

WORDS AND MUSEUMS. THE CONTENT, DESIGN, AND FUNCTION OF TEXTUAL COMMUNICATION

LEARN



SMA 2023

Dip. di Civiltà e Forme del Sapere
Università di Pisa

Sistema Museale di Ateneo (SMA)
Università di Pisa

JUNE 5-9, 2023

MONDAY, JUNE 5, 2023

10:00-10:30

Introduction

10:30-12:30

Chiara Cecalupo, Universidad Carlos III de Madrid. *From "things" to words. Communication in museums*

12:30-13:30

Anna Anguissola, Università di Pisa/Gipsoteca di Arte Antica e Antiquarium. *Describing an academic collection of antiquities*

TUESDAY, JUNE 6, 2023

10:00-12:00

Paola Boccalatte, PhD, museum consultant. *From the city to the territories. Complexity in museum narration*

14:00-16:00

Lorenzo Peruzzi, Università di Pisa/Orto e Museo Botanico. *Documentation and communication: designing and presenting a botanical collection*

Giovanni Astuti, Università di Pisa/Orto e Museo Botanico. *Plant scientific names in the exhibitions of the Botanical Museum: Challenges and opportunities*

Marco D'Antraccoli, Università di Pisa/Orto e Museo Botanico. *Words and museums: Documentation and interpretation from a botanic garden's perspective*

Raffaella Grassi, Università di Pisa/Orto e Museo Botanico. *The Botanical Garden of Pisa as a learning space: Strategies and methods for communicating with primary school children*

WEDNESDAY, JUNE 7, 2023

10:00-11:00

Mario Mainetti, Fondazione Prada, Milano. *Fondazione Prada: Standard and flexibility in textual communication in exhibition*

12:00-13:00

Sandro Debono, University of Malta. *Information is not interpretation. The principles and practice of gallery text writing*

THURSDAY, JUNE 8, 2023

10:00-11:00

Paola Boccalatte, PhD, museum consultant. *Workshop: How to design museums or exhibitions. Let's start with words!*

FRIDAY, JUNE 9, 2023

10:00-13:30

Chiara Marabelli, University of Oxford. *Classical cast collections and their multiple meanings and uses: New perspectives on decolonial practices in museums*

All classes will take place in the Central European Summer Time (CEST) zone (UTC/GMT+2) at:

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In pursuing their mission of preservation, teaching, research, and dissemination, museums face challenges that are apparent in the role, function, design, and content of textual information provided to the public. From the mission statement to the rules for visitors, from captions and panels to exhibition catalogues, from the subtitles of a video to safety information, words are essential tools to present a collection and articulate a museum's purpose, vision, and public dimension. The course frames these questions within the current debates, introducing the strategies, and challenges of textual communication in museums and heritage sites.