UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratorio 11 - Musei, mostre d'arte e turismo

2627-3-E1501N117

Learning objectives

Knowledge and Understanding

By the end of the workshop, students will have acquired knowledge of:

the key historical developments in the evolution of museums and art exhibitions;
the professional roles operating within museum and exhibition contexts;
the tools and practices of organization, communication, and cultural mediation in museums;
the relationships between art spaces, urban environments, and cultural tourism;
the tools and methodologies involved in the planning and implementation of exhibitions and exhibition design.

Applying Knowledge and Understanding

By the end of the workshop, students will be able to:

critically analyze museums, exhibitions, and other exhibition contexts;
interpret and evaluate the design and communication elements of exhibition displays;
assess the relationships between cultural institutions, local territories, and tourism development;
develop a critical understanding of the interactions between art, cultural heritage, and tourism;
identify the roles, skills, and functions of the main professionals working within the museum and exhibition sectors;
apply basic tools and methodologies to the design of exhibitions and cultural communication activities.

Contents

The workshop Museums, Art Exhibitions and Tourism aims to provide students with theoretical and methodological tools for the critical analysis of museums and art exhibitions through a programme of study and hands-on experience developed across a variety of settings, including museums, exhibitions, biennials, art fairs, galleries,

and open-air spaces.

Particular attention is devoted to the languages, practices, and forms of contemporary art, as well as to the professional figures operating within the art and cultural sectors. The workshop also explores strategies of cultural communication and mediation, examining their educational, interpretative, and promotional functions, with the aim of understanding the roles, skills, and career opportunities associated with museums, exhibitions, and cultural tourism.

Detailed program

Key historical developments in the evolution of museums and art exhibitions
Professional roles and careers in museum and exhibition contexts
Principles and tools of museum and exhibition design
Relationships between cultural institutions, urban environments, and cultural tourism
Visitor services, educational activities, and cultural communication strategies
Museum networks, territorial systems, and models of cultural governance
Tools and techniques for designing communication materials
Practical methods and tools for exhibition planning and design
Practical exercises aimed at applying and assessing the knowledge and skills acquired

Prerequisites

A personal interest in art, museums, and cultural heritage is recommended.
The workshop is open to all students and is particularly recommended for those who have attended the course Art and Architecture, of which it represents a practical extension. Through a predominantly hands-on and workshop-based approach, students will have the opportunity to further develop and apply the knowledge and skills related to the topics explored in the course.

Teaching methods

Lectures and seminar-based sessions
Field visits aimed at the on-site analysis of museums, exhibitions, and cultural spaces
Field visits dedicated to the development of practical exercises and applied activities

Assessment methods

Throughout the workshop, students will complete practical exercises and produce a final project.
Students will obtain a pass grade upon successful completion of the workshop, provided that they meet the following requirements:
active participation and attendance of at least 75% of the total contact hours;
submission of a final project demonstrating the knowledge and skills acquired during the workshop.

Textbooks and Reading Materials

Reference readings and study materials will be provided during the workshop.

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | QUALITY EDUCATION | GENDER EQUALITY | DECENT WORK AND ECONOMIC GROWTH | REDUCED INEQUALITIES | SUSTAINABLE CITIES AND COMMUNITIES | CLIMATE ACTION | PEACE, JUSTICE AND STRONG INSTITUTIONS | PARTNERSHIPS FOR THE GOALS