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The Museum of Modern and Contemporary Art Sri Lanka Organises its First Museum Intensive Training Programme

The Museum of Modern and Contemporary Art Sri Lanka (MMCA Sri Lanka) is pleased to announce its first Museum Intensive programme, which has been conceived as a series of focused training programmes that address professional capacity-building needs within Sri Lanka's cultural sector.

The MMCA Sri Lanka is working in partnership with the Cultural Heritage Agency of the Netherlands, and the Reinwardt Academy at the Amsterdam University of the Arts, to deliver the first Museum Intensive which is generously supported by the Embassy of the Netherlands in Sri Lanka.

The Museum Intensive targets cultural sector professionals working in public and private art organisations, who work with collections of art and/or exhibition programmes. The programme will include a significant amount of discussion, project-based learning, and collaborative work amongst participants, who shall benefit from feedback and guidance provided by the visiting professionals from the Cultural Heritage Agency of the Netherlands and the Reinwardt Academy, with the support of the MMCA Sri Lanka staff.

The inaugural Museum Intensive looks at the subject of Audience Engagement, which has become one of the most significant areas of debate in the global cultural sector. The training programme has been designed to help participants become more familiar with common themes and current debates about audience engagement in order to help organisations they are affiliated with to make long-

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term commitments that enhance visitor experience, increase audiences, and build a greater public connection to the inspiring work they do.

“The facilitation team has great expertise on how to think about museums today. Their commitment, knowledge and immense energy are outstanding. With their full focus and stamina, I am sure that the upcoming training programmes are going to be highly successful. The Reinwardt Academy is truly looking forward to this upcoming collaborative training programme,” noted Ruben Smit, Senior Lecturer and Manager International Programmes at the Reinwardt Academy of the Amsterdam University of the Arts.

The first Museum Intensive training programme will take place in-person in Colombo, from 24—28 October 2022.

To apply, prospective participants should email their CV or résumé to education@mmca-srilanka.org by or before the priority deadline of 5 October 2022. They may call +94 76 22 43 120 for further information.