

ICOM

international
council
of museums

South East Europe

NEWSLETTER 2021 - 2022

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Contents

FOREWORD

Alenka Černelič Krošelj, ICOM SEE Chair

ICOM SEE BOARD MEETINGS

ICOM SEE Activities – Short Reports

Highlights

Colloquium, Field Workshop, Brežice, Slovenia

Special Projects

Red List

THE YEAR 2021 in ICOM SEE

Reports

Prague 2022

SLAVKO SPASIĆ, Candidate for the Executive
Board, Supported by ICOM SEE

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The meeting in Brežice, 19 November 2021.

“Dear all” ... this is how I usually start my emails to the 22 members of the Regional Alliance and 11 Chairs of National Committees from 11 ICOM SEE countries.

Dear all means that I am honoured to be the Chair of this great group that shaped and joined in many activities during the turbulent and challenging year 2021. On the day I am writing this, the times are even more terrifying due to the war in Ukraine. We have just signed a letter of support for our colleagues in Ukraine in the hope that the aggression will stop immediately. As testified by our history and heritage, armed conflict brings nothing but destruction and suffering. Museums protect our heritage and, even more so, democracy and freedom, so we state “War never again!”

As you can read in this ICOM SEE Newsletter issue, we were really active in many fields – in accordance with our mission, we tried to explore new strategies with active involvement in the care of the cultural heritage in museums and its natural environment alike. I believe that 2021 was truly the year when ICOM SEE activities and projects showed the dedication to do our best in supporting museums, museum workers and experts with the aim of improving conditions within the region.

We started the year with an online celebration of our 15th anniversary – a successful event full of positive energy, gratitude and respect for the past and expectations for the future, especially for the year 2022, when we are hoping to meet in person at the 26th ICOM General Conference.

The year 2021 was also a very active year for me as the Chair, as I presented our Alliance at three different international conferences. The highlight of the year was, of course, the face-to-face meeting in Brežice at the Posavje Museum Brežice. I am very thankful for the opportunity to host the meeting. I am well aware that November 2021 was still not a perfect time to travel, but I was really happy that some of the members were able to come and spend two great days in our small town and region. I hope that next time we can host 22 members and 11 NC Chairs from 11 countries.

The Newsletter structure presents the activities, brings reports from ICOM SEE countries, celebrates the publication of the Red List for SEE, and includes an important part – an invitation with the announcement of a special programme for Prague 2022, as well as a presentation of the ICOM SEE candidate for the ICOM Executive Board, SLAVKO SPASIĆ. We are thankful for your support and votes.

At the end of the past year and the beginning of a new one, I would like to express my gratitude to all of you. So dear all, thank you for your support and I hope to see you all in Prague.

All the best,

Alenka Černelič Krošelj, Chair

February 2022

Alenka Černelič Krošelj

ONLINE CELEBRATION

17 February 2021

ICOM SEE celebrated its 15th anniversary with a virtual Academy, starting at 15:00 CET. The Chair Alenka Černelič Krošelj from Slovenia welcomed Mr Alberto Garlandini, ICOM President, who was the first to address the attendees.

Alenka Černelič Krošelj, who also served as a moderator, emphasised the important role of the initiator and the first Chair, Dr. Mila Popović Živančević, former director of the Diana centre in Belgrade, who was not able to attend, but had sent her regards. The work of ICOM SEE was presented by Nina Zdravič Polič from Slovenia and Goranka Horjan from Croatia (ICOM SEE Chair from 2016 to 2019). Some thoughts about the start and work were also given by the founding member Jan Kišgeci from Novi Sad, Serbia.

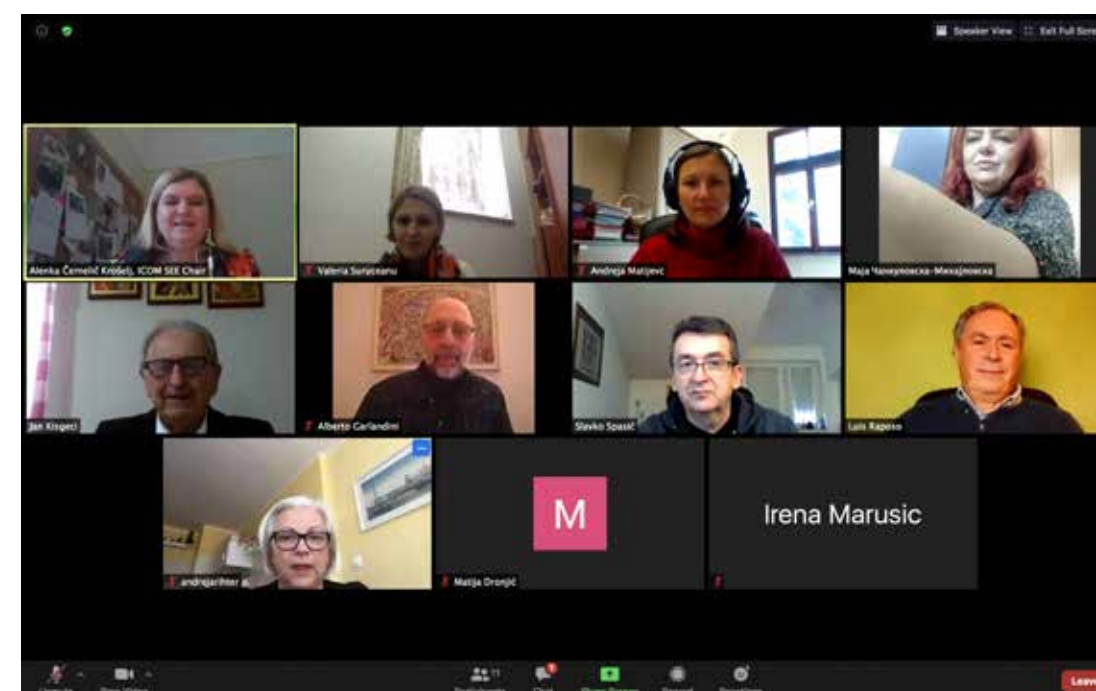
Insights into the past 15 years were followed by two projections, AV insights, which were prepared by Tanja Rožnberger, Nina Zdravič Polič and Slavko Spasić.

The celebration continued with the addresses given by guests Luis Raposo, ICOM Europe Chair, Andreja Rihter, director of Forum of Slavic Cultures, and members – ICOM SEE Vice Chairs Slavko Spasić and Virgil Stefan Nitulescu, Biljana Đorđević and Tanja Rožnberger.

A toast from the Chair with sincere thanks to all those who had contributed to the great work in the past and the present, and hopes that everyone could soon meet face to face, was the final act.

Available on:

<https://www.youtube.com/watch?v=u6xyyUKEF1c>



Alenka Černelič Krošelj

MEETING

2021 was another challenging year, its start, however, was optimistic. We published the ICOM SEE News and celebrated 15 Years of ICOM SEE, of course, online. We were active as is evident from the report.

The board members met according to the needs and important topics.

Alenka Černelič Krošelj (Chair since October 2019) administrated the meetings with the help of Andreja Matijevc, programme co-ordinator at the Posavje Museum Brežice, Slovenia, and the Posavje Museum Brežice provided all the necessary meeting tools.

After the decision that the planned joint conference with ICR could not be held in Romania, ICOM SEE decided to have the Annual Meeting live in Brežice, where the Chair is located as the director of Posavje Museum Brežice. This was in part a “brave” decision, but we were successful. We respected all the safeguards, provided a safe space and managed to realise what we had planned.

The Chair sent regular emails to the members with information about important agendas in ICOM and also in ICOM SEE countries. The email communication was frequent throughout 2021. The Chair also designed and sent the holiday cards on behalf of ICOM SEE.

19 and 20 November 2021,
Brežice, Slovenia

Regional Alliance ICOM SEE (South East Europe) connects 11 countries in the region. We try to support museums, museums workers and experts in their work with the goal of improving conditions within the region.

After the last face-to-face meeting on 13 December 2019 in Belgrade, the Chair, Alenka Černelič Krošelj, invited the members to her hometown of Brežice in Slovenia and to the Posavje Museum Brežice, her institution. The meeting was connected with ICOM Slovenia.

It started with a morning ceremony – the first presentation of the recently published ICOM SEE Red List. This was quite a challenging project that brought together experts from 10 countries and the result is finally available. After the presentation given by a Slovenian expert, a member of the preparation team Darnika Kolar Osvald, the ICOM Slovenia award ceremony took place. After the welcome speech by Alenka Černelič Krošelj, director of the Posavje Museum Brežice and ICOM Slovenia Vice-Chair, Dr. Blaž Vurnik, member of the ICOM Slovenia board, presented the winners. The award for international cooperation and project was given to the Slovene Ethnographic Museum and team lead by Dr. Tanja Roženbergar (a member of ICOM SEE) – Dr. Mojca Marija Terčelj, Danijela Grgić, and Jasna Kralj Pavlovec. The second award for promoting the ICOM IMD theme was awarded to the Maribor Art Gallery and team lead by Simona Vidmar together with Jure Kirbiš and Brea Kolar Sluga. The special guests are also members of ICOM SEE. As Alenka Černelič Krošelj, ICOM SEE Chair, already represented ICOM Slovenia and the host, ICOM SEE was represented by Slavko Spasić and Dr. Virgil Setfan Nitulesco, ICOM SEE Vice-Chairs.

All the events and programmes were dedicated to the 75th Anniversary of ICOM. Therefore, its logo was used and highlighted.



After the adoption of the agenda and the minutes from the last meeting (26 November 2020), the Chair presented the 2021 report with additional special reports mostly by Goranka Horjan. One of the main achievements in 2021 for experts from ICOM SEE countries was the publication of the ICOM SEE Red List for 10 ICOM SEE countries. We received the information that the translations into Croatian and Slovenian languages are in progress and that some presentations were also organised (on the same morning for Slovenia, Serbia, and Bosnia and Herzegovina). We will encourage other presentations and promotions for experts and the general public.

Everyone agreed that ICOM SEE is a good platform for museum collaboration projects in the region.

A programme for 2022 and the Prague General Conference was also adopted as follows:

1. ICOM SEE will continue its participation in the projects on leadership and governance and take part in the project partners' joint session in Prague.
2. ICOM SEE will also consider giving grants for Prague – one for young experts and another one for retired and still active experts as they struggle with finances.
3. ICOM SEE will also organise a special event if there is a possibility for it.
4. The ICOM SEE Board unanimously adopted the decision to nominate Slavko Spasić from Serbia for the Executive Board elections. Slavko Spasić will prepare all the necessary information for the application and the Chair will take care of the signatures.
5. ICOM SEE Elections will take place in October / November – ICOM advised that committees may consider having their annual meeting after Prague. Elections may take place in Romania. A decision will be made in the spring of 2022.
6. 2022–2025 Programme:

Dubai was chosen as the venue for the 2025 ICOM General Conference by 53% of the members (10–14 November 2025).

Topics for IMD will be included in the ICOM SEE programme:

2022: The power of museums;

2023: Climate and sustainability;

2024: Education and research;

2025: The future of museums in rapidly changing communities;

The ICOM SEE Strategic Plan: a revision will take place after Prague.

The members approved the course of planned activities.

Most of the finances for the Annual Meeting were provided by the local organiser and supported by the Municipality of Brežice, Slovenia.

A report for the local and wider community – in Slovenian:

<https://www.pmb.si/video-galerija/srecanje-icom-see-v-brezicah>



ADVANTAGES, EXPECTATIONS AND OPPORTUNITIES FOR THE ICOM SEE NETWORK IN THE POST-CORONAVIRUS ERA – THE POWER OF MUSEUMS

19 and 20 November 2021,

Brežice (Posavje Museum Brežice) and Posavje, Slovenia

Colloquium – live and online

The colloquium titled “**Advantages, Expectations and Opportunities for the ICOM SEE Network in the Post Coronavirus Era – The Power of Museums**” started with the opening paper by Dr. Tanja Rožnberger. She emphasised the three spaces of modern museum in the future: social inclusion and two-way communication, a relation between museums and the planet, and digitisation with all the IT needs. Presentations given by Slavko Spasić, Svetlozar Teodorov and Dr. Virgil Stefan Nitulescu were followed by a lively discussion that was focused on recovery and future, especially in field of ICOM SEE cooperation and building a strong network.

The second day consisted of a field workshop with a visit, which included four examples of good interdisciplinary cooperation and projects. The first stop was an outdoor exhibition titled Milestones by the Posavje Museum Brežice, the next one was a presentation and experience of the E-Castles of Posavje digital room (digitised content of the cultural heritage of Posavje region’s castles, 3D models, internal captures of castles in the form of point clouds, 360-degree footage and video with 3D models), which is an example of good cooperation between museums, a development agency and tourism. A visit to a small but very lively village of Podbočje was a great experience of connecting museums with different societies and creating successful stories as it included a presentations of the village square, development of awarded gastronomic souvenirs and promotion of local stories through local foods, such as “cop na lop” and “cviček” (special bread and regional wine). The next stop was the Božidar Jakac Art Museum in the one-of-a-kind town of Kostajevica na Krki. After “consuming art”, we visited the Kunst Restaurant in Krško, where we tasted some more local food that was also presented as part of the project titled The Black-and-White Treasure from Krško Polje – a joint project initiated by the Posavje Museum Brežice.

After two years of online meetings, two days of fruitful work filled us with new energy for the Regional Alliance ICOM SEE work.

Report for the local community and the national audience – in Slovenian:

<https://www.pmb.si/video-galerija/srecanje-icom-see-v-brezicah>



ICOM MEETINGS

22 January: The Chair Alenka Černelič Krošelj gave a 5-minute report as part of the ADVISORY COUNCIL’s online meeting, and also sent a written report. The members were asked to send the information needed to prepare the report.

17 and 18 June: Advisory Council, Extraordinary and 36th Ordinary General Assembly – the Chair participated.

22 July: Consultation and action meeting.

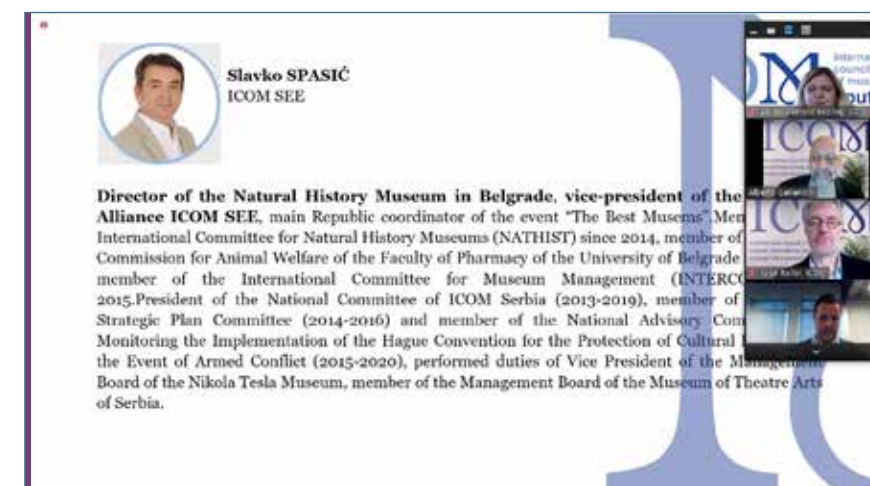
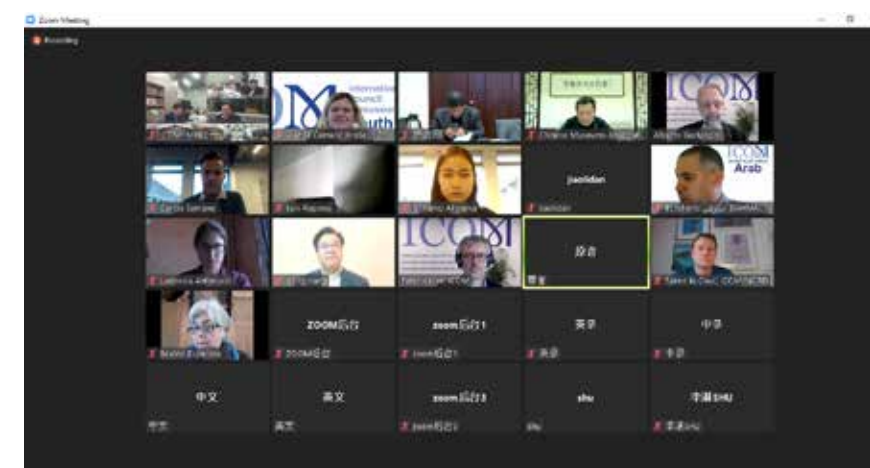
November: a vote for the organiser of the 2025 ICOM General Conference. ICOM SEE voted for Dubai.

18 and 19 November: An online Advisory Council meeting. A short report (PPT) on conditions in ICOM SEE countries. The members were asked to send the information needed to compile the report, which was prepared on the basis of reports from ICOM SEE countries (Bulgaria, Croatia, Romania, Serbia, Slovenia). On **19 November**, Alenka Černelič Krošelj reported on the situation, prepared a PPT and also a written report.

IMREC

16 August: The Chair submitted the candidature of Slavko Spasić and Alenka Černelič Krošelj for ICOM – IMREC (International Museums Research and Exchange Centre). Slavko Spasić is a member of the Academic Board, Alenka Černelič Krošelj is a member of the Governing Board.

IMREC Governing Board held its first meeting on 1 December 2021.



A NEW DEFINITION, QUESTIONS AND ANSWERS – WITH DR. LAURAN BONILLA MERCHAV, MDPP2 CO-CHAIR

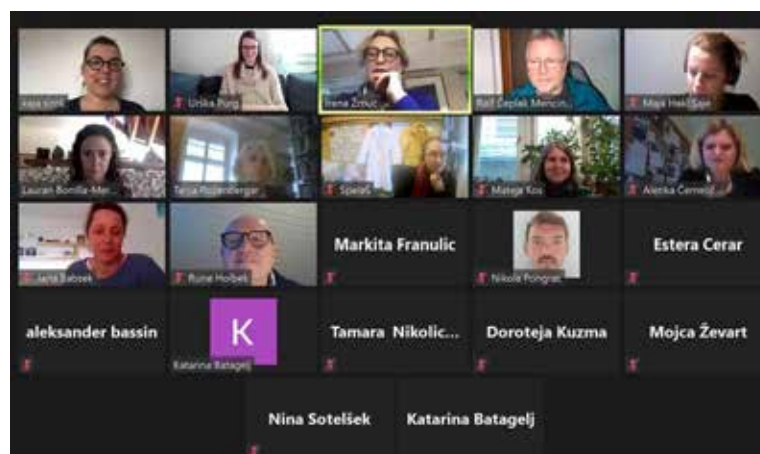
25 January 2021

A webinar in cooperation with the National Committee ICOM Slovenia

After the ICOM Define webinar on 10 December 2020, the Standing Committee for the Museum Definition announced the beginning of the third step of the Methodology: **Consultation 2**, a phase which was conducted between **11 January and 11 April 2021**.

During this period, all the committees, regional alliances and affiliated organisations are requested to consult with their membership on what a new museum definition needs to contain. Based on these discussions, each committee will fill an online form (one per NC, IC, RA, AO), submitting **up to 20 key words/concepts** that are considered essential within a new museum definition.

The aim of the joint webinar was to get more information on the process and also on expected key words with explanations. We also had the opportunity to ask one of the key



MUSEUM DEFINITION

ICOM SEE was active in the process and contributed in accordance with the calls for participation:

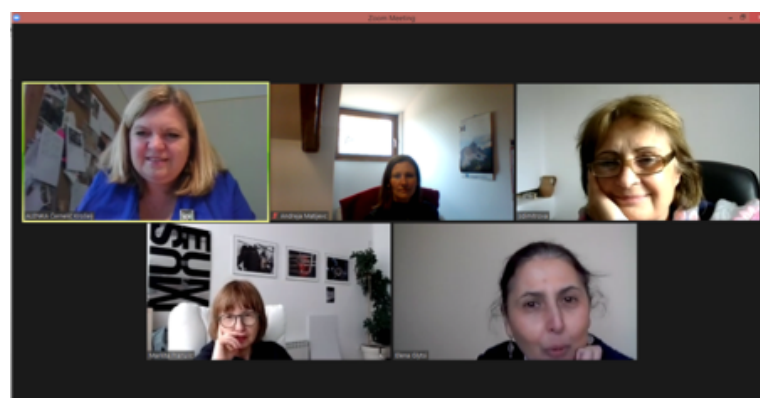
Step 1: 25 January 2021 – webinar **New Definition, Questions and Answers – with Dr. Lauran Bonilla Merchav, MDPP2 Co-Chair, organised with ICOM Slovenia;**

Step 2: a discussion with RA members – the first call for participation on 22 February, reminders in March and April; **18 April 18:** 20 keywords and a report on the steps/ methodology were sent to ICOM;

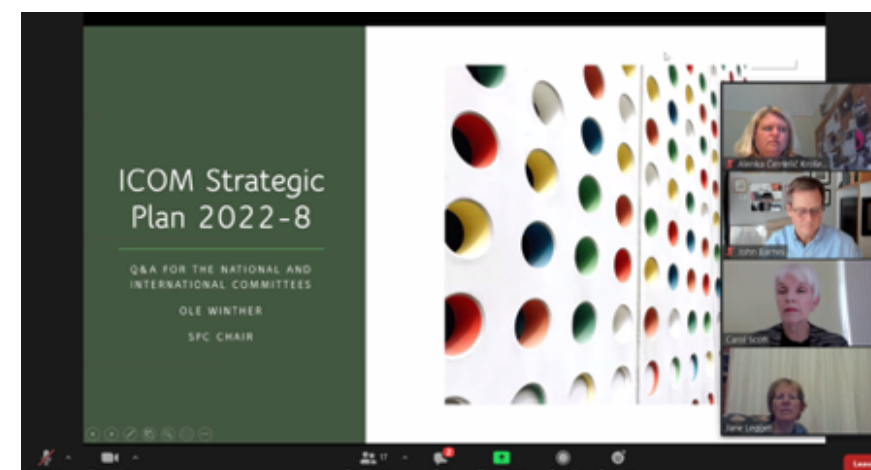
Step 3: an online survey with 36 keywords, 12–15 April;

Step 4: an online meeting, survey results, the chosen 20 keywords and a description, 15 April;

Step 5: September 3: a museum definition, part 3 – ICOM SEE suggestions sent to ICOM.



August 18: ICOM Strategic Plan meeting – The Chair attended and participated in the meeting. She also sent an email to the members, asking them to participate in a survey for ICOM members.



3 and 4 June 2021: Third Congress of Slovene Museums – ICOM Slovenia, Slovene Museum Society, Slovene Museum Association. A paper presenting ICOM SEE was given by the Chair, Alenka Černelič Krošelj.

Slovene museologists hold a special conference every two years. As Slovenia and ICOM members are very active in ICOM SEE and the Chair comes from Slovenia, she presented ICOM SEE to her colleagues. The congress took place online.

25–27 August: ICOM Prague Symposium. Attended by the Chair – the cost was paid by ICOM Slovenia.

Alenka Černelič Krošelj participated in the symposium as a guest and promoted ICOM SEE and the joint projects that will be part of the conference programme in 2022.



ICR 2021 Online Annual Conference, Regional Museums in a Changing World: Plans for Recovery, 24–25 November 2021

On 25 November 2021, Alenka Černelič Krošelj presented the paper titled “Regional Museums and Museum Life in Times of Constant Change”. The paper offers a brief insight into the effects of the pandemic in South-East Europe as the author is the Chair of Regional Alliance ICOM SEE (the 2019–2022 mandate). The regional ICOM network is also very important and can support a successful recovery and development. The paper will be published by ICR in 2022.

Webinar: Audience Centred Experience Design

Alessandra Gariboldi, ADESTE+; Fondazione Fitzcarraldo, 3 Nov 2021, ICOM Slovenia.

Alenka Černelič Krošelj presented ICOM SEE’s activities and the situation regarding conditions in ICOM SEE countries.

ICH INITIATIVE – INTERNATIONAL DAY OF INTANGIBLE CULTURAL HERITAGE

27 September: a letter sent to Alberto Garlandini about the initiative 17 October – International Day of Intangible Cultural Heritage – a proposal for ICOM adoption and inauguration. The letter was prepared by Dr. Tanja Rožnberger and Dr. Goranka Horjan. ICOM SEE Initiative Group: Dr. Biljana Đorđević, ICOM Serbia, Dr. Goranka Horjan, ICOM Croatia, Dr. Tanja Rožnberger, ICOM Slovenia.

29 September: ICOM SEE received a letter from Peter Keller, letting us know that ICOM supports the initiative and will be active in discussing it with other partners, especially UNESCO.



The proposed logo made by Matija Dronjić, ICOM Croatia

Matija Dronjić

In 2021, ICOM South East Europe Regional Alliance continued its online activities to the same extent as in the previous year. Most RA activities revolved around providing the members with a wide array of relevant information, such as project collaborations and dissemination, conference calls, various meeting proceedings, as well as some special projects outcomes, such as the long-awaited Red List for Southeast European Cultural Objects at Risk. During 2021, the ICOM SEE RA website was refreshed with some new content (a regular annual update regarding the sections “Activities”, “Projects” and “Publications”, as well as 13 announcements in the “News” section. Similar content was disseminated via the ICOM SEE RA Facebook page, which is RA’s main digital channel of communication. The Facebook Page Reach (the number of people who saw any content from the Page or about the Page, including posts, stories, ads, social information from people who interact with it) for 2021 is 852, and regarding the audience, Facebook logged 468 page likes (73% by women, 27% by men). The content with the best outreach in 2021 was the Meeting, colloquium and field workshop held in Brežice (Slovenia) on 19 and 20 November, with a reach score of 615 users.

INTERCOM, ICOM SEE AND ICR: COLLABORATIVE PARTNERSHIPS – AN IMPORTANT MESSAGE FOR THE INTERNATIONAL MUSEUM DAY – ONLINE

20 May 2021 , Alenka Černelič Krošelj

Since the International Museum Day 2021 focused on rethinking the museums of the future to meet the challenges of the present, INTERCOM and ICOM SEE with the cooperation of ICR joined forces in a shared webinar.

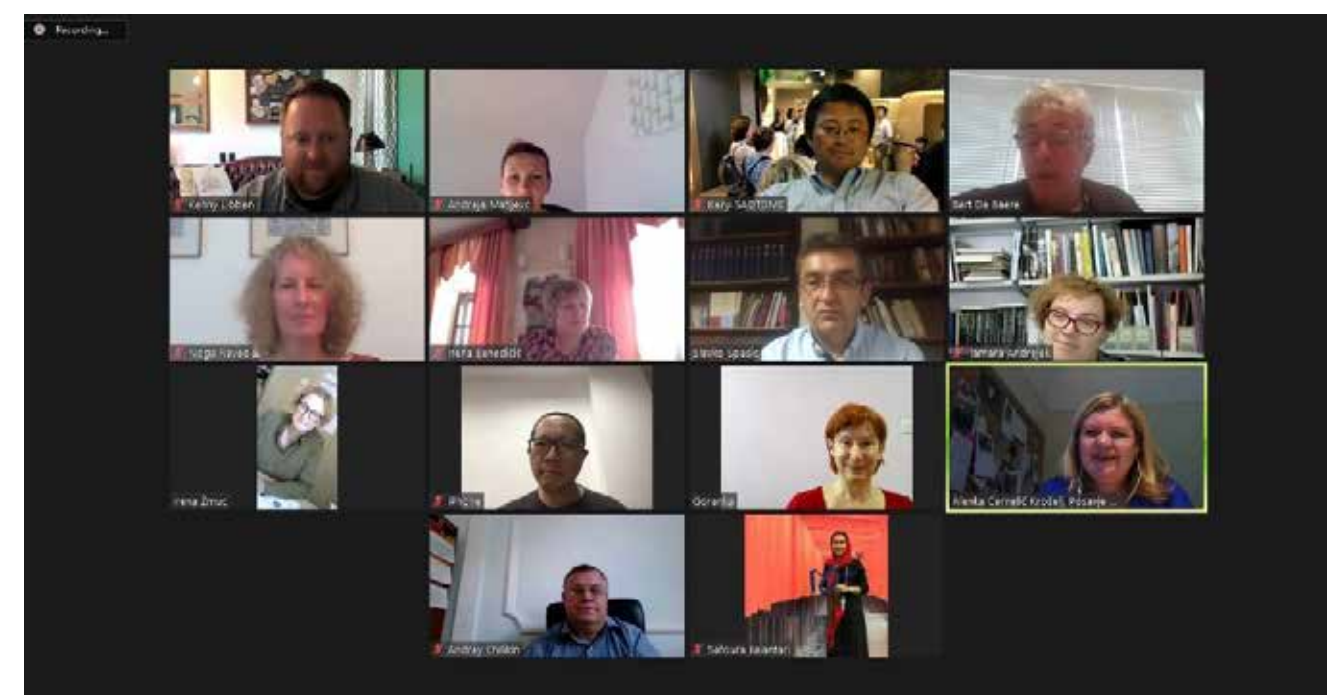
ICOM committees and alliances’ collaboration is a necessity whose aim is to strengthen the impact of the activities and thus contribute to the organisation’s mission and vision. The projects seek to achieve positive results for museums and prevent the crisis that is threatening to unbalance museums on the global scale. As part of collaborative projects, partners rely on each other’s expertise and improve services for the museum community.

INTERCOM successfully applied for grants submitting proposals to two ICOM calls. In both of them an important partner is ICOM SEE, a very active regional alliance that has wide experience in collaborative partnerships. The project “INTERCOM GLOBAL MUSEUM LEADERSHIP STUDY AND KNOWLEDGE PLATFORM”, funded by the Solidarity Fund, includes other partners – ICOM Czech Republic, ICOM India, ICOM Zambia, ICOM Czech Republic and ICOFOM. The special project “MUSEUM WATCH GOVERNANCE MANAGEMENT PROJECT” is implemented in cooperation with INTERCOM, CIMAM, ICOM SEE and ICOM Poland.

With presentations of projects and activities of three ICOM committees, we joined our efforts to work as well as possible. We noticed a large drop in the interest in zoom webinars, however, at the time this was the only option.

Available on:

<https://www.youtube.com/watch?v=bZZ5r78lhH0>



Aleksandra Berberih-Slana,
Alenka Černelič Krošelj

MUSEUMS AND SOCIAL RESPONSIBILITY – WHAT COMES NEXT?

23 and 24 September 2021



Conference NEMO, Museum of National Liberation Maribor, Slovene Museum Society, Republica Portuguesa, cultura, Património Cultural, ICOM SEE: Conference “Museums and Social Responsibility – What Comes Next?”

The conference acknowledged the need for museums to fully understand contemporary societal issues to contribute to social responsibility. The speakers addressed topics such as cultural democracy and equality, climate change and green museums, future skills and needs as well as the use of technology in museums. The conference was the final of three museum conferences that were organised in connection to the Trio of Presidencies of the European Union (Germany, Portugal and Slovenia). The first edition “Museums and Social Responsibility – Values Revisited” (Germany) was organised by NEMO from 17 to 18 September 2020. The second edition “Museums and Social Responsibility – Participation, Networking and Partnerships” (Portugal) was hosted by DGPC from 23 to 24 March 2021.

ICOM SEE was a partner and ICOM SEE Chair Alenka Černelič Krošelj was an active speaker with one of the opening speeches. She emphasised the following: “We all agree that co-operation, co-working and good networking are essential for developing the society that we want and would like to live in. So this conference doesn’t have just a great and inspiring title, but also great and inspiring speakers, and I believe also participants that we are currently only able to greet and meet virtually. /... / The main objectives and topics emphasised at this conference are related to ICOM SEE’s objectives and, of course, to the entire diverse museum community and the society in general. Social responsibility is part of the museums’ present and future, even more so when we ask ourselves what comes next, what are our responsibilities during the world’s recovery from the pandemic and when it comes to achieving the UN Sustainable Development Goals 2030.

We have been discussing the museum definition, ethics and developing tools for leadership with many experts and other national and international ICOM committees. ICOM SEE is a partner in several projects, one of the most important of which is an initiative for adopting 17 October as the International Day of Intangible Cultural Heritage. We are also preparing for the 26th General Conference in Prague 2022 with the topic “The Power of Museums”.

It is very important for smaller regions to also be strong and incorporated, so I would once again like to point out that I’m grateful to be part of the conference. I’m looking forward to the presentations and to participating in this great community. In conclusion, I’m sure that these two days will give us new ideas and, even more importantly, the strength for the future – and what comes next?”.

The successful conference with more than 700 participants was divided into four parts: The Green Power of Museums, Museums Are Not Neutral, The Digital in Museums – What’s Next?, and Rethinking Museums – Museums for the Future.

The keynote speaker on behalf of ICOM SEE was Dr. Darko Babić, Croatia, with the paper titled “Toward Competencies of Museum Professionals in 2030”.

Recordings and videos:

<https://www.ne-mo.org/news/article/nemo/revisit-the-conference-museums-and-social-responsibility-museums-social-responsibility-whats-next.html>

Alenka Černelič Krošelj

MUSEO EUROPE – “LIVING IN EUROPE” CONFERENCE

14 and 15 October 2021, Regional Museum Maribor

online conference of ICOM Europe, organised by Regional Museum Maribor, other partners ICOM Italy, ICOM Austria, ICOM Slovenia and ICOM SEE.

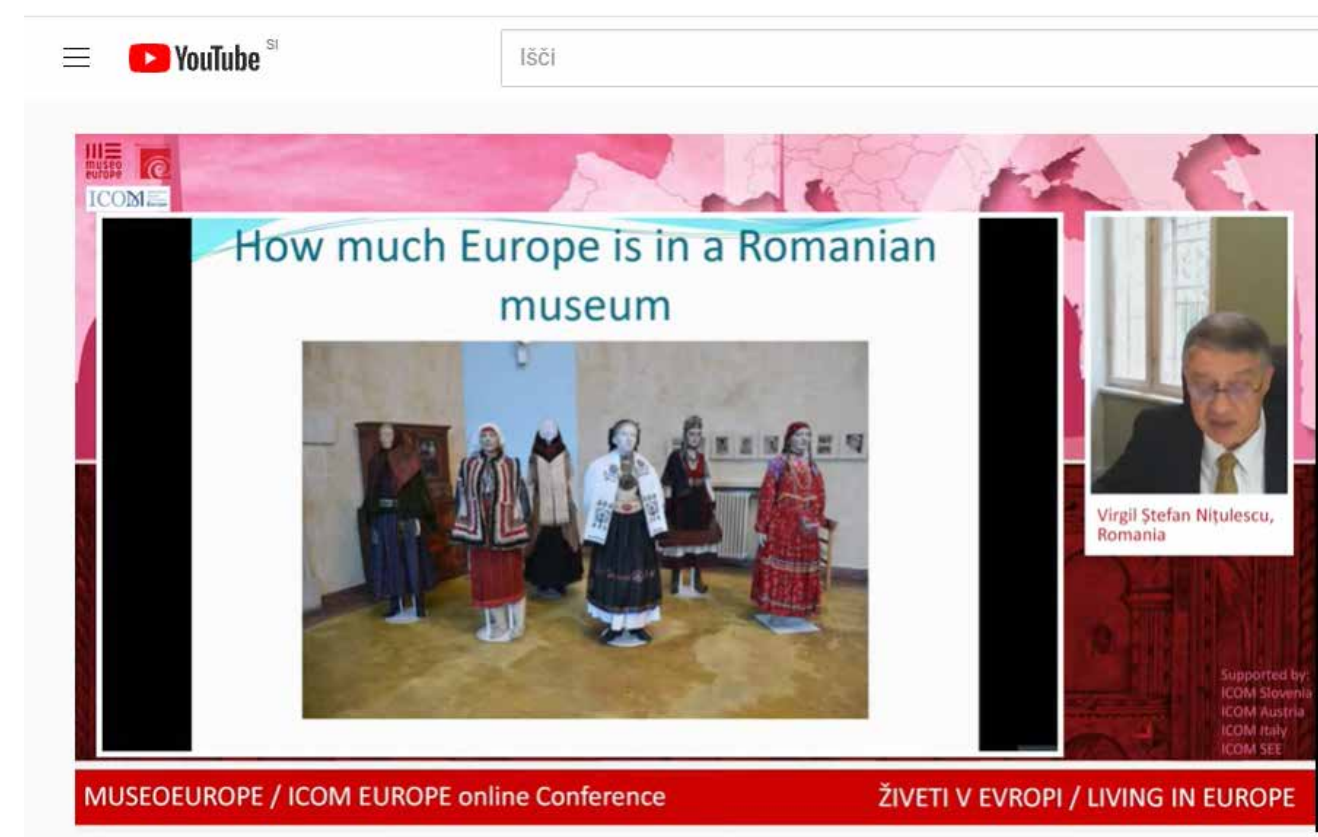
The focus was on the living environment of both individuals and communities as expressed in cultural heritage. One of the topics was gastronomy as Slovenia had been named the European Region of Gastronomy 2021.

The Museo Europe conference was hosted in Maribor and was also the Annual Conference of ICOM Europe. ICOM SEE participated as the RA in the region where the conference took place – online from Maribor, Slovenia. The co-organisers were other ICOM NCs from the area.

14 October: ICOM MEETING; Presentations by Dr. Luis Raposo, ICOM Europe, Dr. Kaja Širok, ICOM Slovenia, Giuliana Ericani, ICOM Italy, Elke Kellner, ICOM Austria, Alenka Černelič Krošelj, ICOM SEE.

Alenka Černelič Krošelj, ICOM SEE Chair, emphasised the following: “In 2020, we celebrated 15 years of a successful and ever-challenging collaboration that follows the adopted mission. Led by ICOM’s core values and strategic guidance, ICOM SEE, from its very beginning, has been exploring new strategies of heritage revitalisation 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.”

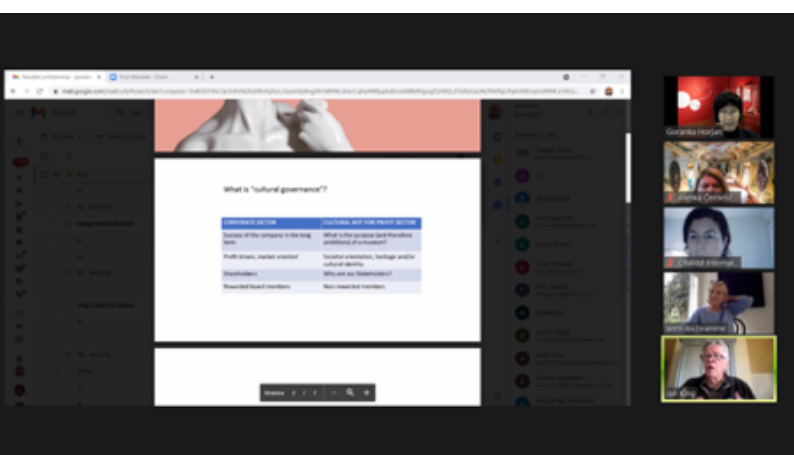
Dr. Virgil Ștefan Nițulescu, ICOM SEE Vice-Chair, also presented a paper, and many participants came from ICOM SEE countries.



MUSEUM WATCH GOVERNANCE MANAGEMENT PROJECT

ICOM SEE collaborated with INTERCOM and CIMAM in the implementation of the project with a supporting partner ICOM Poland in order to reveal aspects of museum governance. The research started with the identification of problems that were reported to both committees regarding governance and managerial issues. The main research was done in the countries of South-East, Central and East Europe, where museums directors reported numerous challenges related to museum management, which became more prominent during the pandemic and the crises that followed. The research created additional mapping for further development of efficient museum management.

The project's aim to explore how the capacity of museum directors may be balanced to the impact of politics was questioned in the conducted survey and interviews. Various experiences were reported and a data analysis performed by the expert team resulted in several areas where museum professionals and ICOM as the professional museum organisation can contribute and explore how to make museums less depending on the whims of politics. The envisaged collaborative approach is seen as a task that requires the collaboration of different stakeholders. Project leaders and partners were engaged in different activities, ranging from online communication to participation in discussions and reflections on the findings. Additional contribution was the quest for focus group participants, which included communication with museum managers in every state of South-East and Central Europe, and Poland. The selected candidates were personally contacted and mapped in order to get a representative group for the research. The result was a proposed structure of relation between different managerial levels from external and internal platforms. The project mapped the governing museum body (an executive board in most cases) as a crucial link to politics. The research also highlighted the challenge of naming different bodies and their roles in different regions and states. An expert report with additional contributions by INTERCOM and CIMAM partners will be delivered in 2022.



Meeting 26 April 2021

The outcomes so far are:

An expert report has been written and presented at a workshop with partners.

It includes a documented trajectory with intermediary conclusions and the major questions that need to be addressed.

An applicable methodology for future governance was discussed at the workshops.

The final phase of the project, which involves validating the outcomes in the steering group, revision of discussions and further planned actions, was drafted in January/February 2022.

INTERCOM GLOBAL MUSEUM LEADERSHIP STUDY AND KNOWLEDGE PLATFORM

ICOM SEE, in partnership with INTERCOM, strategically fosters ICOM values through a globally significant project, funded by the ICOM Solidarity Projects scheme. The project on leadership involves more than 100 countries in a global survey that is used as a foundation to create a knowledge platform on leadership. The project has been implemented with the following partners: INTERCOM, ICOM Czech Republic, ICOM India, ICOM Zambia and ICOFOM. The project follows the main reason why ICOM's Solidarity Projects call was launched, i.e. looking forward to future prospects by triggering off museums' potential to face the current crisis by finding solutions for the post-COVID-19 world. The project provided answers to inquiries as described in the project's objectives:

- how museum leaders are managing their work in the ongoing COVID-19 crisis,
- what support is needed to help leaders build resilient museums for the future,
- how a global picture of museum leadership can be contextualised,
- how global museum research can be used for the benefit of ICOM and its members,
- how to introduce specific digital leadership resources,
- how to build capacity and support the world's museum leaders.

The research was a complex endeavour and a thorough global survey aimed at gaining a better insight into the topic of leadership. The methodology used secured a varied and significant feedback. Additional survey questions were translated into several languages (Russian, Chinese, Arab, French, Spanish, Portuguese plus the originally planned English version). The analysis of the collected data was done by an expert team and additional interviews with focus groups were organised. A comprehensive report with the research results will be published as an ICOM publication in four languages.



ICOM ALBANIA REPORT 2021

The long pandemic period has negatively affected museum visits of large target groups of tourists. Regardless of the situation, their activities continued according to the programmes approved at the beginning of 2021. Museums were open to the public full time, operating much in the same way as before the pandemic.

The museums were very efficient during 2021 and quickly adapted to the new conditions by offering a series of interesting activities with the support of the Ministry of Culture as well. The 2021 activities were organised mainly in collaboration with target groups, such as schools and various interest groups, which participated in cultural and social activities and events on the museums' premises (National Historical Museum). The number of tourists in Albania reached a very high level compared to the year before, but was still far from the number of visitors in 2019. The programme "Education through Culture" is one of the priorities of the Ministry of Culture to promote our culture heritage. The focus is on educating the younger generation and thus increasing their sensitivity to the protection of cultural heritage, as well as using new technologies to influence them to become more familiar with museums, archaeological parks and cultural heritage monuments in Albania. The innovative platform titled "Visit Your Place from Home", a virtual cultural tour, continued to be used as the main attraction to visit museums and historical sites in 2021. It proved very clickable and successful. This "Virtual 3D Tour" was launched as a project by the Albanian Ministry of Culture in 2020 and was expanded to other Albanian historical and cultural centre in 2021. The tool application provides information on cultural properties, such as monuments, museums, archaeological parks, archaeological sites and various cultural itineraries. Other virtual exhibitions from the previous year were moved to museum halls. The exhibitions consisted mainly of paintings, photos, and archaeological and historical artefacts with different themes from the past.

Several webinars were organised by ICOM Albania members. At the national level, the topics focused mostly on the challenges of museums in pandemic times, the reinforcement of the museum network to strengthen cooperation between individual museums and other discussions on the impact of virtual activities that attract the public.



On International Museum Day, the National Historical Museum organised the conference with the topic "The Future of Museums: Recover and Reimagine". At this event, ICOM Albania members and other participants from representative Albanian museums presented different topics concerning the museums today. The topics were mainly dedicated to the digital initiatives, preservation and protection of culture heritage, collection management and the promotion of the national cultural heritage at the international level. At the end of this event, the National Historical Museum introduced an audio guide tool in English, an indispensable tool for promoting museum's history and content through technology.

As part of the events organised to mark the 40th anniversary of the inauguration of the National Historical Museum, the museum organised the international conference "Museums Renew the Future". The conference was held in Tirana from 28 to 29 October 2021. During the two-day event, divided into four sessions, the discussions were focused on the status, importance, challenges, digitalisation, educational programmes, management and exhibition of collections, as well as the role of museums in the community. A photo exhibition titled "When the National Historical Museum Was Being Built" was opened at the main museum hall. The conference was attended by many ICOM Albania members, who discussed various topics related to the above issues.

Some members of ICOM Albania participated in the International Virtual Conference on Museums (IVCoM-2021) – "Museum and Education" – which was held in July 2021. The topics presented by the members included mainly the management of the national museum database, museum education programmes and museums in pandemic times.

ICOM Albania participated in different meetings organised by ICOM as separate meetings of National and International Committees, including the 36th Ordinary General Assembly, the Extraordinary General Assembly, the 89th and 90th sessions of ICOM's Advisory Council, which took place online in June and November of 2021.

The preparation of the Red List for Southeast European Cultural Objects at Risk is one of the most ambitious projects that ICOM Albania has contributed to in order to protect the heritage and fight the smuggling of cultural goods from Southeast Europe. Since the beginning of this project, the ICOM Albania working group worked closely with the ICOM Department of Heritage Protection and selected the final objects that featured in it together with the working groups of each country. Our next step is to provide a translation into the Albanian with a generous donation or grant from our Ministry of Culture. We believe that translating the Red List into Albanian will help raise further awareness of the threats facing Albanian cultural heritage.



TOWARDS A NEW WAVE OF THE PANDEMIC: MUSEUMS AND CONTEMPORARY SOCIAL CHALLENGES

Webinar, 22 October 2021

In October 2021, the Museum of Contemporary Art of the Republic of Srpska with the support of the Friedrich Ebert Foundation in Bosnia and Herzegovina and in partnership with ICOM Bosnia and Herzegovina and museum institutions in the region, organised a webinar of museum experts entitled “Towards a New Wave of the Pandemic: Museums and New Contemporary Social Challenges”.

How cultural institutions managed during the pandemic, what the loss of communication with the audience meant for them, and how to prepare for a new wave of the pandemic, were some of the issues discussed at this webinar.

During 2021, the Museum of Contemporary Art of the Republic of Srpska marked fifty years of its existence. On this occasion, the most important experts were invited to participate in this webinar – directors of museum institutions which the museum cooperated with, namely Branko Franceschi, director of the National Museum of Modern Art in Zagreb, Tijana Palkovljević Bugarski, manager of the Matica Srpska Gallery, Goran Milovanović, director of the Božidar Jakac Art Museum, Neda Knežević, director of the Museum of Yugoslavia in Belgrade, Mariana Kolarić, director of the Museum of Contemporary Art in Belgrade, Selman Trtovac, head of the Goethe Institute Library in Belgrade, Alma Leka, director of the Sarajevo Museum, and Sarita Vujković, director of the Museum of Contemporary Art of the Republic of Srpska. The webinar was moderated by Mladen Banjac, senior curator of the Museum of Contemporary Art of the Republic of Srpska, and secretary of ICOM Bosnia and Herzegovina.

During the pandemic, which caused a health and economic crisis, museums were also significant because of their contribution to better mental health. Numerous studies have pointed to their important role in reducing anxiety, depression and their positive impact on the state of mind in individuals. This is why during the period of lockdowns, isolation and social distancing, museum environments and their content were much needed.

Museum professionals from Bosnia and Herzegovina, Croatia, Slovenia, and Serbia shared their experiences during the pandemic, describing the current situation in their museum institutions.

The experiences of museums during the pandemic were different – most of the museums quickly adapted to the new situation, and continue serving their communities, while some others had great difficulties with the visibility of the content, both regarding their work during the projects and their realisation.

Even with their physical locations closed, museums offered free online learning resources, access to their digital collections, virtual tours, and online exhibits – invaluable opportunities to educate and connect people across the country, the region and the world.

Whether we learned anything from previous experience, when museums were forced to develop their advance abilities, remains to be seen.

THE COVID-19 PANDEMIC AND BULGARIA IN 2020/21*

The COVID-19 pandemic still seriously affects museums all around the world and their work. Bulgaria is not an isolated case. That is confirmed by the data of the National Statistical Institute, according to which the number of Bulgarian tourists in 2020 was approximately 40% of the tourists in 2019. Even more impressive are the figures for foreign tourists, i.e. they amounted to 19% compared to the number of visitors in Bulgaria in 2019.

In October and November 2021, the Ministry of Health issued orders according to which the museums are closed for visitors. They can stay open only if the visitors and the staff possess the so-called green certificate.

The green certificate includes proof that a person has been vaccinated, has recovered from COVID-19 or has received negative results of two types of tests (an antigen test or a PCR test). At the beginning of November, the Association of Bulgarian Museums, sent a letter to all its members, i.e. museums and galleries (126 units), to share the measures implemented by the institutions. Only 17 museums responded by the date specified in the letter. In most museums that are members of the association the adopted measures concern the visitors and the employees. The Ministry of Health’s recommendations involve face masks, disinfection, keeping a social distance, etc. Most of the museums prominently displayed the Ministry’s orders or their in-house regulations.

The measures for visitors include limitation of their admission to the inside areas, relocation of part of the activities to outdoor areas, promotion of virtual tours and a more active use of online platforms. It is striking to note that part of the Bulgarian museums quickly developed activities involving Bulgarian schools abroad (in Italy, Spain, Ireland). However, this is due to the activities undertaken by structures outside of Bulgaria that look for contacts with Bulgarian museums for presentation of their exhibitions, organisation of online lectures and video lessons. Guided museum lectures have either stopped or are delivered in the open. A practice has been introduced that involves the use of audio-guide maps for the cultural heritage of a town or a region that work as a mobile app. Since October 2021, a green certificate is required to visit many museums. A one-way movement has been implemented in museums. Some temporary exhibitions are on view online. Preliminary registration, in accordance with the health measures for a definite number of visitors, is implemented for special museum events. More significant initiatives are recorded and are broadcast on the museums’ communication channels. Regular headings with text, audio and video files are created with the aim of keeping in touch with various audiences. Only one of the museums in the association reported about an increase in the number of tourists, as the number of individual and family visits to the museum increased. The museums are concentrated on the reorganisation of their employees’ work in order for the museums to stay open rather than



ВЕБИНАР МУЗЕЈСКИХ СТРУЧЊАКА ПУТЕМ „ZOOM“ ПЛАТФОРМЕ

У СУСРЕТ ЕНТОМ ТАЛАСУ: МУЗЕЈИ И САВРЕМЕНИ ДРУШТВЕНИ ИЗАЗОВИ

	САРИТА ВУЈКОВИЋ Директор Музеја савремене уметности Републике Српске		ТИЈАНА ПАЛКОВЉЕВИЋ БУГАРСКИ Менаџер Галерије Матице Српске		МАРИЈАНА КОЛАРИЋ Директор Музеја савремене уметности Београда
	БРАНКО ФРАНЧЕСКИ Директор Националног музеја савремене уметности у Загребу		НЕДА КНЕЖЕВИЋ Директор Музеја Југославије у Београду		СЕЛМАН ТРТОВАЦ Главни библиотекар Библиотеке Гете у Београду
	ГОРАН МИЛОВАНОВИЋ Директор Музеја Божида Јакача у Сарајеву		АЛМА ЛЕКА Директор Музеја савремене уметности Сарајева		МЛАДЕН БАЈАЦ Старији куратор Музеја савремене уметности Републике Српске

МУЗЕЈ САВРЕМЕНЕ УМЈЕТНОСТИ РЕПУБЛИКЕ СРПСКЕ

22. октобар 2021. године од 12.00 до 14.30 часова

buca

on the decrease in the number of visitors. However, this does not mean that the museum employees were not affected by the situation as confirmed by the National Statistical Institute. For a year, their number decreases by 0.9%.

Regarding the museum employees, a work-from-home model has been applied wherever possible. In some museums, half of the team works on site, while the others work from home (according to a schedule). In other museums, only one person is allowed in the office. The staff's work is focused on the processing of collections and on the research tasks. In all museums, the employees wear protective face masks. Disinfection is carried out on a daily basis. In some museums, weekly meetings are conducted online, but they mentioned that the teleworking is less efficient than face-to-face meetings. To ensure work from home the museums had to buy special equipment. Museums deal with financial losses through work on projects oriented towards children and youth audiences and the search for new audiences by more active promotional campaigns.

An anti-crisis measure enforced by some of the museums is the popular "60/40" measure. It is oriented towards all sectors that can prove being affected by the COVID-19 crisis. Employers who receive financial resources for the preservation of jobs during and after the establishment of the state of emergency can apply for this measure. The compensations, granted by the state, are to the amount of 60% of the insurable earnings for January, May and August 2020 and of the social security contributions paid by the employer for each employee. This measure will benefit some municipal or regional museums that maintain staff, financed by their own incomes or through transfers by the municipal budgets.

In 2020, the total budget of the national "Culture" fund increased considerably, reaching 12 million Euros. Besides the traditional programmes, such as "Socially Committed Arts" (500,000 Euros) and „Audiences" (500, 000 Euros), where larger funding is granted, a new programme is created for a targeted assistance of projects, financed by the programme "Creative Europe", the sub-programme "Culture", and the strand "European Cooperation". The purpose is to support the Bulgarian organisations with up to 80% of their own necessary funding for a one-year period. The lack of similar national mechanisms has previously seriously hindered the participation of Bulgarian cultural operators in the programme "Creative Europe", which stimulates the realisation of quality international projects that increase the cultural competences and develop audiences on an international scale. This programme becoming a regular one will be a positive tendency with a high added value and a long lasting effect for the sector, allowing more Bulgarian organisations to overcome the high threshold of the co-financing relating to the programme. Another form of support is the decree for partial reimbursement of electricity costs, enacted in October 2021, by applying for a project.

The general impression of the actions taken by the authorities and museums so far to limit the negative impact of the pandemic suggests that the museums' recovery from the crisis will be a smooth process. Its duration will depend on the decisions of the health authorities, the behaviour of visitors and the ability of the museums to adapt adequately.

*Presented in Brežice, 19 November 2021.



MUSEUMS IN CROATIA IN 2021 – SOME FACTS

In 2021, year two of the pandemic, Croatian museums recorded 2,549,841 visitors, a 74% upturn compared to 2020, but still only 48% of the 5.2 million recorded in 2019. The Museum Documentation Center conducted the survey research in January 2022, collecting data from 141 out of 164 museums listed in the Register of Public and Private Museums in the Republic of Croatia, with a response rate of 86%.

Unlike museums in the rest of Europe, Croatian museums were not closed in 2021. During the summer months, tourism began to awaken (in 2021, the arrivals were up 77% from the previous year, according to eVisitor), which drove up the number of museum visitors. Out of a total of 2.5 million visitors, almost a quarter were reported by only three museums, which traditionally attract the biggest crowds (tourist attractions – cultural heritage sites as part of the museums).

Zagreb's museums, closed due to the consequences of an earthquake, are showing the steepest decline since the COVID-19 pandemic deprived them of the visitors they would have attracted through various events. The Mimara Museum, the Croatian Natural History Museum, the Strossmayer Gallery of Old Masters of the Croatian Academy of Sciences and Arts, and the Croatian School Museum were closed because of the damage caused by the March 2020 earthquake and thus had no visitors. The Croatian History Museum and the Archaeological Museum in Zagreb had also closed their museum buildings due to the earthquake but managed to attract from 1,000 to 1,500 visitors to alternative venues. The Museum of Arts and Crafts, which during 2021 could still use some of its exhibition galleries and open courtyards, recorded 15,182 visitors, i.e. 19% of the pre-pandemic attendance. The Klovićevi Dvori Gallery, traditionally one the most-visited museum, saw only 16% of the 2019 attendance, dropping from 353,262 to 58,056 despite the many exhibitions it had hosted.

The only category of visitors which showed growth is the number of visitors with family tickets, with 136,212 recorded in 2021, compared to 57,749 in 2020 and 120,726 in 2019. (Source: <https://mdc.hr/en/museums-in-croatia/museum-statistics0/museum-attendance-2021/>)

Technical Museum
Nikola Tesla
– educational
programme



The Technical Museum Nikola Tesla had 109,000 visits and 13 exhibitions, as well as a number of educational programmes, including a 10-week summer educational programme for kids and youngsters titled “Summer at Tesla’s”, conceived as STEM and Maker’s community hub.

Croatian museums showed solidarity with the museums affected by the earthquakes in Zagreb, Sisak and the Banovina region, helping them with the evacuation and providing premises for their work and realization of their programmes.

The Ministry of Culture leads the programme A Backpack (Full) of Culture, as part of which museum educators (and specialists from other cultural sectors) visit small communities and schools and hold workshops for children that do not have (regular) contact with museums and culture. The main focus in 2021 was the Banovina region, affected by the earthquake in December 2020.

One of the most important jobs for the museums affected by the two earthquakes was protection of museum objects and their preparation for the evacuation, compilation of damage and evacuation lists, as well as preparation of projects aimed at the reconstruction of museum buildings.

The project National Rulebook for Cataloguing – Development, Publication and Maintenance lasted from 2013 until 2020. Its implementation included all three heritage communities, namely libraries, archives and museums. From 2021 onwards, the KAM project continues with practical application: pilot projects and user training in the application of the Rulebook with a focus on the description and access to materials in libraries, archives and museums.



Museum of Arts and Crafts – earthquake damage

ICOM MOLDOVA REPORT 2021

Due to the ongoing global pandemic crisis, the situation in the field of culture, as well as in the museum sector in Moldova, remains very difficult in 2021. Despite this, the National Committee of Moldova continues its active work, supporting museums and their staff.

It should be noted that during this difficult time ICOM Moldova maintains contact with the global museum community and promotes global trends and policies in the field of cultural heritage preservation and promotion.

Due to a new cultural policy adopted by the Ministry of Culture of Moldova, museums should become a viable sector that will be able to have a significant impact not only on the social, but also on the economic life of our country. One of the most important priorities of this policy is to develop local museums and support regional and international cooperation and networking. According to the Government Action Plan for 2021-2022 in the field of culture, the administrative system should be changed to promote a market-oriented and project-based management approach for sustainable development of our country.

The National Committee ICOM MOLDOVA supports sustainable development, and actively participates in promoting this trend in Moldova and abroad.

The participation of local experts in the development and publication of the Red List for Southeast European Cultural Objects at Risk is of great importance for ICOM Moldova. Local expert Mariana Vasilache, Vice Director of the National Museum of History, in collaboration with representatives from the Ministry of Education and Culture of Moldova Svetlana Pocumban, Director of Cultural Heritage department, and Mariana Mischevca, Consultant Superior, worked with experts and ICOM coordinators to create a Red List, which features 119 objects from 45 museums from Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Montenegro, North Macedonia, Republic of Moldova, Romania, Serbia and Slovenia. ICOM Moldova and its experts sincerely hope it will contribute to alleviating the problem of illicit trafficking of cultural objects.

In June 2021, ICOM Moldova members took part in an online ICOM Annual Meeting and the 89th session of its Advisory Council. In July, they participated in the Extraordinary Meeting of the ICOM Advisory Council, which was held on Thursday, 22 July 2021. At the 89th Session of the Advisory Council on 17 June 2021, many important topics were discussed, including the updates on the work of the Standing Committees and Working Groups, the report from the Secretariat, the recommendations of the National and International Committees, the upcoming General Conference in Prague in 2022 and the candidates to host the General Conference 2025. In the second half of the year, ICOM Moldova members took part in Consultation 3 on a new museum definition. A special ICOM working group dedicated to the museum definition did great work on preparing an analysis and a report.

In 2021, ICOM Moldova implemented several projects in partnership with local and national museums. In most Moldovan museums, International Museum Day 2021 was celebrated online, featuring small concerts with the participation of various artists, art exhibitions and presentations with a limited number of participants. The events and were broadcast online to the main museum audience.

In 2021, ICOM Moldova implemented two large projects funded by the Ministry of Culture within the framework of a grant competition for public associations. The “In Search of

Treasures” project proposes a new experience of promoting cultural heritage in Moldova based on the intersectional collaboration of museographers with a team of film producers. The project envisages the production of 20 small-format films aimed at promoting unique objects and artefacts from museum collections to direct the attention of the public in particular to museum pieces and to museum institutions in general, such as educational and recreation centres. National as well as local museums have received support from media and audiovisual professionals, who can contribute to the development of the museum sector by using new technologies combined with traditional techniques, thus developing and promoting new and original cultural products.

In 2021, ICOM Moldova received a grant from the Ministry of Education for the implementation of the second stage of the project “Mobile Cultural Heritage – a Step for a New Communication Platform” with the main objective of improving the existing situation regarding the evidence system and communication tools between the national and local museums in Moldova through the elaboration of a unified digital register of the museum collections. We started our project online in 2020 in the midst of the pandemic and are now in the final stage of its implementation. In 2021, several offline meetings between experts and the museum staff were held in different regions of the country. Experts provide regular technical support to users from local museums in order to resolve problems arising in the process of working with the electronic register. More than 60 local museums have already joined and are using a unified museum register for their work.

Moreover, a number of online and offline events were organised in 2021 within the “Culture” platform, implemented by ICOM Moldova as part of the programme “Support to Confidence Building Measures”, which is financed by the European Union and implemented by the United Nations Development Programme. These activities bring together experts in the field of cultural heritage, cultural managers, representatives of civil society and public institutions, journalists and representatives of the donor community, from both banks of the



river Dniester – a community divided by the Transnistrian political conflict. This specialised cross-river platform on cultural cooperation is aimed at harnessing the confidence building potential of implemented infrastructural projects and enhancing the cross-river collaboration between beneficiary communities from both banks of the river Dniester. In 2021, the platform activities were also aimed at the development of local cultural tourism. Within the platform framework, four tourist routes were developed, including numerous cultural heritage sites from both banks of the river.

All these ICOM Moldova projects are also supported by funds from the local administration represented by the Culture Department of the Chisinau Municipality.

In 2021, at the invitation of several national committees, ICOM Moldova took part in online and offline seminars, trainings and meetings. Online training on museum communication was organised on the Zoom platform from 17 to 19 March 2021 as part of ICOM Georgia’s international project “BE Museumier”. During the three-day workshops, participants learned about the latest trends in branding and marketing, as well as their application in the international museum practice.

From 25 to 29 October, ICOM Moldova took part in the final seminar of the project “Heritage of the Commonwealth. Traditions for the Future”, which was organised by the National Museum of Tajikistan and the All-Russian Museum of Decorative Arts, and took place in the city of Dushanbe. The best practices of the National Committee of ICOM Moldova in the field of preserving and promoting traditional and contemporary decorative arts were presented by Valeria Suruceanu, ICOM Moldova Chair.

In November 2021, at the invitation of ICOM Pakistan, ICOM Moldova was involved in organisation of two session part of the International Virtual Conference on Museums 2021. The aim of this virtual meeting for young ICOM professionals from all over the world was to discuss the main topic “Diversity of the Art, Culture and Heritage” as well to promote the 26th ICOM General Conference in Prague with the topic “The Power of Museums”. Valeria Suruceanu, ICOM Moldova Chair, moderated this session together with the colleagues from Pakistan and the Czech Republic.

2021: AN OVERVIEW OF GREEK MUSEUM ACTIVITIES – BY ICOM GREECE

On 14 May 2021, museums in Greece reopened to their visitors after a prolonged closure due to the COVID-19 pandemic. A few days later, on International Museum Day (18 May), the National History Museum in Athens, designated as the “Honoured Museum 2021” by ICOM Greece, opened the exhibition “Revolution ’21 Reframed”. This was the Museum’s homage to the 200th anniversary of the Greek War of Independence. This important national anniversary, which was celebrated across the country throughout the year, and the COVID 19 restrictions, shaped and impacted on the operation of Greek museums in 2021.

On the one hand, strict control and checks of visitor numbers and movements dramatically lowered the amount of visitors received in Greek museums. Museums relying upon entrance fees and/or museum shop sales received a severe blow. This made museums turn their attention to online events, create virtual activities and tours, and even build for the first time or update their websites, not to mention increase their use of social media. For the work culture within museums and museum professionals, the pandemic has been a crash course into the use of digital means, both in terms of internal management and visibility to the public.

On the other hand, the 200th anniversary of the Greek War of Independence – in a nutshell, the birth of the modern Greek State – had been planned for a long time and was expected with anticipation. Museums, cultural organisations and universities produced an impressive

The poster of the International Museum Day 2021



The President of the Hellenic Republic, Katerina Sakellariopoulou, at the opening of the exhibition “Revolution ’21 Reframed” at the National Historical Museum.
Photo @AMNA

range of exhibitions, events, special programmes and publications showcasing the rich historical material from the era to be found in collections and archives (national, regional and private). Several of these projects had to be postponed or even cancelled. The majority though were carried out, amid difficulties, with work carried out from home, with schedules re-arranged and the scope of activities redefined in order for them to be compatible with the public health measures. Ultimately, more than 30 exhibitions were held in Greek museums and abroad, most of which had an online version.

ICOM Greece has been proactive in supporting its members during 2021 by keeping open communication channels and offering opportunities for collaboration. Our online and social media* presence was greatly enhanced. In cooperation with ICOM France, ICOM Finland, ICOM Israel and CIMUSET, our committee co-organised the seminar series “Solidarités, musées : de quoi parle-t-on ?” – Cycle de 10 séances sur plateforme numérique, which attracted hundreds of virtual participants. We held regular online conservation seminars and contributed to several publications. ICOM Greece also supported a number of project proposals that succeeded in getting funding from the Hellenic Ministry of Culture, including the renowned International Archaeological Film Festival ‘Agon’.

*Follow us on Instagram @icom_greece



ROMANIAN MUSEUMS DURING THE COVID PANDEMIC (SECOND YEAR)

After a disorderly and chaotic year 2020, in 2021, the Romanian museums learned how to survive. All the museums were opened during the entire year, in spite of the fact that there were three factors that impeded their activities:

1. There were restrictions regarding the ratio of visitors to floor area which could have been used by the public in safe conditions;
2. The museums' staff was severely affected by illnesses and, sometimes, deaths;
3. Because of the pandemic, many organisers postponed or even cancelled their events due to financial difficulties.

The subventions offered by the public authorities were reasonable compared with those received in 2020. However, the turnover was low, as the number of visitors was still extremely disappointing. While in 2020, the indicator of physical visits in museums dropped to about 10% of the level recorded in 2019, in 2021, this indicator increased again, reaching about 25% of the level recorded in 2019.

One solid gain obtained during the first of year of the pandemic, and kept in 2021, was the wealth of online activities. Almost every museum – at the national, regional or even country level – developed at least one online project devoted to the public. This tendency was not only kept, but was developed even further, due to the huge success of the initiatives launched in 2020. The authorities encouraged this trend, trying to boost the digitisation of cultural heritage – which has been a governmental priority for Romania for, at least, a decade. Many of the vernissages were streamed live online. This habit became so widespread that, in some cases, visitors declared that it is more comfortable to stay in front of the screen and take part in several events in a very short span of time. A couple of museums have even succeeded to obtain, with sponsors' help, modern equipment to be able to sustain such a technological effort.

Simultaneously, most of the staff meetings were moved to the virtual environment and communication inside museums became overwhelmingly electronic.

Another thing that deserves a special mention is that many museums started social projects – with or without a cultural content – devoted to those who suffered because of the pandemic, trying to ease their pains and sorrows.

In conclusion, we may say that, during the second year of the pandemic, the development paradigm created in 2020 was consolidated, by the end of the year, however, the museums' personnel started to hope for a rapid return to safer times.



A NEW RECORD IN THE YEAR FULL OF CHALLENGES*

The current situation in Serbia can be best illustrated by the event “Museums for 10” [“Best Museums”], the largest museum initiative.

In 2020, the event was postponed to November, but was still held despite the circumstances, with the participation of 80 museums in more than 40 cities, in full compliance with all the procedures the Government of the Republic of Serbia prescribed with regard to the prevention and control of the infectious disease COVID-19.

In 2021, we broke the record, i.e. the event was held for the seventh time, with the largest number of participants to date.

During the seven days of the free programme, which lasted from 12 to 18 May 2021, the International Museum Day, the European Museum Night and the National Museum Week were marked in 50 cities and towns across Serbia. More than 100 museums and related institutions prepared and offered various programmes at numerous locations.

The theme was based on the theme of the International Museum Day: The Future of Museums: Recover and Reimagine. The emphasis was on the fact that the period behind us showed that museums can easily adapt to new situations, especially through increased focus on digitalisation and creation of new forms of cultural experiences.

At the same time, the events around us affirmed the necessity of re-examining the museums' relationship with the communities they serve and experimenting with new models of cultural creation, strongly confirming the museums' essential value in building a sustainable future by engaging the creative potential of culture as a driver of recovery and innovation in the post-COVID era.

Through their activities in the digital world, museums made it possible for people to overcome isolation. Virtual museum visits helped them relax and reduce levels of stress. For this reason, a special section entitled “Digital Content” was added to the website of the Manifestation, where all the online contents of Serbian museums could be found in one place.



During the initial period of complete lockdown, museums showed exceptional vitality, engagement and creativity by using all available digital communication tools. Not only did they offer new content to their regular audiences, but also managed to reach additional ones, who were intrigued by the fact that they could visit museums from their own homes. Digital content is not new, but it is becoming more and more current and inevitable. Museums should remain as they are, but at the same time should strive to use digital platforms and conquer virtual dimensions.

Crises are always inspiring, so this period presented an opportunity to review the situation in the field of culture. Cultural institutions have done very well, but efforts must be directed towards greater investment in new programme content and digitalisation. It has been proven once again that, besides the items held by museums, it is the audiences that are also highly significant for the museums' work and existence.

The focus of the event, in both 2020 and 2021, was not on the total number of visitors, but on the importance of the museums' presence on the cultural map of Serbia, and their contribution to improving the mental health of the nation.

The impression was that, in these difficult times, people were eager to be exposed to cultural content.

*Presented in Brežice, 19 November 2021.



ICOM SERBIA AND ITS WAY THROUGH 2021

The only certain things in 2021 were ups and downs. Yet, the downs were not a viable option for ICOM Serbia, so we started to change and upgrade a lot of things. Regardless of global obstacles and new social and psychological boundaries, there was a genuine determination to continue the efforts to improve the museum scene. The new Museum Act was adopted in the Parliament and the team behind it consisted mostly of ICOM members. For the first time ICOM and its principles and values were officially recognised in the legal framework. Following the Act's establishment of the Museum Council, three of its (five) members were appointed from the ICOM Serbia Executive Board. As good as it gets for ICOM.

However, this obvious influence came after several structural changes in ICOM Serbia that influenced its philosophy, activities and public outreach. The cornerstones of the ICOM Serbia network consistency and communications are the Magazine and the Annual Award. A transformation of these two into popular, yet professionally driven endeavours was executed by the dedicated teams that we nicknamed the Perfect Triangle. The first team, i.e. the Editorial Board, consists of five energetic and professionally passionate women, who have brought the Magazine to a completely new level, recognised and supported by the state for the first time ever. By creating an extensive network and improving the design, they produced respectable editions to which professionals are actually eager to contribute. Issues 13 (To Whom Belongs Our Future?)¹ and 14 (#New: Museums and Changes)² represent the highly skilful and thoughtful solutions. The Editorial Board is also responsible for December's overview³ of the projects realised in Serbia during the previous year following the criteria of regional achievements, exhibition authors and permanent collections.

This overview is of great help to the second Perfect Triangle team, namely the Annual Award Panel (or the Award Jury). Up to December 2021, this team was made of three women, since 2022, however, they have been supported by two more members, one of whom is the head of the Serbian Creative Europe Desk. This was a logical change considering that the 2021 Award was an absolute game changer compared to the previous years – 47 applications in four categories (Museum, Project, Curator, Publication). This shift occurred as an aftermath of adopting the new Award Regulations: the Award Panel was in charge up to one point – to shed light on the best applicants and to nominate the best five in each category. In the second phase, all active members, both individual and institutional, were eligible to vote in order to select the winners.⁴ Starting in 2022, new virtual application forms, developed by the Mathematical Institute of the Serbian Academy of Sciences and Arts, are going to be in use, making the whole process even fairer and easier to manage.

Finally, the task of representing the best nominees in the virtual space was the job of the third team, one that is also led by women. This is the ICOM Serbia Communication Board in charge of all the communication channels, i.e. two websites and social media, primarily Facebook and Instagram. All the candidates were presented on the ICOM Serbia Award website⁵ and all the nominees were fully presented according to their applications.⁶ The social media reach skyrocketed, engaging not only the museum professionals, but the general audience as well. ICOM Serbia's social media became the most reliable source of

¹ <https://icom-serbia.mini.icom.museum/wp-content/uploads/sites/44/2021/05/ICOM-13-web.pdf>

² <https://icom-serbia.mini.icom.museum/wp-content/uploads/sites/44/2021/12/ICOM-14-OK-web-1str.pdf>

³ <https://icom-serbia.mini.icom.museum/wp-content/uploads/sites/44/2021/02/ICOM-12-separat-web-1.pdf>

⁴ <https://icom-serbia.mini.icom.museum/nagrada/nagrada-2021/>

⁵ <https://www.icomnagrada.com/>

⁶ <https://www.icomnagrada.com/nominovani>

what is going on on the Serbian museum scene, the hotspot of information relevant to museum professionals, as well as a fine resource for potential cooperation.

The enhanced results empowered members in their attempts to contribute to the National Committee and the profession itself. The four-member team for the Red List SEE created a large collection of endangered artefacts through participatory work with almost all Serbian museums. After publishing both paper and virtual issues, a large amount of the “rest of the collection” is ready to be distributed to the relevant authorities. Also, the Serbian translation of the Red List SEE is underway in cooperation with the ICOM Secretariat.

The state co-supported three ICOM Serbia projects. Museums in Their Contemporary Surroundings addressed possible improvements in the position both on an individual and institutional level, as well as the position of ICOM Serbia thus generating valuable information for further improvement in the Committee and the profession. The project mUSE OUT of BOX was dedicated to the dialogue between contemporary art and museum interpretation, young people and their vision of the museum scene giving the opportunity to young professionals to express their stands on the widening generational gap in knowledge transfer. The third project Museums for 10 is a common ground for many museums in Serbia through which they come together to celebrate the museum week with various new projects and initiatives.

Finally, in December 2021, ICOM Serbia members expressed their willingness to organise themselves through more distinctive professional networks on the local level following ICOM International Committees’ patterns. Thus, several professional groups were formed – ICOM Glass Serbia, ICOM CECA Serbia, ICOM CIDOC Serbia and ICOM CAMOC Serbia. ICOM Glass Serbia has already officially started its activities by forming a network of almost 10 museums and 30 professionals in order to celebrate the Year of the Glass 2022, which is supported by both the state and ICOM Serbia. The activities of these professional sub-groups open up new possibilities in ICOM Serbia’s approach – the establishment of new groups has already been announced for the spring General Conference. We hope that this structural rebalancing will shift the focus of ICOM Serbia from generic issues to more professional debates and challenges.



SLOVENE MUSEUMS IN 2021 – SHORT REPORT*

Slovene museums were very active in 2021 despite all the pandemic coronavirus restrictions. We successfully adopted our programmes and everything we offer to the museum public and society. The museum public is coming back after the period in 2020, when museums in Slovenia temporarily closed the doors of their exhibition venues.

We opened a few very interesting and inspiring exhibitions – also at the international level. One of them is the exhibition La Doctora, the life and work of a Slovene researcher, anthropologist Branislava Sušnik (1920–1996) in Paraguay. The project received an ICOM Slovenia Award for the best international project 2021 and is a fine museological example of adapting the exhibition to the new pandemic reality.

We celebrated the 200th anniversary of the first museum in Slovenia – the Provincial Museum of Carniola, which was established in 1821, so the main exhibition titled “Trail of Gold” is on display at the National Museum of Slovenia.

It was very dynamic at the conference level as well, i.e. we followed and organised many webinars about museums during the COVID-19 pandemic, as well as the virtual Third Congress of Slovene Museologists (organised by the ICOM Slovenia, Slovene Museum Society and Slovene Museum Association) with the topic “Museums for Diversity and Inclusion”. Respectable experts from abroad, such as Jette Sandahl, Dako Babič and others, took part in the event.

Then NEMO conference was organised during Slovenia’s presidency of the Council of the EU, as was the symposium Museo Europe with the title “Living in Europe” (organised by Regional Museum Maribor).

Slovene museums are also important partners in various EU and other international projects. The EU project titled “Taking Care”, where one of the partners is the Slovene Ethnographic Museum, focused on the very topical theme of decolonizing museums.

In 2021, the Slovene Museum Association also presented awards for the most successful projects and we are very pleased that Slovenia has plenty of excellent heritage initiatives at the level of amateurs and local communities.

ICOM SEE is an important speaker in all the main tasks and international programmes developed in the Slovene museum landscape.



Some thoughts for the future

The COVID-19 pandemic is a time of isolated subjects. We can confirm that during the pandemic, museums were and are very important places of trust, trust zones and instruments for social cohesion. In addition to the so-called virtual accessibility and the issues related to it, the COVID-19 crisis has also drawn attention to a recently often spotlighted museum standard – their 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 during lockdown 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, the museums not only document the present, but also spread their social responsibility in general. For museum institutions, this position is very challenging and very responsible for the future.

Modern museums are digitised museums. During the pandemic, 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 and documentation of museum objects and collections. 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. 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.

However, the key elements for all these upgrades are appropriate technical IT equipment, appropriate content preparation, i.e. digitisation of the materials, having the necessary IT expertise, and being connected to the major international platforms for heritage digitisation. The COVID-19 crisis has made us take stock of the situation in this particular field, although digitisation of museums' content has been a burning issue for many decades. The crisis has shown once again that this is a topic that should be given the most urgent priority.

We can also understand modern museums in the relation between museums and the planet. The Museum of the Future is dedicated to life on the planet in a global and holistic sense and

not just to human life, as we are all inhabitants of the same planet. The Museum of the Future is the Museum of Life – life with a capital letter. More engaged museum programmes contribute to a shared awareness of saving the planet. Museums as social trust zones are responsible for this.

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.

*Presented in Brežice, 19 November 2021.



THE RED LIST FOR SOUTHEAST EUROPEAN CULTURAL OBJECTS AT RISK

Since 2000, ICOM has been publishing the so-called Red Lists of Cultural Objects at Risk, which are published in different languages and are freely available in digital format. They do not represent actually stolen objects, but cultural objects which are inventoried within the collections of recognised institutions (museums, galleries etc.) worldwide and serve to illustrate the categories of objects most vulnerable to illicit traffic.

In 2020, ICOM began preparations for a new List, namely the Red List of Cultural Objects at Risk for the area of South-Eastern Europe. The list includes the following 10 countries: Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Northern Macedonia, Montenegro, Romania, Republic of Moldova, Serbia and Slovenia.

The project was implemented in several phases. In each of the participating countries, a working group composed of various experts was appointed. In the first phase of the project, it was necessary to select the categories that are actually at risk and the categories that should be added, based on the following criteria:

- The objects or the site where they were found have been or are at risk of being illegally excavated;
- The objects are protected by national laws;
- The objects are in demand on the art market.

Working groups from each country sent their proposals for categories and sub-categories. The Slovenian working group prepared their proposal based on ICOM's basic preliminary Excel sheet of categories, sources on crime related to cultural heritage / artworks (e.g. list of stolen artworks, Crime and Artwork leaflet etc.) and Rules on the Registry of Types of Heritage and Protection Guidelines (Official Gazette of RS, No. 102/10).

In the second phase, working groups were asked to prepare and submit a selection of objects to be included in the list. Each working group approached the work somewhat differently. The Slovenian working group invited all Slovenian museums and galleries entered in the Register of Museums to participate in this phase. Quite a few museums responded to the invitation and sent in their suggestions. At the end of the second phase the proposition of objects with descriptions and photographs was sent to ICOM.

In the third phase, the working groups were asked to draft texts on international and national legislation and bilateral agreements on the protection of cultural heritage. A working meeting was also planned in Paris, but has been postponed several times due to the coronavirus situation.

The next phase that followed was a special challenge. Ten countries participated in the project, which means that a large number of items was collected but "only a few" of them would eventually be included in the list. Under normal circumstances, in this phase the Secretariat would host one representative per country in Paris, where the final decision on the layout would be made together. Unfortunately, the epidemiological picture did not improve enough and made this meeting impossible. An informal zoom meeting was held in February 2021, at which the working groups were acquainted with the work done and the



course of action. As quite a few of them expressed that they would prefer to work with the Secretariat together on the final selection of objects, the method of work was changed or adapted slightly. In March 2021, zoom meetings were organised, at which the submitted items were reviewed and a preliminary list was made. With more than 400 items, the selection was reduced to 168 items. Due to space constraints and easier review, the list had to be further reduced, considering that all participating countries were represented. Also, during the whole process, the guiding principle has been to create a tool that police officers and customs can use to protect all the heritage in South East Europe from theft and smuggling.

Finally, on 14 October 2021, ICOM officially launched the Red List for Southeast European Cultural Objects at Risk, which is also the 18th Red List in a row. The list is in English and includes an introductory text, a text about the objectives of the list, categories of cultural objects at risk, illustrated with images and text and a text about the international and national legislation and bilateral agreements on the protection of this region's cultural heritage. Currently, translations into French, Croatian and Slovenian have been confirmed. Of course, the aim is to have the list translated into all the languages of the participating countries. Altogether, the list features 119 objects from 45 museums from 10 countries and represents a valuable contribution to the protection of heritage.

ICOM SEE IN A DIALOGUE WITH THE FORUM OF SLAVIC CULTURES, A DIALOGUE OF HERITAGE

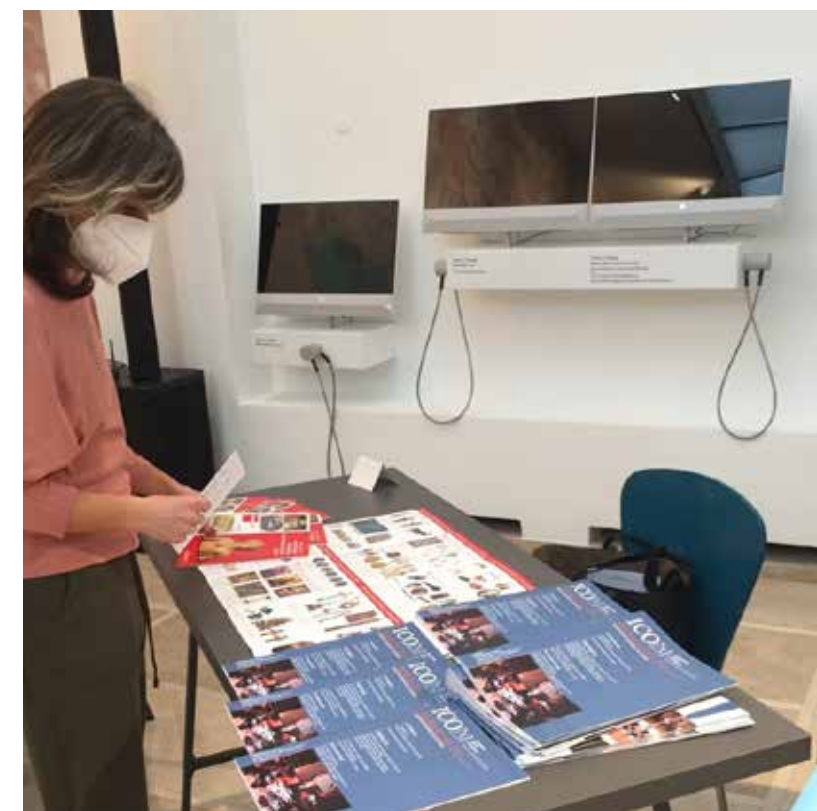
ICOM SEE started a dialogue with the Forum of Slavic Culture (FSK), whose basic purpose is to connect Slavic cultures and give them presence in today's global social arena. Due to some similarities in the content and territorial operation, both organisations found many common initiatives and goals. This is why mutual partnership and support is very important and challenging.

An ICOM SEE representative attended the main event of FSK in the museum field – 7th Živa Award 2020. During the seven years of its existence, the award has brought together more than 135 museums. The 2020 event took place in Belgrade from 10 to 13 January in co-operation with the Ministry of Culture and Media of the Republic of Serbia and Serbian partner institutions. The main Živa Awards 2020 was awarded to the Woodcarving Museum from Konjic in Bosnia and Herzegovina. Orhan Nikšić, Director of the Woodcarving Museum, dedicated the award to the past and present woodcarvers in the town of Konjic. The award for the best heritage site in Slavic countries was presented to the Etar Regional Ethnographic Open-Air Museum from Gabrovo in Bulgaria, with which ICOM SEE cooperates regularly. In addition to the main award, a special recognition for leadership was given to the Lviv National Literary Memorial Museum of Ivan Franko (Lviv, Ukraine); the winner of the recognition for attention to visitors and openness was the Coal Mining Museum in Zabrze (Zabrze, Poland); the Božidar Jakac Art Museum (Kostanjevica na Krki, Slovenia) received a special recognition for creativity; the Center for Visitors Ivana's House of Fairy Tales (Ogulin, Croatia) for storytelling; and the Yaroslavl Art Museum (Yaroslavl, Russian Federation) for good use of resources. The jury also decided to hand an honourable mention to the National Museum in Belgrade (Belgrade, Serbia).

ICOM SEE would like to congratulate to all the winners and nominated museums.

The main goal of participation in Belgrade was to popularise and promote the ICOM SEE mission and its visibility and to strengthen the partnership with the museums and other partners from the SEE Region. At the museum fair, ICOM SEE presented some issues of printed newsletters, the printed Red List of ICOM SEE and some other material.

The next opportunity for collaboration and dialogue between ICOM SEE and FSK will be the ICOM General Conference in August 2022 in Prague, with the topic "the Power of Museums". Common presentation is important and challenging for both partners. The Forum of Slavic Countries gave an initiative to sign the official partnership document.



SLAVKO SPASIĆ, ICOM SEE CANDIDATE FOR THE EXECUTIVE BOARD

Museums around the world are facing great challenges. How do you see their future?

Museums must remain relevant. They are indicators of social and cultural change. The future role of museums in local and global cultural contexts is being radically reshaped, especially in response to the COVID-19 pandemic. In a time of constant dynamic change, traditional methods are becoming obsolete and ineffective. In order to survive and thrive, museums must adapt to meet the needs of their audiences and provide a critical framework for innovative solutions without losing sight of their mission.

Crises are always inspiring, so this period presented an opportunity to review the situation in the field of culture. Cultural institutions have done very well, but efforts must be directed towards greater investment in new programme content and digitalisation. It has been proven once again that, besides the items kept by museums, the audiences are also highly significant for their work and existence.

What are the most important challenges that museums are facing today?

Research conducted by ICOM shows that the pandemic had a negative impact on the operating budgets of many world museums. As public investment in museums' operating funds has declined significantly in the last decade, museums have been forced to adopt a "mixed economy" business model. With this approach, in addition to public investment, operating budgets are replenished from various other sources as well. But this approach too has proven insufficient. COVID-19 has showed us how fragile this business model can be and that the museum sector is now more vulnerable than ever.

ICOM and the Shanghai University created the ICOM International Museum Research and Exchange Centre (ICOM-IMREC). You have been appointed a member of the ICOM-IMREC Academic and Programme Committee.

First of all, I must say that the idea of forming ICOM IMREC is wonderful. It is my great honour and pleasure to be a part of this exciting new initiative.

It is especially important now, in times of a global and internal crisis, to deepen the dialogue, transparency and cultural exchange. Evaluation and research are vital parts of the strategic plans of today's museums.



I will certainly invest my professional experience, concentrate my efforts on achieving the goals of the new ICOM strategic plan, carry on promoting the key principles of our association, and direct my activities towards strengthening and expanding international and regional cooperation.

The aim of this Centre is to develop a global think-tank, to establish an international network focused on research, and to address critical theoretical and practical issues that the museum community is facing.

How do you see the role of ICOM in the time ahead?

ICOM is currently at an important crossroads. We are facing not only internal changes and challenges, but also an emergency of planetary proportions.

This is the time to recognise both the results of our collective impact on the society and the opportunities we have to reach solutions for a better future. Our mission is to create advocates for a global network of museum experts. And it is our joint action, transparency, efficiency and creativity that are crucial in that sense.

The period ahead of us must show how our actions can contribute to the development and advancement of society. One thing is, however, is certain: museums are now needed more than ever before.



The Power of Common Roots – Regional Alliance ICOM SEE

As for the Prague 2022 event, matching the main idea of the ICOM Prague 2022 triannual branded as “The Power of Museums”, the RA ICOM SEE with the ICOM NC’s from the South East Region of Europe and partner FSK share practical examples, projects, practices, experiments in the museum sector. We promote and emphasise the diversity, originality, exclusivity and identity of our cultural heritage as a power of strong connections and collaborative work – as a power of common roots. We present good practices and excellent projects led by recognisable experts in this field, specially ten years of experiences with the ŽIVA Award – an FSK project that encourages competition in order to increase the number of museums which can do better by simply trying to be the best ones and it is based on the idea that knowledge and sharing of experiences is essential for determining a more influential role of museums in our societies.

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