

ICOM

NEWSLETTER

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of museums

South East Europe

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Highlights

ICOM GENERAL CONFERENCE KYOTO,
JAPAN, 1–7 September 2019
ICOM SEE in Kyoto



INTERNATIONAL MUSEUM DAY
VISIT FROM THE ICOM PRESIDENT SUAY
AKSOY, 16–23 May 2019

Serbia – Slovenia – Croatia – Bosnia and
Herzegovina



Conference

INTANGIBLE HERITAGE – A CHALLENGE FOR
MANAGEMENT AND COLLECTION POLICY,
Zagreb, Croatia, 17–18 October 2019
ICOM SEE Special Projects

CHAIR HANDOVER

Goranka Horjan (Croatia) to Alenka Černelič
Krošelj (Slovenia)

THE YEAR 2020 – NEW CHALLENGES

In Times of Coronavirus

The 'Museums and Migrations' Project – A
Special ICOM EUROPE Project



15 YEARS OF ICOM SEE 2005–2020

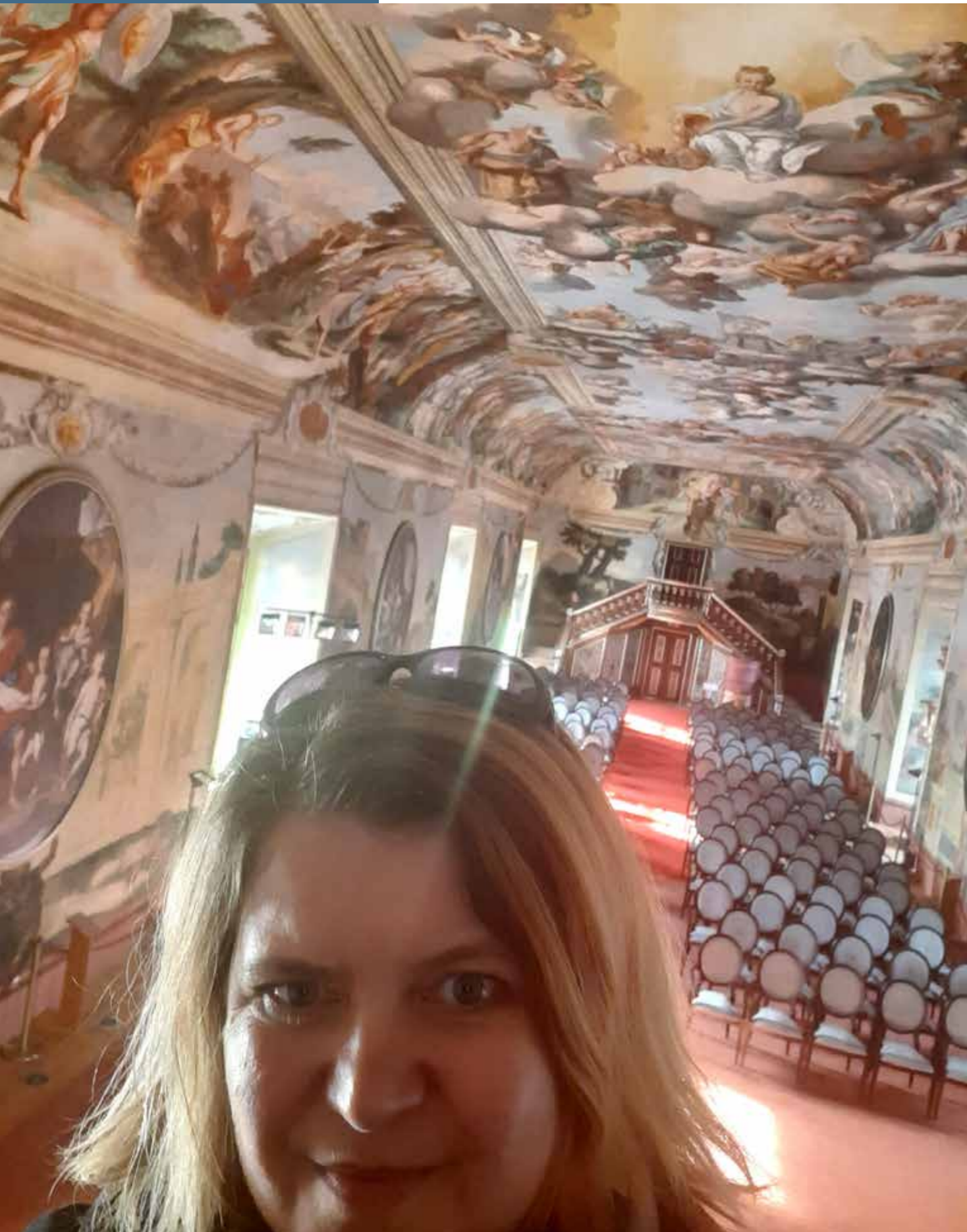
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Foreword

In late 2019, on 13 December 2019, members of our Alliance got together in Belgrade, where we were hosted by the new Vice Chair, Slavko Spasić. We discussed the many activities we had taken part in during the eventful year that was coming to a close – the year during which ICOM SEE's visibility increased both in the region and beyond. The Chair Goranka Horjan (until October 2019) and the board members had fulfilled and exceeded the plans. In a way, the year was a turbulent one, not surprisingly, as museums are increasingly involved in what is going in society, they are its co-creators.

Thus, it seems somewhat fitting that the 2019 ICOM SEE Newsletter is coming with a slight delay, at a time when we know that after a great year full of various activities – the highlight being the 25th ICOM General Conference in Kyoto, Japan, where we discussed the future of tradition – we are now facing new unprecedented challenges. How visionary, as this is currently a hot topic of discussion during a time when most museums around the world, including in countries of the RA ICOM SEE, are closed. We are working from home, in a way happy to have the peace and quiet to focus on the things we need to do, to catch up on work, to slow down and reflect on our museum work, which is characterised by the ever-present and rapid changes and a fast pace of everyday life. After more than a month of coronavirus measures (in most ICOM SEE countries, they were put in place around 16 March 2020), our worries have increased. While following all the related developments in our area, we were also saddened to hear about an earthquake in Zagreb and extended our sympathy to our peers there, as many museums in the Croatian capital suffered extensive damage during the morning earthquake on Sunday, 22 March 2020.

The museums in our region may not be open to visitors at the moment, but our various virtual doors are now open even wider. Using a variety of different platforms has allowed us to show our knowledge, adaptability, ideas, creativity and innovation. It has also revealed that some of the museums are well and truly in the museum digital age, while others are only just getting there. Many museums have already started documenting and keeping a record of everything related to life during coronavirus times, which goes to show how responsive museums are. The current situation has also confirmed that we have a loyal audience, that we are the cornerstone of our cultural landscape and that there is a future for us. In 2020, the future looks like a challenging one – we are faced with a loss of income, a decrease in public and sponsorship funds and the challenge of what the right course of action will be once we reopen our physical doors.

We believe in our community, we believe in our colleagues and our loyal visitors, supporters and users. Many thanks to all of you for the valuable work you have done over the past years. We may have started our 2019–2022 mandate in 'new times', but we know we will all go forward together.

All the best,
Alenka Černelič Krošelj, Chair

ICOM SEE Board Meetings

In 2019, ICOM SEE held three official board meetings, where the majority of members were present. The rest of regular activities were either coordinated in working groups or the information to the members was given by email.

Goranka Horjan (Chair until October 2019) and Alenka Černelič Krošelj (Chair from October 2019) informed ICOM and the National Committees of countries within the RA ICOM SEE about the new board and planned the activities regarding new contact persons, networking information and instructions.

The first ICOM SEE board meeting was held in Kyoto, Japan, on 2 September 2019.

The members held a meeting in the room of the Main Conference Venue in Kyoto and discussed the topics according to the adopted agenda. Goranka Horjan (Chair) informed the members that she had been elected the new Chair of INTERCOM and would therefore be obliged to step down from ICOM SEE in order to avoid having two chairmanships. She expressed the support and willingness to serve on the Board but not as a Chair. It was imperative to communicate this in order to prepare everyone for future elections. She proposed that the elections take place in Zagreb on 18 October 2019 and in the meantime members could think about whom to propose as the new Chair.

Sophie DELEPIERRE from the ICOM Paris Office informed the members that she would be the new contact person for ICOM SEE RED LIST. The finances are secured but expert lists from the member states are still missing. There are different contact addresses to look for experts. Each country representative will propose based on their own experience.

ICOM Greece expressed the wish to join ICOM SEE. ICOM SEE has been approached by the ICOM Greece Chair in order to announce the willingness of the national committee to join ICOM SEE. They have elected their representative and sent a written confirmation.

The second meeting was organised on 18 October in Zagreb at the Ethnographic Museum Zagreb in order to hold new Chair elections for the 2019–2022 mandate. Alenka Černelič Krošelj from Slovenia was elected the new Chair by unanimous vote. The members elected Slavko Spasić from Serbia as the Vice Chair and Goranka Horjan from Croatia as the Treasurer and Secretary.

The third ICOM SEE board meeting was held on 13 December 2019 in Belgrade at the Center for Study in Cultural Development to start the work of the newly elected board for the 2019–2022 mandate. First, the second Vice Chair, Virgil Stefan Nitulescu from Romania, was elected unanimously.



From left: Goranka Horjan, Chair until 2019, Alenka Černelič Krošelj, the new Chair, and Slavko Spasić, the new Vice Chair.

The board adopted the programme for 2020 and the plan for the mandate that will be adopted and completed every year.

The board also discussed RE-ORG, a very successful project, and gave continuation of this project its full support. Vice Chair Virgil Stefan Nitulescu will look into how the project can be developed in Romania. It is also important to make a project evaluation. The ICOM SEE board put forward some suggestions about technical and professional aspects of this project, which can be done in the following two ways: by making an evaluation and by starting a new project.

ICOM SEE is a partner in the Museum and Migrations project. ICOM EUROPE and all Regional Alliances have applied for the Museums and Migrations Special Grant for 2020 and 2021. ICOM SEE will apply for the special grant again in 2021.

We also discussed the topics for next activities to be developed, such as collection management in cooperation with COMCOL and gastronomy, which had previously already been discussed in 2015.

The chair reported that the Red List project has to be done in 2020, so we will send a letter to all National Committees, asking them to name the experts and to take active part in this important project.

The board also discussed the process of accepting the museum definition and the establishment of two new ICOM committees: disaster risk management and ethics.



BELGRADE



BREŽICE

**ICOM SEE Work Meeting – Chair Handover,
22 November 2019, Brežice, Slovenia**

The meeting was held with the aim of preparing an overview of the activities done in 2019, financial reports and the programmes for 2019, as well as the next period. The Chair Goranka Horjan and the Vice Chair Tanja Roženbergar reported to the new Chair Alenka Černelič Krošelj and gave her instructions. They confirmed the Agenda and the documentation for the board meeting in Belgrade.

Alenka Černelič Krošelj made a list of new board members and communicated with all of them to get information about their work and engagement in ICOM SEE.

ICOM SEE Special Projects

Conference

INTANGIBLE HERITAGE – A CHALLENGE FOR MANAGEMENT AND COLLECTION POLICY, Zagreb, Croatia, 17–18 October 2019

The conference and workshop were organised in Zagreb, 17–18 October 2019, and a field trip with a workshop in Slovenia on 19 October 2019. The project was supported by the ICOM Special Grant, the Croatian Ministry of Culture and the City of Zagreb, as well as in-kind contributions from local host organisations. The project had a three-fold structure in order to meet the specific project goals of fostering ICOM's role in promotion and preservation of intangible heritage and of networking various committees to allow their uniform approach to the challenges spotted in the field of ICH. However, the main goal was to raise the visibility of the initiative to celebrate 17 October as the International Intangible Cultural Heritage Day.

The programme was structured as a two-day conference with media announcements and workshops with ICH phenomena bearers inscribed on national and UNESCO lists (traditional toy making, gold needlework, lace-making, jalba and traditional gastronomy). The conference was presented on the national TV and several radio stations and online portals. The opening was attended by governmental and municipal officials and opened by Assistant Minister of Culture, Hrvoje Maneninca.

The project had outstanding networking results. It was organised in partnership of several committees, namely two international committees (INTERCOM and COMCOL), one regional alliance (ICOM SEE) and two national committees (ICOM Croatia and ICOM Slovenia). The support was secured by local partners – Ethnographic Museum and Mimara Museum in Zagreb (Croatia), Posavje Museum Brežice and Zasavje Museum Trbovlje, as well as relevant municipalities. The attendance was high, i.e. 85 ICOM members (individual and institutional) from different countries (Croatia, Slovenia, Serbia, Bosnia and Herzegovina, North Macedonia, Greece, Romania, Bulgaria, France, Switzerland, South Korea, Qatar).

The conference was organised in a way that expert keynote panellists highlighted current challenges that museum professionals face dealing with intangible cultural heritage phenomena. The main keynote was followed by chosen presentations of invited speakers and each session ended with a discussion. All presentations were filmed and arranged on a specially designed website, so all interested ICOM members could access them.

The discussed topics were arranged in the following panels:

- Opening panel: How to initiate the International Day of Intangible Heritage
- First panel: Challenges in collecting and documenting intangible heritage
- Second panel: Intangible Heritage and Communities
- Third panel: Museum Management and Challenges of Decolonisation
- Fourth panel: Sustainable Solutions for ICH
- Fifth panel: How to ensure transfer of knowledge and skills to younger generations

Full programme details, the list of invited speakers and other practical information are available at <http://icom-ichday.info/>

After the conference, colleagues from South Korea presented the International Journal of Intangible Heritage, which had been edited by the National Folk Museum in Seoul, and invited participants to write their contributions.

The final workshop was organised in Slovenia with the specific theme of industrial intangible heritage. A group of 25 workshop participants took part in the assessment of industrial heritage potential and new technologies that can be used in its promotion, and participated in a panel organised by the municipality. They also visited the newly refurbished premises of the Posavje Museum Brežice and had a meeting with the just-elected ICOM SEE Chair, Alenka Černelič Krošelj, the museum's director.



ZAGREB



TRBOVLJE

BREŽICE





International Museum Day VISIT FROM THE ICOM PRESIDENT SUAY AKSOY, 16–23 May 2019

BELGRADE

ICOM SEE together with several national committees organised a tour for the President Suay Aksoy, which consisted of numerous lectures, panels and TV interviews with the aim of presenting good museum practices and strengthening the role of museums. The working visit was organised in Slovenia, Croatia, Serbia, and Bosnia and Herzegovina.

The visit was related to the celebration of the International Museum Day in order to strengthen ICOM's role in the region.

The visit started in Belgrade, Serbia, on 16 May and ended in Sarajevo, Bosnia and Herzegovina, on 22 May. The host was ICOM Serbia and the Chair Slavko Spasić. The ICOM president visited the National Museum in Belgrade and had a meeting with the board members of NC ICOM Serbia. She attended a ceremonial assembly of ICOM Serbia, addressed the members and handed over the annual ICOM awards for museum events in Serbia. She also visited the Historical Museum of Serbia. On 17 May, she visited the Nikola Tesla Museum, the Museum of Contemporary Art, and the Aeronautical Museum. Later that day, she travelled to Ljubljana, Slovenia, where she was hosted by ICOM Slovenia and the Chair Kaja Širok. In the evening, she had an interview for the Slovenian National Television, which was broadcast on 7 July 2019 (<https://www.rtvsllo.si/mmr/prispevek/174625909>). She spent the International Museum Day in Ljubljana, Slovenia – she first visited the Slovene Ethnographic Museum, was the honorary guest of the annual press conference of ICOM Slovenia, the Slovene Museum Society and the Slovene Museum Association held at the Slovene Ethnographic Museum. She opened an open-air exhibition in front of the National Museum and Slovene Ethnographic Museum and had lunch with the ICOM Slovenia board members and representatives of the cultural and educational sector in Slovenia. She then visited the Plečnik House and the City Museum of Ljubljana and opened an exhibition at the National Museum of Contemporary History.

The next day, 19 May 2019, she travelled to Zagreb to visit ICOM Croatia with the host Darko Babić, Chair. She visited the Klovičevi Dvori Gallery, the Zagreb City Museum, the Museum of Broken Relationships and had dinner with members of ICOM Croatia. On 20 May, she visited the Mimara Museum and participated in the museum panel 'A new museum definition and challenges in the museum sector in SE Europe', organised by ICOM Croatia, ICOM SEE and the Museum Documentation Centre.

After the conference, she visited exhibitions at the Ethnographic Museum, the Museum of Arts and Crafts, and the Technical Museum of Nikola Tesla.

On 21 May, she travelled to Banja Luka and had a meeting with the ICOM BIH Chair Alma Leka and members of the Board. She visited the Museum of Contemporary Art of Republika Srpska and saw the exhibition 'Perceptions: The Beauty of a Flower Is in the Picking' with the works of the most important British artists from the British Council collection and works by artists from the collection of the Museum of Contemporary Art.

She attended a presentation of the project Museums on the Move, realized in cooperation with the National Museum of Bosnia and Herzegovina, under the auspices of the UNESCO Office in Venice.

She also attended the presentation of the Snail link on UNESCO's list of intangible cultural heritage and visited the Ferhat Pasha Mosque, built in 1579 and the most significant monument in Banja Luka.

Day 7 of her visit was held in Sarajevo (22 May 2019), where the ICOM president promoted ICOM's Key Concepts in Museum History at the National Museum of Bosnia and Herzegovina during work time.





Agreements were concluded at the Ministry of Civil Affairs of BiH with Biljan Chamur, the Ministry's secretary (and also the secretary of the BiH Commission for Cooperation with UNESCO) and Assistant Minister for Culture, and Siniša Šešuma from the Sarajevo UNESCO office.

On 23 May 2019, she opened the EMYA 2019 Conference in Sarajevo. The tour of the ICOM President Suay Aksoy was very successful and was also covered by various media outlets in every country she visited.



LJUBLJANA



ZAGREB



BANJA LUKA





KYOTO



ANNUAL MEETING OF ICOM SEE, Kyoto, 1–7 September 2019

Title: **SHAPING THE FUTURE, DOING MORE WITH LESS**

JOINT SESSIONS WITH INTERCOM DURING THE GENERAL CONFERENCE IN KYOTO

The title of the joint conference was ‘Shaping the Future, Doing More with Less’ and the partners were INTERCOM and ICOM CC. More than 50 abstracts were submitted and 23 were selected jointly by committees’ members prior to the conference. Sessions with different topics were organised over three days (2–4 September 2019) and each session was followed by a Q & A part. About 300 ICOM members participated in the sessions and many discussed the proposed topics, which were related to the overall topic of the 25th ICOM Conference ‘Tradition for the Future: Museums as Cultural Hubs’. About 35 different nationalities were represented among the speakers and the speakers’ demographics were reflected among the approximately 300 participants taking part in the sessions. ICOM members from many different countries attended presentations during the three days. The estimated number of participants is 350 from 45 countries (Denmark, Japan, Croatia, Bosnia and Herzegovina, North Macedonia, Romania, Lichtenstein, Poland, Czech Republic, Slovakia, Brazil, South Korea, Albania, Azerbaijan, Georgia, Belgium, Kenya, USA, UK, Mexico, Slovenia, Austria, Italy, Netherlands, Serbia, Finland etc.)

PARTICIPATORY OFF-SITE MEETING AT MANGA MUSEUM, 5 September, Kyoto, Japan

INTERCOM and ICOM SEE organised a joint session with ICOM SEE and the International Manga Museum. It took place on 5 September at the Kyoto International Manga Museum. The meeting was organised in the form of a workshop. The first part was a lecture by the museum’s curator and director, and then the participants explored the museum on their own, looking for the topics they would like to elaborate on at the workshop. Hands-on activities were the final part of the meeting. The introduction was based on presentations from the director Mr Yamatoto and researcher Mr Ito, both from the International Kyoto Manga Museum. The fifty participants from different countries explored the museum’s potential for further progressive development in the light of the overall theme of the general conference and ICOM’s proposed new museum definition. At the workshop they were divided into different groups that presented their proposals for the mission and vision of the Manga Museum. The workshop and concept of the meeting were prepared by Ida Lundgaard, Senior Advisor, who coordinated the workshop.

ICOM SEE RED LIST

Among the current ICOM projects, the ICOM Paris Office decided priority should be given to the ICOM SEE RED LIST. A new contact person – Sophie Delepierre from the Secretariat – has been appointed to foster the activities in the programme. The finances have been secured by ICOM, however, expert lists from member states are still missing. Each ICOM SEE country representative has been contacted to provide support in the sense of contacting suitable professionals. Goranka Horjan met with Sophie Delepierre and each ICOM SEE country chair has been personally asked to assist in implementation of the activity. Different situations in ICOM SEE countries require different approaches. In some countries the ministry of culture is the relevant body to appoint the experts, while in others direct contact with museums may be helpful. All ICOM SEE countries are in favour of the project and governmental support has also been secured as the countries decided to make their own contribution to the programme.

The Chair will send another letter to all National Committees, asking them to name the experts and to take active part in this important project.

Participation in International Conferences and Events

PARTICIPATION IN ‘THE BEST IN HERITAGE’,

Dubrovnik, Croatia, 25–27 September 2019

The ICOM SEE region hosts one of the key heritage and museum events in Dubrovnik. The Best in Heritage has come into agreement with ICOM as the main partner to promote excellence among museums and present the key projects that win international awards. Goranka Horjan is a member of the Expert Council of the Best in Heritage and takes part in drafting the organiser’s concept. She actively participated in the conference programme.

PARTICIPATION IN EMYA 2019,

Sarajevo, Bosnia and Herzegovina, 22–25 May 2019

In May 2019, Sarajevo hosted the European Museum of the Year Award (EMYA). The numerous participants were joined by the ICOM President Suay Aksoy, who also visited the event. The continuous efforts of museum professionals from the ICOM SEE region brought results, so the winners included some of the recently established museums from the region. The Museum of War Childhood had won the Council of Europe award in 2018 and therefore hosted the conference in 2019. This is a fantastic success and acknowledgment of the efforts of ICOM SEE to improve and encourage good museum practices.

WORK ON THE ITC BOARD

The Regional Alliance ICOM SEE has been one of the members of the Board for International Training Centre in Beijing and the Chair Goranka Horjan thus took part in the meeting held during the Kyoto General Conference in September 2019. In 2018, the ICOM SEE representative that took part in the meeting was Biljana Đorđević. The President Suay Aksoy stated that RAs that are on board will rotate participating in the meetings.

Cooperation of the Programme with the National Palace Museum and Chinese partners proved very successful, so the board supported the continuation of the training.

Promotional Activities

INTERNATIONAL INTANGIBLE CULTURAL HERITAGE DAY

ICOM SEE continued a campaign that promoted 17 October as the ICH International Day, using its logo and marking that the initiative had been started by ICOM. Many positive replies were gathered, however, the campaign needs a bigger support base to reach more active participants. The campaign is available on social networks.

The proposed logo, made by Matija Dronjić, ICOM Croatia:



BEING ACTIVE ONLINE

ICOM SEE is putting a lot of effort into sending information on different activities to its members. Apart from providing information about current issues on Facebook and the website, the information is also given to chairs and representatives of national committees to allow them to reach members also through national online channels. Previously, the ICOM SEE Facebook was managed by ICOM SEE secretary Biljana Đorđević.

Since October 2019, the ICOM SEE website has been managed by Matija Dronjić and the Facebook page by Matija Dronjić and Milica Cicmil.

ICOM joint Projects Special Grant

MUSEUMS AND MIGRATIONS: 2020 AND 2021

ICOM supported the joint project that is led by ICOM Europe. The project brings together for the first time all ICOM Regional Alliances (ICOM ARAB, ICOM LAC, CIMAO, ASPAC and ICOM SEE) with support from ICOM Portugal and ICOM Italy.

The aim of the project is to collect data on what museums have done and are doing (first year) and to have a forum for exchanging experiences and views (second year). The general approach is that migration has always been a basic human condition. With this data in hand, graphic layouts for an exhibition and a brochure will be prepared. Both will be available for consulting and downloading on the project partners' websites and other social media. Print-on-demand versions will also be possible and if museums will want to have the exhibition and/or the brochure on their premises, this will also be possible. In the second year, during the first half of 2021, an International Forum in Lisbon will be organised as part of the Portuguese presidency of the European Union.



Slovene Ethnographic Museum, an aerial view during coronavirus lockdown, April 2020, Photo: Documentation SEM.

The Year 2020 In Times of Coronavirus

MUSEUMS' SOCIAL RESPONSIBILITY IN THE MIDST OF THE COVID-19 CRISIS

Museums as institutions conditioned by the society regularly respond to social change, while also bringing it about. The COVID-19 crisis that has suddenly hit the whole world and caused a tectonic shift in the way we live our lives and perceive the world thus poses a major challenge for museum institutions. Museums may have temporarily closed the doors of their exhibition venues, but the doors to their websites and social media pages are wide open.

Museums' websites have been supplemented with a variety of materials kept and exhibited at museums, presentations of current projects and museum work, virtual presentations of exhibitions, digitised photographic collections, repositories of intangible heritage and documentation of museum objects. Some museums have created special 'museum at home' subpages that make it easier for users to find the content that they are interested in or need for their work, studies, leisure or creative endeavours. There are all kinds of different materials available to users, including stories of various objects, videos of guided exhibition tours, virtual exhibitions, exhibition music, documentary materials, digitised publications, catalogues, documentaries and the like. This selection, however, does not depend solely on the type of a certain museum and the material it keeps. When it comes to this, the key elements are also appropriate technical content preparation, i.e. digitisation of the selected materials, having the necessary IT expertise, being part of the international nets for heritage digitisation and the necessary IT equipment. The COVID-19 crisis has revealed many delays and shortcomings in the field of digitisation of museum material and spotlighted the need for appropriate and wide-scale digitalisation. Although digitisation has been an important topic for many decades and something that all museums in the 21st century are supposed to strive for, the crisis has shown once again that this is an issue that should be given the most urgent priority. An issue that should be dealt with before it is well and truly too late.

In addition to the so-called virtual accessibility and the issues related to it, the COVID-19 crisis has also drawn attention to the museums' social inclusion and two-way communication. During the current crisis, museums have encouraged various interactive projects that involve society. They called for various materials to be documented in the field, invited individuals and groups to collect objects, record their day-to-day lives, note down their memories and stories, create art and interpret everything that is currently going on. Who am I in this time of crisis? What marked me? What have I gained and lost? Why is my life different?... These are the questions museums used to encourage young people, students, families and elderly people to think about the current situation. Thus, they not only document the present, but also spread their social responsibility.

The COVID-19 crisis presents a great challenge for museums, but also for the society at large to recognise the value and necessity of the existence of museums.

Dr. Tanja Roženbergar

Invitation to Contribute to ICOM SEE NEWS 2020

ICOM SEE would like to invite you to share with us the projects you offered to the society during the COVID-19 crisis and how people have responded to them. Tell us about the content you have prepared, what you hope to achieve, the work methods, the duration, the experts that have worked on the projects, the response you have received, the experience and results so far, and how you could use this for your work in the future.

15 Years of ICOM SEE 2005–2020

Mission:

Led by ICOM core values and strategic guidance, ICOM SEE, from its very beginning, has been exploring new strategies of revitalization of heritage in the region of South-East Europe with the aim of improving conditions in museums. The concept of integrated care has been implemented and applied when both cultural or natural heritage was in question. ICOM SEE favours the approach of care for the cultural heritage in museums and its natural environment alike.

ICOM SEE connects 11 states / ICOM National Committees and experts in South East Europe: Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece (joined in 2019), Moldova, Montenegro, North Macedonia, Romania, Serbia and Slovenia.

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