

IV INTERNATIONAL
MEETING
MUSEO CERRALBO
17.5.21

TOURISTS
VISITORS
FOLLOWERS

Museum audiences
between 19th and 21st centuries:
prospects for the future



CALL FOR PAPERS

The Museo Cerralbo organizes approximately every three years an international meeting related to museums, museology and collecting from an historical point of view. Through these meetings the Museum aims to expand its scientific relationships and delve into the historical studies related to museums, heritage and collecting. Our previous meetings were: “Decorative Arts: Collecting and Exhibitions in Europe (1851-1929)” (2018) “Museums of the Past. Historical Museographies in Europe” (2016) and “Meeting of Museum and Antiquities. European collecting at the end of the 19th Century” (2013).

Our renewed proposal for 2021 is in a virtual format and adapted to new technologies. In addition, we will focus on a specific section of museology, the study of audiences, but with our traditional historical perspective.

The subject of the meeting, which will be held on May 17th 2021, will focus on the transformation that the museum audience has experienced since the end of the 19th Century, when museums were opened to tourists and travellers; going through the development of the face-to-face audience studies during the 20th Century; until the appearance of the virtual audience and the new social and technological challenges that museums face at the beginning of the 21st Century.

This meeting will be **free for speakers and attendees**, with a live broadcast that will be uploaded to the Cerralbo Museum YouTube channel. **Conference proceedings will be published** by the Spanish Ministry of Culture and Sports.



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WHO CAN PARTICIPATE

We invite academics, museum professionals, researchers and specialists, students and doctoral students in subjects related to the theme and lines of work to submit proposals. Participation as a speaker is free and will include a certificate issued by the Museo Cerralbo, in addition to the publication of the corresponding article in the future Meeting proceedings.

LINES OF WORK

Among the different topics that we aim to study in this meeting, the following can be highlighted, either from a theoretical point of view or through the contribution of case studies or good practice examples:

- Tourist and travellers of the late 19th Century and the early 20th Century as museum visitors.
- The role of museums in travelling and tourism (1830-1930)
- Pioneering tourism policies and its impact in museums. National and international case studies.
- Museum audience studies: past, present, future.
- The difference and similarity between face-to-face and virtual audience.
- New inclusive trends in the reception of face-to-face audience.
- Communication, social media and virtual audience.
- Future strategies for museum audience management.
- Museums as a touristic product? The future of museums in the touristic and post-touristic society.

SUBMITTING PROPOSALS

To submit a proposal, it will be necessary to send a **title** and **abstract** (between 400 and 500 words), as well as a summarized curriculum vitae (up to 300 words) in pdf format to the email account comunicacion.cerralbo@cultura.gob.es by **March 26th, 2021**.

After evaluating the proposals, an acceptance response will be sent **before April 12th, 2021**. The definitive program will contain the selection of accepted papers.

Each selected proposal will have a maximum presentation time of **15 minutes**. Proposals in **English** and **Spanish** will be accepted. Simultaneous translation will be not available.



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IMPORTANT DATES

- **Deadline for abstract submission:** March 26th, 2021.
- **Notification of acceptance:** April 12th, 2021.
- **Meeting:** May 17th, 2021.
- **Submission of full papers for publication:** July 1st, 2021.

SCIENTIFIC COMMITTEE

- **Lourdes Vaquero Argüelles**, director of Museo Cerralbo.
- **Cecilia Casas Desantes**, curator of Museo Cerralbo.
- **Demian Ramos San Pedro**, technician of Museo Cerralbo.
- **Eloísa Pérez Santos**, Complutense University of Madrid.
- **Ana Moreno Garrido**, specialist in tourism history.
- **Teresa Morillo Sánchez**, Permanent Laboratory of the Public Museums.

COORDINATION

Cecilia Casas Desantes and Demian Ramos San Pedro, Museo Cerralbo.

ORGANISATION

Museo Cerralbo and Caligrama Cultural Services.