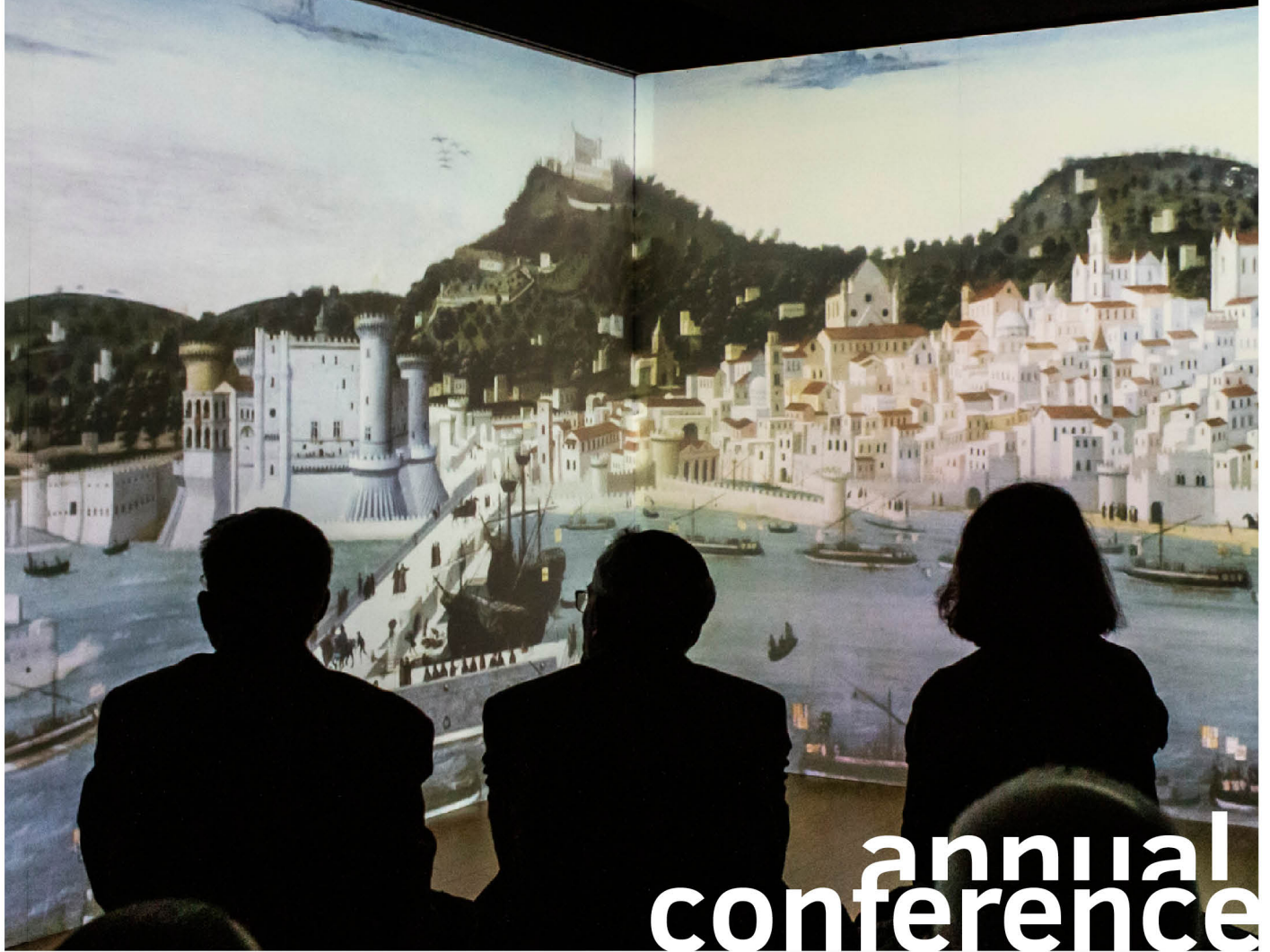


**MUSEO NAZIONALE DELL'EBRAISMO
ITALIANO E DELLA SHOAH**
MUSEUM OF ITALIAN JUDAISM AND THE SHOAH

aejm association
of european
jewish
museums



**annual
conference**

AEJM Annual Conference

National Museum of Italian Judaism and the Shoah

17-19 November 2019

Ferrara | Italy

annual conference

www.aejm.org

Ferrara | Italy

This Conference is kindly supported by the
David Berg Foundation

Programme

Sunday 17 November

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| 13:30 – 15:00 | PRE-CONFERENCE TOURS
Optional guided tours of the core exhibition <i>Jews, An Italian Story</i> , the temporary exhibition <i>Ferrara Ebraica</i> and the multimedia installation <i>Through the Eyes of Italian Jews</i> at the National Museum of Italian Judaism and the Shoah (MEIS). | 18:00 – 19:00 | CONVERSATIONS I
<i>Curating 2000 Years of Italian-Jewish History</i>

Discussion of the representation of Italian-Jewish history and heritage in the MEIS core exhibition, with Simonetta Della Seta , curator Sharon Reichel and exhibition architect Giulia Gallerani . Moderated by Paul Salmona, Director Musée d'Art et d'Histoire du Judaïsme, Paris (FR)
<i>Organised by MEIS National Museum of Italian Judaism and Shoah</i> |
| 14:30 - 15:30 | REGISTRATION | 19:30 – 21:30 | DINNER RECEPTION
Get together at the National Archaeological Museum of Ferrara at Palazzo Costabili and meet your colleagues! Conference delegates are invited to join a dinner reception. |
| 15:30 – 16:00 | OPENING CEREMONY
Welcome by Dario Disegni , President of MEIS, and Simonetta Della Seta , Director of MEIS | | |
| 16:00 – 16:30 | PERSPECTIVES & PROSPECTS
In his opening statement Emile Schrijver , Chair of AEJM and Director at Jewish Cultural Quarter (NL), will address challenges and opportunities of Jewish museums in 21 st century Europe. | | |
| 16:30 – 17:00 | COFFEE BREAK | | |
| 17:00 – 18:00 | KEYNOTE SESSION I
<i>2000 Years of Italian-Jewish History</i>

The uninterrupted presence of Jews in Italy spans over two millennia. Giulio Busi (IT), Professor and Director of the Institute of Jewish Studies at the Freie Universität of Berlin, will speak about how this presence took shape and develop. This talk explores how the Jews of Italy built their own identity and how they contributed to that of all Italians across periods of fruitful cohabitation and interaction alternated with persecution and expulsion. Moderated by Tania Coen-Uzzielli, Director at Tel Aviv Museum of Art (IL).
<i>Organised by MEIS National Museum of Italian Judaism and Shoah</i> | | |

Programme

Monday 18 November

9:00 – 10:30

PROJECT SLAM

Special Projects

Selected special projects of excellence that give insight into the diversity of the European landscape of Jewish museums will be shortly presented by museum professionals.

New Core Exhibition at the Jewish Museum Veitshöchheim (DE)

Meet the Museum: the Jewish Museum of Rhodes (GR)

Museum Under Development: the Jewish Museum of Lisbon (PT)

New Museum for the Jewish Museum of Stockholm (SE)

End of Night at the Danish Jewish Museum (DK)

New Collection Strategy at the Ben Uri Gallery (UK)

Redevelopment of the Manchester Jewish Museum (UK)

Anti-Discrimination Education Academy at POLIN Museum of the History of Polish Jews and Auschwitz Jewish Center (PL)

10:30 – 11:15

ITALIAN COFFEE TABLE TALK

Meet & Greet

Discuss the special projects with the presenters of the Project Slam while enjoying your coffee and try out the VR-experience *End of Night* by the Danish Jewish Museum.

11:15 – 12:30

PARALLEL PROGRAMME I

1. TALK *Museum Education & CoopCulture*
CoopCulture is a cooperative company dealing with the enhancement of cultural heritage in Italy that works closely with the museum sector. **Michela Zanon** will give an introduction to the work of CoopCulture for Italian Jewish heritage institutions.

Simonetta Lazzaretto will speak about CoopCulture's strategy for working with different audiences at these Jewish museums and **Chiara Marangoni** will address the communication strategies.

2. PROFESSIONAL FOCUS GROUP *Leadership Institutions >10 FTE*

The leadership focus group is developed to support museum professionals that actively work in the field and to stimulate focused discussion and exchange on leadership issues. This session, chaired by **Emile Schrijver**, will bring together leadership of Jewish museums of bigger size.

3. PROFESSIONAL FOCUS GROUP *Leadership Institutions <10 FTE*

Discuss challenges and opportunities facing the leaders of European Jewish museums with your peers. **Zanet Battinou**, Director of the Jewish Museum of Greece (GR), will chair the session for leadership of Jewish museums of smaller size.

12:30 – 15:00

JEWISH FERRARA LUNCH BREAK

Discover the Jewish heritage of Ferrara during our lunch at the Ferrara Jewish Community.

Programme

15:00 – 16:15 KEYNOTE SESSION II

Site-Seeing and the Stories We Tell: Tourist Narratives and the Architecture of Jewish Museums

Shelley Hornstein, Professor and Senior Scholar, Architectural History & Visual Culture York University, Toronto (CA) will speak about how the architecture of museums – and particularly Jewish museums – impacts on touristic itineraries and ultimately the stories they tell. How will the new MEIS change and shape Jewish heritage tourism in Ferrara and Italy and speak to the broader issues of Jewish museums and Jewish heritage tourism internationally? Moderated by **Brigitte Sion**, Museum Programme Officer Rothschild Foundation Europe (UK).

16:15 – 17:45 PARALLEL PROGRAMME II

1. TALK *Jewish Museums in Italy*

Discussion of the wider Jewish museum landscape in Italy. What are the challenges for these local and regional community museums? With **Marcella Ansaldi**, Director at Jewish Museum Venice, **Olga Melasecchi**, Director at Jewish Museum Rome, and **Claudia De Benedetti**, Director at Jewish Museum of Casale Monferrato. Moderated by Gioia Perugia, Collection Manager The Israel Museum, Jerusalem (IL).

2. TALK *Jewish Heritage Tourism in Ferrara*

The European Routes of Jewish Heritage represent a window to discover the history of Jewish presence in Europe. **Maria Teresa Pinna**, official of the Ferrara Municipality responsible for Tourism and Cultural Events, will present the city's policy on local Jewish heritage. **Victor Sorensen**, AEPJ Director (ES), will introduce the new Jewish routes.

3. PROFESSIONAL FOCUS GROUP *Marketing*

The marketing department of POLIN Museum of the History of Polish Jews researched

barriers to attendance for families.

Małgorzata Zajac, Chief Research Specialist at POLIN (PL), will present the research results and recommendations as a starting point for a broader discussion on barriers to attendance for Jewish museums across Europe.

17:45 – 18:15 BOOK PRESENTATION

Jewish Italy: Rediscovered Stories

Eleven directors and curators of various Jewish museums in Italy contributed to the publication *Jewish Italy Rediscovered Stories. Essays Written in Honor of Vivian Mann z.l.* with short essays on previously unpublished Italian Jewish objects. **Marcella Ansaldi**, Director at the Jewish Museum of Venice, and **Alessandra Di Castro**, President of the Foundation for the Jewish Museum of Rome, will present this new publication.

19:30

OPTIONAL LEADERSHIP DINNER

Conference delegates that are in leadership positions at Jewish museums are invited to join an optional group dinner.

Programme

Tuesday 19 November

9:00 – 10:15	PROJECT SLAM <i>Exhibitions</i>	11:00 – 12:00	PARALLEL PROGRAMME III
	<p>Selected exhibitions that give insight into the diversity of the European landscape of Jewish museums will be shortly presented by museum professionals.</p> <p><i>Warp and Weft – Women as Custodians of Jewish Heritage in Italy</i> at the U. Nahon Museum of Italian Jewish Art</p> <p><i>The Amsterdam Machzor</i> by MiQua. LVR-Jewish Museum in the Archaeological Zone Cologne (DE)</p> <p><i>Light of Negative. Photographs from the Ringelblum Archive and the Jerzy Lewczynski Archive: Reinterpreted</i> at the Jewish Historical Institute (PL)</p> <p><i>Muranow</i> at POLIN Museum of the History of Polish Jews (PL)</p> <p><i>The End of Contemporary Witnessing?</i> at the Jewish Museum of Hohenems (AT)</p> <p><i>Kabbalah, the Art of Jewish Mysticism</i> at the Jewish Cultural Quarter Amsterdam (NL)</p> <p><i>Jews, Money, Myth</i> at the Jewish Museum London (UK)</p>		<p>1. PROFESSIONAL FOCUS GROUP <i>Contemporary Art</i></p> <p>This session aims at bringing together museum professionals working with contemporary art at Jewish museums, exchange of best practice and discussion of concepts. Dominik Czechowski, Chief Curator at Jewish Museum London (UK) and Pascale Falek, Director of the Jewish Museum of Belgium (BE), will give insight into why and how their respective institutions work with contemporary art and artists.</p> <p>2. PROFESSIONAL FOCUS GROUP <i>Security</i></p> <p>In 2014, AEJM issued a survey assessing the state of visitor and staff safety in Jewish museums across Europe and collecting different views and approaches towards this topic. Following up on this research, Mats Tangestuen, AEJM Board and Academic Director of the Oslo Jewish Museum (NO), will chair a group conversation on current issues and challenges on museums security.</p> <p>3. PROFESSIONAL FOCUS GROUP <i>The Digital Turn in Jewish Museums</i></p> <p>This session will look at the way Jewish museums have (or haven't) embraced the digital. Anat Harel of the Jewish Heritage Network (NL), will present several ongoing projects in digital culture that aim to enhance our sector as a whole. Participants are invited to contribute their views and experiences with digital Jewish heritage and discuss challenges.</p>
10:15 – 11:00	ITALIAN COFFEE TABLE TALK <i>Meet & Greet</i>	12:00 – 12:30	REFLECTIONS <i>Looking back and ahead</i>
	<p>Discuss the seven exhibitions with the presenters of the Project Slam while enjoying your coffee and try out the VR-experience <i>End of Night</i> by the Danish Jewish Museum.</p>		<p>This session marks the end of the official programme by closing the Ferrara Conference and looking forward to next year's venue.</p>

Programme

14:00 – 16:00 ANNUAL GENERAL MEETING

The Board of AEJM will report on past activities and future plans. Members will vote on new membership applications and for Board elections. Members are requested to send a delegate to the meeting.

In parallel

Conference delegates and guests not attending the General Meeting are invited for a guided visit to the **Biblioteca Ariostea** at Palazzo Paradiso.

Wednesday 20 November

OPTIONAL EXCURSION PROGRAMME I

Discover the Jewish heritage of Emilia-Romagna by joining this post-conference optional excursion. In the morning the group will visit **Modena** and the Great Synagogue from 1873 at Piazza Mazzini.

After lunch, we will travel to the medieval academic city of Bologna, where Director **Vincenza Maugeri** will welcome us at the Jewish Museum Bologna.

Departure from Ferrara at **7:45**

In the afternoon the bus will return to Ferrara via Bologna Airport (estimated time of arrival 16:00).

Tickets for this excursion are sold out.

Thursday 21 November

OPTIONAL EXCURSION PROGRAMME II – Monte San Savino

Conference delegates are cordially invited by **Jack Arbib** of the Museum of Libyan Jews (IL) and the U. Nahon Museum of Italian Art (IL) to join an additional excursion programme to **Monte San Savino**. During the excursion, participants will learn about the project on the history of Jewish presence and absence in this Tuscan town.

Departure from Ferrara at **8:00**

At the end of the excursion, participants will be transferred to Arezzo Train Station, with train connections south to Rome and north to Florence. Estimated time of arrival at Arezzo Train station: 16:00

Participation is free of charge and lunch is kindly offered by the organisers.

Tickets for this excursion are sold out.

Speakers

GIULIO BUSI

Keynote Session I - *2000 Years of Italian-Jewish History*

Giulio Busi (Bologna 1960) is Professor at the Institute of Jewish Studies at the Freie Universität in Berlin (DE). Prior he taught Hebrew at the Università Ca' Foscari in Venice. At the beginning of the 1980s his centres of interest were mainly medieval studies, particularly Hebrew grammar and booklore. In the following years his work expanded, focusing especially on Jewish symbols and Kabbalah, of which he analysed historical development, literary values and aesthetic implications. He dedicated a number of studies to the history of the relationship between Jewish and Christian culture in Italy during the Middle Ages and the Renaissance. Busi co-curated the temporary exhibition *The Renaissance Speaks Hebrew* at the National Museum of Italian Judaism and the Shoah in Ferrara.

SHELLEY HORNSTEIN

Keynote Session II - *Site-Seeing and the Stories We Tell: Tourist Narratives and the Architecture of Jewish Museums*

Shelley Hornstein is Professor and Senior Scholar, Architectural History & Visual Culture, York University, Toronto (CA). Themes she explores are located at the intersection of memory and place in architectural and urban sites, cosmopolitanism, nationhood and how architectural photography structures a conversation about place, citizenship and human rights. Her most recent book is *Losing Site: Architecture, Memory and Place*. She is currently writing a book entitled: *Site-Seeing: Monumental Itineraries and Architectural Tourism*, as an investigation of how architecture is the key to tourism through tangible and intangible places. Hornstein is the recipient of the Walther K. Gordon Fellowship, Canadian and International research awards, and is on the advisory boards for several academic journals.

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