basis of the materials of the Training and Expert Meeting a Policy Brief will be prepared, including on recommendations on strengthening the role of museums in development of education and cultural tourism in CIS countries, focusing on mobilizing cultural resources for sustainable development.

The events are organized by UNESCO Office in Moscow and Ukrainian Committee of ICOM in cooperation with UNESCO Office in Almaty and Tashkent, with consultative assistance of the Ministry of Culture and Tourism of Ukraine and the National Commission of Ukraine for UNESCO.

The Training and Expert Meeting will be conducted on the basis of the largest Ukrainian museums – the National Art Museum of Ukraine and the National Kiev-Pechersk Historical and Cultural Reserve (the site of the UNESCO World Heritage).

The program of the Training in Kiev assumes the involvement of the leading specialists in the area of museum management and museum pedagogy as trainers as well as participation of the representatives of the of the different museums from the target countries of the project, including Azerbaijan, Armenia, Belarus, Kazakhstan, Kyrgyzstan, the Republic of Moldova, the Russian Federation, Tajikistan, Uzbekistan, and Ukraine.
ORGANIZING COMMITTEE (UKRAINE)

Chairman of the Organizing Committee:

MELNIK Anatoliy Ivanovich – General Director of National Art Museum of Ukraine, President of Ukrainian Committee of the International Counsel of Museums (ICOM)

Honorary Members of the Organizing Committee:

YATSENKIVSKIJ Vladimir Vladimirovich – Director of Department for Relations with Ukrainians Abroad and Cultural and Humanitarian Cooperation of the Ministry of Foreign Affairs of Ukraine, member of the National Commission for UNESCO

KOHAN Timofey Grigorievich – Deputy Minister of Culture of Ukraine

Working group of the Organizing Committee:

ZADOROZHNYA Maria Nikolayevna – Project Coordinator of the Section of Museum Staff Professionalizing of Ukrainian Committee of ICOM, Deputy General Director in Development of National Art Museum of Ukraine

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GENERAL COORDINATORS OF THE PROJECT

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UNESCO Moscow Office for Armenia, Azerbaijan, Belarus, the Republic of Moldova and the Russian Federation

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PARTNER MUSEUMS

**National Art Museum of Ukraine**
General Director — Melnik Anatoliy Ivanovich
6, Hrushevskogo St.
Kyiv, 01001, Ukraine
tel.: 0038 044 278 13 57
www.namu.kiev.ua

**National Kiev-Pechersk Historical and Cultural Reserve**
General Director — Gromova Marina Eduardovna
21, Mazepy St., building 4
Kyiv, 01015, Ukraine
tel.: 0038 044 280 46 48
www.kplavra.kiev.ua

**Kyiv M.A.Bulgakov Literary and Memorial Museum**
Director — Gubianuri Liudmyla Viktorivna
13, Adriivskyi uzviz
Kyiv, 01025, Ukraine
tel.: 0038 044 425 52 54
www.bulgakov.org.ua

INFORMATION PARTNER

**Ukrainian Center for Museum Affairs Development**
Chairman of the Management Board — Vladislav Pioro

**International Fund “Ukraine 3000”**
37, Spasska St.
Kyiv, 04070, Ukraine
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www.ukraine3000.org.ua
THEMES AND METHODOLOGY

The subject of the Training is focused on the issues of museum education and entertainment as well as cultural tourism. Special attention is paid to the issues of innovative methodologies implementation such as didactic exhibitions, interactive forms of teaching, including modern means of communication.

The Training is a systematized exchange of experience on a certain methodology. During three days museum specialists from CIS countries will be involved in the active work. The program of the Training includes lectures and presentations of the trainers/experts from the largest museums of Russia, Belarus and Ukraine, as well as museum specialists from Armenia, Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, the Republic of Moldova, the Russian federation, Tajikistan, Ukraine and Uzbekistan. Working visits to Kiev museums are also planned in order to learn their education programs and assess their potential in the area of cultural tourism. An important role in the Training methodology belongs to discussions in the course of which the participants of the Training can give their opinions on the considered issue and their own unique experience. Practical work is not less important: exercises and creative assignments, role plays will allow the modeling of algorithms of the future interactive educational and entertainment programs and didactic exhibitions. It is difficult to overestimate such a type of training activity as work in small groups as it facilitates more direct and close professional networking and enhances the spirit of understanding and partnership. Surveys made in the course of the Training will allow to make grounded conclusions, sum up the achievements and plan the work for the future.

Considering the composition of the participants and on their mutual consent, Russian language was chosen as a working language of the Training and the expert meeting.
PROGRAMME
18-21 October 2011
Kiev, Ukraine

16—17 October 2011, Sunday—Monday

Arrival of the participants
Hotel “Kozatsky”
1/3 Mikhailovskaya St.
(Maidan Nezalezhnosti)

18 October 2011, Tuesday

09.00—09.30 / Registration of the participants
National Art Museum of Ukraine
6, Grushevskogo St.

09.30—10.00 / Opening of the Training
Opening speech on behalf of Ukrainian National Committee of ICOM: Anatolii Melnik, Chairman of Ukrainian National Committee of ICOM, General Director of National Art Museum of Ukraine

Welcome speech on behalf of the Ministry of Culture of Ukraine: Timofei Kohan, Deputy Minister

Welcome speech on behalf of UNESCO: Lubava Moreva, Program Specialist on Culture of UNESCO Office in Moscow for Azerbaijan, Armenia, Belarus, the Republic of Moldova and the Russian Federation

Welcome speech on behalf of the National Commission of Ukraine for UNESCO: Vladimir Yatsenkovskiy, Director of Department for Relations with Ukrainians Abroad and Cultural and Humanitarian Cooperation of the Ministry of Foreign Affairs of Ukraine

Welcome speech on behalf of the Intergovernmental Foundation for Educational, Scientific and Cultural Cooperation for CIS countries: Olga Barakayeva, Advisor of IFESCO
10.00—10.15 / Introduction to the three-day training

A.G. Boiko
Head of the Sector of Informational and Educational Activity of the Russian Center of Museum Pedagogy and Children Creativity, Russian Museum

10.15—10.30 / Introduction of the participants

M.Y. Skyrda
Deputy General Director in Education of National Art Museum of Ukraine

10.30—11.00 / Coffee Break

11.00—12.30 / Museum in the Modern World: Visual Culture as a Condition for Efficient Cultural Tourism

B.A. Stoliarov
Head of the Russian Center of Museum Pedagogy and Children Creativity, Russian Museum

Visual Culture: to the Issue of Its Definitions and Role in Cognitive and Museum Education Processes. Buzz session

Visual Culture in Pedagogic Activity of Schools, Universities and Museums: Russian and Foreign Experience. Lecture

Visual Culture in the Context of Museum Object Interpretation. Discussion

We Look. We See. We Understand. Training

12.30—13.30 / Lunch
13.30—15.00 / Role of Museum Educational Programs in Educational Activity of a Museum

B.A. Stoliarov
Head of the Russian Center of Museum Pedagogy and Children Creativity, Russian Museum

Sociological and Psychological/Pedagogical Contexts of Interaction between a Museum and a Visitor. Buzz session

Museum and School in the Context of Systematic Interaction. Lecture

Museum Educational Program Is a Scientific and Methodological Basis for Fruitful Interaction with Educational System. Discussion

Program “Hello Museum!” in the Innovative Practice of Educational Activity of Art Museum. Project analysis

15.00-15.30 / Coffee Break

15.30-17.00 / Educational Programs to Contemporary Art Exhibitions in the Museum. Interactive Forms as a Way of Material Perception

S.V. Kudriavtseva
Head of the Youth Educational Center, The State Hermitage


Interactive Educational Programs as a Part of General Concept of Museum Exhibition Project. Discussion

Creative Youth Projects within the Contemporary Art Exhibitions in a Museum as a Form of Museum Education. Buzz session

How to Turn a Temporary Exhibition into a Cultural Event. Practical assignment. Work in small groups. Common discussion
17.00—17.30 / Tourism Programs as One of the Forms of Museum Education

S.V.Kudriavtseva
Head of the Youth Educational Center, The State Hermitage

Cultural Tourism: Special Educational Programs for New Categories of Museum Public. Lecture. Discussion

17.30—18.00 Results of the day.
Questions and answers. Assignment for tomorrow
19 October 2011, Wednesday

09.00—09.30 / Meeting of the Participants

09.30—11.00 / Distant Educational Technologies as a Way to Museum

A.G. Boiko
Head of the Sector of Informational and Educational Activity of the Russian Center of Museum Pedagogy and Children Creativity, Russian Museum

Ideas on the Way and Distance in Daily Life, Museum and High Technology Sphere. Buzz Session

Distant Educational Technologies in Educational Activity of Schools, Universities and Museums: Russian and Foreign Experience. Lecture

Museum Ideals and Distant Education. Discussion

Museum Qualities of Distant Education. Project

11.00—11.30 / Coffee Break

11.30—13.00 / Internet Competition as a Mean of Inter-Regional Interaction between the Museum and Its Social Partners

A.G. Boiko
Head of the Sector of Informational and Educational Activity of the Russian Center of Museum Pedagogy and Children Creativity, Russian Museum

Competitions and Contests in Educational System and Museums. Buzz Session

Museum Educational Internet Competitions: Objectives, Ideas, Organization and Results. Lecture

Internet Competition in Inter-Cultural Communication and Cooperation of the Museum with Its Social Partners. Discussion

Museum Educational Internet Competition for CIS Countries. Project

13.00—14.00 / Lunch
14.00—15.30 / Didactic Exhibitions as an Expositional Project and Educational Resource

A.B. Stashkevich
Chairman of Belarus Committee of ICOM

Didactic Exhibitions as an Expositional Project and Educational Resource. Lecture-Presentation

Didactic Exhibition. Project. Work in small groups

15.30—16.00 / Coffee Break

16.00—17.30 / Interactive Forms of Work with Visitors. Experience of the National Art Museum of Ukraine

A.N. Perekhodko
Head of Science and Education Department
National Art Museum of Ukraine

Museum in the Conditions of Today’s Information Boom. Main Principles of Creation of Interactive Programs and Expositions. New Forms of Work: Possible Interaction between Different Institutions and Self-Realization of Museum Specialists. Lecture

Interactive Programs of the National Art Museum of Ukraine: Tours, Lectures “Art ABC”, Club “Art is a Space for Communication”, Didactic Exhibitions, Program “Playing Museum”. Presentation

“Playing Museum”. Practical assignment. Work in small groups. Common discussion

17.30—18.00 / Results of the day. Questions and answers. Assignment for tomorrow
20 October 2011, Thursday

09.00—09.30 / Meeting of the Participants

09.30—11.00 / Learning Styles: Cognitive Needs of Different Visitors

O.V.Cheremskaya
Head of Science and Education Department
Kharkov Museum of Literature
Стили обучения в музее. Интерактивная лекция
Опыт Харьковского литературного музея в работе с разными целевыми группами. Презентация
Личные предпочтения в обучении. Познавательный цикл Девида Колба в музейной практике. Практическое задание. Работа в малых группах. Общая дискуссия

11.00—11.30 / Coffee Break


M.Y.Skyrda
Deputy General Director in Education of National Art Museum of Ukraine
Philosophy of Educational Activity of Museums in the Context of Modern Culture. Lecture
Practical Experience of the National Art Museum of Ukraine: Three Types of Educational Programs. Presentation
Selection of Work Methods in Museum Education. “Fish or Rod?” Practical assignment. Discussion
Museum Education Management. Ideal Member of Staff of Educational Unit. Requirements to a Candidate. Practical assignment. Work in small groups. Common discussion. Presentation of NAMU experience

13.00—14.00 / Lunch
14.00—15.30 / Analysis of survey made in the course of training. Prospects for further cooperation

15.30—16.00 / Coffee Break

16.00—16.30 / Bus trip to Kyiv Bulgakov Literary and Memorial Museum, 13, Adrīivskyi uzviz

16.30—18.00 / Visiting session in Kyiv M.A.Bulgakov Literary and Memorial Museum. Review of exposition and educational programs of the museum
21 October 2011, Friday

First expert meeting for museum specialists of CIS countries

«ROLE OF MUSEUMS IN EDUCATION AND CULTURAL TOURISM DEVELOPMENT»

09.30—10.00 / Bus trip to the National Kiev-Pechersk Historical and Cultural Reserve, 21 Ivana Mazepy St.

10.00—11.30 / Relevant issues and development prospects of educational and cultural tourism museum resource at the national, regional and international levels. Discussion

11.30—12.00 / Coffee Break

12.00—14.00 / Discussion of the final document and recommendations of the First Expert Meeting for Museum Specialists of CIS Countries. Discussion

14.00—15.00 / Lunch

15.00—18.00 / Tour to the National Kiev-Pechersk Historical and Cultural Reserve for training participants not involved in the VI Forum of Creative and Scientific Intelligentsia of the CIS Countries

15.00—15.30 / Bus trip for the group of experts to Kiev National Taras Shevchenko University, 64, Vladimirskaya St.

16.00—18.00 / Participation of the group of experts in the work of profile chamber “Historical/Cultural Heritage and Cultural Tourism” of the VI Forum of Creative and Scientific Intelligentsia of the CIS Countries

19.00—20.30 / Gala Dinner on the occasion of Training and UNESCO/ICOM Expert Meeting completion, National Kiev-Pechersk Historical and Cultural Reserve, 21 Ivana Mazepy St.
22 October 2011, Saturday

10.00—12.00 / Visiting National Reserve “St. Sophia of Kiev”
24, Vladimirskaya St.

Departure of the participants
TRAINERS-EXPERTS OF THE REGIONAL THEMATIC UNESCO/ICOM TRAINING


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**KUDRIAVTSEVA Sophia** — Art Historian, Chief of the Youth Education Centre, State Hermitage Museum, Saint-Petersburg (from 2001). Teacher, Division of Museum Studies, Philosophy Faculty, Saint-Petersburg State University (from 2006). Graduated of the Faculty of Theory and History of Art, Repin’s State Institute of Painting, Sculpture and Architecture, Leningrad (1972), postgraduate course of State Research Art History Institute in Moscow (1991). Defended PhD. Thesis “Problems of development of Western-European and Russian stand sculpture at the beginning of XX century” Postdoctoral course at the Faculty of Philosophy, State University (from 2009). Since 1973 to present time employs for the Education department, State Hermitage Museum, firstly as a Guide (to 1975), then the Researcher (to 1991), the XX Century and Contemporary Art Expert and Methodologist for guides and lecturers courses (to 2001). Alumni of Fulbright foundation (USA), research project “Born in Russia (Western Artist of Russian Origin in XX century). The member of the Union of Russian Artists (section of Art critics). Author of many research articles, the participant of numerous research conferences in Russia and abroad. Author of illustrated popular science books and albums about the Hermitage collections. Honored the medal “For Achievements in Culture”, Ministry of Culture, Russian Federation (2002). In 1998–2002 developed and organized series of museum studies educational seminars for Russian and foreign museum staff at the Hermitage sponsored by Soros Foundation. In 2002-2005 organized the series of museum studies seminars at the Hermitage in collaboration with UNESCO office in Russia for museum staff of Armenia, Azerbaijan, Belarus, the Republic of Moldova and the Russian Federation. The participant of the international seminar “Running a Museum — XXI century”, Minsk, Belarus, 2010.

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SKYRDA Marina — Art Historian, Deputy Director-General in Education of the National Art Museum of Ukraine (since 2003), Chairman of the Expert Council of the Section of Museum Staff Professionalizing of Ukrainian Committee of ICOM (since 2010), independent expert of the Section of museum educational programs in Ukrainian-Netherlands project MATRA/Museums of Ukraine (since 2006). Graduated from Kiev State Institute of Art (now National Academy of Art and Architecture), Department of Theory and History of Art, Diploma with Honours (1986); All-Union Advanced Training Courses for Culture Professionals, Moscow (1990); post-graduate program of the National Academy of Art and Architecture (1998). 1986–2003 – worked in Kiev Museum of Russian Art as a scientist, Head of School Sector, Head of Education Department. Author of the concept of museum education, author, supervisor and practical participant of educational and entertainment programs of the National Art Museum of Ukraine, inter-museum excursion program “Ukrainian Art in the Circle of European Schools”, co-author and methodologist of the program “Visual Thinking Strategies (VTS)” of the Scientific and Methodological Center of Critical Thinking Development “Intellect” (since 1999). Holds a diploma of methodologist under the American program Visual Thinking Strategies (VTS), implemented by the International Foundation “Vidrodzhennia”, Saint-Petersburg — Kiev – Budapest (1998); diploma of the organizer of volunteering under the museum program implemented by the Contemporary Art Center “Ujazdow Castle”, Warsaw (1999). Participant of numerous national and international conferences on the issues of museum work and museum education. Rewarded with “Podiaka” (Gratitude) Sign and watches from the Major of Kiev (2002).

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Joint UNESCO/IFESCO project
“RUNNING A MUSEUM — XXI CENTURY” (2008—2014)
“ROLE OF MUSEUMS IN EDUCATION AND CULTURAL TOURISM DEVELOPMENT”

The UNESCO/IFESCO pilot project
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