



**RETHINKING MUSEUMS &
SUSTAINABLE DEVELOPMENT
FOR THE GLOBAL PROFESSION**

**POSTCOLONIAL MUSEOLOGY,
APPROPRIATE CAPACITY BUILDING
AND REGIONAL ENGAGEMENT**



**BỘ VĂN HÓA, THỂ THAO VÀ DU LỊCH
CỤC DI SẢN VĂN HÓA**

Ministry of Culture, Sports and Tourism

*'More of the Same Will Not do' Ban-ki Moon, UN Secretary General, June 2012 (Rio+20)
'we all have many affiliations and associations, and each of these identities fit into the way we lead – and
can continue to lead - our lives, without displacing other identities.' Professor Amartya Sen, Opening
Keynote address to the Inaugural World Culture Forum, Bali, November 2013*

ICTOP is holding its annual conference from Oct. 21-24, 2014, in Hanoi, Vietnam, and Ha Long Bay, in concert with the Ministry of Culture, Sports and Tourism, ICOM MINOM, and the ICOM supported Inclusive Museum Knowledge Community of the International Institute for the Inclusive Museum and with the support of the ICOM Asia Pacific Alliance. As ICOM's oldest specialist committee, ICTOP is tasked with working on issues of international professional development; thus we are very pleased to bring our conference to Vietnam as, we believe, the first ICOM international committee ever to meet here, or indeed in Southeast Asia.

Host City: Hanoi, Vietnam and venues as per the detailed program of activities.

Dates: Arrivals: Sunday & Monday Oct. 20 and 21 / Conference: Tuesday Oct. 22 to Friday Oct. 24

Patron: Minister Hoang Tuan Anh, Ministry of Culture, Sports and Tourism

Co-Conveners: ICOM-ICTOP, ICOM-MINOM, ICOM Vietnam and International Institute for the Inclusive Museum

Host: Dr. Nguyen Hung, Director, Cultural Heritage, Ministry of Culture, Sports and Tourism, Vietnam

Our web page is: <http://ictop2014.inclusivemuseum.org/>

Topic: Our presentations and sessions will explore questions of appropriate museology, redefining and invigorating capacity building and regional engagement and hope to expand our committee's work to be more inclusive of regional perspectives and to expand ICOM's capacities. Vietnam, and all of



Southeast Asia's nations, has so many lessons to offer, so many museums and sites to visit, so many professionals from which to gain wisdom. Through our meeting, we intend in engaging in a long-lasting dialogue and collaboration that will enhance not only the committee's but the world-wide's profession's capacity to build an inclusive and representative body of thought and practice.

Context: The recent debates on rethinking museums and collections led by BRICS countries are challenging hegemonic notions of museology and the conventional approaches to capacity building in museums. The outcomes of Rio+20 Summit in June 2012, the review of the Millennium Development Goals and the drafting of the Post 2015 Development Agenda in 2014, call for a critical rethinking of museums within the emerging framework as the Sustainable Development Goals (SDGs) are drafted.

The recent UNESCO Hangzhou International Congress on Culture: Key to Sustainable Development hosted by the Minister of Culture of China and the inaugural World Culture Forum in Bali hosted by the President of Indonesia call for more evidenced based approaches and new participatory models of community engagement to rethink the current work that has fallen well short of locating culture in sustainable development and delivering the MDGs.

There has been considerable scholarship on diverse museum developments in different cultural and linguistic regions of the world. However, there has been a dearth of cultural exchanges and encounters between these regions in constructing critical museological discourse that is genuinely inclusive. The understanding of museums in rapidly urbanising contexts has also become critical where poverty alleviation has become a priority. The UN SDGs will be finalised by September 2014. The proposed Intensive Program in Hanoi and Ha Long Bay will be the first one globally to address the SDGs and Museums.

Guiding documents: ICOM 2013 Resolutions 4 and 6 from Rio. ICOM Code of Ethics; ICOM Cultural Diversity Charter; and Rio +20 & UN Post 2015 Development Agenda material.
<http://icom.museum/the-governance/general-assembly/resolutions-adopted-by-icoms-general-assemblies-1946-to-date/rio-de-janeiro-2013/>

RESOLUTION NO. 4 addresses: *Museums, Gender Mainstreaming and Inclusion: Benchmarking against the ICOM Cultural Diversity Charter, Shanghai 2010*

RESOLUTION NO. 6 addresses: *Viability and Sustainability of Museums*

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Welcome from the President of ICTOP, Oct. 22, 2014

On behalf of ICOM ICTOP, I welcome to you to remarkable Hanoi for our 2014 Annual Meeting. One of my visions as President has been to extend our annual conferences and the work of professional development to different geographical regions of the world and engage new colleagues in conversations. With this meeting, ICTOP has come to a South East Asian country never before visited by an ICOM international committee. It is a great privilege to collaborate in discussions about our profession, our teaching, and capacity building, and to hear the issues and perspectives of Vietnamese colleagues. But it is also in Hanoi that we take up questions of sustainability development and communities, missing from ICTOP's earlier work on curriculum and competencies (2000 and 2008), and to push the field of museology/heritage and praxis to engage very current global concerns pressing humanity. On this visit, we will also have the unique privilege of witnessing the work of the future of the ecomuseum of Ha Long Bay in person and to meet the remarkable community who have visioned it.

Most of all though this conference could not occur without the participation of our members and colleagues from different countries, many new to our ICOM community. The work of diversifying ICTOP's membership and reach has been is our number one responsibility though we must also, just as the museums and heritage locations we serve, build our membership and prove relevance. And so we welcome you to Vietnam to meet up with ICTOP colleagues, to build new and lasting relationships and collaborate in generating the future of our profession. Our program touches on some familiar and transformative topics and we welcome you to our conversations both at the conference and after.

I also firmly believe that the best conferences are not only learning times but events that are totally co-produced. Whatever we have done in framing a topic and organizing logistics, in the end it is only as good as the participants and our collaboration. We certainly hope that our meeting will influence the timely work of sustainable development, communities and professional work in the South East Asian region, though we have participants from many places.

With these goals, I want to acknowledge that our Vietnam meeting is the product of a remarkable collaboration with the International Institute for the Inclusive Museum, and especially its Executive Director, our long-time ICOM friend and colleague Professor Amareswar Galla. Also, I want to thank ICTOP's treasurer Prof Darko Babic for his the unending commitment to, not only the organisation of our program and conference, but also to the ongoing work of our committee. We also want to show express our gratitude to the support offered by MINOM and ASPAC. My special thanks go out to Nguyen Hai Ninh, Vice-Head of Museum Management Bureau, Department of Cultural Heritage and Bich Ha Ta, of Asian Sun Travel, who have been central to conference logistics and supporting registrants. The work of Jeffrey Withaya Campbell for our conference web presence has been very noteworthy and we are appreciative of his efforts.

Finally, then, I wish all the best our next days of dialogue and deliberation as we address build community and our profession South East Asia.

Sincerely,



Lynne Teather, D. Phil Professor Emeritus, Masters of Museum Studies, University of Toronto
President, ICOM ICTOP

CONFERENCE PROGRAMME

Tuesday Oct. 21

- Arrival of respected delegates. Pick-up at the Noi Bai International Airport and transfer to hotel for check-in. Airport transfers are provided. Signboard: ICOM-ICTOP 2014 DELEGATES (Delegates who arrive at the same time will be transferred to hotel in shared coach)

- Business, Board and planning meetings ICOM ICTOP (site visits and shopping)

19:00: Dinner at Trade Union hotel for delegates who registered full package with meals

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Wednesday Oct. 22 (location : Trade Union Hotel)

08:15 - 09:00: Welcome and registration

09:00 - 09:30: Opening Welcome

Nguyen **Hung**, Director General, Cultural Heritage, Ministry of Culture, Sports and Tourism, Vietnam

Lynne **Teather**, President, ICOM International Committee for Training of Personnel (ICTOP)

Amareswar **Galla**, ICOM MINOM - International Movement for New Museology, Executive Director - International Institute for the Inclusive Museum

09:30 - 11:00

Keynotes:

Luong Thanh **Son**, Director, Dak Lak Museum, Vietnam

Dak Lak Museum and Culture Stakeholders

Dak Lak province is multi-ethnic people, so Dak Lak Museum is especially concerned about the relationship between it and the culture stakeholders through activities such as enabling the Ede and Mnong to teach and perform their traditional crafts and to introduce by themselves "their culture" to visitors.

Prof. Lynne **Teather**, President of ICTOP

Like Waves on the Sand: Tracing the Concepts of Museums, Culture/Heritage, Sustainability and Development for Museology

Moderator: Darko Babic

11:00 - 12:00

Round Table on Museum Training in Vietnam

Thu **Huong**, Head, International Cooperation Section, Vietnam Fine Art Museum;

Nguyen Hai **Ninh**, Department of Cultural Heritage, Ministry of Culture, Sports and Tourism;

Professor Amareswar **Galla**, Executive Director - International Institute for the Inclusive Museum

12:00: Lunch at Trade Union Hotel

13:30 - 15:30

Panel I - Sustainability, Culture and Development: Why and for Whom?

1. Oystein Froiland, *Museums of Mass Destruction*

Animals and plants become extinct. Climate changes because of man-made interference. Languages disappear. Cultural breakdown. Are museums just the registrars or do we have an obligation to warn about what is happening? After all, we have the knowledge. How do we use this knowledge? Are we becoming monuments to man's folly? What did we learn from the past- the difference between recording events and preventing events? Are we back to the old excuse: We did not know better!

2. Muhammad Abbas, *Museums as a Global Resource: Expectations and Challenges*

Expectations of museums are changing. Visitors have many choices based on value and excitement so future museums will be full of challenges. In addition to internal and external factors that affect the finances for the museums, we can also see fact that the museums condition relates to the psychology of political action for support to culture and the art. To meet challenges, museums should join together to consider their collective capacity as a shared global resource.

3. Min-Jung Kim, *The Impact of the Diaspora: Museum Interpretation at the Powerhouse Museum, Sydney Australia*

We live in an age where transnational immigration and globalisation are increasing at a rapid rate. This new global phenomenon has challenged the grand narrative of the Cartesian self; giving rise to a new hybridity of intercultural understanding which, ultimately, has impacted on the field of museum curatorship. This paper will, therefore, discuss this shift using a number of exhibition case studies and collection documentation records as they apply to the Powerhouse Museum in Sydney, Australia.

4. Tzu-Yu Chiu, *A More Inclusive Public Space: the Plights and Potential of City Museums in Taiwan*

This paper will address, in the context of Taiwanese society, how city museums possibly become more inclusive public spaces beyond the framework of colonialism. It is impossible to really respond to the heterogeneity of Taiwanese society as the interpretation of city history and collective memories is represented in the only perspective of ethnicity or nation. In the case of city museums in Taiwan, the use of analysis of inter-sectionality including gender, class, minority groups and ethnic groups for collecting and representing the citizen's collective memories should be a better approach to reflect the realistic and contemporary society while realising the idea of inclusive museums.

15:30 - 16:00: Tea break

Panel II: Sustainability, Culture and Development: Complex Perspectives

16:00 - 17:30

1. Elena Rădoi, *Musealizing Churches: Parasitism vs. Symbiosis*

There is no doubt that restored churches are being mineralized. Though it remains a sacral space, the church becomes also an exhibition due to its quality as monument. Worshiping gestures aren't any longer allowed (no touching, no kissing, and no candles). Conservation programme and religious practices come into conflict, the restored Orthodox Church becoming a space of tensions.

The paper presents several case studies, the attempts of negotiation and the solutions that were found in restored orthodox churches in Romania.

2. Phyllis Araneo, *Transformative Power of Archetypal Images*

Many artists are inspired by their environment and reflect this in their work. Across time/continents visual images are often repeated, these images are archetypal. Possessing intergenerational, multidisciplinary and transformative qualities, archetypes are a permanent possession of mankind. Accessing and identifying archetypal presence is vital in making meaning. Unpacking archetypal presence in a museum context offers opportunities for deep understanding and value building. My presentation aims to inform how archetypal artistic images are related to cultural and environmental sustainability.

3. M. Salim Ferwati, *Museum between functionality and Iconicity - A demand for cultural sustainability*

Museum is an essential institute response to cultural demands for traditional expressions. These traditions have been articulated through art, architecture, social institutions and conventional behaviour; It has evolved from individual status expression to become a societal iconicity. It is inseparable from the urban spatial patterns. The conservation of local identity has become the centre of urban attention. The attempt has been specifically demonstrated through the conversion of significant historical buildings into museums or applying neo-vernacular architectural styles in newly built museums. One might question the utilization of museums symbolize cultural values and global status. It is anticipated that the architecture of the Museum is an expression of functionality and iconicity as a demand for cultural sustainability. The successful museum architecture is that catalyses urban rejuvenation, societal tradition, and global iconicity.

17:00 - 18:00 Reflections

18:00 Dinner at Trade Union Hotel (not applicable for delegates registered for conference package only)

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Thursday Oct. 23 (location: Vietnam Museum of Women)

08:30 Delegates arrive at Women's Museum. Start conference.

9:00 - 10:00 Professional Development and Capacity Building Theme

Keynotes:

Nguyen Thi Bich **Van**, *Growth and Development of the Women's Museum* (Director, Vietnam Museum of Women, Hanoi)

Lydie Olga **Ntap**, *Breaking Silences with the Museum!*

The Women's Museum is not neutral. Our museum has allowed us to understand how gender domination operates and through different dimensions and spaces.

In this presentation, the presenter will discuss:

- a) The museographic approach of the Women's Museum, an unconventional museological example and a particular concept inscribed in the Women in Museum movement;
- b) The experience of appropriation during the visit of the museum and its impact on the visitor regarding the everyday transformation and the valorisation of identities.

Break 10:00 - 10:30

10:30 - 12:00

Moderator: Lynne Teather

Panel III - Professional Development and Capacity Building for Sustainable Culture/Heritage and Development

1. Leena Tokila, *Developing Together – Professional Education in Pakistani museums*

The Finnish Museums Association and the Museums Association of Pakistan signed an agreement on collaboration in 2013. This Memorandum of Understanding defines the collaboration between the two associations and is valid until 2016, after which time it will be extended for another three years, if deemed necessary. The two associations will collaborate in the field of professional development of museum personnel and the forms of collaboration include: arranging joint seminars and training sessions for museum personnel, developing the activities of the Museums Association of Pakistan, and developing museology education and teaching methods in Pakistan. The goal of the joint collaboration is to provide training for museum personnel and develop the museum training and education methods as well. The pedagogy of the training workshops supports the idea of interactive and collaborative learning and teaching methods. One of the training themes is regional heritage education, which underpins cultural sustainability in society.

2. Darko Babic, *Challenges of Teaching Critical Museology within Eurocentric Heritage Setting*

The setting, or indeed settings we live in, defines us more than we are sometimes aware or would like to accept. Just by being based in Europe (and with dominantly European students), there are questions how to organise museum/heritage study programme to match the expectations of students but as well the reality of globalised World. Does it necessary need to be Eurocentric? Does it need to be more specific-regional only (as the SE Europe does not fully reflect image and standards of the Western Europe)? How to match it with expectations of students and founders and promise to prepare them to be one day relevant museum/heritage experts in region/Europe but at the same time relevant museum/heritage globalised professionals? Part of the answer could be found in extended idea of museum/heritage literacy = as a complex set of abilities needed to understand and use the symbol systems of a culture for personal and community development where nature of these abilities, and the demand for them, vary from one context to another. Critical thinking/teaching goes for increasing capacities of individuals to use and make critical judgements out of information they have, here regarding heritage, toward common good (by prerequisite universal, i.e. of entire human kind). Paper will present challenges as well suggest some solutions developed within the University of Zagreb (Croatia) study programme of museology and heritage management.

3. Uma Parameswar, *Rethinking Museums and Sustainable Development!*

This paper will address the importance of professional development within the museum management sector and deliver a comprehensive analysis of sustaining them with focus on capacity building of Public Museums in India. It will offer in depth analysis of current Industrial age museum business models capacity building practices in India, present potential obstacles that disable public museum growth in one of Asia's culturally affluent and fastest growing economies. It will seek growth opportunities for converting the existing models into Knowledge Age Models.

12:00 Lunch at Women Museum

13:30 - 15:00

Panel IV - Local Cultural Communities, Sustainability and Development: Metaphors and Methods

Moderator: Lynne Teather

1. Patoo **Cusripituck** and Jitjayang **Yamabhai**, *It's pop! - (Up) museum*

"Pop up museum", an occasionally museum initiated and organized by the local Karen people. This museum could pop up anytime by transforming Karen's house into the exhibition of living. Audiences will experience sense of living through multiple senses. This concept is similar to Ecomuseum. It empowers Karen people to identify themselves by themselves. I argue that pop up museum is leading to a sustainable way of a lifelong learning. It could be applied to any kind of museums.

2. Teerawan **Mingbualuang**, *Poh Ta Luang Keaw and Kra Buri people's way of life: Thailand*

The discursive practice of sacred ancestor can be identified as a "Lived museum". This article describes the belief of Kra Buri people in Poh Ta Luang Kaew which influenced daily life practice of people. The concept of oral history and Stuart Hall's circuit of culture are applied as a conceptual framework for data analysis. I claim that. The discourse of Poh Ta Luang Keaw is a mechanism for identity maintenance that control peacefulness of Kra Buri community.

3. Detty **Fitriany**, *Interior Design Curriculum, Professional Standard & Museum SDGs*

SDGs should be part of the Museum Interior Design Education Curriculum. The increasing of construction technology and material engineering should not be made students as a candidate for interior designer professional only designing the advanced facilities and modern museums regardless conservation values of the museum building and collection conservation. Interior designers must understand how to design the museum space based on the characteristics of the museum's collection, as well as designing the display in accordance with anthropometric and human behaviour.

4. Dana **Šubová**, *New Attitudes to Environmental Education*

In this paper I would like to present our experiences in popularization of some modern scientific fields of knowledge in activities of the Slovak Museum of Nature Protection and Speleology. What is a museum's role in popularisation of science, and why are museums important in this process? According valid legislation all museums provide different types of educative activities in line with their specialisation. From scientific knowledge the most important and the easiest for popularization are those that influence everyday life, and genetic modifications are certainly ranked to them. They are closely linked not only with environmental problems but also with ethics.

15:00 - 15:15: Tea Break

15:15 - 16:15 Panel IV Continued - Local Communities, Culture, Sustainability and Development: Metaphors and Methods

5. Pattarasaya **Penphaen**, *Ecomuseums Meet the Nipa Palm: A Leaf of Sustainable Life*

This paper describes the meaning of experiences of the particular social group about the interplay of their life and nipa palm leaf. I have found that people see their occupation through the lens of being fed up, tired, fatigued, and difficult; yet, work provides their income and is crucial to their lives in the sense of community engagement. I suggest that the concept of Ecomuseum should be applied for to promote maximum happiness.

6. Honey Libertine **Achanzar-Labor**, *The Faura Project: Manila, Phillipines*

Ermita is a district of Manila founded way back in the late-sixteenth century. Its name was taken from La Hermita, the Spanish word for "hermitage", after the fact that on this site was built a hermitage housing an image of the Virgin Mary known as the Nuestra Senora de Guia. Ermita gained renewed prominence during the American colonial period when it became known as the university district. The residential portion was populated by Americans, who set up establishments as the Army and Navy Club, and the University Club. During the 1945 Battle of Manila, Ermita was the scene of some of the most horrific massacres that occurred during the World War II. Rebuilt after the devastation of the war, university life remained vibrant; however, most of the old residents have opted to live elsewhere, drastically affecting the continuity of a number of traditions in the area and problematize the preservation of memory of place. The Cultural Heritage program of the University of the Philippines Manila have made a number of endeavours, mostly outside an enclosed museum context, to use particular spaces in Ermita (i.e. Faura St.) as an outdoor museum with heritage building and streets as artefacts, for the purpose of promoting sustainable development.

7. Pierre **Mayrand** (ICTOP member deceased) presented by Luisa **Rogado** (by distance), *Contributions de la Muséologie Contributions Sociale à la Dialectique Territoriale de Développement Durable : Une Éco-Praxis. Concepts in Altermuséologie*

16:15: Leaving Women Museum to National Water Puppetry Theatre

17:00: Water Puppet Performance

19:00: Dinner at Local restaurant (**not applicable for delegates registered for conference package only**)
Hosted by ICOM-ICTOP and the Inclusive Museum.

20:30: Transfer back to hotels

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Friday Oct. 24 (locations: AM - Vietnam Fine Art Museum & PM - Vietnam Museum of Ethnology)

08:00: Pick-up delegates at Trade Union hotel and transfer to Vietnam Fine Art Museum.

09:00 – 10.00

Opening Address. Phan Van **Tien**, Director, Vietnam Fine Art Museum

Study Tour of the Fine Arts Museum. Thu **Huong**, Head, International Cooperation Section, Vietnam Fine Art Museum

11.00 - 11:45

Round Table on Museums and Professional Development

Facilitator: Lynne **Teather**, President, ICOM ICTOP

11:45: Coach pick-up and transfer to local restaurant for lunch.

12:00 - 13:15 Lunch

13:15 Depart for Museum of Ethnology

Vietnam Museum of Ethnology

14:00-15:15

Opening Address. Vo Quang Trong, Director, Vietnam Museum of Ethnology

1. Vũ Phương Nga, *Museums – A Link Between Cultural Heritage and Students*

Until now, the Vietnam Museum of Ethnology has carried out several projects managed by the UNESCO Office in Hà Nội in integrating intangible cultural heritage into teaching in schools. The project's implementation has witnessed the touch between students and cultural heritage selected for the lessons; students find it easier to understand the lesson and initially be interested in cultural heritage. This paper will share experiences of the project members and analyse how this teaching method contributes to sustainable development of cultural heritage.

2. Tran Thi Thu Thuy, *Vietnam Museum of Ethnology and Young Audience*

Vietnam is a country with a rich and diverse ancient cultural heritage. However, rapid economic and technological changes have created a situation in which traditional culture values and knowledge are in danger of disappearing and younger people are increasingly alienated from this cultural heritage. We are facing a critical time to preserve, maintain, and develop the cultural heritage in each country of the region. In response to this crisis museums need to find ways of enhancing public knowledge about culture and increase the public's consciousness concerning the importance of preservation and maintenance of heritage culture. Meeting this challenge is especially difficult for museums since youth today do not find traditional methods employed by museums of presenting material to the public to be interesting or relevant. Thus, museums face the problems of how to attract, engage, and educate youth about the importance of cultural heritage. So raising ability of museum staffs about museology and the conventional approaches to capacity building in museums is very important issues of VME now.

3. Amareswar Galla, *Museums in Sustainable Development Capacity Building for Professional Engagement*

The rethinking of museums in recent decades has challenged colonial and hegemonic notions of museology and heritage. The much needed paradigm shift in the current museum training and professional development programs to foster sustainability practices must consider museums as far more than instruments to achieve mainstream conservation and economic goals. Museums have the economic dimension, but they cannot be reduced to a means for economic growth. Museums have the social dimension, but they cannot be simplified to provide cohesion to a society. Museums have an environmental dimension but they cannot just be used to raise only awareness on environmental responsibility. Museums are much more than instruments. They are the soul of development and human face to globalization critical for safeguarding the intrinsic values as heritage, knowledge, creativity, identity and diversity. Evidence based outcomes of sustainable development must include museums and culture as separate and distinct reference points with qualitative and quantitative indicators.

15:15 - 15:30 Tea break

15:30 Study Tour of the VME including the ASEAN Galleries

17:30 - 19:00 Closing Ceremony and Light supper at VME

19:30 Transfer back to hotels

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Saturday Oct. 25 (applied only for delegates registered for Ha Long Bay tour)

07:30 Pick-up at Trade Union hotel and transfer to Ha Long Bay

11:00 Arrive in Ha Long Bay. Embark on boat and enjoy cruising

12:30 Lunch on boat

15:00 Disembark and transfer back to Hanoi

18:30 Arrival in Hanoi. Drop off at hotel. Conference ends

NB. Participants can return by end of day for international departures on Sunday or opt to stay in Ha Long Bay at own expense and return Sunday or Monday or travel on. Please book with the travel agent.