

2018 ANNUAL ACTIVITY REPORT FOR REGIONAL ALLIANCE ICOM SEE

1. REGULAR WORK AND ANNUAL MEETINGS OF RA ICOM SEE

In 2018 ICOM SEE held two official board meetings where majority of members were present and the rest of regular activities were coordinated or the information to the members was given by email.

The efforts of ICOM SEE to contribute to ICOM's Strategic Plan were recognised by ICOM bodies and the subsidy for 2018 was therefore increased.

1.1. Board Meeting in Skopje, Macedonia, 23 May 2018

The members held meeting in the Museum of Macedonia in Skopje and discussed the topics according to the adopted agenda. Besides the up-date on current activities summarized in the chair's report the members discussed preparatory steps for the Special grant project which is due to be implemented in Albania. Suggestions for the next year proposals were also discussed. The voting for the 2022 ICOM General Conference venue took place and after the voting members discussed who will be able to attend the next Annual meeting in Paris and represent ICOM SEE. The meeting in Paris will be used to coordinate activities with the chairs of national committees in the region.

After the board meeting preparatory steps for the Round Table were made.

1.2. Board Meeting during the Advisory Meeting of ICOM, Paris, 8 June 2018

ICOM SEE chair briefed the members on current ICOM SEE projects and activities, The discussion developed targeted future cooperation within NCs and ICs. It was discussed that intangible heritage is one the areas where ICOM SEE countries gave a significant contribution to global heritage community which was also recognised by UNESCO (ICH

official centre in Bulgaria, large number of inscriptions on ICH UNESCO lists in Croatia, successful listings by other SEE countries). New project proposals were also discussed. There has been a question of previously expressed intentions to enlarge ICOM SEE members (Greece and Turkey in particular) which would require the Statute changes. However, there is also a need to have active members and ICOM SEE will not make any changes unless a clear wish and commitment to be active member is visible.

1.3. On-line communication with ICOM Europe

Although the joint application was not successful in 2018 Special Grant Call, ICOM SEE and ICOM Europe continue to be supportive to each other's activities. Chair Luis Raposo was contacted to help ICOM SEE member in an EU project supported by the European Social Fund and the application was successful. The result will be that a small party of cultural experts from Croatia will participate in the events co-organised by ICOM Europe in Guimaraes in May 2019.

1.4. Working meetings

In order to foster implementation of activities in organising the regional seminar in cooperation with three national committees in the region and hosted by ICOM Serbia, ICOM SEE Chair met with the Secretary and ICOM Serbia Chair in October. The meetings were held on 4th and 5th October in the Ethnographic Museum in Belgrade and in the National Museum of Serbia. The regional seminar whose theme is *Hyperconnected museums: challenges of digital communication* received the grant from ICOM and targeted specific group of attendees.

The decision was made to support Slavko Spasić, ICOM Serbia Chair in his application to become a member of the Executive Council of ICOM and to support him in the elections that will take place in Kyoto in September 2019.

1.5. ICOM Red list programme for SEE

No significant progress has been made in supporting preparation of the ICOM Red List for Southeast Europe. ICOM expert Johnny Maroun, Red List coordinator, left ICOM and we are waiting to be informed on new appointment.

1.6. Working in the ICOM-ITC Management Board Meeting

ICOM SEE is a member of the ICOM-ITC Management Board Meeting and since the Chair Goranka Horjan was not able to attend the representative at this year's meeting held in Fuzhou, was the Secretary Biljana Đorđević. She took part at the Board meeting and during the stay from 23 to 26 November 2018 she also took part at the International Forum of Young Museum professionals which was held within the MPT EXPO - the 8th Chinese Museums and Relevant Products and Technologies Exposition.

The Board meeting was opened by the ICOM President Suay Aksoy saying that the ITC has proved to be a great success story of ICOM. ICOM SEE is active in promoting the ITC and young members from SEE museums apply for the training. This year one European candidate was chosen from ICOM SEE region.

2. SPECIAL PROJECTS

2.1. STORAGE RE-ORG PROJECT

2.1.1. Preparatory steps, May – October 2018, Tirana, Albania

As one of the most recognized projects targeting improvement in museum storages - STORAGE RE-ORG project was granted in 2018 by ICOM to implement the training course in Albania. Improvement of detected poor conditions in museums storages by using the RE-ORG model developed by ICCROM, has been a great help to museums in the region. The training course was successfully completed in November 2018. The project was done in partnership of ICOM SEE. ICOM Croatia, ICOM Slovenia, ICOM Albania, Albanian Ministry of Culture and ICCROM.

The amount of ICOM Grant was € 7000 and the date of the contract was 14 March, 2018. The host of the training course was the National Historical Museum, Tirana, Albania. ICOM Albania in cooperation with ICOM SEE obtained the national funding to enable the implementation of the project and the agreement with the Ministry of Culture was signed. The project was also supported by ICCROM that provided methodology and the concept and the success of the implementation was noticed by their Director general.

The Ministry of Culture of Albania covered the accommodation and per diem for their staff members directly. The National Historical Museum bought equipment and offered

their premises and different equipments for the workshop. There was a huge in kind contribution of the third parties, museums that participated in the programme and commitment of ICOM SEE members. Inspection of the storages tworking with the experts was done by the museum staff and the assessment of the condition was made as a starting point for the training. A preparatory phase of the project was also made and the storages were chosen – the ones that were ready to implement the project of reorganization.

ICOM SEE board members, and particularly ICOM SEE board member Sabina Veseli, were engaged in preparatory steps. Negotiations with hosts and Ministry and with ICCROM took a lot of time and it was also necessary to select available mentors and engage them for the implementation process.

The preliminary visit was organized during 18 - 23 June 2018 with the participation of Gael de Guichen from ICCROM and Veljko Dzikic from the Central Institute of Conservation in Belgrade, one representative from ICOM Albania and 4 participants from the National Historical Museum. During these days the mentors and the participants from the museum visited and analyzed the storages of the National Historical Museum choosing the right strategy to be implemented for the course. The training mentors were also chosen.

2.1.2. STORAGE RE-ORG Training course, 5th – 13th November 2017, Tirana, Albania

The main training course, which was held in the storages of the National Historical Museum in Tirana from 5-13 November 2018, was divided into four phases and the reorganization sectors included management, space, collections, furniture and equipment.

The first phase of the project lasted two days and consisted of the theoretical part provided by mentors Veljko Džikić and Natalija Cosic. Domagoj Kačan and Jana Šubić Prislan were mentors of the other two teams who led the participants through the complete process of implementation. The lectures consisted of the methodology presentation and identification of common objectives offered by the course. The participants were trained to identify and obey the basic criteria for museum storages. Through presentations, the participants presented the current state of their storages and problems they were continuously facing in their own institutions. At this stage, they were divided into four

teams and each one got a mentor. Each team was responsible for one part of the storage rooms which were dislocated in two places in the museum.

In the second phase the participants made a visit to the actual storages and made a report on the actual condition (two days). The third phase lasted one day and included reorganization planning which included drawing the elements in the floor plan (installations, furniture, objects on the floor) and making a clear localization system.

The last phase lasted two days and consisted of the identification, measurement and grouping of objects and the execution of the planned activities.

The work of the participants divided in teams in the storages lasted for 1 week through the different phases of RE ORG such as building teams, knowing the stores and drafting the plan and implementing the plan. In the two locations new shelving was built as planned in the preliminary phase. In the small room two big metallic grids were installed. As the result in the storages there were no museum objects on the floor anymore and all objects not belonging to collections were removed from the areas.

In the icon storages, different tables were set to accommodate icons horizontally in order to remove them from the floor. A wooden shelf with drawers was provided to put small and the most damaged icons horizontally, too.

The participants found the workshop very useful and they were very keen on participating in all the phases of the project from the studying of the collection to the implementation of the project. They found the methodology very helpful in the reorganization of museum storages and we are of the opinion that they will continue their work in the storage of their museums.

The museum staff also participated in the execution of the method in the storages. There were four members of the museum participants in the course and many museum members helped to implement the project.

All activities were documented, each day was photographed and a power-point BEFORE and AFTER was made and presented on the final day.

2.1.3. Preparations for STORAGE RE-ORG in Moldova in 2019

ICOM SEE has been trying to establish the implementation of the RE-ORG in Moldova thus continuing with the good practice of introducing the methodology in museums in the region with the help of ICOM Special Projects support. Although the museum professionals in Moldova were interested, they did not receive the confirmation of the Ministry of Culture to financially support the programme and they cannot secure 50% of funding themselves. Therefore, the attempt will be repeated next year.

2.2. MUSEUM DEFINITION

In collaboration of ICOM Macedonia ICOM SEE organized the round table on the topic “What is a Museum - New Museum Definition” which followed the proposed steps given by ICOM. The round table was organized in the Archaeological Museum of Macedonia in Skopje on 24 May 2018. The round-table addressed the four basic questions:

- * What do you think are the most relevant and important contributions which museums can make to society in the coming decade?
- * What do you think are the strongest trends and the most serious challenges faced by your country in the coming decade?
- * What do you think are the strongest trends and the most serious challenges faced by museums in your country in the coming decade?
- * How do you think museums need to change and adapt our principles, values and working methods over the next decade to meet these challenges and enrich our contributions?

Museum definition is one of the burning issues today in the global museum community. Experts from SEE countries (Albania, Bosnia and Herzegovina, Croatia, Macedonia, Serbia and Slovenia) were discussing in what kind of surroundings museums work nowadays and how they reply to emerging challenges. The demands are huge and resources are scarce. Apart from internal problems that bother professionals (lack of space and human resources, lack of freedom to choose programmes, restricted finances, poor condition of museum buildings, etc.) museums are faced with rising expectations of the communities. And attitude towards museums is not the same in different countries so the caution is needed when the definition is changed since some of the museum laws adopted

the ICOM definition in their legislative. The transcripts from the round table were made and sent to ICOM Paris by ICOM Macedonia.

However, the model given caused a huge engagement on the side of the organizers and the transcripts cannot be very useful without knowing the broader context of museum policies and practices in the SEE countries.

ICOM SEE is looking forward to see the results of the engagement and ICOM Macedonia did a fantastic job in securing all the logistics for the project.

2.3. REGIONAL MUSEUMS ON THE BALKAN ROUTE OF MIGRATIONS

ICOM SEE cooperated with the ICR in the project **Migration Cities** more precisely in its sub-project called *Regional Museums on the Balkan Route of Migrations*. ICR chair Irena Žmuc used the ICOM SEE network to target experts from different countries on the route. This sensitive issue revealed its political dimension and different attitudes in Balkan countries. Numerous responses of museums that addressed the migrant crisis in Croatia and Slovenia mainly were collected. The project showed that museums are the places which can contribute to better understanding for society on the whole.

Some of the good practices examples were the following outputs:

1. Museum and Galleries of Ljubljana (Slovenia) produced a 9-minutes film Ljubljana on the crossroads: Museum objects testify migration.
2. Ethnographic Museum in Zagreb (Croatia) offers programmes which include immigrants from Africa in their work processes like musical workshops and therefore connects them with local people and school children
3. Presentation of the book Formation and Disintegration of the Balkan Refugee Corridor: Camps, Routes and Borders in Croatian Context which was published in 2018 was done
4. Local museum in Jesenice (Slovenia) set the exhibition with the title *Jesenice — From Where and to Where?* which posed the question of who actually is a migrant. Is it a person that arrived yesterday, or also a people who came 50, maybe 500 years ago? Migrants family contributed to the exhibition.

In collaboration with Malmö University ICOM SEE took part in the project led by Dr. Christine Johansson who is the expert for the topic of migrations and migrants in

museums and is also supported by the Swedish Agency of the European Asylum, migration and Integration Fund – AMIF. The title of the project is «Museums as arenas of integration – new perspectives and methods of involvement ». An educational course was organized in the Ethnographic Museum in Zagreb on 7th June 2018. The programme was implemented under the title *Museums, migrations and integrations*. The participants had an opportunity to be introduced to the book on the topic written by C. Johansson, the methodology of the project and the interactive part with the exercise including the questionnaire and the discussion.

2.4. INTANGIBLE CULTURAL HERITAGE FORUM

ICOM SEE members participated at the multilateral meeting on ICH that included 16 European countries plus China. The Second China-Central and Eastern European Countries Expert-Level Forum on Safeguarding of the Intangible Cultural Heritage was successfully held in Hangzhou, China from September 17 to 22, 2018. During the Forum Board members of ICOM SEE Goranka Horjan from Croatia (chair), Tanja Roženberger (vice-chair) from Slovenia and Biljana Đorđević (secretary) from Serbia proposed marking the 17th October as International Intangible Heritage Day since it was the day when in 2003 the UNESCO CONVENTION FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE was adopted in Paris. The proposal to celebrate 17 October as International Intangible Cultural Heritage Day was accepted as one of the conclusions of the meeting.

Zhejiang Provincial Centre for Safeguarding Intangible Cultural Heritage was the joint organizer of the Forum which was attended by several ICOM SEE intangible heritage experts. They gave lectures, participated in discussions and took part in workshops and the joint Craftsmen Exhibition which was organized at the Intangible Cultural Heritage Expo at the White Horse Lake International Convention and Exhibition Centre in Hangzhou. The initiative is in line with ICOM strategy and continuous fostering of intangible heritage promotion and protection ICOM SEE informed the President and Director General of ICOM about it receiving the affirmative answer that such steps are welcomed by ICOM. ICOM SEE has started on-line invitation for supporting the initiative and to promote the topic by using the social networks and websites. The broader campaign is planned next year and the project to encourage the initiative has been drafted.

The Forum in China gathered about 40 museum and heritage experts and the theme of the Forum was „Creating Cultural Memories with Hands“. The keynote speeches sessions and panel discussions showed how important intangible heritage is and what efforts are made by different countries to preserve those fragile jewels of human creativity. Therefore, the initiative to celebrate the International Intangible Heritage Day is an additional attempt to implement the Convention and to foster visibility of the intangible phenomena, whose variety is enormous and deserves better promotion.

ICOM SEE has a long-standing programme scheme devoted to the promotion and preservation of the intangible heritage. Since its foundation in 2006, the regional alliance ICOM SEE has pursued the vision of a community-active museum whose role is to keep traditions alive in local environments. One of the first EU projects related to the intangible heritage was CRAFTTRACT implemented by Croatian and Slovenian museums and among the results first centres for traditional crafts were established. The project was later shown in other south-east European countries as a good practice example. The expertise of the regional museum professionals in intangible heritage has been recognized inside and outside Europe. Ministries of culture in the SEE region embraced professional proposals and a lot of files for UNESCO lists have been created since 2004 and many applications were successful in enlisting intangible phenomena on UNESCO lists.

2.5. CONGRESS OF MUSEUM PROFESSIONALS, BREŽICE, SLOVENIA

ICOM SEE in collaboration with ICOM Slovenia organized the congress in Posavski muzej Brežice. The congress was held from 20 – 22 September 2018. Several ICOM SEE representatives took part as speakers and among them three mentors of the RE-ORG training course, Veljko Džikić, Mihaela Grčević and Jana Šubić Prisljan. They reported on the methodology and its applicability in museums in the countries of the south-east Europe where the project was successfully implemented.

3. ICOM SEE PARTICIPATION INTERANTIONAL CONFERENCES AND EVENTS

3.1. MUSEUM AND HERITAGE SHOW, London, 14 – 18 May 2018

In collaboration with the British Embassy in Zagreb, ICOM SEE Chair Goranka Horjan participated at the Museum Heritage Show in London, UK. She held numerous meetings at DIT UK stall with the experts taht came from different background either as museum and organizational exhibitors or museum suppliers. During the stay the guided tours for participants from several countries were organized in Victoria and Albert Museum (Fashion from Nature, Future Starts Here, Oceanliners – Speed and Style) and Science Museum (Maths Gallery).

3.2. INTERMUSEUM 2018, Moscow, 31 May - 3 June 2018

The vice chairs of ICOM SEE Tanja Roženbergar (ICOM Slovenia) and Sara Vujkovic (ICOM Bosnia and Hercegovina) attended the XX. international festival Intermuseum 2018, which was held from 31 st of May to 3th of June in Moscow. They presented different successful museum practices and theoretical issues from southeast region. Festival was also a good opportunity for new professional connections between museums from Slavic countries with the goal for better exchanging the knowledge and exhibitions among them, create common projects and raise the visibility of heritage from ICOM SEE region.

3.3. EUROPEAN HERITAGE SUMMIT, Berlin, 19 – 22 June 2018

ICOM SEE Chair Goranka Horjan, has been active in the European Heritage Alliance for several years thus preparing the initiatives for the European Year of Cultural Heritage. She participated in the programme of European Cultural Heritage Summit which was held as the central event marking the European Year of Cultural Heritage in 2018. Horjan participated in the panel which was held in European cultural space and reflected on the role of heritage and new technologies. As member of the Europa Nostra Jury in category

4 Horjan took part at the Award Ceremony that was organized in the Berlin Congress Centre.

3.4. EUROPE EXPOSED, Bruxelles, 25 – 27 June 2018

The House of European History organized the professional museum workshop called Europe Exposed. ICOM SEE members also took part at the event as presenters and moderators thus revealing how important this region was in the history of Europe and still is since several countries are still waiting to become the new EU member states. ICOM Chair Goranka Horjan was the moderator of the session that was devoted to the collection strategy. The main challenge for the museum is to develop strategic framework with the balanced European dimension in order to implement good practices in future exhibitions and expositions. In sensitive issues not only professional expertise but also sensitive ethical approach is required. ICOM Slovenia Chair Kaja Širok also participated in the workshop moderating another session. The conclusions were presented at the wrap-up panel at the end of the meeting and a small brochure was published.

3.5. BEST IN HERITAGE

ICOM SEE Chair is the expert in the Advisory Board of the Best in Heritage event with whom ICOM has a long-standing partnership. In 2018 the Best in Heritage was chosen as the key event to mark the European Year of Cultural Heritage since it hosts for years the projects of excellence all over the world. The Minister of Culture closed the event and handed over the awards. Goranka Horjan was invited to moderate the opening of the event in Dubrovnik. The event is also the opportunity for the museum professionals in the region to benefit from international experts who come to the event.

3.6. ICOM Conference: FACING NEW POLITICAL REALITIES: RETHINKING TRAINING FOR REGIONAL MUSEUMS, Auckland, New Zealand, 5 – 9 November 2018

Two international committees, ICT and ICTOP, together with the national committee of New Zealand organised the annual conference in Auckland and Wellington. ICOM SEE Chair Goranka Horjan was invited to be the keynote speaker at the opening of the

conference in Auckland. Her lecture *Strategic Planning in New Political Context* gave an insight of the current issues regarding strategies and EU projects for museums in the SEE countries and particularly Croatia. The challenges that were presented included several study cases from the SEE region.

3.7. 13TH SESSION OF THE INTERGOVERNMENTAL COMMITTEE FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE, Port Louis, Mauritius, 26 November - 1 December 2018,

The vice chair of ICOM SEE Tanja Roženbergar participated in the thirteenth session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage in Port Louis, Republic of Mauritius, from Monday 26 November to Saturday 1 December 2018, at the Swami Vivekananda International Convention Centre (SVICC). She followed the latest new inscription of the ICH phenomena on the List of Intangible Cultural Heritage in Need of Urgent Safeguarding and on the Representative List of the Intangible Cultural Heritage of Humanity. Being one of the most successful countries in preserving and protecting ICH in Europe ICOM SEE countries had new inscriptions on the Lists. A joint inscription of dry stonewall building proofs how shared traditions among different countries can unite heritage experts in ICH protection. Interesting discussions and presentations were also part of the meeting - the roles of NGOs, reflect on how to follow up on issues related to elements already inscribed, particularly ICH in urban area. New topics, issues, adopted from ICH session in Mauritius will be included in initiatives ICOM SEE has in this field and successful inscriptions will back up the Special project application.

4. OTHER ACTIVITIES SUPPORTED BY RA ICOM SEE

4.1. Another EMYA Venue in SEE region

Emya 2019 is hosted by the War Childhood Museum – winner of the Council of Europe Museum Prize 2018. In 2017 Zagreb hosted the European Museum of the Year Award (EMYA) and in 2019 EMYA is coming back to the region of SEE. The Council of Europe Museum Prize 2018 gave the award to the Museum of War Childhood Bosnia and Herzegovina which will host EMYA 2019 in Sarajevo from 22 – 25 May 2018. The region of south-east Europe had another laureate in 2018, Museum in Betina from Croatia won

Silletto prize for their community work. Recent awards and EMYA organisation capability show that the capacity of the museums in the region has increased and one of the contributors is ICOM SEE with its activities. Most of the national correspondents for EMYA in Balkan countries are ICOM SEE active members.

4.2.Preparations for joint meeting with INTERCOM in Kyoto 2019

The Chair of ICOM SEE started negotiations with Ole Winter, the chair of INTERCOM, during the annual meeting in Paris in June 2018. In November and December the draft schedule was made together with ICOM CC whose participation at the joint meeting is expected at least for a day during the Kyoto General Conference. The final confirmation of speakers and attendees will be done in spring 2019.

5. FOSTERING VISIBILITY OF ICOM AND ICOM SEE

5.1.EDUCATIONAL ACTIVITES

5.1.1. Introducing the Code of Ethics as obligatory literature at the Collage PVZG

ICOM SEE has been constantly advocating ICOMs expertise and Code of Ethics in museum work. The Chair had several lectures at the College for Business and Culture that promoted to use ICOM Code of Ethics as essential tool in museum work. Several copies of the translated Code of Ethics were sent to the college library and the Code has been included in the obligatory literature for students.

5.2.PROMOTIONAL ACTIVITES

5.2.1. ICH Day

ICOM SEE created a campaign that promoted the 17th October as the ICH International Day using its logo and marking that the initiative started from ICOM. Many positive replies were gathered but the campaign need bigger support to reach more active participants. The campaign was launched on social networks

5.2.2. Being active on-line

ICOM SEE is putting a lot of efforts to send information on different activities to its members. Apart from putting current issues on Facebook and web the information is also given to chairs and representatives of national committees to enable them to reach members also through national on-line channels. At the end of the year Newsletter summarizing activities will be published.

3. Macedonian national committee marked its 25th anniversary in 2018

ICOM MNC marked the anniversary on 18th December in the Museum of Macedonian Struggle in Skopje. As one of the most active NC in the region the colleagues from EYRM have accomplished a lot during the last 25 years and introduced ICOM's expertise in many museums across the country. ICOM SEE Board members Gordan Nikolov attended the event on behalf of the regional alliance

6. EXHIBITION EXCHANGE

ICOM SEE members have expressed the intention to cooperate more closely on subjects that tackle common issues in the region and which can be solid base for collaboration of museum professionals doing research which is later either published or presented in exhibitions. This initiative came into life with the project Sa o Roma (connecting three countries Macedonia, Croatia and Slovenia) and another cooperation started with the research and preparation of the exhibition on Marijana Gušić, a famous anthropologist and ethnologist who worked after the Second World War in Yugoslavia. The Museum in Nikšić, Montenegro is leading the project in which museum experts from Bosnia and Herzegovina and Croatia participate as well. Actually ICOM exhibition on the history of Balkans was a good example several years ago which is behind the idea

The initiative to make an exchange exhibition bank, to identify exhibitions which can go on tours and presented in different countries in the region since once they are prepared to travel less means are needed to host them, has been put into practice. In 2018 the Croatian exhibition On Animals and Men was set up in Skopje (Macedonia) from May to September, in Belgrade (Serbia) October – November, coming to Požega (Croatia) January – March and then continuing to Gorica (Slovenia) from April to June. To return hospitality Macedonian exhibition Black Hen and Red Rooster will be hosted in Zagreb (Croatia) February – April and then in Ljubljana (Slovenia) May – August. Exhibition of the Ethnographic Museum in

Belgrade “Doors” will be hosted in Zagreb at the beginning of 2020. Further exhibition exchanges are planned with Croatia, Serbia, Bulgaria and Slovenia focusing on intangible heritage.

7. GOVERNANCE

ICOM SEE has performed a lot of activities and implemented a huge variety of programmes with a modest funding. All available funds were used to implement activities and due to good collaboration with partners and national and international stakeholders the programmes had huge visibility.

Since many lecturers asked about the publication that was supposed to be published after the III Regional Conference in December 2016, the former Chair has been contacted and steps arranged to finish the task.

Goranka Horjan

ICOM SEE Chair