

# XIV World Federation of Friends of Museums (WFFM) Congress in Genoa

By Ronald Stride

The World Federation of Friends of Museums (WFFM) holds a congress every three years to discuss topics relevant to museums and the volunteers who support them. The theme of this one, held from 18-22 September 2011, was "Museums and their Friends in the Future". The programme consisted of four morning academic sessions, followed by cultural tours and visits to museums and villas. This format provided a good mixture of information-sharing and experiencing the beauty of Genoa.

The opening session was at the 16<sup>th</sup> century Villa dello Zerbin, followed by a gala dinner. The 250 to 300 people attending the congress were greeted by dignitaries including the Mayor of Genoa, the President of the Province of Genoa and the President of the Region of Liguria.

The four days of academic programmes were informative and easy to follow given the simultaneous translation taking place. The distinguished speakers and panelists were mostly from Italy, although other countries were represented. During the sessions it became apparent that museums are undergoing fundamental changes, mostly driven by technology. Among the trends are movements away from the neo-classical building design of the past to architecture that is more in harmony with its surroundings and also ecologically friendly. Computerised imagery technologies are changing the way to view museums, with curators and restorers using these technologies in their work. Advances in lighting techniques are being adapted for specific uses to better illuminate the objects on display. Museum walls are even being painted in vivid colors to create more contrast with paintings. Some topics were rather academic, but were very interesting. The sessions were held in the beautiful main hall of the Palazzo Ducale, once the seat of government and home of the Doge.

I encourage all FOM members to consider attending WFFM congresses in the future.



Garden behind the house in Garibaldi St, Genoa, photo by Ronald Stride



SANTA FE  
Art SOLUTIONS

Santa Fe Art Solutions offers professional  
Fine Arts Management  
and other services exclusive to the Arts.



ART COLLECTION MANAGEMENT



ART MOVING & LOGISTICS



ART STORAGE



EXHIBITION & PROJECT MANAGEMENT

*Your Art...Our Passion.*

(65) 6398 3015

artsolutions@santafe.com.sg

www.santaferelo.com