

two approaches
to the
definition of museums

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We have taken
two different approaches

FIRST

together with our board
we have done
a little text analysis

SECOND

I personally have made
considerations from
the perspective
of brand strategy

That's where
we all
come from:

the **cornerstones** of museology

collect
preserve
research
exhibit
interpret
promote

FIRST

together we have done
a little text analysis

We structured the Kyoto-Text
into 10 aspects
and asked our board members
for comments:

1. Political and Moral Self-Understanding:

museums are democratising, inclusive and polyphonic spaces
for critical dialogue

comments

"I partially agree. Since in some countries,
it isn't possible to have critical dialogues."

"The text gives me the impression
of political correctness and trendy posturing approach."

"Every culture has its own values (good or bad)...
Not all people can handle feedback in the
same way we think - and is sometimes received as hard."

"Suggestion: ARE could be exchanged with."D BE..."

2. Time:

about the past and the future.

comments

"Museums are reflections of the past,
present bridging us to the future."

"Why not the present too?"

too?..."

3. Object of Investigation:

Acknowledging and addressing the conflicts and challenges of the present.

comments

"The problem is, who has the say towards the conflicts and challenges, the curator or the audiences – and does it apply to all types of museums, exhibitions, events and programmes?"

4. Collections, information, content:

they hold artefacts and specimens in trust for society, safeguard diverse memories for future generations.

comments

"Yes."..."

5. Accessibility:

guarantee equal rights and equal access to heritage for all people.

comments

"This is important for museums exist for the diverse public and their ever-changing society."

"Are museum able to "guarantee" equal rights?"..."

6. Commercial Aspect:

Museums are not for profit.

comments

"Museums are not for profit, but need sources of income to be financially sustainable.BE..."

7. Responsivity:

participatory and transparent, work in active partnership with and for diverse communities.

comments

"I like more to speak of *invite to participate*."

"This is the only way that museum can take the role
as connectors in society..
to be transparent is the most important thing."

BE..."

8. Fields of Activity:

to collect, preserve, research, interpret, exhibit

comments

"In the French context, it is strongly believed that by removing the word "education" (médiation in French), the museum field would lose one of its key pillars and all the contribution of generations of museum works to defend their roles as (science) educators in front of the curatorial team. Many museums still work in silos and it is important to support the work of museum educators by keeping "education" in the museum definition."

BE..."

9. Goals:

...and enhance understanding of the world.

comments

"This is important for museums that exist for a diverse audience and their constantly changing societies."..."

10. Overarching Objectives:

aiming to contribute to human dignity and social justice, global equality and planetary wellbeing.

comments

"If this is the goal,
there is a lot of work to do,
thank God...
we are with many :-))BE..."

SECOUND

I have made
personal considerations
from the perspective
of brand strategy

#museumdefinition



...the volcano paradigm

ICOM = MUSEUM ?

my personal thoughts...

Why?

How?

What?

Where?

Why?

The WHY touches the
intrinsic-emotional
motivation of the
institutional
behaviour.

The HOW affects the mission of the institution, how the objectives can be achieved.

How?

What?

The WHAT describes
the definition of
the institution,
the purpose.

The WHERE focuses on
the future, the vision
- based on the mission.

Where?

Let's look at
what we're
discussing
now...

Is this a definition?

„Museums are democratising, inclusive and polyphonic spaces for critical dialogue about the pasts and the futures.

Acknowledging and addressing the conflicts and challenges of the present, they hold artefacts and specimens in trust for society, safeguard diverse memories for future generations and guarantee equal rights and equal access to heritage for all people.

Museums are not for profit. They are participatory and transparent, and work in active partnership with and for diverse communities to collect, preserve, research, interpret, exhibit, and enhance understandings of the world aiming to contribute to human dignity and social justice,

Why

How?

What?

Where?

„Museums are democratising, inclusive and polyphonic spaces for critical dialogue about the pasts and the futures.

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I think we have to make a
clear difference between:

-> vision

-> mission

-> definition

vision

a vision that
many would
like to pursue

mission

a mission supported
by the majority

definition

a foundation on
which all can rely



the volcano paradigm

Today :

ICOM = MUSEUM

Tomorrow:

ICOM = MUSEUM²

What can be done?

Once the german artist
Joseph Beuys
expanded the definition
of art...

He defined art should be a
„social sculpture“.

Couldn't that be
a wonderful vision
for museums too?

vision \neq definition

make museums

more topical...

not political

...we have to work
on every field of activity.

collect
preserve
research
exhibit
interpret
promote

collect²

preserve²

research²

exhibit²

interpret²

promote²

and for sure:

communication

will be key

vision

a vision that
many would
like to pursue

mission

a mission supported
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definition

a foundation on
which all can rely



the volcano paradigm

Thanks for watching



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