

# ICOM

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## South East Europe Newsletter

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Goranka Horjan  
Chair ICOM SEE

ICOM SEE continues to be a significant leader in preserving tangible and intangible heritage in museums. The STORAGE RE-ORG project supported the ICOM Special Grant was the main event in 2017 which was widely recognized in regional and global environment. It also received attention from national authorities that will enable museums in the region to continue implementing the best practice.

Another significant project supported by EU funds was ICOM MOLDOVA Cross-river Cultural Cooperation Platform within which ICOM SEE helped by providing reliable partners in Cyprus and participated in the final workshop in Chisinau.

The regional alliance is taking huge efforts in promoting collaboration in the region and has supported meetings and cooperation with other organizations – national ICOM committees, Europa Nostra, ICCROM and EMF.

The new web site was launched within the ICOM platform and a Facebook was prepared by the colleagues from ICOM Serbia.

The new visual identity is also visible in this Newsletter and all members are invited to send contributions.

### **GREAT SUCCESS OF THE WAR CHILDHOOD MUSEUM FROM SARAJEVO THAT WON THE COUNCIL OF EUROPE MUSEUM PRIZE**

The 2018 Council of Europe Museum Prize has been awarded to the War Childhood Museum, Sarajevo (Bosnia and Herzegovina) which was selected by the Culture Committee of the Parliamentary Assembly of the Council of Europe (PACE) at a meeting in Budapest.

According to the rapporteur on the Museum Prize, Adele Gambaro (Italy, FDG), the museum is a truly inspiring example of a grassroots initiative led by a charismatic young person, Jasminko Halilović, who was himself a child during the four-year war siege of Sarajevo.

### **ICOM SEE TOOK PART AT THE OPENING OF THE EUROPEAN YEAR OF CULTURAL HERITAGE**

Numerous heritage organizations and representatives of ministries of culture met in Milan from 7 – 8 December to celebrate the opening of the European Year of Cultural Heritage. European Commission organized the Culture Forum featuring many distinguished speakers and participants were able to take part in the discussions that followed each session. Goranka Horjan, the Chair of ICOM SEE took part at the Culture Forum which was an excellent opportunity for exchange with present officials and museum organization leaders.



Throughout 2018, European museum will join in celebration of our diverse cultural heritage across Europe - at EU, national, regional and local level. The aim of the European Year of Cultural Heritage is to encourage more people to discover and engage with Europe's cultural heritage, and to reinforce a sense of belonging to a common European space. The slogan for the year is: Our heritage: where the past meets the future. The nomination was sent by Alma Leka, ICOM SEE member and ICOM BiH Chair who actively supported participation of museums from Bosnia and Herzegovina in the EMYA scheme.



## ICOM SEE CHAIR MODERATED THE OPENING OF THE EXPONATEC IN COLOGNE

Goranka Horjan, the Chair of ICOM SEE and member of the Board of “Best in Heritage” had pleasure to moderate the opening of one of the most popular museum fairs in Europe. It was a privilege to announce projects of influence which received the greatest number of public votes in Dubrovnik. The fair Exponatec takes place every two years in Köln and is a unique opportunity for selected museum projects to be presented to the audience.

“ICOM SEE is particularly honoured to promote the Best in Heritage as the leading success event in

this part of Europe that has a huge global impact. Long-standing cooperation with Exponatec is a fantastic opportunity to combine museum projects at the place where providers offer the latest solutions to improve standards in museums” emphasised Horjan referring to the participation at the fair which was also attended by numerous ICOM representatives. Dr Peter Keller, General Director addressed the audience on behalf of ICOM.



## STORAGE RE-ORG



The STORAGE RE-ORG project was granted by ICOM to implement a two-year programme targeting improvement of the condition in museums storages by using the RE-ORG model developed by ICCROM. The project was implemented due to the partnership of ICOM SEE. ICOM Croatia, ICOM Slovenia, ICOM Albania and ICOM Montenegro. The training course was organized in the Ethnographic Museum from 6 – 17 November 2017.

The project was divided into four phases and the reorganization sectors included management, space, collections and furniture and equipment.

The reorganization covered 7470 objects from 8 collections, stored in 24 storage rooms (4772 in the attic space and 2698 in the basement). Of these 7470 objects, 1671 were not stored in an adequate manner.

The museum staff also participated in the execution of the method in the storages. There were four curators in charge of collections, 3 conservators and even 2 former curators came to help with the determination of objects.

All participants, mentors and assistants of the project have been given the certificate of participation.



As part of the reorganization project, curators and conservators-restorers of the Ethnographic Museum, in cooperation with the pedagogical department, set up a small exhibition entitled "Hidden Treasure of Storages". The exhibition was presented to children of elementary school on November 17<sup>th</sup> 2017. The visitors were led to storages after visiting the exhibition. The displayed objects were those which have never been exhibited before so the exhibition was of great interest for visitors.

The coordinator documented all the activities. Each day was photographed and a power-point BEFORE and AFTER was made and presented on the final day.



There was a significant media coverage of the project. The RE-ORG news were also published on the web sites of ICOM SEE, ICCROM, Nacional magazine, Ethnographic Museum, Museum of Arts and Crafts and Museum Documentation Center, as well as on the Facebook pages of ICOM SEE, RE-ORG International and Ethnographic Museum.

HRT - Croatian National Television shot two reports on STORAGE RE-ORG in the museum. One was filmed for

the newscast "Culture News" on November 13<sup>th</sup> 2017. Gaël de Guichen and Goranka Horjan were on the show "Good Morning, Croatia" on November 16<sup>th</sup> 2017. The interviews were also given for several radio programmes and HINA (national news agency).

Besides the impressive project results the atmosphere among the participants was great, they really formed expert teams and were pleased to gain knowledge and skills that they can transmit further.





## ICOM MOLDOVA PROJECT AIMS TO FOSTER COOPERATION IN THE AREAS WITH CONTESTED HISTORIES

EU PROJECT: Methodology: Cross-river Cultural Co-operation Platform, which is funded by the European Union under the program Strengthening Confidence Building Measures in Moldova, has been implemented by ICOM Moldova.

The project has a potential to be developed in the countries of South – East Europe and its kick-off activity took place in 2017. ICOM Moldova organized field work in Cyprus with participation of Moldavian experts led by ICOM Moldova Chair and Board member of ICOM SEE Valeria Suruceanu, who is cooperating closely with UNDP Moldova.

The hosts in Cyprus was CVAR museum and foundation run by Costa and Rita Severis. The study trip to Cyprus was organized at the highest level and it was a great experience for the participants who were able to get acquainted with the experience of 13 organizations working in the field of strengthening confidence-building measures in culture between the communities of Northern and Southern Cyprus.



The researchers also met with the colleague of ICOM Cyprus Dr Despo Pildes and discussed opportunities for future cooperation.

ICOM SEE Chair Goranka Horjan took part at the workshop in the National Museum of Art in Chisinau in December giving good practice examples of socially engaged museums that can serve as a model for cross-border cooperation.



## **“PREVENTIVE CONSERVATION STARTS IN STORAGE”**

The lecture in which de Guichen talked about history, state and problems of museum storages caught the attention of numerous museum professionals from Croatia. The lack of training for museum staff regarding the storage issues has been noticed and ICOM SEE

works hard to fill in the void. Mr de Guichen presented numerous study cases on which he had been working all over the world showing that the storage problem is global and has to be given priority in museum work since more than 90% of the collections is kept there.



## **ICOM EUROPE AND ICOM SEE COLLABORATE IN SPECIAL PROJECT FOR 2018**



In order to foster collaboration between regional alliances of ICOM, the chair of ICOM Europe visited Zagreb and met with Goranka Horjan, chair of ICOM SEE. The agreement has been reached to establish partnership in the project for ICOM Special Project Application in

collaboration with ICOM Germany. The project will mark the centenary of the World War 1 which ended in 2018 by questioning the impact it still has today. The project title is: MUSEUMS, BORDERS AND EUROPEAN RESPONSIBILITY – 100 years after WW1.

During the stay in Zagreb ICOM Europe and ICOM SEE chairs took part in the event at the Office of the President of the Republic of Croatia in Vila Prekrižje and opening of the exhibition prepared by the Ethnographic Museum in Zagreb.

Luis Raposo also visited the Museum of Krapina Neanderthals and the original site where the largest number of human bones were found 125.000 years ago.



# INTERNATIONAL SEMINAR ECO-MUSEUMS AND COMMUNITY MUSEUMS

The seminar Eco-museums and Community Museums was held in Belgrade from October 25<sup>th</sup> to 27<sup>th</sup>, and was organized by the National Committee of ICOM Serbia, with the support of the Ministry of Culture and Information of the Republic of Serbia, the Italian Institute for Culture in Belgrade and the Regional Alliance ICOM SEE. Organizational support was provided by the Ethno-Eco Museum Golubinci Foundation and the Municipality of Stara Pazova. On behalf of the Italian Institute for Culture, the seminar was officially opened by Paola Kordone, Deputy Director of the Institute and Cultural Attaché.

The seminar was attended by leading experts from Italy and Croatia in the field of ecomuseology who held lectures on eco-museums, their significance and their position in modern society.

The first speaker, Dr Darko Babić, Head of the Department of Museology and Heritage Management at the Faculty of Philosophy of the University of Zagreb, presented the roots of the origin of eco-museums

and their development path since the seventies of the last century to the present day.

Alberto Garlandini, the Vice President of ICOM and cultural heritage management expert, referred to museums and eco-museums in the time of global changes, emphasizing the contribution of the eco-museums to the ICOM's debate on the social role of museums and the museum's responsibility towards the landscape.

Donatela Murtas, an architect and environmental engineer, spoke about the Eco-museum of Terrestrial Land and Vineyards in Northwest Italy, where the eco-museum was chosen as the most effective model for dealing with local heritage in areas outside the main cultural flows.

Raul dal Santo, an ecologist and coordinator of the Landscape Eco-museum in Parabiago, emphasized the ability of an eco-museum to encourage participation in the approach of the protection and promotion, not only of cultural but also of natural heritage. Special emphasis was given by dal Santo on the Italian Eco-museum Network. The goal of networking is that the eco-museums strengthen their positions by diversity of experiences. For this purpose, the International Platform of Eco-museums and Community Museums DROPS (<https://sites.google.com/view/drops-platform/home>) whose aim is to connect in a virtual, interactive space of national network of eco-museums and community museums that already exist or are in the process of forming. The platform's aim is to create a multilingual documentary and bibliographic fund on the resources of ecomuseology and good practice in this area. As a member of the Governing Board of the Platform, Raul dal Santo suggested that information on eco-museums in Serbian language also finds its place in it, that will contribute to greater visibility of the efforts made in that area in Serbia.

The last speaker in the lecture block was Tamara Nikolić Đerić, the President of the Governing Board of the Batana Eco-museum from Rovinj, the most successful eco-museum in Croatia, which was enlisted on the UNESCO Register of Good Safeguarding Practices in



2016. The example of the Batana Eco-museum may be the closest to our environment and the most applicable model of all presented.

The second day of the seminar was devoted to case studies of eco-museums in Serbia.

The aim of the seminar was to look at the problems and to propose useful solutions for a successful continuation of the implementation of the projects started in Serbia, based on new knowledge, discussion and interaction. The discussion that followed and the examples from Italy, Croatia and Serbia showed that, regardless of the location, the development paths of eco-museums are not very different, although the eco-museums do not have a clearly defined structure and framework, and that time and patience is needed for a successful eco-museum. This has in some way encouraged the enthusiastic representatives of local communities and local self-governments who showed that they don't lack either the enthusiasm or the decisiveness to overcome the existing problems.

Concluding considerations showed the growing role of eco-museums in conservation and presentation of cultural and natural heritage. Eco-museums are synonyms of a community power and by the implementation of sustainable development of cultural tourism - representatives of an important factor in improving prosperity and development of the whole environment. At the same time, the National Committee ICOM Serbia will, as a professional association, continue activities that will contribute to the realization of the already initiated as well as new eco-museum projects.

The seminar ended with a visit to Golubinci and its future ethno-eco museums in this picturesque Srijem village.





## ICOM SEE CHAIR TOOK PART AT THE CROWDFUNDING WORKSHOP IN BRUSSELS

The basic question is can crowdfunding help renew the relationship between culture and society? This is a perfect way to test your ideas and at the same time engaging wider public.

Crowdfunding is a process of trust and it is not a substitute for subsidy. It can also help people to articulate their commitment.

Several platforms were introduced and each has its advantages. For example, Kickstart is a very open platform but there are others as well: Costs, Sector focus, Platform location, Networks of backers, etc. There are certain rules to participate, if you are selling something you have to review and see if the

project fits in the category and be sure to fulfil the promise in the end. A platform is not selecting or curating a project but it has to be sure that audience will not be tricked.

There have been some good museum campaigns like Let's build a Goddamn Tesla Museum Carpet with flags from Amsterdam museum (restoration project) and multiple campaigns by the Louvre.

Crowdfunding can be a good option for RA of ICOM but there is always a hard work behind. You have to have a good team and make preparations at least two months in advance. It is not an easy money and remember - not everything is crowdfundable!



## BOARD MEETINGS

In 2017 two ICOM SEE board meetings took place. In order to use maximum opportunity to meet during the Advisory Meeting of ICOM, the board met in Paris, 9<sup>th</sup> June 2017. Members held the Board meeting of national representatives in Paris and discussed annual programme and gave their proposals for future projects. The second board meeting took place in Zagreb at the Technical Museum, 13<sup>th</sup> November 2017. In order to plan better members asked to determine the time of the next meeting in order to be able to organize the travel arrangements. It has been announced that the next meeting of the alliance will take place

during the ICOM annual meeting in Paris from 6 – 8 June 2018. ICOM provides a possibility to make a room reservation. The second meeting in 2018 will be held together with the main ICOM SEE event in 2018 probably in November 2018.

ICOM SEE applied for Special project grant 2018 with RE-ORG STORAGE part two training course that will take place in Albania. It will be also partner in ICOM Europe project and members also suggested more intense collaboration in the region particularly with exhibition exchange.





## THE ROUND TABLE “TRADITION AND INNOVATION” HELD IN BANJA LUKA IN PARTNERSHIP WITH ICOM SEE

The Regional Alliance ICOM SEE has given support to the project “Tradition and Innovation” within which was held 15 – 17 June in Banja Luka, Bosnia and Herzegovina. The expert conference focused on the topic “Schools, preschools and Museum – associates in the field of education”. The meeting was held at the Museum of Republic of Srpska in Banja Luka with the aim to present good museum practices and strengthen the regional museum collaboration.

This expert conference was regional in its character and it gathered museum managers, educators, curators, school pedagogues and associates from Slovenia, Croatia, Serbia and Bosnia and Herzegovina.



In the name of the Regional Alliance ICOM SEE the audience was addressed by the Vice President of the Alliance, Ms Sarita Vujković PhD.



# ICOM SEE PARTICIPATES IN THE EUROPE NOSTRA CONFERENCE

## CULTURAL HERITAGE COUNTS FOR SOUTH-EAST EUROPE

In order to encourage various events as part of the work programme of the European Year of Cultural Heritage 2018, conference participants coming from various EU countries and accessioning countries have discussed multiple ways how to use this year to address relevant issues.

The present EU officials described instruments which will be used for the Year and announced that a special budget was allocated for projects. They will be launched under existing EU programmes like Creative Europe, Horizon 2020, Erasmus + and others.

Goranka Horjan, ICOM SEE President, was also one of the panelists and in her address she pointed out how museums and other cultural heritage institutions should use the opportunity to lobby for greater support. In particular heritage institutions should work together to remove the limit of 5 million euro investment in monuments which has been a huge burden to cultural heritage owners in the period 2014 – 2020.





## ICOM SEE ACTIVITIES PRESENTED DURING THE ADVISORY ASSEMBLY OF ICOM AT UNESCO IN PARIS

Goranka Horjan, President of ICOM SEE, presented ICOM SEE activities to the colleagues from national and international committees during the Advisory meeting in Paris. Many colleagues were impressed with ICOM SEE accomplishments so far and gave support for future programmes.



ICOM SEE members held the Board meeting of the national representatives in Paris. The members discussed annual programme and gave their proposals for future projects.





## ICOM ALBANIA INTERESTED TO IMPLEMENT RE-ORG TRAINING IN 2018

ICOM SEE has been collaborating with ICCROM to implement the RE-ORG methodology in museums in the region with the help of ICOM Special Projects support. There is a huge demand of museum professionals to have assistance in solving inadequate conditions in museum storages. After the successful training in Croatia ICOM Albania shows interest to organize the training in Tirana in 2018.



Sabina Veseli, ICOM Albania Chair and member of the ICOM SEE Board came to Zagreb and discussed the programme and finances with Goranka Horjan. As planned the grant application will be sent to ICOM and Ms Veseli has already talked to several museums that can be hosts of the training.

In order to foster museum cooperation in the region Ms Veseli looked at the exhibition at the Ethnographic museum which can be hosted in Albania. "The exhibition on Christmas Decorations can be interesting for wider audiences" concluded both chairs.





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## ICOM RED LIST PROGRAMME FOR SEE

ICOM is finalizing the list of national and international experts of SEE cultural heritage, and during the Advisory meeting ICOM SEE members met with J. Marone who asked help in order to reach national ministries and to suggest names of experts which can be included in the list.

The coordinator has sent ICOM SEE two documents that may be useful and which were sent to the ministries. The contacts in the Ministry of Culture in Croatia were positive and promised to send feedback. In some countries it was difficult to obtain feedback.

Two documents that were sent by email are:

1. A guidelines document that should allow you to identify the profile of experts to contact as per your request. This document will also allow the experts to understand what are the Red Lists and what is required of them.
2. A preliminary Excel sheet of objects that we have established based on a research of objects that could be at risk and that are possibly available in the art market. The objects we have used in this sheet are from different sources, such as law enforcement databases, museums websites and auction houses websites.



## II. znanstveno-stručna međunarodna konferencija

# ŠKOLA i MUZEJI

## Škola i muzeji u evropskoj godini kulturne baštine

23. – 24. 3. 2018, Ljubljana, Slovenija



EDUCA  
IZOBRAŽEVANJE



FILOZOFSKI FAKULTET  
NOVI SAD



Zavod Republike Slovenije  
za šolstvo



SVEUČILIŠTE U ZADRU



Slovenski šolski muzej



FILOZOFSKI FAKULTET



2018  
EUROPSKO LETO KULTURNE DEDIŠČINE



NARODNI MUZEJ SLOVENIJE



SEM



Zavod za varstvo kulturne dediščine Slovenije



SMD  
SLOVENSKO MUZEJSKO DRUŠTVO



MG+MSUM  
Moderna galerija plus Muzej sodobne umetnosti Metelkova

EDUCA obrazovanje · Zavod RS za šolstvo · Univerzitet Novi Sad · Filozofski fakultet · Sveučilište u Zadru · Odjel za izobrazbu učitelja i odgojitelja · Filozofski fakultet Sveučilišta u Zagrebu · Katedra za muzeologiju · Narodni muzej Slovenije · Slovenski etnografski muzej · Zavod za zaštitu kulturne baštine Slovenije · Slovenski šolski muzej · Slovensko muzejsko društvo · Moderna galerija plus Muzej sodobne umetnosti Metelkova

**A**merički filozof i pedagog John Dewey (1859 – 1952) je u povezivanju škola sa ustanovama, kao što su muzeji vidio »povezivanje svega, što je obrazovno«. Školu je promišljao kao aktivan oblik učenja, koje mora biti što više smisljeno i u tu filozofiju uključio je i muzej. **Bez muzeja Dewey nije mogao zamisliti obrazovanje** jer je u njima vidio najbolje moguće izabrane i uređene materijalne i kulturne vrijednosti prošlosti.

Među Suvremene izazove pedagoške teorije i prakse nedvojbeno uvrštavamo međuinstitucijsko **partnerstvo**, odnosno **povezivanje ustanova** predškolskog odgoja, osnovnoškolskog obrazovanja, gimnazijskog i srednjeg stručnog obrazovanja, a isto tako i obrazovanje odraslih, sa kulturnim i drugim ustanovama preko kojih je moguće pristupiti kulturnoj baštini.

**Smisao institucijskog povezivanja je kvalitetniji odgoj i obrazovanje.** A između navedenih ustanova valja posebno pomeniti muzeje u najširem smislu.

Zbog svega toga kao i zbog nedostatka stručnih skupova, koji bi na jednom mestu okupili pedagoge praktičare iz ustanova odgoja i obrazovanja i muzejske pedagoge, odlučili smo, da u okviru skupine jedanaest uglednih kulturno/pedagoških ustanova iz Srbije, Slovenije i Hrvatske pripremimo međunarodnu Stručno-znanstvenu konferenciju.

**Ova jedinstvena konferencija namenjena je učiteljima na svim stupnjevima obrazovanja, isto tako i muzejskim pedagozima, odnosno kustosima muzeja i drugih ustanova** koja se bave kulturnom baštinom i njenom prezentacijom škola.

Sve navedene stručne profile pozivamo na aktivno sudjelovanje u radu konferencije svojim stručnim i znanstvenim izlaganjima, evaluacijama i analizama, kao i prezentacijom plakata. Dobrodošli su,



naravno, i sudionici slušači. Detaljnije upute za aktivne sudionike objavit ćemo iza 30. prosinca 2017 na poveznici [www.skolainmuzeji.si](http://www.skolainmuzeji.si).

**Ciljevi konferencije**

Težimo ka boljoj pedagoškoj pripremi predškolske djece u vrtiću, odnosno učenika u školi za muzejski posjet s jedne strane te prilagodbi pedagoško/didaktičkih pristupa muzejskih kustosa/pedagoga s druge strane. Suvremena muzejska pedagogija tako postaje ključ uspješne suradnje odgojno-obrazovnih ustanova i muzeja, odnosno galerija.

**Kvalitativno podizanje muzejsko-pedagoške teorije i prakse te traženje međusobnih sinergija** između dječjih vrtića, osnovnih i srednjih škola te muzeja i galerija osnovni je cilj, a isto tako i težnja ove jedinstvene konferencije, koja u svojoj drugoj izvedbi dobiva u 2018. godini i međunarodnu dimenziju!

**Osrednji sklopovi/sekcije konferencije**

Na konferenciji su predviđene četiri sekcije, u koje će radovi biti razvrstani. Posebno smo zainteresirani za sljedeće teme:

- Školski/pedagoški planovi i muzeji u kontekstu obrazovanja o kulturnoj baštini** (sadržaji i analize na razini ciljeva poučavanja, sadržaja, metoda i oblika rada, značaj tacitnog znanja, iskustveno učenje, konstruktivizam, ...)
- Međupredmetno povezivanje (korelacija) u školama i muzejima** (povezivanje ciljeva poučavanja i sadržaja, nadgradnja znanja, sinergije između predmeta ...)
- Kulturna baština i formiranje identiteta** (osobni, lokalni i nacionalni identitet, kulturna baština i utjecaj na osobni razvoj, na vrednovanje,...)
- Suvremeni muzejsko-pedagoški pristupi prepoznavanja kulturne baštine** (posebnosti muzejsko-pedagoške didaktike u odnosu na kulturnu baštinu,...)

**Organizatori konferencije**

Organizator konferencije je **EDUCA Obrazovanje iz Nove Gorice, Slovenija**; suorganizatori su:

- Zavod Republike Slovenije za šolstvo
- Univerzitet Novi Sad, Filozofski fakultet, Odsek za pedagogiju
- Sveučilište u Zadru, Odjel za izobrazbu učitelja i odgojitelja
- Filozofski fakultet Sveučilišta u Zagrebu, Katedra za muzeologiju - Odjel za informacijske i komunikacijske znanosti
- Narodni muzej Slovenije
- Slovenski etnografski muzej Ljubljana
- Zavod za zaštitu kulturne baštine Slovenije
- Slovenski školski muzej Ljubljana
- Moderna galerija plus Muzej savremene umetnosti Metelkova
- Slovensko muzejsko društvo

**Educa Obrazovanje** već 26 godina uspješno organizira stručna usavršavanja. Tijekom tih godina pripremili smo preko 240 seminara, stručnih skupova i savjetovanja, konferencija i radionica sa preko 720 uglednih predavača te sa preko 11.400 zadovoljnih sudionika.



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