

24° Maritime Museums Association in the Mediterranean Sea
The “Didactic Museum”: an Innovation and Enhancement Purpose of Maritime Museums

Naples, Museo del Mare, 6th - 7th - 8th June 2018

In a wider framework concerning “the Maritime Museums between innovation and conservation”, we aim to propose the theme: sustainable innovation of museum didactics and communication in relation to Maritime Museums between training and dissemination.

The traditional museum, based mainly on the preservation of collections, could change its own function and point to the didactic action strengthening with the help of new technologies.

So, it could give a wider space to the sensitization and training activities for the future generations.

In this way, using sustainable innovative methodologies, which concern museum didactics, we can build a strategy able to re-discover our territory, to create stimuli and new sensibilities for the territory identity and its beautiful resources.

Florence’s Convention (20th October 2000) expected new measures *“to increase the civil society, private organizations and public authorities sensitization for giving more value to the landscapes, to their functions and finally to their transformation”*.

The same purpose was discussed five years later at Faro’s Convention (27th October 2005), where *“they proposed sensitization actions and active involvement of the citizenship”*.

Volunteering work represents an opportunity for the cultural heritage. So it becomes important to build a loyal relation among operators, working side by side to achieve common objectives. Thus, it is necessary to establish the tasks for each subject taking part in the project to preserve the cultural heritage.

Such a prospective is linked to the best practices principles, based on the **“shared museology”**. This expression does not mean only a dimension intended to involve the audience into Museum activities, by communicative tools implementation and elaboration. These tools of course will be efficient to engage people, guaranteeing a friendly access to data and information.

“Participant museology” makes the research action, related to a territory, lead to a full citizenship involvement in each phase of the work, starting from the project. This “means that the expert operators can collaborate with the subjects who live and work in a local community, to recover the memories of places, building in this way, a local history” (Fulvio Volpe, 2016: 53.)

From this point of view, it is useful a parallelism with education world, not only because that deals with very close sectors (from one side citizenship training and education, from the other research and citizens’ heritage evaluation), but also because it shows lots of affinities, like in the change concerning professional workers operating in education and culture fields.

For both of these worlds, the solution could be searched in the ability to re-think about our own social function and political-cultural role. It needs to re-conquer a new authoritativeness, different from the past, based on sharing, participation and an authentic alliance with the citizenship.

The professional cultural operators have to overcome definitely the presumption to be the only owners of cultural heritage and of an expert knowledge, that does not want intrusions and comparisons.

The expert operators should open themselves more and more to the collaboration, accepting stimuli and purposes coming from no expert people. So, they should promote creativity and governance innovation related to the resources available on the territory.

This cultural policy orientation, moreover, will prevent self-referential drifts and closing risks, that represent limits too much present in scientific and cultural projects.

At this point, we can elaborate a coherent purpose whose objectives are the followings:

1. Make Maritime Museum become training centres specialized in the museum didactics technologies with a particular attention to the new Information and Communication Technologies;
2. Promote by didactics a wider dissemination and evaluation of the specific heritage (like scientific, historical, artistic knowledge);
3. Stimulate and organize people’s participation (users/citizens) to project and realize specific actions:
4. Define an evaluation process to verify step by step the quality of the decided actions;

5. Formalize within AMMM a committee aimed to check specific activities concerning didactics, dissemination and participation.

The reports of the experiences and "best practices" should concern the sections:

Section I Museography and teaching

Traditionally museography deals with setting cultural itineraries and supports, appropriate air conditioning, lighting and acoustics systems for the museum halls, museum's communication systems where together with the usual captions, totems, expositive panels, they are used interactive video and computer, visual and acoustic signals, and so on.

In order to make museums one of the main instruments for society cultural growth, it is central the idea of "experience" as leading educational principle.

In other words, the museum visitor - of any age - is to be considered the protagonist of his own learning course. Museum education's methodology has to pursue two main purposes: on the one hand promoting knowledge of cultural heritage for all citizens (Permanent Education); on the other hand, renewing teaching methods by "active" teaching procedures, aimed at promoting "significant" kinds of learning.

This way of doing represents a qualitative leap for fruition of cultural heritage and is intended to a socio-educational use of cultural heritage, with particular regard not only to young people growth but to a citizenship really connected to a Lifelong Learning system.

Section II Museum, teaching and public.

Museum teaching focuses its attention, directly or indirectly, on the role of the public and its relationship with museums.

What happens when we decide to develop a dialogue between the museum and its audience, urging in a more effective way people participation?

Are we really ready to take people into museums, to give up the experts power, to create a "common language" between different subjects, whether they are inhabitants of the territory or visitors, to make museums become places of sharing knowledge?

The role of the public must be revised according to these considerations.

Section III Museum, teaching and Territory

Towards lifelong learning, education for social inclusion and cultural integration become a main aim of our society.

Museum, therefore, propose themselves as a field to try out new ways of cultural citizenship, by promoting social cohesion and a more effective relationship among all territory's components (individual

citizens, associations, cultural institutions, training agencies, political and administrative organizations, other cultural groups) in order to actively involving them to implement and develop the museum project.

Museums have a great social responsibility towards territory in all its components and, to do that, must necessarily assume an "open", "listening" and "welcoming" position towards the community.

Reports can last at max 10 minutes and, if they are in native language, must be supported by slides in English.

Preliminary Program

- **Wednesday 6th June 2018**

Arrival and accommodations of delegates

Maritime Museum of Naples, via di Pozzuoli, 5 – 80124 Naples

h. 18,00 Meeting for the E.C., AMMM

h. 20,00 Dinner, reserved to the E.C., at Lega Navale Italiana, Pozzuoli-Nisida

- **Thursday 7th June 2018**

Maritime Museum of Naples, via di Pozzuoli, 5 – 80124 Naples

Ore 9,00 Registration of the participants to the Forum

Ore 9,30 Opening Forum: Antonio Mussari, Director of Maritime Museum of Naples

Opening greetings from

- Elvira Laura Romano, D. S. ITN "Duca degli Abruzzi"
- Nino Daniele, Councilor for culture of the city of Naples,
- Daniela Villani, councilor with responsibility for the Sea of the city of Naples,
- , President of municipality

Ore 9,45 Introduction by the President of AMMM, **Maria Paola Profumo**

Scientific reports

Introduction by Antonio Mussari, Director of Maritime Museum of Naples

Chairwoman **Antonietta Selvaggio**, Maritime Museum of Naples

h 10,00 Director of MANN (National Archaeological Museum of Naples) Dr. Paolo Giulierini

h 10,20 Dialogue between P. Mauriello and E. Viceconte on "Museum Ecosystem: a complex interaction system among different processes"

h 10,40 Massimo Osanna, Superintendent of Pompeii: the heritage and the daily life of Pompeii

Ore 11,00 Coffee break

Reports of Experiences and "best practices" max 10 minutes

Section I Museography and teaching

Chairman: Davide Gnola, Director of Maritime Museum of Cesenatico

Introduction Pierangelo Campodonico, Director of Mu.MA-Galata Maritime Museum of Genova

Reports of Experiences and "best practices"

Ore 11,20 Daniela Giampaola, Superintendency of the Royal Palace for the Roman boats of Piazza Municipio

Ore 11,40 Museography of the medieval Sorres boat Elvira Mata, MMB

Ore 12,00

Ore 12,10

Ore 12,20

Ore 12,30

Ore 12,40

Ore 12,50 Didatticando: Experience Maritime Museum of Naples

Ore 13,00 / 15,00 lunch break al museo

Section II Museum, teaching and public.

Chairwoman: Elvira Mata, Maritime Museum of Barcelona

Introduction Pietro Spirito, President of the Port Authority, State of the art of the new
Maritime Museum of Naples

Reports of Experiences and "best practices"

Ore 15,00 Dott. Paolo Riolo, Banco di Napoli Historical Archive Il Cartacanta

Ore 15,20 ??, Didactic interaction between Maritime Museum of Naples and Biblioteca
"Lazzerini" in Prato

Ore 15,30

Ore 15,40

Ore 15,50

Ore 16,00- 16,20 coffee break

Ore 16,20

Ore 17,00

Ore 17,10

Ore 17,20

Ore 17,30

Ore 17,20

Ore 17,40 The Schooner S. Eulalia as an educational resource for young people in the Raval
district.

Ore 18,00 Aperitif, at the Museum

Ore 20,30 Dinner (only for members)

Ore 21,30 Show Recital of Fabio Cocifoglia,

- **Friday 8th June 2018**

Section III Museum, teaching and Territory

Chairman: Miguel Martí, Maritime Museum of Palamos

Introduction

Reports of Experiences and "best practices"

Ore 9,00 Antonio Riccio, Ass. Proval, The Sea network in Campania

Ore 9,10 Davide Gnola, "Zughé, lavurè = to play, to work"

Ore 9,20

Ore 9,30

Ore 9,40

Ore 9,50

Ore 10,00

Ore 10,10

Ore 10,20

Ore 10,30

Ore 10,40

Ore 10,50

Ore 11,00

Ore 11,10 transfer to the museum of Capodimonte (Bus)

Ore 12,00 Visit of the Museum of Capodimonte dedicated to the AMMM members

Ore 13:00 lunch at the "belvedere" of Capodimonte

Ore 15,00 transfer to Maritime Museum of Naples (Bus)

Ore 15,30 Assembly AMMM (only for members) - Maritime Museum of Naples

Report by Lluisa Prieto, AMMM Secretariat

Presentation of new members and affiliates

Closing of works: Maria Paola Profumo, President of AMMM

Ore 17,30 Boat excursions around gulf of Naples and Pozzuoli, organized by
Maritime Museum of Naples (with aperitif) A / R Pozzuoli

Ore 21,00 dinner in Pozzuoli - optional with reservation

- **Saturday 9th June 2018**

Depart of delegates

optional with reservation

Ore 10,00 Costanza Gialanella, Superintendent of the archaeological heritage of Pozzuoli, will take a guided tour of the Rione terra and the Temple of Augustus and a tour through the Roman city of Pozzuoli