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PRESS RELEASE

SPECIALISATION MASTER IN MANAGEMENT OF MUSEUM ASSETS AND ENSUING MANAGEMENT OF THE VILLA CROCE MUSEUM - The public forum titled “Musei d’Italia: patrimonio da valorizzare” (Museums in Italy: leveraging our heritage), held at Palazzo Ducale in Genoa on Thursday 21 January 2016, inaugurated the specialisation training format resulting from the partnership between Municipality of Genoa, Fondazione Edoardo Garrone and Palazzo Ducale Fondazione per la Cultura.

Serena Bertolucci, director of the Palazzo Reale museum in Genoa, and Massimo Torrigiani, President of the Scientific Committee of PAC - Padiglione di Arte Contemporanea - the pavilion of contemporary art in Milan will chat with Marco Carminati about innovative museum management models and new prospects to leverage the cultural heritage of Italy.

17 young people selected from more than 500 candidates from all over Italy make up the class of the Specialisation Master. 10 weeks of intensive learning. 280 hours of educational activities. A start-up prize to the value of EUR 50,000.

Genoa, 18 January 2016 – The public forum titled “Musei d’Italia: patrimonio da valorizzare” (Museums in Italy: leveraging our heritage), held at Palazzo Ducale in Genoa on Thursday 21 January 2016, officially inaugurated the Specialisation Master in Management of Museum Assets and ensuing experimental management of the Museo di Arte Contemporanea di Villa Croce (Villa Croce Contemporary Art Museum), promoted by Municipality of Genoa, Fondazione Edoardo Garrone and Fondazione per la Cultura Palazzo Ducale.

Two distinguished guests, **Serena Bertolucci**, director of the Palazzo Reale museum in Genoa, recently appointed by the Minister of Cultural Assets and Activities, Dario Franceschini, and **Massimo Torrigiani**, President of the Scientific Committee of PAC - Padiglione di Arte Contemporanea - the pavilion of contemporary art in Milan will chat with journalist **Marco Carminati** about innovative museum management models in Italy and internationally.

This kicks off the first specialisation training course **that offers participants a real opportunity to try their hand at running a museum**, specifically the **Museo Civico di Arte Contemporanea di Villa Croce (Villa Croce Contemporary Art Museum) in Genoa, for three to four years.**

*“The success in terms of participation in the competition is positive feedback for our decision to foster the setting up of a team to manage and promote the Villa Croce museum”, said **Carla Sibilla**, Councillor for Culture and Tourism in the Municipality of Genoa. “Creating young professional expertise with specific skills and knowhow pertinent to managing and leveraging cultural and museum assets is an innovative model of collaboration between the public and private sectors. Furthermore, the concrete contribution to the positive social integration of young people and of their planning resources is just as important. This initiative seals the commitment of the city council that is already very involved in promoting youth creativity through the activities of Sala Dogana and the web portal Genova Creativa”.*

*“The large number of submissions we received confirms that the main path towards leveraging our extraordinary art and cultural heritage lies in focusing on the planning energies and innovative drive of young people”, commented **Alessandro Garrone**, President of Fondazione Edoardo Garrone, “obviously always taking into consideration the most solid and positive experiences built up over time. Our hope is that the young people participating in this course today can really come up with the concept and try out new management and promotion approaches for Italian museums, based on*



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entrepreneurship and innovation. We're also counting on them to prove that training and support for young business initiatives, combined with the partnership between public and private sectors integrated locally are the key to ensuring that Museums can represent real value for the territory and offer opportunities for young generations to grow".

More than 500 submissions were received, and from these, 17 young people were carefully selected. They are split into seven teams of two or three people, with an average age of under 30, and come from all over Italy: Liguria, Piedmont, Calabria, Friuli Venezia Giulia, Apulia, Sicily, Tuscany and Veneto.

Until 24 March, lessons will be held in 10 weeks, for a total of 280 hrs, involving face-to-face lessons, case histories, field trips and workshop for the planning and creation of a management and development plan for the museum asset. The goal is to create young professional expertise with specific skills in the sector, and to foster the concept and implementation of new models to manage and leverage cultural assets.

During the different learning activities, participants will be assisted by a **qualified team of professors, experts and professionals**, under the scientific coordination of Professor **Paola Dubini**, Director of the Bachelor of Economics for the Arts, Culture and Communication (CLEACC) at Bocconi University, Milan.

As part of the idea to give **real support to successful plans of young people**, Fondazione Edoardo Garrone will also award a **start-up prize to the value of EUR 50,000 to put into practice the best project for the experimental management of Villa Croce museum**, presented at the end of the Master and selected by a mixed public and private Assessment Board on the basis of criteria of innovation, technical feasibility and economic sustainability.

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