



European Museums: New challenges, new ways to build the future in the eve of the European Year of Cultural Heritage

Museums are a European landmark. In this communication this statement will be addressed by answering to a succession of simple, yet fundamental, questions (not necessarily in this exact order): What museums have and will (ever?) be; What qualified observers think to be the trends pursuit in museums in recent years; What professionals think museums can come to be; What visitors expect museums to be; What museums, and in particular European museums, are in fact, today; What professionals and stakeholders more appreciate in European museums; What in museums attracts urban entrepreneurs and why is there a sort of “Architectural schizophrenia” in museums: The same outside dazzling layouts, serving the same inside (almost) empty spaces.

The picture emerging from the supra-referred questions is particularly opportune in the eve of the European Year of Cultural Heritage (EYCH), promoted under the slogan “Our Heritage: Where the Past Meets the Future”, in such a frame where “past” and “present”, “cultural” and “natural” are to meet. In this communication the following aspects of the EYCH will be briefly addressed: goals, key dates, organizational frame, labelling and lines of financing.

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