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Abstract

In this paper we will show the results of a European Project, "Diversity", lead by the University Complutense of Madrid. 'Diversity' is a project that addresses inequalities in access to culture, in particular for people in disadvantaged situations (with low educational, social, geographic capital). It has been developed between 2014-2016. In this project we have developed methods that: (a) re-establish museum pedagogy as an innovative source of learning; (b) help use exhibitions as pedagogical support to tackle the diversity characteristic of our societies; (c) adapt to the reception and engagement of new audiences (in particular of disadvantaged backgrounds, migrants, not regular audiences of the museums); and (d) valorise cultural diversity as a common European resource. The core methodology of our project is to work in close collaboration with the target groups to whom we wish to dedicate the product.

Bio

Marián López Fdz Cao has a PhD in Art Education and a Masters in Psychotherapeutic Intervention. She is an Art Therapist recognized by the Spanish Federation of Arts Therapy Associations. She is a Professor in Art Therapy and Art Education for Social Inclusion at the Complutense University of Madrid.

Asunción Bernárdez Rodal Professor of Communication in University Complutense of Madrid. Degree in Philology. Spanish Literature and PhD in Information Sciences. She teaches Communication and Gender; Semiotics of Mass Media and Political Communication.

Director of University Institute of Feminist Studies. Coordinator of the Official Master in Feminist Studies (2010-12) and Coordinator of Ph. D. Studies in Gender and Feminism (2013-149, both programs according the European Space of High Education. Director of the Research Group "Interdisciplinary Group of Feminist Investigation".

She has published several books on Communication and Gender. She is author of more than half a hundred books, book chapters, articles, educational guides and papers related to Communication, Art and Gender. In the last five years he has taught at the Universities of Lima, Buenos Aires, Puebla (Mexico) and Panama.

She has director to the Project: Immigrant Women: tv representation and social perception in Spain (2005-7). In the last years she had investigate in projects like I2014-2016: Researcher in DIVERSITY: Diving into Diversity in Museums and in the City. (2014-1-ES01-KA204-004799). Project of European Community. 2011-2015: Researcher in the Project I+D+i FEM 2010-16670 "Research in Museums and Gender Estudio: Museo del Prado, Museo Nacional Centro de Arte Reina Sofía, Museo Arqueológico Nacional y Museo del Traje". (<http://www.museosenfemenino.es/>)