



World Federation of Friends of Museums
Federación Mundial de Amigos de los Museos
Fédération Mondiale des Amis des Musées

<https://www.thewffm.org/>

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Newsletter March 2025

NB! Reminder General Assembly, 15th to 18th May, Naples - Caserta



WFFM federations and associations will meet in Naples – Caserta for four days to exchange information and to visit the attractions in Naples and Caserta. The preliminary program and registration form are available at <https://www.becreativenapoli.it/registration-wffm-napoli-2025/>

If you have registered and **not** received a reply or confirmation, please refresh the link and fill out the registration interface once more. **NB: Remember, early bird is available until the end of March.**

XXXI NATIONAL CONGRESS OF SPANISH FRIENDS OF MUSEUMS

<https://feam.es/concierto-de-navidad-en-el-mnar/>



The Friends will meet from March 21 to 23, this time in Córdoba, in the XXXI edition of the National Congress of Friends of Museums. In this conference, under the title “The recruitment and loyalty of Friends: How to have a million Friends without losing heart”, we will present the main strategies, contexts and models to address how to reach a greater number

of potential Friends and collaborators. And how to encourage greater active participation of those who are already Friends in an increasingly complex environment, where the range of opportunities to get involved and collaborate in various causes is becoming wider and more diverse. During the Congress there will be a program of guided tours for those who wish to learn about the heritage of the city hosting the Congress. Are you part of an association and would like to participate in this meeting? Consult the program of congress participants and register here. <https://feam.es/concierto-de-navidad-en-el-mnar/>

WFFMs communication manager

To enhance our presence on various digital platforms, we identified the need for a communications manager to represent WFFM, and we are excited to announce that Charlotte Cuny a communications professional specialising in art and culture has assumed this role. We are hoping Charlotte's experience will support our online presence, help us to develop our communications strategy and improve how we engage with both existing and future members. Her profile is available at <http://www.charlottecuny.com> and <https://www.linkedin.com/in/charlotte-cuny>. Checkout some of her artwork below.

Charlotte is currently leading the rollout of our new website, by coordinating with developers and contributors, as well as organising our social media channels. We will now be better able to showcase the excellent work of the WFFM team, member federations, and our many activities. Follow us on Instagram, LinkedIn, and Facebook. Share any ideas or materials for our



Taranto Conference on “Museums, landscapes, environment and sustainability”



The Taranto National Conference entitled “Museums, landscapes, environment and Sustainability” was divided into three days, 8, 9, and 10 November 2024. Friday afternoon saw the Apulian associations as protagonists. Friends of the Museums of Brindisi, Friends of the Museums of Corato, and Friends of the Pomarici Santomasi Foundation of Gravina with a series of reports



aimed at illustrating the activities of enhancement and protection of the environment, related to the geographical and socio-economic contexts of origin. All the paths started to promote awareness of the landscape as a common good and cultural heritage that must be told and enhanced were illustrated. Experiences and paths were presented to promote awareness of the landscape as a common good and

cultural heritage to be told and enhanced.



On the morning of November 9th, the Conference focused on various contributions that explored the Mediterranean agricultural landscape and the urban and port landscape in industrial cities. In the afternoon, general issues related to territorial planning, landscape plans that include the relationship between city and countryside and urban health were addressed. On Sunday 10th there were several speeches related to the topics of rural historical landscapes and the relationship between environmental and economic sustainability and cultural identity.

Congress of the French Federation of Friends of Museums in Lyon April 4th to 6th 2025



The Friends of the Musée des Beaux-Arts de Lyon will welcome the next congress of the French Federation from April 4 to April 6 in Lyon. This year, Friends of Museums will discuss on the theme of “Networking: working together more effectively”.

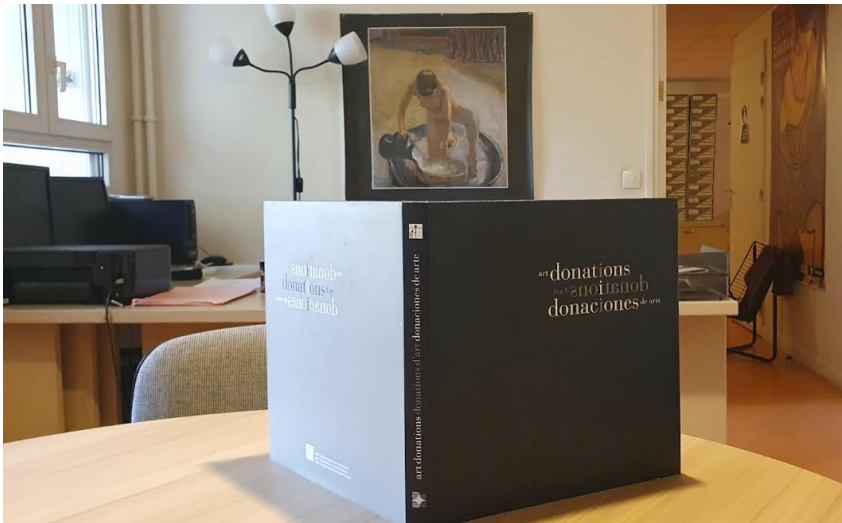
We'll focus on developing exchanges between Friends of Museums, enabling them to work together and share experiences, and to raise

the profile of our associations by opening to external partners (supervisory bodies, institutions, media...).

François Jullien, philosopher of international notoriety, will close the congress on the singular bond that the Friend maintains with his museum over time. He will write a book on this existential bond to be published early 2026. We are expecting a strong turnout of 200 Friends of Museums, including more than 50 Young Friends.

WFFM Bureau in Paris and 30th-anniversary celebration with the 'Art Donation Book'

The WFFM is about to celebrate its 50th anniversary! In the meantime, if a WFFM member traveling in Europe happens to stop in Paris, we'll be very happy to welcome him/her to our office, to exchange views.



Also we would like to offer the published by the WFFM in 2003 to mark WFFMs 30th anniversary. '



The Art Donation Book' features masterpieces that Friends of Museums from all over the world have donated to their museums.

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