



## Speak up!

**4th ICOM CECA Austria Conference for the Austrian Museum Day  
09th October 2019  
Salzburg Museum, 5010 Salzburg - Austria**

*Speak up! Is cultural mediation the voice of the museum? Who determines, what is being talked about, how and with whom? Who do we give a voice to? And who stays unheard?*

Language is the tool of cultural mediation. Whether it is personal, digital, intercultural or intergenerational dialogue: cultural mediation always examines appropriate methods and theories to link museum content and the public.

The annual Austrian conference with **180 participants** from all over Austria began with the conference "On the language (s) of cultural mediation" with Martin Hochleitner, Director of the Salzburg Museum, Elke Kellner, President of ICOM Austria, Wencke Maderbacher, ECSC Regional

Coordinator Europe, and Sandra Malez, of the Austrian Association of Cultural Mediators.

### **Presentations :**

- What is it worth fighting for? Eva Meran, Haus der Geschichte Österreich Österreich
- Non-verbal cultural mediation in the museum - Martin Hagmayr, Museum Arbeitswelt Steyr
- Kukon - conflict management through art - Ines Groß-Weikhart, Albertina
- Who's talking now? Gender roles in the Stone Age are critically challenged - Jasmin Hangartner, Naturhistorisches Museum Wien
- Packaged, unpacked and displayed - Collect, display and communicate with a multilingual city bag - Astrid Wegner, Museums für Kunst und Kulturgeschichte Dortmund

### **Short presentations of ongoing projects**

- New forms of cultural mediation in open-air museums - Thomas Bertagnolli, Tiroler Bauernhöfe Kramsach Museum
- Poetically - literary - different: poetic visits - Brigitta Schmid, Naturhistorisches Museum Wien
- NextGenLab Languages in the Educational Makers Space- Theresa Unger, Technisches Museum Wien mit Österreichischer Mediathek
- Integration Center for Migrant Plants, the conference - Lena Violetta Leitner, Integrationszentrum für Migrierte Pflanzen (IZMP)
- Book presentation: Museum der Vermittlung - Cultural mediation in the past and present - Angelika Doppelbauer

In addition to the presentation of ongoing projects, the CECA conference invited participants to an **annual review of the activities of the CECA International** and the CECA Austria and a presentation of their perspectives:

- New ICOM-CECA Board of Directors 2019 - 2022 with Marie-Clarté O'Neill as new President
- CECA Statement on the Draft Definition of a Museum
- Preview of the CECA 2020 International Conference in Leuven, Belgium, 12 - 18 October 2020
- CECA Austria: Study on improving international digital cooperation
- Social Media - New Facebook page "ICOM CECA Europe" on Facebook

## Reflections on the professional development of museum educators

- CECA Austria Conference at the Institut für Kulturkonzepte - Round Table on Staff Development. 29.11.2018 "Recognition through employment: staff development in difficult economic times" Wencke Maderbacher
- Pöltzen - 25.01.2019 "The power of cultural mediation" Wencke Maderbacher, ICOM-CECA and Julia Kornhäusel, Forum of cultural mediation Künstlerhaus
- CECA Austria Ideas Conference in Albertina Wien 13.06.2019 - Workshop on Labour Relations and Contracts in Cultural Mediation

