



PRESS RELEASE

“How to bring museums to life” – April 17 and 18, 2015 Manila

A regional workshop by the Goethe-Institut to face the future of museums

On April 18, the Goethe-Institut held a workshop lectured by Karin Rottmann, deputy director of Museumsdienst Cologne, with museums curators and art representatives of Metro Manila to exchange ideas on the future of museums. The workshop took place at the Vargas Museum.

The Goethe-Institut in Southeast Asia, located in Bangkok, Hanoi, Jakarta, Kuala Lumpur, Manila, Singapore, as well as in Yangon has initiated a long-term cultural exchange with museums of the region to both strengthen partnership and stressing cultural importance.

Therefore, the Goethe-Institut invited Ms. Karin Rottmann, the deputy director of Museumsdienst Cologne (Museum Educational Service) in Germany to discuss with Curators from the Southeast Asian region, if museums have a future in the first place, how they have to look like and how they have to be structured to maintain their future. Museum's experts and curators from, for instance, the Metropolitan Museum, the Museum of Contemporary Art and Design as well as the Ayala Museum discussed this topic fruitfully on April 18 at the Vargas Museum.

The workshop provided a possibility and a platform to learn from each other's experiences. It was an exchange of expertise of the museum's professionals aiming to bring museums to life and to maintain their importance for society.

The day before, Ms. Karin Rottmann visited several museums in Metro Manila, such as the Yuchengco Museum to get a first glimpse how museums are structured and how they look like in the Philippines. During talks she also got to know the problems museums have to cope with in Metro Manila.

For more information, please visit our website:

http://www.goethe.de/ins/ph/en/map/acv.cfm?fuseaction=events.detail&event_id=20490964

For inquiries, please e-mail: program@manila.goethe.org

Goethe-Institut Philippinen
G/4/5 F Adamson Centre
121 L. P. Leviste St.,
Salcedo Village
1227 Makati City,
Philippines
T +63 2 840-5723
T +63 2 840-5724
T +63 2 817-0978
F +63 2 817-0979
www.goethe.de/philippinen
program@manila.goethe.org

www.goethe.de

**GOETHE
INSTITUT**

Sprache. Kultur. Deutschland.



Pictures:



Goethe-Institut Philippinen

G/4/5 F Adamson Centre
121 L. P. Leviste St.,
Salcedo Village
1227 Makati City,
Philippines
T +63 2 840-5723
T +63 2 840-5724
T +63 2 817-0978
F +63 2 817-0979
www.goethe.de/philippinen
program@manila.goethe.org



www.goethe.de

**GOETHE
INSTITUT**

Sprache. Kultur. Deutschland.