

## Conference Impressions

*of the Annual Conference of the Association of European Jewish Museums in Vienna,  
17-20 November 2012*

When I received the invitation to join the AEJM Annual Conference this year I was very happy, mainly because the topic would be *Change and Complexity: How Jewish Museums Remember and Reinvent Themselves*; great for those who are recreating their own museums and even better for those who are building a new one, as is our case in Brazil. We are very far from the discussions that are happening abroad, so this is the time to exchange experiences. Hearing about the creative processes of many museums makes us really think about our own process of creation.

It is wonderful to know that even the most known museums in Europe must reinvent themselves. First lesson: never forget the past of your own museum, do not throw away its history, whether you like it or not. Second lesson: what do your visitors really want to know and where are they really interested in? How much time do they have to look at an exhibition, or in other words, how will you engage them to learn something in such a little time?

In the Jewish Museum Vienna, I enjoyed the exhibition on the ground floor very much, where, by asking questions to the visitors and hearing their answers, we were shown how to interact with the public in order to know what they expect from a Jewish museum. I felt sorry for not having a greater contact with the Jewish Museum Vienna itself.

We participated in a great workshop: *Museum Education: Artifacts and Meaning* led by Hannah Landsmann, who did it in a perfect way. We took pictures with our cell phones of objects that we liked very much and of those that we disliked, in clear reference to Facebook, and then we went on to discuss why/what for/ what to look at/what to choose/what to think about, etc. That is the way they make young people choose what they want to know, learn and discuss.

Meeting all the members of the AEJM again was a real pleasure and the most important part: talking and exchanging personal experiences, having time to ask questions during coffee break and lunch time. We were very well received in Vienna, where everything was very well organized and worked perfectly.

The tours (on foot) were also a very important part, to feel the environment and its particular atmosphere. We felt sorry for not visiting the Palais Ephrussi, which was on the mind of almost everyone. The tour to Bratislava also completed this very special journey, showing us a completely different reality, which even being so unique was really worth it.

So, even though each of the participants has very different realities, we all have common problems that can be solved after a good partnership and therefore we don't feel lonely anymore. See you all in Warsaw next year. Brazil will be very proud to attend the AEJM Conference again!

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