



WFFM 2017

WORLD FEDERATION OF FRIENDS OF MUSEUMS XVI CONGRESS

YOUNG FRIENDS
MEETING
MAY, 18 - 21
MANTOVA & VERONA



JOIN THE PARTY!

WELCOME TO ITALY!

Dear Young Friends,

We are excited to meet you all at the XVI Triennial Congress of the World Federation of Friends Museums!

Thanks to the Italian Young Friends and the FIDAM - Federazione Italiana degli Amici dei Musei – we can expect four great speakers and also a diverse cultural program in the cities of **Verona and Mantua**.

Ever since our first Young Friends' meeting at the congress in Berlin in 2014 and by getting together at the council meetings in Mexico City and Washington D.C. in 2015 and 2016 we have managed to established a **worldwide community of Young Friends** – for exchanging ideas and share best practices.

For this year's meeting in Italy we are again looking forward to learn, discuss and improve our work in our Young Friends associations, but also to enjoy four days in two amazing Italian cities and have fun together!

We invite you all to be part of the congress to get in touch personally and discuss different aspects concerning our work with all members of the WFFM as well as meet Young Friends from all over the world's associations and museums.

Hope to see you all in Italy,

Ksenia and Eliana & Giulia, Giacomo and Pietro.

THURSDAY, 18TH MAY 2017

REGISTRATION AND WELCOME COCKTAIL

6.30 PM – Transfer to Mantua from Verona

Piazzale Cadorna – <https://goo.gl/maps/xAmmjvDpD972>

7.30 PM - Mantova, Palazzo dell'Accademia

Via Accademia 47 - <https://goo.gl/maps/oHaqKEyBjX22>

CONCERT IN HONOUR OF THE WFFM

8.45 PM - Mantova, Teatrino Scientifico dell'Accademia

Via Accademia 47 - <https://goo.gl/maps/7vLRV6xDA212>

Concert performed by: Società della Musica, Grandi Interpreti, Franci Duroy, violin Agnès Melchior, piano. Music from Saint-Saëns, Debussy, Bartok, Ysaÿe, Schumann

Thursday 18th, at 6.30 pm, we'll meet in Mantova for a cocktail and a concert offered by the Italians friends of Museums: it will be a great occasion to get to know each other and start our four days in Italy together!

The **Palazzo dell'Accademia**, by **Giuseppe Piermarini**, was the seat of the Royal Academy of Science, Literature and Art, under the tutelage of Empress **Maria Theresa of Austria**. The upper floor houses the beautiful Accademici meeting room, also known as Piermarini room, designed in 1775 by architect Paolo Pozzo. Three large canvases by **Hubert Maurer** celebrate the Imperial Family.



FRIDAY, 19TH MAY 2017

CONGRESS OPENING AND FIRST YF WORKSHOP

8.45 AM – Transfer to Mantua from Verona

Piazzale Cadorna – <https://goo.gl/maps/xAmmjvDpD972>

9.30 AM - Mantova, Teatrino Scientifico dell'Accademia

Via Accademia 47 - <https://goo.gl/maps/7vLRV6xDA212>

Topic: *Communication and the Media for the benefit of cultural heritage*

The first workshop of the Congress will be focused on the development of new form of communication for culture and museums. This item is one of the most interesting topic for Young Friends associations which a lot of our projects and activities are based on. We're all invited to participate in debate with experts and professionals from Museums and IT enterprises.

Teatro dell'Accademia was commissioned by Mantova academics to architect and stage designer **Antonio Galli Bibiena** in 1767 to hold scientific exhibitions, cultural conferences, and musical performances. The superb Baroque architect conceived a stunning theatre hall in the shape of a bell, with 3 tiers of boxes, which he personally decorated with monochrome frescoes. Thanks to the perfect acoustics, this theatre is one of the most coveted venues among chamber musicians for their performances and recording sessions. A few months after the opening, a thirteen-year old **Wolfgang Amadeus Mozart** performed in this venue. His father Leopold wrote his wife that he had seen the most beautiful theatre in the world.



FRIDAY, 19TH MAY 2017

PALAZZO TE: A TREASURE HUNT IN THE 16TH CENTURY

2.30 AM - Mantova, Palazzo Te

Viale Te 13 - <https://goo.gl/maps/7zpN9n1LC6w>

Palazzo Te is considered the masterpiece of **Giulio Romano**. The main architecture and the palaces decorative structure were inspired by the Roman *domus*, and were entirely made between 1525 and 1535 in an area right outside of the city and commissioned for the "leisurely time" of **Federico II Gonzaga**. In spite of the several restoration projects over the centuries, Palazzo Te is one of the most outstanding and better-preserved Renaissance buildings of Europe.

PALAZZO DUCALE AND FAREWELL COCKTAIL

5.00 AM – Mantova, Palazzo Ducale

Piazza Sordello 40 - <https://goo.gl/maps/A3qoV7ACxa62>

Palazzo Ducale is one of the most articulate, layered and extraordinary examples of western hemisphere art and history. This huge building was the sumptuous seat of the **Signoria** for centuries; a place always abreast of art avant-gardes, so much that many of its corners can be considered true manifestos of European cultural art between the XV and the XVII century.



SATURDAY, 20TH MAY 2017

SECOND YF WORKSHOP

9.00 AM – Verona, Sala Maffeiana

Piazza Bra 28 – <https://goo.gl/maps/2WxnJDrZNRA2>

Topic: *Friends of museums from the museums perspective'*

This workshop, the second for the YFs, will be focused on the relationship between Museums and their friends. Following this round table, the YFs will meet in order to present the activities of each group and debate on the writing of the “Charter of Verona”, that will state the rules of the International YF Federation.

YFS WORKSHOP: GROUPS' PRESENTATIONS AND DEBATE ON THE CHARTER OF VERONA

11.00 AM – Verona, Galleria d'Arte Moderna Achille Forti

Cortile Mercato Vecchio 6 – <https://goo.gl/maps/L7QhwNb4y6S2>

Exclusive for Young Friends Clubs Officials

Sala Maffeiana is part of the original layout of **Teatro Filarmonico** dating back to the middle of the XVIII century. The main opera house of Verona has been owned since its inception by Accademia Filarmonica, a cultural institute founded in 1543. The painter Filippo Maccari made the frescoes in the main hall. A very young **Wolfgang Amadeus Mozart** performed here in 1770.



SATURDAY, 20TH MAY 2017

MUSEO DI CASTELVECCHIO AND CITY HIGHLIGHTS

3.00 PM – Verona, Museo di Castelvecchio

Corso Castelvecchio 2 – <https://goo.gl/maps/oJS2u22oVTo>

YOUNG FRIENDS NIGHT PARTY

7.45 PM – Transfer to Grezzana from Verona

Piazzale Cadorna – <https://goo.gl/maps/xAmmjvDpD972>

8.00 PM – Verona, Villa Pellegrini

Via Villa Pellegrini, Grezzana (VR) – <https://goo.gl/maps/oJS2u22oVTo>

We'll visit together **Castelvecchio Museum**, located in the castle the **Scaliger** family and built after 1354. The current layout was made by **Carlo Scarpa** who, between 1957 and 1964 transformed and impressed his own original style on the entire building and the arrangement of the collection it treasures: great masterpieces of sculpture and painting from Medieval time to the XVIII century. And then... join out pARTy in Verona's countryside!



SUNDAY, 21ST MAY 2017

WFFM GENERAL ASSEMBLY

10.00 AM – Verona, Sala Maffeiana

Piazza Bra 28 – <https://goo.gl/maps/2WxnJDrZNRA2>

FAREWELL LUNCH

12.30 PM – Verona, Accademia Filarmonica

Piazza Bra 28 – <https://goo.gl/maps/2WxnJDrZNRA2>

CITY TOUR

3.00 PM – Verona, Arena di Verona

Piazza Bra 1 – <https://goo.gl/maps/9ounVv5a9n42>

After the General Assembly, where we'll present to the WFFM board the result of our meeting, and the farewell lunch, we'll visit the historical centre starting from the Arena, the most significant testimony of ancient Rome civilization in Verona. Then we may visit other Verona's highlights as Arche Scaligere, San Zeno abbey, Roman theatre, etc.



POCKET PROGRAM

	When	Where	What
Thursday 18 th	7.00 pm	Mantova, Palazzo dell'Accademia	Registration
	7.30 pm	Mantova, Palazzo dell'Accademia	Welcome cocktail
	8.45 pm	Mantova, Teatrino Scientifico dell'Accademia	Concert in honour of WFFM
Friday 19 th	9.30 am	Mantova, Teatrino Scientifico dell'Accademia	Congress Opening
	10.30 am	Mantova, Teatrino Scientifico dell'Accademia	First YF workshop: Communication and Media
	2.30 pm	Mantova, Palazzo Te	Museum tour and treasure hunt
	5.00 pm	Mantova, Palazzo Ducale	Museum tour and farewell cocktail
Saturday 20 th	9.00 am	Verona, Sala Maffeiana	Second YF workshop: Museums and their Friends
	11.00 am	Verona, <i>location to settle</i>	Third YF workshop: Groups presentation and the YF Charter
	3.00 pm	Verona, Museo di Castelvecchio	Museum tour
	8.00 pm	Verona, Villa Pellegrini (Romagnano)	YF Party
Sunday 21 st	10.00 am	Verona, Sala Maffeiana	WFFM General Assembly
	12.30 am	Verona, Accademia Filarmonica	Farewell lunch
	3.00 am	Verona, Piazza Bra	City tour

All transfers to Mantua departs from Verona, Piazzale Cadorna.

PRATICAL TIPS

HOW TO JOIN US

You just need to register on www.wffm2017.eu/young: visit our website or our FB page to keep up-to-date with the program.

HOW TO REACH THE CONGRESS

Verona's airport (<http://www.aeroporto.verona.it/>) is really close to Verona as well as Mantova, and there are daily bus connections to both the cities. If you can't find a flight to Verona, Milano's and Venice's airports can be a good alternative. From there it's less than 2 hours by train to Verona.

ACCOMMODATION

We suggest to YFs to look for an accommodation in Verona, as this will be the hearth of our meeting. You can check on Airbnb or the other main booking websites for cheap places as b&b, apartments, etc., or contact the Youth Hostel (<http://www.ostelloverona.it/>). We also suggest to choose places in the city centre, in order to make transfers easier. If you need some help, or you are a big group, you can contact the Verona's YFs.

TRANSFERS BETWEEN MANTOVA AND VERONA

The Congress organizers will provide a shuttle connection between the two cities every day. The departure times and places are reported in the program.

COSTS AND FEES

For the Young Friends the participation at the Congress is free of charge, and we ask a fee of **50 euros** per participant to partially cover the costs. Mrs Carla Bossi Comelli, former secretary of WFFM, supports the YFs meeting offering some scholarships to the participants: please see the attached application form below or visit <https://goo.gl/faSvWJ>. For more information please contact Sofia Weil de Speroni at swsperoni@gmail.com.

CONTACTS

For any needs, don't hesitate to contact us:

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