

Inês Bettencourt da Câmara created Mapa das Ideias with Ana Fernambuco in 1999. After 20 years, the Company is a reference in cultural mediation, management and merchandising development. Both founded non-profits HPP and A Reserve –for culture and social issues, entrepreneurship and education. Currently she is doing a PhD in Social Sciences, regarding the social relevance of museums and its potential for the visitors. She has been responsible for the development of museum mediation projects in Portugal, as well as within European projects. She is the author of several articles and whitepapers about museums and their visitors. Ines is a board member of the Portuguese Association of Museology and Culture Action Europe