

# ICOM

international  
council  
of museums

## South East Europe

# Newsletter

No. 1 – 2 / 2018

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Goranka Horjan  
Chair ICOM SEE

### **Dear members,**

Another successful year is behind us and when we look back there are lot of reasons to be pleased. New initiatives we triggered of, respectable amount of events at which our members actively participated and several awards that museums from our region received at prestigious European competitions can make us really proud.

And all those things are achieved due to your commitment and professional work.

I would like to thank you all and it is my pleasure to conclude that ICOM SEE boat is sailing in the right direction.

## ICOM SEE BOARD MEETINGS

In 2018 ICOM SEE held two official board meetings where majority of members were present and the rest of regular activities were coordinated or the information to the members was given by email. The efforts of ICOM SEE to contribute to ICOM's Strategic Plan were recognised by ICOM bodies and the subsidy for 2018 was therefore increased.

The first ICOM SEE Board meeting was held in Skopje, Macedonia on 23 May 2018. The members met in the Museum of Macedonia in Skopje and discussed the topics according to the adopted agenda. Besides the up-date on current activities summarized in the chair's report the members discussed preparatory steps for the Special grant project which is due to be implemented in Albania. Suggestions for the next year proposals were also discussed. The voting for the 2022 ICOM General Conference venue took place and after the voting members discussed who will be able to attend the next Annual meeting in Paris and represent ICOM SEE. The meeting in Paris will be used to coordinate activities with the chairs of national committees in the region. After the board meeting preparatory steps for the Round Table were made.

The second meeting occurred during the Advisory Meeting of ICOM, Paris at UNESCO premises on 8 June 2018. ICOM SEE chair briefed the members on current ICOM SEE projects and activities, The discussion developed targeted future cooperation within NCs and ICs. It was discussed that intangible heritage is one the areas where ICOM SEE countries gave a significant contribution to global heritage community which was also recognised by UNESCO (ICH official centre in Bulgaria, large number of inscriptions on ICH UNESCO lists in Croatia, successful listings by other SEE countries). New project proposals were also discussed. There has been a question of previously expressed intentions to enlarge ICOM SEE members (Greece and Turkey in particular) which would require the Statute changes. However, there is also a need to have active members and ICOM SEE will not make any changes unless a clear wish and commitment to be active member is visible. During the Advisory meeting in Paris ICOM SEE Chair also participated at the LEAC meeting as an active member.



ICOM SEE Chair Goranka Horjan at LEAC meeting in Paris, June 2018





Board meeting in Paris during the Advisory, June 2018



Board meeting in the Museum of Macedonia in Skopje, May 2018

## ICOM SEE SUPPORTING THE WORK OF ITC IN BEIJING

ICOM SEE is a member of the ICOM-ITC Management Board Meeting and since the Chair Goranka Horjan was not able to attend the representative at this year's meeting held in Fuzhou, was the Secretary Biljana Đorđević. She took part at the Board meeting and during the stay from 23 to 26 November 2018 she also took part at the International Forum of Young Museum professionals which was held within the MPT EXPO - the 8<sup>th</sup> Chinese Museums and Relevant Products and Technologies Exposition. The Board meeting was opened by the ICOM President Suay Aksoy saying that the ITC has proved to be a great success story of ICOM. ICOM SEE is active in promoting the ITC and young members from SEE museums apply for the training.

This year one European candidate was chosen from ICOM SEE region, a young, curator at the Ethnographic Museum in Zagreb, Gordana Viljetić, participated in the ICOM-ITC November 2018 Training Workshop held in Fuzhou, PR China, from 13<sup>th</sup> to 22<sup>nd</sup> of November 2018. The workshop was organized by the Palace Museum, ICOM, ICOM China and Fujian

Museum and hosted 31 participants — 15 Chinese participants from different institutions in 9 provinces and 16 international participants from countries in Asia, Africa, Europe and Latin America.

Targeting the workshop theme “Promoting your Museum: Make it Relevant and Attractive”, seven experts from China and abroad (Mr. Guan Qiang, Dr. Song Jirong, Mr. Wu Zhiyue, Mr. Luis Marcelo Mendes, Ms. Cecilia Martin, Ms. Yu Zhang i Mr. Claude Faubert) gave lectures on varied topics, including museum branding, trends in marketing, public relations and strategies to attract new audiences based on their practices and experiences.

Viljetić also participated in the 1<sup>st</sup> International Forum of Young Museum Professionals, held as a part of the 8<sup>th</sup> Chinese Museums and Relevant Products and Technologies Exposition (Fuzhou, 22-27 November 2018), as a moderator of the Parallel Session 1 titled „The Role of Museums in the Inheritance and Innovation of Local Traditional Culture“. Her work and reporting were noted by ICOM members.



ICOM SEE Secretary Biljana Đorđević in Fuzhou, China, November 2018



ITC participant Gordana Viljetić at the Forum in Fuzhou, China





Young ICOM SEE professional Gordana Viljetić at the ITC training programme



Young ICOM SEE professional Gordana Viljetić at the ITC training programme



Young ICOM SEE professional Gordana Viljetić at the ITC training programme

## CONGRESS OF MUSEUM PROFESSIONALS, BREŽICE, SLOVENIA

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

After several months of preparations, the event gathered numerous museum professionals, conservator-restorers, curators, documentalists, museum educators, public relations staff, and directors in the splendour of Posavje Museum Brežice. The topics that were selected for discussions were: hyperconnectivity of museums, new approaches, new publics, and the European year of cultural heritage for two days. It was of paramount importance that different experts did things together and much was said about the concepts of 'togetherness' and 'communality'. Numerous acclaimed museum professionals presented exceptional examples of forming connections on different levels, there was also a discussion on best practices and new approaches in the course of which consideration on the notions of hyperconnectivity and its application in each individual museum as well as to the museum community as a whole was encouraged. In this, a hyperconnected museum staff should serve as a base as the people who work there all steer the museum in the same direction, as sailors on a ship working together, knowing that smooth sailing can only be achieved if they work in concord. It is necessary for a museum to form connections with other institutions. Each museum professional should be a part of a greater whole, the museum, not a lone island, as each museum is further integrated into the museum community.

Institutional support is also crucial. For too long, our institutions have been understaffed and underfinanced, subjected to ever-increasing bureaucratisation, faced with lack of interest by the politics and the politicians, and with the fact that maintaining the culture sector has not been a priority for the changing governments. These issues cannot be resolved by individuals, we can only resolve them as a community. Museum professionals are aware of their responsibilities – they care for cultural heritage and they sacrifice a lot for service in museum profession from low salaries to long hours. Museum experts are people who stand between heritage objects and their decay at museums that, in many cases, do not have adequate facilities to store such items.

This congress was an opportunity for experts to speak openly on burning current issues and to present their work, exploration of new ideas opportunities for networking and starting new projects together.

Alenka Černelič Krošelj, the director of the Posavje Museum Brežice, and her staff did a huge work in organizing and hosting the event which was also supported by the Slovenian Ministry of Culture and the Municipality of Brežice.





Kaja Širok, ICOM Slovenia chair opening the Congress



Congress participants at the Pokrajinski muzej Brežice





Lecture on Re-ORG



Congress participants at the Pokrajinski muzej Brežice

## ICOM SPECIAL PROJECTS: STORAGE RE-ORG PROJECT IN ALBANIA

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

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

The Ministry of Culture of Albania covered the accommodation and per diem for their staff members directly. The National Historical Museum bought equipment and offered their premises and different equipments for the workshop. There was a huge in kind contribution of the third parties, museums that participated in the programme and commitment of ICOM SEE members. Inspection of the storages working with the experts was done by the museum staff and the assessment of the condition was made as a starting point for the training. A preparatory phase of the project was also made and the storages were chosen – the ones that were ready to implement the project of reorganization.

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

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

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

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

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



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

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

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

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

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

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



Experts with ICOM Albania Chair Sabina Veseli during the preparatory meeting













## ICOM SEE EXPERTS DISCUSSING MUSEUM DEFINITION

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

The round-table addressed the four basic questions:

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

Museum definition is one of the burning issues today in the global museum community. Experts from SEE

countries (Albania, Bosnia and Herzegovina, Croatia, Macedonia, Serbia and Slovenia) were discussing in what kind of surroundings museums work nowadays and how they reply to emerging challenges. The demands are huge and resources are scarce.

Apart from internal problems that bother professionals (lack of space and human resources, lack of freedom to choose programmes, restricted finances, poor condition of museum buildings, etc.) museums are faced with rising expectations of the communities. And attitude towards museums is not the same in different countries so the caution is needed when the definition is changed since some of the museum laws adopted the ICOM definition in their legislative. The transcripts from the round table were made and sent to ICOM Paris by ICOM Macedonia.

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

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



Markita Franolić, Branislava Mihajlović and Rubin Beločevski at the round table





Opening of the round table on museum definition at the Archaeological Museum in Skopje



Round table participants at the Archaeological Museum in Skopje

## ICOM SEE SUPPORTING THE PROJECT REGIONAL MUSEUMS ON THE BALKAN ROUTE OF MIGRATIONS

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

Some of the good practices examples were the following outputs:

1. Museum and Galleries of Ljubljana (Slovenia) produced a 9-minutes film Ljubljana on the crossroads: Museum objects testify migration.
2. Ethnographic Museum in Zagreb (Croatia) offers programmes which include immigrants from Africa in their work processes like musical workshops and therefore connects them with local people and school children

3. Presentation of the book Formation and Disintegration of the Balkan Refugee Corridor: Camps, Routes and Borders in Croatian Context which was published in 2018 was done

4. Local museum in Jesenice (Slovenia) set the exhibition with the title *Jesenice — From Where and to Where?* which posed the question of who actually is a migrant. Is it a person that arrived yesterday, or also a people who came 50, maybe 500 years ago? Migrants family contributed to the exhibition.

In collaboration with Malmö University ICOM SEE took part in the project led by Dr. Christine Johansson who is the expert for the topic of migrations and migrants in museums and is also supported by the Swedish Agency of the European Asylum, migration and Integration Fund – AMIF. The title of the project is «Museums as arenas of integration – new perspectives and methods of involvement». An educational course was organized in the Ethnographic Museum in Zagreb on 7<sup>th</sup> June 2018. The programme was implemented under the title Museums, migrations and integrations. The participants had an opportunity to be introduced to the book on the topic written by C. Johansson, the methodology of the project and the interactive part with the exercise including the questionnaire and the discussion.



# Muzeji, migranti, integracije: jednodnevni edukacijski program

**Vrijeme održavanja:** 7. lipnja 2018., 11.00 – 16.00 sati

**Mjesto održavanja:** Etnografski muzej (Pedagoška radionica, 2.kat), Trg Mažuranića 14, Zagreb

*Sudjelovanje u programu se ne naplaćuje, a sudionicima je osiguran i besplatan ručak. Kako je broj polaznika ograničen, mjesta će se popunjavati prema datumu prijave sudjelovanja.*

*Prijavu pošaljite na adresu: [edukacija@emz.hr](mailto:edukacija@emz.hr) (najkasnije 4. lipnja 2018.)*



Migracije postaju sve važniji i važniji područje interesa društvenih i kulturnih ustanova u svijetu, pa tako i muzeja. Kako muzeji predstavljaju problematiku migracija i kako uključuju migrante u svoj rad? Kako su iskustva muzeja u radu s civilnim udrugama koje promiču perspektive migranata? Što su prednosti i mane pojedinih oblika suradnje?

To su neka od pitanja o kojima će na temelju projekta "Muzeji kao arene integracije – nove perspektive i metode uključivanja" švedske agencije Europskog fonda za azil, migracije i integracije (Asylum, Migration and Integration Fund – AMIF) govoriti Christina Johansson i Maja Povrzanović Frykman, obje zaposlene na Sveučilištu u Malmöu.

Ovaj edukacijski program, organiziran u suradnji s Etnografskim muzejem u Zagrebu, jedan je od elemenata diseminacije rezultata projekta.

Christina Johansson je ekspert za pitanja predstavljanja migracija i migranata u muzejima, te urednica knjige objavljene u okviru projekta, "Museums in a time of migration: Rethinking museum's roles, representations, collections, and collaborations" (Nordic Academic Press, 2017). Ona će u uvodnom dijelu programa knjigu predstaviti na engleskom jeziku.

Maja Povrzanović Frykman će zatim na hrvatskom iznijeti iskustva vezana uz metode rada s migrantima iskušane u okviru projekta, te na projektu temeljene preporuke za rad muzeja s azilantima i migrantima.

Polaznici će dobiti edukativni materijal – brošuru na engleskom jeziku, a pripremljen je i formular s pitanjima (na hrvatskom) na koja će polaznici odgovoriti na licu mjesta, a zatim o odgovorima raspravljati. Polaznici će ujedno biti pozvani da, ako žele, podijele svoje iskustva ili ideje oko suradnje s civilnim udrugama i društveno osjetljivim skupinama.



## INTANGIBLE CULTURAL HERITAGE FORUM

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

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



ICOM SEE Chair Goranka Horjan, Secretary Biljana Đorđević and Vice-Chair Tanja Roženberger in Hangzhou, China, September 2018



Goranka Horjan and Mirela Hrovatin, Croatian ICH experts at the Exhibition Fair during the Forum



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

ICOM SEE has a long-standing programme scheme devoted to the promotion and preservation of the intangible heritage. Since its foundation in 2006, the

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



Vice-Chair Tanja Roženbergar signing the Letter of Intent with Chinese partners at Hangzhou Forum



Volunteers for each country participants



Exhibition of ICOM SEE countries during the Fair at Hangzhou





Participation of ICOM SEE representatives at the Forum

**During the Forum Board members of ICOM SEE proposed marking the 17<sup>th</sup> October as International Intangible Heritage Day since it was the day when in 2003 the UNESCO CONVENTION FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE was adopted in Paris.**

**#OCT17ICH** INTERNATIONAL  
INTANGIBLE  
HERITAGE DAY  
INITIATIVE  
ICOM International Council of Museums  
South East Europe

Logo made by Matija Dronjić, ICOM Croatia

## SA O ROMA PROJECT ON TOUR DUE TO ICOM SEE COOPERATION

Due to the exhibition exchange programme between ICOM SEE countries a multicultural project promoting tolerance and understanding has been accomplished between Macedonian, Croatian and Slovenian partners. During the ICOM SEE Board meeting at the premises of Museum of Macedonia, ICOM SEE members were acquainted with the research project started in the 1960s by the American university professor of Croatian origin, dr. sc. Elsie Ivancich Dunin, from the University of California and related to the Roma settlements in Skopje and surroundings. The touring

exhibition was prepared by Museum of Macedonia and the support gained from national and international funding and besides Skopje (Macedonia) the exhibition was presented in Zagreb, Rijeka and Pula (Croatia) and Ljubljana (Slovenia) that gained a lot of media attention. The unique customs of St. Georg's Day in Roma communities in Skopju - Erdelezi Roma – were recorded and filmed during the 50 years and were last year inscribed on UNESCO ICH Representative list.



Roma minority representatives speaking at the opening of the exhibition Sa o Roma in Zagreb, Croatian





Audience watching the documentary film



Audience watching the documentary film



Authors of the exhibition from Macedonia, Croatia and USA

## MUSEUM AND HERITAGE SHOW, London, 14 – 18 May 2018

In collaboration with the British Embassy in Zagreb, ICOM SEE Chair Goranka Horjan participated at the Museum Heritage Show in London, UK. She held numerous meetings at DIT UK stall with the experts that came from different background either as museum and organizational exhibitors or museum suppliers.

During the stay the guided tours for participants from several countries were organized in Victoria and Albert Museum (Fashion from Nature, Future Starts Here, Oceanliners – Speed and Style) and Science Museum (Maths Gallery).

## INTERMUSEUM 2018, Moscow, 31 May – 3 June 2018

The vice chairs of ICOM SEE Tanja Roženberger (ICOM Slovenia) and Sara Vujkovic (ICOM Bosnia and Hercegovina) attended the XX. international festival Intermuseum 2018, which was held from 31<sup>st</sup> of May to 3<sup>rd</sup> of June in Moscow. They presented different successful museum practices and theoretical issues from southeast region. Festival was also a good

opportunity for new professional connections between museums from Slavic countries with the goal for better exchanging the knowledge and exhibitions among them, create common projects and raise the visibility of heritage from ICOM SEE region.



ICOM Chair with the Mayor of Dubrovnik and Europa Nostra Secretary on the occasion of signing the Berlin Call to Action



## EUROPEAN HERITAGE SUMMIT, Berlin, 19 – 22 June 2018

ICOM SEE Chair Goranka Horjan, has been active in the European Heritage Alliance for several years thus preparing the initiatives for the European Year of Cultural Heritage. She participated in the programme of European Cultural Heritage Summit which was held as the central event marking the European Year

of Cultural Heritage in 2018. Horjan participated in the panel which was held in European cultural space and reflected on the role of heritage and new technologies. As member of the Europa Nostra Jury in category 4 Horjan took part at the Award Ceremony that was organized in the Berlin Congress Centre.



ICOMSEE members, Berlin



Award ceremony with Plácido Domingo and laureates, Berlin, June 2018

## EUROPE EXPOSED, Bruxelles, 25 – 27 June 2018

The House of European History organized the professional museum workshop called Europe Exposed. ICOM SEE members also took part at the event as presenters and moderators thus revealing how important this region was in the history of Europe and still is since several countries are still waiting to become the new EU member states. ICOM Chair Goranka Horjan was the moderator of the session that was devoted to the collection strategy. The main challenge for the museum is to develop strategic

framework with the balanced European dimension in order to implement good practices in future exhibitions and expositions. In sensitive issues not only professional expertise but also sensitive ethical approach is required. ICOM Slovenia Chair Kaja Širok also participated in the workshop moderating another session. The conclusions were presented at the wrap-up panel at the end of the meeting and a small brochure was published.

## BEST IN HERITAGE, 26 – 28 September 2018

ICOM SEE Chair is the expert in the Advisory Board of the Best in Heritage event with whom ICOM has a long-standing partnership. In 2018 the Best in Heritage was chosen as the key event to mark the European Year of Cultural Heritage since it hosts for years the projects of excellence all over the world. The

Minister of Culture closed the event and handed over the awards. Goranka Horjan was invited to moderate the opening of the event in Dubrovnik. The event is also the opportunity for the museum professionals in the region to benefit from international experts who come to the event.



ICOM Chair moderating the opening of the Best in Heritage



**ICOM SEE CHAIR KEYNOTE SPEAKER AT THE ICR & ICTOP CONFERENCE IN NEW ZEALAND**

Two international committees, ICT and ICTOP, together with the national committee of New Zealand organised the annual conference in Auckland and Wellington. ICOM SEE Chair Goranka Horjan was invited to be the keynote speaker at the opening of the conference in Auckland. Her lecture Strategic Planning in New Political Context gave an insight of the

current issues regarding strategies and EU projects for museums in the SEE countries and particularly Croatia. The challenges that were presented included several study cases from the SEE region.



Keynote lecture at the ICR and ICTOP Annual Conference in Auckland, New Zealand

## MACEDONIAN NATIONAL COMMITTEE CELEBRATED 25<sup>TH</sup> ANNIVERSARY IN 2018

On December 18, 2018, in the Museum of the Macedonian Struggle, a celebration was held on the occasion of the significant jubilee – 25 years since the foundation of the Macedonian National Committee of ICOM. At the promotion, in front of a large number of colleagues, members, representatives from the Ministry of Culture and journalists, three previous presidents of the MNC ICOM – prof. Dr. Krste Bogoeski, Branislava Mihailova and Zaharinka Aleksoska Baceva addressed the audience, as well as the current President Maja Cankulovska-Mihajlovska, and Presidents of MNC Blue Shield – Prof. Davorin Trpeski and ICOMOS Macedonia representative Dr Lazar Shumanov. They referred to the beginnings of

MNC ICOM and the cooperation, and the history for 25 years with all the activities was presented by Maja Cankulovska-Mihajlovska, who also referred to the role of MNC ICOM in the current and future challenges of the museum activity in the Republic of Macedonia. On behalf of the ICOM SEE the board member Gordan Nikolov was present.

Part of the celebration was the promotion of the publication “Museologica Macedonica” no. 13, printed on 200 pages, which features texts from the annual meetings held in the period 2013-2017. The edition was promoted by Prof Trpeski.



Presentation of the publication at the Museum of Macedonian Struggle during the ceremony



ICOM Macedonia Chair Maja Cankulovska moderates the opening of the 25<sup>th</sup> Anniversary of the national Committee





Address of the members



Members attending the meeting

**VICE - CHAIR OF ICOM SEE AT THE 13TH SESSION OF THE INTERGOVERNMENTAL COMMITTEE FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE**

The vice chair of ICOM SEE Tanja Roženbergar participated in the thirteenth session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage in Port Louis, Republic of Mauritius, from Monday 26 November to Saturday 1 December 2018, at the Swami Vivekananda International Convention Centre (SVICC). She followed the latest new inscription of the ICH phenomena on the List of Intangible Cultural Heritage in Need of Urgent Safeguarding and on the Representative List of the Intangible Cultural Heritage of Humanity. Being one of the most successful countries in preserving and

protecting ICH in Europe ICOM SEE countries had new inscriptions on the Lists. A joint inscription of dry stonewall building proofs how shared traditions among different countries can unite heritage experts in ICH protection. Interesting discussions and presentations were also part of the meeting - the roles of NGOs, reflect on how to follow up on issues related to elements already inscribed, particularly ICH in urban area. New topics, issues, adopted from ICH session in Mauritius will be included in initiatives ICOM SEE has in this field and successful inscriptions will back up the Special project application.



Slovenian delegation with the ICOM SEE Vice-Chair at the meeting in Mauritius



## HYPERCONNECTED MUSEUMS: CHALLENGES OF DIGITAL COMMUNICATION

The National Committee of ICOM Serbia in cooperation with the Regional Alliance of ICOM SEE and the National Committees of ICOM Macedonia and ICOM Bosnia and Herzegovina at the Institute for the Study of Cultural Development in Belgrade from 18-19 October 2018, organized a two-day, regional seminar on digital communication in museums.

Although a digital, online museum is not a novelty, as much in the world as it is in regional contexts, research shows that museums don't use all the advantages of digital communication, and thus lose a pace with perhaps the most critical group of potential visitors - young audiences. Knowing the tools of digital communication is of great importance in the process of informing and animating visitors coming from other countries, as a kind of mediator in the development of cultural tourism. At the same time, the digital content that the museum can offer is of great importance to the most

diverse profiles of the researchers, in addition to the undoubted fact that they are the ideal means for continuously maintaining communication with the widest audience.

Finally, although many world museums follow the latest trends in digital technologies and the development of mobile applications, and in this way communicate with the audience, museums are not able to change their mission and vision for the digital world. Museums must know their direction and goal, and digital technologies serve to achieve their goals.

The participants of the seminar visited the renovated building of the National Museum in Belgrade, reopens to visitors after 15 years, and unanimously concluded that it is necessary to organize similar educational seminars in the following period.



Lectures at the regional seminar in Belgrade



Participants of the Regional seminar in Belgrade

## EMYA 2019 COMES TO SOUTH-EAST EUROPE SECOND TIME IN TWO-YEARS

Emya 2019 is hosted by the War Childhood Museum – winner of the Council of Europe Museum Prize 2018. In 2017 Zagreb hosted the European Museum of the Year Award (EMYA) and in 2019 EMYA is coming back to the region of SEE. The Council of Europe Museum Prize 2018 gave the award to the Museum of War Childhood Bosnia and Herzegovina which will host EMYA 2019 in Sarajevo from 22 – 25 May 2018. The region of south-east Europe had another laureate in 2018, Museum in Betina from Croatia won Silletto prize for their community work. Recent awards and EMYA organisation capability show that the capacity of the museums in the region has increased and one of the contributors is ICOM SEE with its activities. Most of the national correspondents for EMYA in Balkan countries are ICOM SEE active members.

## ON-GOING PREPARATIONS FOR JOINT MEETING WITH INTERCOM IN KYOTO 2019

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

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- Airport Express 75min  
- Shuttle Taxi 95min  
- Limousine Bus 95min

**Tokyo Narita Int. Airport (NRT)**  
Airport Express+Shinkansen Train 60min+2hrs 15min

**Tokyo Haneda Int. Airport (HND)**  
Airport Express+Shinkansen Train 55min+2hrs 15min

**Chubu Centrair Int. Airport (NGO)**  
Airport Express+Shinkansen Train 30min+36min

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<http://icom-kyoto-2019.org/>

## ICOM KYOTO 2019

**Museums as Cultural Hubs:  
The Future of Tradition**

国際博物館会議 京都大会

# ICOM

## KYOTO 2019

1-7 September






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**ICOM** international  
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**South East Europe**

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