

The challenges new technologies bring in our relationship with people

**Maria Vlachou
Kiev, 28 of March 2013**



Cultural participation

At a distance

Books, magazines

Electronic means

Digital means

Attending / visiting

Creating

Volunteering

The guardians

Cultural snobs

They validate culture / not for everyone

Neo-mandarins

They defend access / they define to what

Neo-cosmopolitans

Accept different cultures

Cultural participation

The excellence barrier

When the performance of two or more competing products has improved beyond what the market demands, customers can no longer base their choice upon which is the higher performing product. The basis of product choice often evolves from functionality, to reliability, then to convenience and ultimately to price”.

Clayton Christensen in *Innovator’s Dilemma*

Cultural participation

The excellence barrier



Cultural participation

Slow food movement

Defended biodiversity

Invested in educating the taste

Joined producers and consumers

Cultural participation

Cultural institutions

- We are the guardians
- We work with and for the same people
- We let people think (our publicity, our attitude and language) that we are elitist
- We don't humanize our buildings
- We don't value new media in promotion and access

Diane Ragsdale, The excellence barrier



BARRIERS

Psychological Intellectual

Physical Financial

TVT



Dayane Cruz
MONTADORA



1:00 / 7:12



Enlarge
Diversify

Cultural participation

Slow arts movement

1. Free the art
2. Free the people
3. Demystify the experience
4. Create and foster social networks
5. Understand the community
6. Focus on impact rather than growth
7. Don't get accommodated

Experience *The Met: Live in HD*



2010-11 SEASON

- DAS RHEINGOLD** Wagner
OCT 9
- BORIS GODUNOV** Mussorgsky
OCT 23
- DON PASQUALE** Donizetti
NOV 13
- DON CARLO** Verdi
DEC 11
- LA FANCIULLA
DEL WEST** Puccini
JAN 8
- NIXON IN CHINA** Adams
FEB 12
- IPHIGÉNIE EN
TAURIDE** Gluck
FEB 26
- LUCIA DI
LAMMERMOOR** Donizetti
MAR 19
- LE COMTE ORY** Rossini
APR 9
- CAPRICCIO** R. Strauss
APR 23
- IL TROVATORE** Verdi
APR 30
- DIE WALKÜRE** Wagner
MAY 14

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Azra Neretina in Don Pasquale



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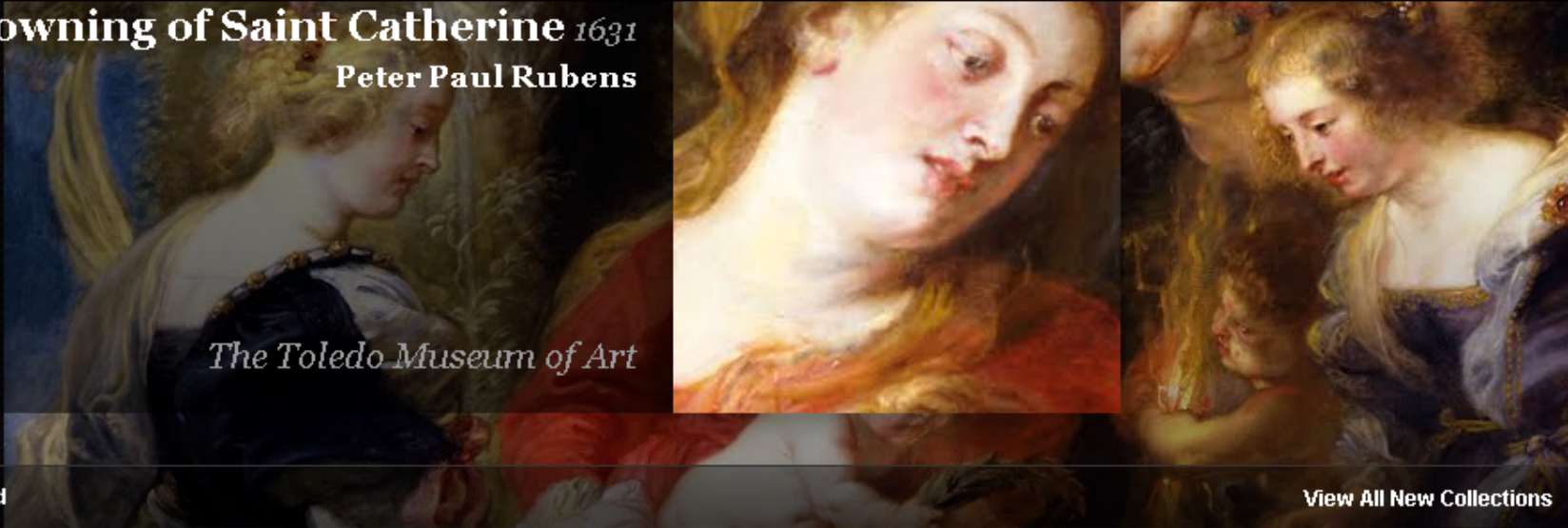
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Crowning of Saint Catherine 1631

Peter Paul Rubens



The Toledo Museum of Art

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MoMA The Museum of Modern Art

Liked · February 14

Happy Valentine's Day! 14 works from our collection for you on Valentine's Day ("The Scream" not included): <http://bit.ly/vfMLw9>

[Jim Dine. "The Little Heart in the Landscape." 1991]

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5,705 people like this.

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Galip Hasret

<https://www.facebook.com/pages/Foto%C4%9Fraf-D%C3%BCnyas%C4%B1ndan/374781082607271>



Fotoğraf Dünyasından

YAŞADIĞIMIZ DÜNYADAN GÜZEL, İLGİNÇ YA DA SİZE DEĞİŞİK GELEN FOTOĞRAFLARI HEP Bİ...[See More](#)
Page: 1,451 like this



Write a comment...



WEDNESDAY, MARCH 27, 2013

Kids, Coercion, and Co-Design

There's a constant dialogue in participatory work about how to make peoples' contributions meaningful. I've written about [different structures for participatory processes](#) (especially in museums), and recently, I've been interested in how we can apply these structures to the design of public space. Here in Santa Cruz, my museum has embarked on a major project to redevelop the plaza outside our doors into a vibrant, cultural hub for downtown, and we are trying to make the development process as open and useful as possible.

One of the key constituencies for this plaza are families. While we spend plenty of time talking with parents and adults about what makes a place "family-



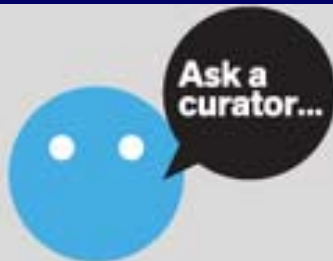
HI, I'M NINA SIMON. LET'S TALK.

I design and research participatory museum experiences. I'm the Executive Director of the [Santa Cruz Museum of Art & History](#) and author of [The Participatory Museum](#). You can [contact me](#), [check out my work](#), [read the book](#), and find me on [Twitter](#).



WHAT IS MUSEUM 2.0?

Museum 2.0 explores ways that web 2.0 philosophies can be applied in museum design. For more information, [click here](#).



September 19th 2012

[About](#) [How to ask?](#) [Who to ask?](#) [Hashtag](#)

Friendly curators at Museums and Galleries around the world are ready to answer your questions.

Here's who to ask.



United States of America	The Academy of Natural Sciences 	The Aldrich Contemporary Art Museum 	Alutiq Museum & Archaeological Repository 
Andy Warhol Museum 	Ann Loeb Bronfman Gallery 	University of Alaska Museum of the North 	American Folk Art Museum 

The intersection of art and ideas

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THE METROPOLITAN MUSEUM OF ART



82nd & Fifth

100 works of art /
100 curators they inspired

New web episodes every
Wednesday in 2013.

<http://82nd-and-fifth.metmuseum.org/>

RIJKS

Rijksmuseum

Only 85 more nights... until we'll drink a Heineken beer together. Starting today, Heineken is our new sponsor. Cheers! <http://bit.ly/10DPfqm>



Like · Comment · Share · 99 2 15 · 15 minutes ago ·

Chat (Off)

Rembrandt's timeline

http://www.youtube.com/watch?feature=player_embedded&v=WaiG-pZGQIU

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Governo do Estado de São Paulo
Secretaria da Cultura
Pinacoteca do Estado de São Paulo
convidam para a abertura da exposição

#PINAGRAM I RETRATOS

50 FOTOGRAFIAS PUBLICADAS
NA REDE SOCIAL #INSTAGRAM

24 de janeiro de 2013 (quinta-feira), das 19h às 22h
Terça a domingo, das 10h às 18h, entrada até as 17h30
às quintas, das 10h às 22h, com entrada gratuita a partir das 17h
Censura Livre

Pinacoteca do Estado de São Paulo
Flor Café - andar térreo
Praça da Luz, 2 - Luz - Fone: 5324.1000
cep: 01120-010 - São Paulo - SP
Associação Pinacoteca Arte e Cultura - APAC
www.pinacoteca.org.br

SENAI **SEBRAE** **SEBRAE** **PINACOTECA** **GOVERNO DO ESTADO DE SÃO PAULO**

Pinacoteca do Estado de São Paulo
Liked · 11 hours ago

É amanhã, 24 de janeiro, a partir das 19h, a abertura da exposição fotográfica Pinagram I - Retratos.

São 50 imagens do Instagram que foram selecionadas pelo curador de fotografia da Pinacoteca, Diógenes Moura.

Venha conhecer essa mostra que pôs o público das redes sociais na posição normalmente ocupada por artistas profissionais. Mais informações:
<http://bit.ly/pinagram>

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87 people like this.

58 shares

Valquiria Cabral Alexandre Bocuto olha que legal!!!
Bjs
10 hours ago · Like

Camila Vergara Uaaaau! Parabéns!

Write a comment...

Pinacoteca de São Paulo

Metropolitan Museum



IT'S TIME WE MET

6:35 p.m. 19th-Century Galleries. Photo by Laura P. Russell via Flickr.



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IT'S TIME WE MET

12:07 p.m. Oceanic Galleries. Photo by Ellen Wright via Flickr.

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IT'S TIME WE MET

9:48 a.m. Greek Galleries. Photo by David Choi via Flickr.



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MOMA App

<http://www.youtube.com/watch?v=nYVvbuVjyfo>

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