



3/10 - 7/10

2022

# CULTURE DOESN'T AGE

Developing competencies of museum specialists for  
the integration of senior public

2021-1-R001-KA121-ADU-000009976



Co-funded by the  
Erasmus+ Programme  
of the European Union

# 03/10

## SENIORS' ENGAGEMENTS

### AGENDA

#### **Morning**

*meeting point Social Hub Genoa*

- 09:00 - 09:30 Greetings
- 09:30 - 10:30 Paolo Odone - Presidente Ascom Confcommercio
- 10:30 - 11:00 Coffee Break
- 11:00 - 12:00 Stefania Capuzzi - Social Hub Genova
- 12:00 - 13:00 Solidarietà e Lavoro Società Cooperativa Sociale O.N.L.U.S.

#### **Afternoon**

*meeting point Palazzo Ducale*

- 14:30 - 17:00 Visit of the historical center of Genoa starting from Palazzo Ducale

### TOPICS

#### ***General topics covered:***

- The intangible heritage
- Reduce isolation
- The transmission of knowledge in Art
- Overcoming stereotypes to promote equality
- Good practices

#### ***Module:***

- How to reach seniors and with what tools?
- Strategies for reducing the Digital Divide
- The role of cultural institutions (museums and libraries) in the mediation between generations
- Knowing how to transmit intangible heritage, art as a time machine
- The stereotype of the generational target

04/10

## SENIORS' NEEDS AND SLOW FRUITION

### AGENDA

#### **Morning**

*meeting point Social Hub Genoa*

09:30 - 10:00 Greetings and introduction

10:00 - 11:15 Solidarietà e Lavoro Società Cooperativa Sociale  
O.N.L.U.S.

11:15 - 11:30 Coffee Break

11:30 - 13:00 Solidarietà e Lavoro Società Cooperativa Sociale  
O.N.L.U.S.

#### **Afternoon**

*meeting point Musei di Nervi*

14:30 - 17:00 Visit and Workshop - Musei di Nervi

### TOPICS

#### ***General topics covered:***

- Structuring, planning, and managing activities aimed at seniors
- Reduce isolation
- The slow Fruition
- Loyalty strategies
- Innovative and experiential proposals
- Good practices

#### ***Module:***

- The point of view and involvement of seniors
- Strategies for adequate accessibility in response to emergencies (Good practices, see Covid period)
- Intercepting the interests and tastes of users
- Loyalty strategies
- Pricing, timetables and proposed scheduling
- Importance of involving users and local actors
- Type of activities and insights (readings, tastings, creative workshops, etc.)
- Workshop

# 05/10

## EMOTIONAL AND EMOTIVE DIMENSION

### AGENDA

#### **Morning**

*meeting point viadelcampo29rosso*

09:30 - 10:00 Greetings and introduction

10:00 - 13:00 Visit the historical center of Genoa starting from viadelcampo29rosso - Solidarietà e Lavoro Società Cooperativa Sociale O.N.L.U.S.

#### **Afternoon**

*meeting point Social Hub Genoa*

14:30 - 17.00 Workshop

### TOPICS

#### ***General topics covered:***

- How to interest and involve seniors
- How to help them express and share their human baggage
- The emotional and emotional dimension

#### ***Module:***

- Impact of culture on physical and mental health
- The emotional involvement
- The importance of the context for the culture of memory
- Music as a vehicle for emotions
- Workshop

# 06/10

## THE APPROACH TO THE WORLD OF DISABILITIES

### AGENDA

#### **Morning**

*meeting point Social Hub*

- 09:30 - 10:00 Greetings and introduction  
10:00 - 11:15 Arch. Cristina Bellingeri - Disability Manager of  
the Genoa Municipality  
11:15 - 11:30 Coffee Break  
11:30 - 13:00 Elisa Riscazzi Patti Sestiere

#### **Afternoon**

*meeting point Musei di Strada Nuova*

- 14:30 - 17:00 Visit of Musei di Strada Nuova

### TOPICS

#### ***General topics covered:***

- What are the scenarios to consider (most common and characteristic pathologies)
- The role of museum operators
- The involvement of caregivers

#### ***Module:***

- What does it involve and how to approach disabilities (the importance of staff training)
- Emergency management
- Support and inclusion model
- The importance of social participation and knowing how to apply the principles
- Workshop on Disability (individual exercises and role play exercises)

# 07/10

## THE INCLUSIVE MUSEUM, INCLUSION STRATEGIES

### AGENDA

#### **Morning**

*meeting point* Castello D'Albertis Museum of World Cultures

09:30 - 10:00 Greetings and introduction

10:00 - 11:15 Visit to Castello D'Albertis Museum of World Cultures

11:15 - 11:30 Coffee Break

11:30 - 13:00 Activity (Uncovering America)

#### **Afternoon**

*meeting point* Castello D'Albertis Museum of World Cultures

14:30 - 15:30 Maria Camilla De Palma - Director of the Museum

15:30 - 15:45 Coffee Break

15:45 - 16:45 Andrea De Pascale - Educational and Didactic  
Services Officer of the Civic Museums of Genoa.

16:45 - 17:00 Final Greetings

### TOPICS

#### ***General topics covered:***

- What are the scenarios to consider for an inclusive museum for the senior audience
- Possible interventions and tools
- The involvement of all stakeholders

#### ***Module:***

- What does it involve and how to approach cognitive disabilities (the importance of staff training)
- Inclusive strategies
- The importance of communication in the transmission of cultural content
- Innovative educational proposals
- Workshop (identifying the characteristics and needs of an inclusive museum)

# NOTES

## ADDRESSES

### **Solidarietà e Lavoro Società Cooperativa Sociale O.N.L.U.S.**

[www.solidarietaelavoro.it](http://www.solidarietaelavoro.it)

Address: Piazza San Matteo 14/7 16123 Genova

### **Social Hub Genova**

[www.socialhubgenova.it](http://www.socialhubgenova.it)

Address: Via Antonio Gramsci, 1/8, 16126 Genova GE

### **Palazzo Ducale**

[www.palazzoduceale.genova.it](http://www.palazzoduceale.genova.it)

Address: Piazza Giacomo Matteotti, 9, 16123 Genova GE

### **Musei di Nervi**

[www.museidigenova.it/it/musei-di-nervi](http://www.museidigenova.it/it/musei-di-nervi)

Address: Via Capolungo, 3, 16167 Genova GE

### **Viadelcampo29rosso**

[www.museidigenova.it/it/node/622](http://www.museidigenova.it/it/node/622)

Address: Via del Campo, 29R, 16124 Genova GE

### **Musei di Strada Nuova**

[www.museidigenova.it/it/musei-di-strada-nuova](http://www.museidigenova.it/it/musei-di-strada-nuova)

Address: Via Garibaldi, 16124 Genova

### **Castello D'Albertis Museo delle Culture del Mondo**

[www.museidigenova.it/it/castello-dalbertis-museo-delle-culture-del-mondo](http://www.museidigenova.it/it/castello-dalbertis-museo-delle-culture-del-mondo)

Address: Corso Dogali, 18, 16136 Genova GE

# NOTES

Genova is well connected by **public transportation**. Tickets can be bought in most newspapers kiosk, at vending machines at the metro stop, or online by SMS (*1h30min bus ticket € 1,50; 1h30min bus ticket including a train in the city area (Nervi - Voltri) €1,60; Daily tickets cost € 4,50; Carnet 10 tickets € 15*)

During weekdays, numerous **trains** run through the city of Genoa (between Genoa Voltri and Genoa Nervi).

The **Genoa Metro** (Metropolitana di Genova) is a rapid transit consisting of a single line running from the center of Genoa (Genoa Brignole railway station) to the northwest of the city centre (Genoa Brin).

## HOW TO REACH

### **Palazzo Ducale and Piazza De Ferrari**

Situated in the city center, Palazzo Ducale can be easily reached from Genova Brignole and Genova Piazza Principe railway stations:

- On foot, in 10/15 minutes
- By taking the bus (Piazza De Ferrari stop). The nearest bus stops to Piazza De Ferrari are De Ferrari/Metrò, Dante/De Ferrari, XX Settembre 1/De Ferrari, and Dante 1/De Ferrari.
- By taking the underground and getting off at De Ferrari station. You can reach Piazza De Ferrari by subway both from Brignole Station (direction Brin) and Piazza Principe Station (direction Brignole).

### **Social Hub and viadelcampo29rosso**

Situated both in the historical center of Genoa can be easily reached from Genova Brignole and Genova Piazza Principe railway stations:

- On foot, in about 15 minutes
- Taking the bus to Piazza De Ferrari and continuing on foot in the historic center of Genoa for about 5 minutes
- By taking the underground and getting off at Darsena station (to go to Social Hub) or to San Giorgio station (to go to viadelcampo29rosso). You can catch the subway both from Brignole Station (direction Brin) and Piazza Principe Station (direction Brignole).



# NOTES

## HOW TO REACH

### Castello D'Albertis Museo delle Culture del Mondo

The Genova Piazza Principe railway station is the nearest one to Castello d'Albertis. From there the Museum can be reached:

- By the MONTEGALLETTO Lift (10 minutes): From Principe station, you can go outside to Piazza Acquaverde and reach (on foot in 5 minutes) the Montegalletto Lift that goes to Castello d'Albertis.
- By taking bus no. 36 (direction Merani) till Firenze 1/Dogali bus stop. (in 10 minutes)

From Genoa Brignole railway station, the Museum can be reached:

- By taking bus no. 39 or 40. Dogali 2/Bassi is the nearest bus stop to Castello D'Albertis. (in 20/25 minutes)
- By taking the underground (direction Brin) getting off at Principe station (Then follow the indications above).

### Musei di Nervi

Can be easily reached from Genova Brignole and Genova Piazza Principe railway stations:

- By taking the train and getting off at Nervi station and then walking 10 minutes through Nervi Park (recommended solution)
- By taking bus no. 17 from Genova Brignole to the end of the line and then taking buses 515 or 517 to the Capolungo 1 / Villa Serra stop. The solution by bus takes longer (about 45 minutes)

### Musei di Strada Nuova

Situated in the city center, Musei di Strada Nuova can be easily reached from Genova Brignole and Genova Piazza Principe railway stations:

- On foot by Piazza Principe station, in 10/15 minutes
- By taking the bus. From Genova Piazza Principe n. 34 and 35 (Fontane Marose stop) and 18 (Portello/Interiano stop). From Genova Brignole no. 18, 36, 39 or 40 (Via Roma 6 L.Go Lanfranco stop)
- By taking the underground and getting off at De Ferrari station and then walking for about 5-10 minutes.

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Developing competencies of museum  
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# NOTES



# FORM

## RECORDING AUTHORIZATION FORM

I \_\_\_\_\_

**Organization** \_\_\_\_\_

I authorize Solidarietà e Lavoro Società Cooperativa Sociale O.N.L.U.S. to record and take photographs during the five days of the course **CULTURE DOESN'T AGE - Developing competencies of museum specialists for the integration of the senior public** (Project number 2021-1-RO01-KA121-ADU-000009976) to be held from 3rd of October 2022 to 7th of October 2022 in Genoa, Italy exclusively for uses related to the purposes of the course.

**Date** \_\_\_\_\_

*Signed*

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