

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 → N. N.
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

	<p>→ Jörg Stüdemann 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>→ Evelyn Stern Trustee</p> <p>→ Gabriele Feldmann Managing director, Moebelform GmbH</p> <p>→ Dr. Oetker (requested) Dr. August Oetker KG</p> <p>→ Isabel Pfeiffer-Poensgen (requested) Secretary General of Germany's Culture Foundation of the States</p> <p>→ Dr. Wolfgang Henze Chairman of the Board Kunst³ for the LWL-Museum of Art and Culture, art collector and gallery owner, Wichtrach/Switzerland</p> <p>→ Prof. Ursula Sinnreich Secretary General, Arts Foundation NRW</p> <p>→ Markus Lewe Mayor of the City of Münster</p>
13.00 – 13.30 h	Final discussion
13.30 – 13.45 h	<p>Closing words Dr. Barbara Rüschoff-Thale</p>
13.45 – 14.45 h	Lunch buffet