

WORKSHOP PROJECT SHEET

Anno Accademico / Academic Year 2025/2026

Titolo Workshop / Title and subtitle:

Museum Interpretation – Languages and Communication Strategies for Diverse Audiences

A cura di / By:

Proposal: Lorenzo Iervolino

Entrepreneur: Cristina Locatelli

Indirizzato a / Intended audience:

- to all students and particularly recommended to those interested in museums and cultural institutions, regardless of their type of collection (art, fashion, illustration, science, etc.), students of the Art Curating Master Course, Graphic Design Eng, and Visual and Innovation Design Eng.

Partecipanti / Participants

MIN 12-MAX 20

Requisiti richiesti / Requirements:

- English Language
- No prior knowledge is required
- Students should bring their personal laptops or other instruments for note-taking

Durata e Crediti / Duration and Credits:

30 hours – 2 FC

Periodo di svolgimento / Dates:

2/6 March 2026

Giorni, orari ed aule di svolgimento / Timetables, classroom:

Monday 2 March from 9.00 am to 4.00 pm (1-hour lunch break)

Tuesday 3 March from 9.00 am to 4.00 pm (1-hour lunch break)

Wednesday 4 March from 9.00 am to 4.00 pm (1-hour lunch break)

Thursday 5 March 9.00 am to 4.00 (1-hour lunch break)

Friday 6 March 9.00 am to 4.00 pm (1-hour lunch break)

RUFA LIBETTA CAMPUS – ROOM G16

Breve descrizione / Short description:

Every museum, regardless of its collection type, faces the challenge of communicating with diverse audiences in a meaningful, inclusive, and engaging way. Based on the principles of heritage interpretation, this workshop explores how museums can speak to their visitors using appropriate languages and strategies—sparking curiosity, enhancing understanding, and encouraging return visits.

The workshop will introduce participants to various types of interpretation, from analog and text-based solutions (like labels, printed guides, and storytelling approaches) to interactive and digital ones, including apps, immersive media, and voice-generated content. Students will learn how to identify a target audience, define communication objectives, and choose the right tone and format to make museum content accessible and relevant.

The workshop includes a visit to a museum in Rome, which will be taken as a subject for hands-on work. Students will then develop a thematic interpretative route for a selected audience (such as children, tourists, teens, specialists, or multilingual visitors). Emphasis will be placed on creativity, critical thinking, and user-centered design.

Short Biography:

Cristina is an Art Historian specialised in Museum Studies and Heritage Interpretation. She graduated at the University of Parma, before working as a *Museum Interpreter for the Gala-Salvador Dali Foundation* in Northern Spain. She specialised in *Cultural and Natural Heritage Education* at the Universitat de Girona and, back in Italy she also completed an MA in *Arts and Culture Management*.

In 2007 Cristina moved to the United Kingdom, where she worked in the *Learning department of the Tate Galleries*, dividing her time between the two London sites (Modern and Britain) and between the team of Interpretation-Access and that of Family and Early Years.

She then continued collaborating with Tate thanks to a collaborative research bursary from the *University of Exeter*, working on a Digital Humanities project called ArtMaps. In 2018 she moved back to Italy and has since worked as a freelancer organising events and curating art exhibitions, and consistently collaborated with *Machineria* on various projects - from the audioguides for the *Palazzo Ducale* in Mantua, to the *Colosseum's chatbot* (NeroBot) and the VR project "From the Museum to the Peaks" for the *Science Museum of Trento*, to name but a few.