



## UNUSUAL PARTNERS, STRATEGIC ALLIANCES.

### Heritage, hands-on, art, technology... in science centres and museums

Unusual partners are becoming a common practice in our institutions. Historical objects able to speak through interactive exhibits or coming to life thanks to artistic performances; multiple voices asking challenging and stimulating questions. Heritage elements are being introduced in science centres, and interactive exhibits are appearing in museums. On our floors visitors encounter facilitators and scientists, but also opinionated activists, talkative robots or intelligent installations.

Join our reflection on a new kind of museum and science center, a mirror of society's concerns. A crossroad where scientists, artists, philosophers, policymakers, industrialists and creators, find a place to interact with people and objects to trigger emotions, thoughts, ideas and new concerns.

Discover the Directors Forum's new format, combining insightful keynotes, local discoveries, peer learning workshops and opportunities to interact with the Ecsite Board.

We warmly invite you to the 2016 Ecsite Directors Forum.

Michiel Buchel, President of Ecsite and  
Ernesto Páramo, Director of Parque de las Ciencias





## WELCOME TO GRANADA



Granada is in a privileged geographical location in southeastern Spain. The city is close to both Sierra Nevada, an excellent ski resort, and the Mediterranean coast. Granada enjoys one of Spain's most important cultural and architectural heritage. Besides the Alhambra, the world renowned palaces and fortresses of the Nasrid dynasty, and the historical Moorish Albaicín quarter, both designated as World Heritage by the UNESCO, Granada boasts a Renaissance cathedral dating from the 16<sup>th</sup> century and many other architectural monuments of the first magnitude.

Moreover, Granada is a cultural and scientific city. Renowned as home to Federico García Lorca, its prestigious University with over 60,000 undergraduate and postgraduate students has remarkable international reputation. In addition to this, there is a Health Science Technological Park where many important health companies are working in research, biological and medical industry.



**Adelaida de la Calle**  
*Minister of Education in Andalucía*  
*President of Consorcio Parque de las Ciencias*  
 Full Professor in Cell Biology and has been Dean of Malaga University for twelve years.



**Francisco Cuenca**  
*Mayor of Granada*  
*Vicepresident of Consorcio Parque de las Ciencias*  
 Pedagogue and professor



**Pilar Aranda**  
*Dean of Granada University*  
*Member of Parque de las Ciencias's board*  
 Full Professor of Physiology.

## PROGRAMME

### 16 November

- 15.30 - 19.30 Registration**  
**17.30 - 18.15 Welcome drink**  
**18.15 - 19.15 Setting the scene**  
 After an introduction by the Director of Parque de las Ciencias and the President of Ecsite, welcome words from authorities and snapshot tour of Ecsite Full members' take on this year's theme.  
**19.15 - 19.45 "A tribute to steam"**  
 Performance by the Etcetera Theatre Company with Unusual partners.  
**19.45 - 21.15 Dinner**  
**21.15 - 22.15 Visit of Parque de las Ciencias, including temporary exhibitions:**  
 'SOS. The science of prevention' and 'WOW. Wonders of Wildlife'.



### 17 November

- 9.00** Pickup at the Andalucía Center Hotel  
**9.30 - 12.00 Special science-themed visit to the Alhambra** and its hidden corners  
**12.00 - 12.30** Transfer back to Parque de las Ciencias  
**12.30 - 13.45 Lunch**  
**13.45 - 14.45 Provocation session** by the winner of the 2016 **Mariano Gago Ecsite Awards**. Peter Skogh, Director, Tekniska Museet (Stockholm) & Håkan Lidbo, CEO, Libido Music AB.  
**14.45 - 15.00** Logistical break  
**15.00 - 16.00 Keynote 1: "Natural Histories"**, a special partnership between the Museo del Prado & the Museo Nacional de Ciencias Naturales. Lucía Villarreal. Head of the Exhibitions Service. Museo Nacional del Prado  
**16.00 - 16.30 Coffee break**  
**16.30 - 17.45 Keynote 2. "Building a culture of philanthropy for your institution"**. Ioannis (Yannis) Miaoulis. President of Museum of Science (Boston).  
**19.30** Pickup at the Andalucía Center Hotel  
**20.00 - 21.30 Dinner** at the Carmen de la Victoria (**Albaicín**), with a view on the Alhambra.  
**21.30 - 23.00 Flamenco performance** at Cuevas del Sacromonte



### 18 November

- 9.30 - 10.45 Vision & communication: peer exchange I**  
**10.45 - 11.15 Coffee break**  
**11.15 - 12.10 Vision & communication: peer exchange II**  
**12.10 - 12.45 Ecsite info points & closing**  
**12.45 - 14.00 Lunch & goodbyes**

## HOW TO GET TO GRANADA

Granada Airport has regular daily flights to Spain's main cities, Madrid and Barcelona (international connections), plus 4 weekly flights to London.

We recommend the more comfortable option of flying to Granada Airport with a connection in Madrid or Barcelona, both are well connected with the main European cities.

Another option is Málaga Airport (125 km from Granada). Over 60 companies operate from Málaga Airport, with a daily connection to more than 100 European cities. We can give you more information upon request.

## RECOMMENDED ACCOMMODATION

We have negotiated a special price for participants with the Andalucía Center Hotel\*\*\*\*. It is located 5 minutes by foot from Parque de las Ciencias and 15 minutes from Granada city centre.

Single room: 60.00 € (accommodation and breakfast)  
 Double room: 70.00 € (accommodation and breakfast)

Deadline to book: 30 / 09 / 2016  
 Reference to book: 200688 - Granada Directors Forum

Email: andalucia@hotelescenter.com  
 Phone: +34 958 18 15 00

## FOR MORE INFORMATION

For registration and programme  
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 www.ecsitem.eu

For accommodation, travel and logistics  
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 www.parqueciencias.com



## INSTITUTIONS



### Museo del Prado

The Museo del Prado is Spain's main national art museum, located in central Madrid. It features one of the world's finest collections of European art, dating from the 12<sup>th</sup> century to the early 19<sup>th</sup> century, based on the former Spanish Royal Collection, and unquestionably the best single collection of Spanish art. Founded as a museum of paintings and sculptures in 1819, it also contains important collections of other types of works. El Prado is one of the most visited sites in the world, and is considered one of the greatest art museums in the world.

The Museo del Prado and Museo Nacional de Ciencias Naturales have collaborated in a special project 'Natural Histories', in which art and science are joined.



### The Museo Nacional de Ciencias Naturales

The Museo Nacional de Ciencias Naturales (MNCN) is one of the most ancient Museum of Natural History of Europe and one of the most important in Europe. It was founded in 1771 by King Carlos III. It is managed by the Spanish National Research Council and more than seventy researches work there. The main research fields in the museum are Biodiversity and Evolutionary Biology, Evolutionary Ecology, Paleobiology, Vulcanology and Geology.



### Alhambra de Granada

The Alhambra and Generalife together form an impressive monumental site, built atop a red-coloured hill that dominates the city and plain of Granada. The castle of the Alhambra was added to the city's area within the ramparts in the 9<sup>th</sup> century. Every year, millions of visitors come to admire the exquisite beauty of its many rooms, patios and gardens and currently it is Spain's most visited monument. Everything in the Alhambra was designed to reach perfection: from the ancient "Alcázar", or military fortress, to the Royal Nasrid Palaces, decorated in plaster and tile work, with inscriptions from the Koran that evoke the notion of Heaven on Earth. Alhambra is an usual partner of Parque de las Ciencias, both have worked on many art-science projects together. The exhibition and planetarium programme "M.C Escher Infinite Universes" is a good example of that.

## SPEAKERS



### Reynaldo Fernández Manzano

*Director of the Council of the Alhambra and the Generalife*

Reynaldo Fernández Manzano is a Spanish medievalist, organist and musicologist. He is the founder and director of the Musical Documentation Centre of Andalusia and the Cádiz Festival of Spanish Music. He has also worked as a lecturer at the International University of Andalusia. In July 2015, he became Director of the Council of the Alhambra and the Generalife.



### Santiago Merino

*Director of the National Museum of Natural History*

Santiago Merino Rodríguez is a research scientist for the Spanish Council for Scientific Research (CSIC) and is affiliated with the Department of Evolutionary Ecology of Spain's National Museum of Natural History. He is currently Director of the Museum and Vice-President of the Spanish Society of Evolutionary Biology (SESBE). He has co-written more than 150 scientific papers published in international journals.



### Lucía Villarreal Gato

*Head of the Temporary Exhibitions Service Museo Nacional del Prado*

Lucía Villarreal Gato is currently Head of the Temporary Exhibitions Service of the Museo Nacional del Prado in Madrid, where she has been an exhibition coordinator since 2003. She has a degree in history of art from Madrid Complutense University.



### Ioannis (Yannis) Miaoulis

*President of the Museum of Science of Boston*

Dr. Ioannis (Yannis) Miaoulis has been President and Director of the Museum of Science, Boston since 2003. Originally from Greece, Dr. Miaoulis came to the Museum after a distinguished association with Tufts University. Miaoulis has published more than 100 research papers and holds two patents.

