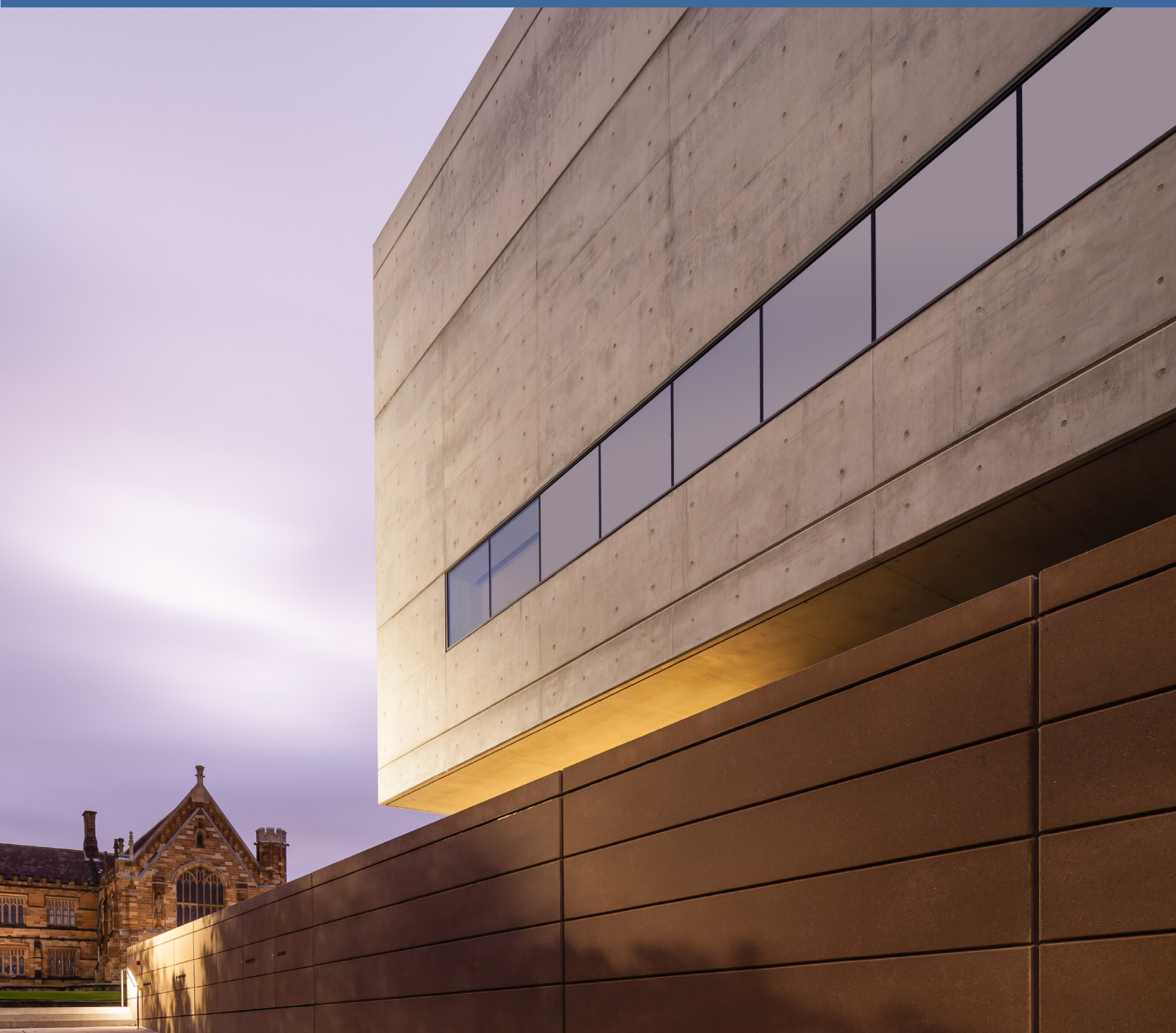


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## NUEVOS VALORES PARA NUEVOS PÚBLICOS

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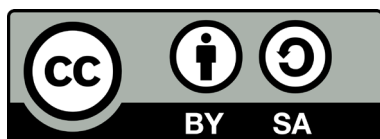
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# NUEVOS VALORES PARA NUEVOS PÚBLICOS

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Palabras clave: Museos universitarios, nuevos públicos, profesionalización, prácticas museísticas

## Resumen

Los museos universitarios de hoy en día varían ampliamente en tamaño, desde pequeños gabinetes dentro de departamentos hasta grandes instituciones culturales que compiten con las atractivas ofertas de la ciudad. A pesar de estas diferencias, su desafío común es llegar a nuevos públicos. Algunos buscan actualizar colecciones para involucrar a los estudiantes, mientras que otros sirven como herramientas de marketing desconectadas de la academia.

En los últimos años, se aprecia un gran avance hacia la profesionalización de los museos universitarios, lo que ha dado lugar a cambios significativos en los métodos didácticos y objetivos de estas instituciones.

Esta presentación examinará ejemplos de cómo los museos tratan de atraer a un público amplio, lo que está impulsando transformaciones dentro de nuestras instituciones. Exploraremos adaptaciones para atraer visitantes utilizando tecnologías y enfoques innovadores. Además, investigaremos cómo los museos reconsideran sus roles en la educación superior y la cultura y se explorará la relación en evolución entre los museos universitarios y la academia, con una mayor colaboración para enriquecer la educación y avanzar en el conocimiento. En general, este análisis proporciona perspectivas sobre el panorama evolutivo de los museos universitarios y su papel vital en la promoción de la educación, la cultura y la investigación dentro de nuestras instituciones.

## Nota biográfica

Ana Isabel Díaz-Plaza Varón es licenciada en Historia del Arte. Además posee un Máster en Museografía y Exposiciones por la Universidad Complutense de Madrid y Máster en Métodos y Técnicas Avanzadas de Investigación por la U.N.E.D. Desde el 2010 es conservadora del Museo de Artes y Tradiciones Populares de la Universidad Autónoma de Madrid, donde se encarga de la gestión integral de sus fondos. Además, es responsable de organizar exposiciones temporales y de la coordinación de actividades del Centro Cultural La Corrala - UAM.

## NEW VALUES FOR NEW AUDIENCES

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Keywords: University museums, new audiences, professionalization, museum practices

### Abstract

University museums today vary widely in size, from small cabinets within departments to large cultural institutions competing with the city's offerings. Despite these differences, their common challenge is reaching new audiences. Some aim to update collections to engage students, while others serve as marketing tools disconnected from academia.

Recent years have seen the professionalization of university museums, resulting in significant changes in didactic methods and goals. This presentation will examine examples of how museums engage diverse audiences, driving transformations within our institutions. We'll explore adaptations to attract visitors using innovative technologies and approaches. Additionally, we'll investigate how museums reconsider their roles in higher education and culture.

Furthermore, we'll explore the evolving relationship between university museums and academia, with increased collaboration to enrich education and advance knowledge. Overall, this analysis provides insights into the evolving landscape of university museums and their vital role in promoting education, culture, and research within our institutions.

### Biographical note

Ana Isabel Díaz-Plaza Varón holds a Bachelor's degree in Art History and a Master's degree in Museography and Exhibitions from the Complutense University of Madrid. Additionally, she has a Master's degree in Methods and Advanced Research Techniques from the U.N.E.D. She currently serves as a curator at the Autonomous University of Madrid's Museum of Arts and Traditions Folk, where she is responsible for organizing temporary exhibitions and coordinating teaching activities at the Cultural Center La Corrala - UAM.

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