



Synergies,  
coalitions and  
partnerships  
between museums,  
cultural initiatives,  
civil society  
and beyond

**HELEXPO,  
AIMILIOS RIADIS**

# THE CO—MUSEUM

**30.11.2018**

**#CoMuseum2018**

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As barriers fall between traditional cultural institutions and innovative initiatives in the arts, education and civil society, it is the right time for museums to recognize synergies as their new capital. Creating a culture of collaboration – internally and externally – is a powerful tool to achieve increased effectiveness and prosperity.

Many museums around the world are building coalitions with a range of community groups and

organizations, and investing in synergies with unlikely partners – from bike tours to tech startups, and from hospitals and homes for the elderly to theatres and corporations. Cultural organizations have realized that through the power of sharing experiences and combining forces with other partners, they become more relevant to their communities. Synergies have a multiplying effect on outreach and audience development, as well as on sustainability and financial growth.

## PROGRAM

10:30

REGISTRATION

11:00 – 11:30

WELCOME REMARKS

11:30 – 12:00

**Scott Stulen**

President and Director, Philbrook Museum of Art

*Everything is Going to Be Alright: Collaboration, Community, and Courage in Museum Leadership*

12:00 – 12:30

**Yannis Koukmas**

Director of Audience Development and Participation, Eleusis 2021, European Capital of Culture

*Culture, Cities and Citizens: Stories of Transformation through Community Engagement*

12:30 – 13:30

Panel Discussion: An Exercise in Synergies

**Ellie Chrysidou**

Deputy Mayor of Culture and Arts, Municipality of Thessaloniki

**Tasos Tzikas**

President of the Thessaloniki International Fair - HELEXPO

**Alexandros Kambouroglou**

Executive Director, Athens Partnership

**Hercules Papaioannou**

Curator, MOMus/Thessaloniki Museum of Photography

Moderator: **Prodromos Monastiridis**, Ph.D., Marketing Director, Thessaloniki Concert Hall

13:30 – 14:30

BREAK

14:30 – 15:00

**Adam Rozan**

Director of Programs and Audience Development, National Museum of American History, Smithsonian Adjunct Professor, Harvard University Extension School

*When the Waters Came: Museums on a Mission*

15:00 – 16:30

LIGHTNING TALKS: Real Stories

**Lydia Hatziaikovou**

Co-Director, ArtBox | Creative Arts Management

**Kostas Giantsios**

Editor in Chief, Biscotto.gr and Co-owner of Biscotto Coffee+

**Thalia Rizou**

Service Designer, Hellenic Design Center, Founder of Youthnest

**Eleni Sotiriou**

Managing Director, Thessaloniki Convention Bureau

**Fofi Mimi-Saltiel, Ph.D.**

Founder of CoHo, The Co-Working Home

**Olympia Datsi**

Co-Founder, Community and Communication Manager, Creativity Platform

Moderator: **Argyro Barata**, Curator of Thessaloniki Cultural Management Academy, Founder of FEAST Greece and Coordinator of Reworks Agora

16:30 – 17:00

Closing discussion