MUSEUMS IN AN INFORMATION SOCIETY:
FROM COLLECTION TO DIGITAL ARCHIVES

Public lecture: SERCA’s Agriculture and Development Seminar Series
March 6, 2017

DR. Eiji MIZUSHIMA
Today’s presentation

0. My background and specialities
1. What is Museum? Basic question
2. Museum is evolving?
3. Management issues for museum running
4. Potentialities & Future oriented for AgriMuseum
my background and specialities

Museology, museography
(museum studies, cultural heritage studies)
Archives (digital, analogue, cataloguing, Information management)
Museum management

Working experience: 23 years
JSF/Science Museum Tokyo, museum design, exhibition design, Data Base
French Science Museum, Paris (5 years)
Project management (consultancy) for foreign countries (since 2003), etc.

University (teaching, research): 15 years
Field research, conservation
ICOM, JMMA, MARC-ASPAC
museology & museography

Museology
- Theory, Idea, Philosophy
- History
- Museum Policy
- Museum Law, administration
- Museum Management ....

Museography
- Communication
  - Exhibition, Education
- Planning
- Conservation & restoration
- Museum Documentation

IMAGINE THE FUTURE.
What is Museology?

- **Museology** (or **museum studies**) is the study of organization and management of museums, museum collections or the theory of museums.

---

**Slide Details:**
- **Title:** What is Museology?
- **Content:**
  - Museology (or museum studies) is the study of organization and management of museums, museum collections or the theory of museums.

---

**Diagram:**
- Diagram showing three elements: space, visitor, collection.

---

**Logos:**
- University of Tsukuba logo.
My research in material culture

Movable vs Immovable
Small object vs Big object
Written(record heritage) vs unwritten(intangible)
Living vs motionless (still life)
My research field
Aya Sophia Museum, Istambul
Conservation environment

Temperature measurement
Sabratha Archeological site, Libya
For new open air museum construction project
Over 2 hours (some visitors stayed all day long)
At the university: teaching (practice, field work)
Today’s presentation

0. My background and specialities

1. What is Museum? Basic question

2. Museum is evolving?

3. Management issues for museum running

4. Potentialities & Future oriented for AgriMuseum
1. What is Museum?  Basic question
1. What is museum?
1. Museum for what?
2. Function of museums
3. Classification of museum (AgriMuseum)
4. Definition of museum
A Symbol?
What is museum?

Symbol of the nation?
Stock room for cultural properties?

Tool for education = Learning center

National Nara Museum, Japan
How many museums in the world?

- USA: 18,000
- Japan: 5,747 (as of 2011 Oct)
- France: 2,500
- UK: 1,800
- Korea: 1,200
- China: 3,500 → 5,000 or 6,000 (within a few years)
- Taiwan: 600 → 800
- Libya: 12

- Philippine?
Development of Museums in East Asia
Global Changes surrounded by museums

- Policy
- Economy
- Society
- Technology

For museums:
We need a strategy for
PEST management
### 3 PEST management

<table>
<thead>
<tr>
<th>Global Changes surrounded by museums</th>
<th>Museum environment towards professionalism</th>
<th>We need to do … … …</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Policy</strong></td>
<td><strong>Performance</strong></td>
<td><strong>Practice</strong></td>
</tr>
<tr>
<td><strong>Economy</strong></td>
<td><strong>Ethics</strong></td>
<td><strong>Education</strong></td>
</tr>
<tr>
<td><strong>Society</strong></td>
<td><strong>Standard</strong></td>
<td><strong>Skill up</strong></td>
</tr>
<tr>
<td><strong>Technology</strong></td>
<td><strong>Thinking</strong></td>
<td><strong>Training</strong></td>
</tr>
</tbody>
</table>
Japanese Museum’s Concerns, Today

- Museum Policy
- Human resources
- Museum accountability
- Management factor

- Museum Law & Code of Ethics
- Training courses for curators (at university level)
- Development of evaluation system
- Risk management

Japanese Museum Concerns
Revision of Museum Law

• 1999-2001 (3 years) International comparative studies on Museum Education in Six Countries (USA, Canada, UK, France, Germany, Japan)

• 2000, Political report by JAM, “Dialogue and Collaboration”
  - The Museum of the New Age to be created with the cooperation of Citizens-

• 2003, “Desirable Image of the Museum”
• 2008, Revision of the Museum Law

• Now, again for discussions to be revised
“Desirable Image of the Museum”
(first political report on museums in Japan)
3 major social missions by JAM

Re-definition of Museum’s role (2008)
Consensus “Desirable Image of the Museum”
3 major social missions by JAM

by Japanese Association of Museums

Museum Management

Social mission
Openness to the public

Re-definition of Museum’s role (2008)

Intellectual motivation
Enjoyment
Creation of New value

Trusteeship
For next generation

Communication

Collection
Museum’s functions and its role

- Collection
- Research
- Conservation
- Education
- Exhibition

Museum function
What is the priority?
Collection care?
Education activities?
What type of institution do you think a museum is?
Comparative study (Japan - China)

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>A social service institution</td>
</tr>
<tr>
<td>b</td>
<td>An educational institution</td>
</tr>
<tr>
<td>c</td>
<td>A recreation and leisure institution</td>
</tr>
<tr>
<td>d</td>
<td>An institution that records and preserves natural and cultural heritage</td>
</tr>
<tr>
<td>e</td>
<td>An institution that promotes knowledge and culture</td>
</tr>
<tr>
<td>f</td>
<td>An institution that studies natural science, history and culture</td>
</tr>
<tr>
<td>g</td>
<td>Other</td>
</tr>
</tbody>
</table>
What type of institution do you think a museum is?

Comparative study (Japan - Malaysia)

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>A social service institution</td>
</tr>
<tr>
<td>b</td>
<td>An educational institution</td>
</tr>
<tr>
<td>c</td>
<td>A recreation and leisure institution</td>
</tr>
<tr>
<td>d</td>
<td>An institution that records and preserves natural and cultural heritage</td>
</tr>
<tr>
<td>e</td>
<td>An institution that promotes knowledge and culture</td>
</tr>
<tr>
<td>f</td>
<td>An institution that studies natural science, history and culture</td>
</tr>
<tr>
<td>g</td>
<td>Other</td>
</tr>
</tbody>
</table>
classification(typology) of museums

1. Founder:
   - National Museum
   - Local authorities museum (prefecture, city…)
   - University museum
   - Private museum

2. General museum & Specialized museum

3. Virtual museum (Digital museum)

ICOM News, 1946
Specialized museum:

1. Archaeology museum
2. History museum
3. Art museum
   - Sculpture museum
   - Mosaic museum
   - Painting museum (pinacothque)
4. Natural history museum/ Nature museum
5. Science & technology museum
6. Folklore museum / ethnology museum
7. Agriculture museum
## Agriculture related museum (Cooperate museum)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Museums in Japan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Forestry, Fishery</td>
<td>Agriculture, forestry, whales, milk, salt, mushroom, kelp, soy sauce, potato, soybeans paste, pear, Professional woman diver museum</td>
</tr>
</tbody>
</table>

Architecture related, environment museum:

1. Open air museum
2. Eco museum
3. Site museum
in case of Agriculture...

• What would be the collection?
  – Object? Plant? Botanical Garden?
  – Living Animals? Zoo? Domestic animal?
  – Gene bank? Seed collection?
  – Any other collection?
    • (educational Information, scientific, cultural?)
    • Activities, museum function?
site museum ; contextualism
social, scientific, historical context
What is museum?

-Definition of Museum-

A museum is a non-profit, permanent institution in the **service of society** and its development, open to the public, which **acquires, conserves, researches, communicates and exhibits** the **tangible and intangible heritage** of humanity and its environment for the purposes of **education, study and enjoyment**.

*ICOM Statutes,*
*adopted by the 22nd General Assembly*
*Vienna, Austria, 24 August 2007*
Why do we have museum?

1. Collections (specimen?)
   1. *How do we get them?*
   2. *How do we study and care for them?*
   3. *what do we do with the collection?*

2. Conservation *for the future generation*

3. Open to the public (citizens, local people)

4. Local Development (tourist; to show our rich cultures)

5. Research (scientific) eg. History, archaeology, art, culture, science

6. Education & Exhibitions
Exhibition and Education

-for showing the local cultures

-for national identity(culture)

school education vs museum education
World Heritage site, Cyrene, Libya

Louvre Museum
Today’s presentation

0. My background and specialities

1. What is Museum? Basic question

2. Museum is evolving?

3. Management issues for museum running

4. Potentialities & Future oriented for AgriMuseum
2. Museum is evolving?

1. From collection to information
2. Information value
3. Relation between society and museum
Collection type museum
Expansion of a concept of museum object

• The concept of the museum collection is now expanding.
• Ex. Historical building
  ➔ cultural scenery, landscape
  ➔ Intangible heritage, craftman’s technique
  ➔ digital data (no physical collection)
Museum deal with…

- Art, History
  - invisible
    - (ex: music)
    - instruments
  - intangible
  - tangible
    - object
      - movable
      - cultural properties
    - immovable
      - site
      - architecture
  - Art Works,
  - Historical objects
  - Cultural Heritage

University of Tsukuba
the concept of cultural heritage itself is extended... change the idea from analogue to digital
Digital archive project over 10 years
Outstanding Universal Value (OUV)?

Kohdou-kan, Japan
Historical site, special national monument
対象地域
(日本)

Mito
水戸
Nagasaki 長崎
Museum of History & Culture
Nagasaki Museum of History and Culture
Main gate  (restoration)
Collection and examination
Study for collection layout and information
Exhibition design = visualization = computerized audiovisual
City navigation; from Past to present
貿易市長崎町ナビ
Specific Term (concept)

Object vs Collection

Property vs Heritage

Digital Heritage vs Digital Archives
Object (by Martin R. Scharer)

We are surrounded by things in our everyday life. They have a utility function:

First, real reality. Objects are kept for reuse.

Second reality: Special man-thing-relationship.
  - Things are decontextualized from the first reality (for attributed values) and recontextualized in a new fictitious/imaginary context.

Third reality: Personal. Man creates objects by having a personal dialogue, by isolating the object from the first or the second reality.
Property : 文化財

• Cultural Property:
  all **movable** objects, as expression and evidence of human creative work or development of nature, are of artistic, scientific or technical value and interest.

*UNESCO recommendation from 30 Nov 1978, Paris*
Heritage : 文化遺産

• Cultural Heritage :
  Entirety of the material and intellectual results of human activity created by mankind within the process of its confrontation with the environment.

• They serve the social development to higher stage, consequently all progressive achievements of the previous culture of mankind.

Klaus Schreiner (1978) Studies on Museology, Terminological Dictionary of Museology, Leipzig
What is the difference between the two?

- There is a vogue (trend) in usage of a term.
- It is a kind of fashion.

- In Japan, we do not use digital property, but we use digital heritage or digital archive. (digital collection : ISO)

- We may misunderstand the original meaning!
- We live in the world of ambiguity.
World Heritage (UNESCO, 1972)

before 1972, in Japan, Heritage: negative image (~~!)

Today, Positive image 😊
When New Concept has arisen …..
Cultural heritage on-line (National Agency for Culture)
Japanese government provoke to digitization.
Japan is moving toward digital collection.
Virtual Collection of Masterpieces (Asia=Europe) ASEMUS
Exploit the museum collection with Digital

The point here is that no one cares about the information resources where it come from.

digitization

Information into text

Recording (documenting) for inventory

Trends

MLA Information Resources
When 2 Concepts meet…

Concept A → Concept X → Concept B

museum → AgriMuseum → agriculture

digital → Learnig Center → education

?
Kohdou-kan, Japan
Historical site, special national monument

Digital archive studies (2003〜)
Koudoukan Digital archive Project

Wood block printing
Past

Present
Woodblock print
Today’s presentation

0. My background and specialities

1. What is Museum? Basic question

2. Museum is evolving?

3. **Management issues for museum running**

4. Potentialities & Future oriented for AgriMuseum
3. Management issues for Museum running

1. Japanese National Council of Education
2. Management factors
Japanese National Council of Education
(2007)

• 21 century is **knowledge-based society**
  ➔ Museum Library Archives collaboration
  ➔ intellectual property right

• **Building a sustainability society**
  ➔ Education for Sustainable Development
  ➔ society of knowledge cycle
For Next generations…

1. Today’s Museum is different from the old ones.
2. The concept of museums and the related terms are always evolving. Digital Museum, Virtual Museum…
3. Our mind is changing because of the development of technologies.
4. Our society demand different way accordingly what we need.
5. Virtual visitor request more and more detailed information. Because MLA have rich information resources.
3. 5 big Management factors

1. Human resources (museum staff, visitor)
2. Object, collection, heritage
3. Budget (money)
4. Time
5. Information
1) Collection management
Physical & information Flow

- Purchase, Donation, production
- Transportation
- Acquisition
- Cataloguing, documentation
- Research, Exhibition preparation
- Open to the public
- Education activity
- Loan
2) Human management factors

1. The importance of Professional Education
2. Designing for Training course, museum design, research
   (MARC ASPAC)
Theory and Practice
cataloguing, digitalizing for collection management
To run the museum, we need 3 factors:

- Museum management
- Collection
- Museum communication
<table>
<thead>
<tr>
<th></th>
<th>Before</th>
<th>at that moment</th>
<th>after</th>
</tr>
</thead>
<tbody>
<tr>
<td>People</td>
<td>- Human networking</td>
<td>- Lifesaving (inside &amp; outside the museum)</td>
<td>- Self-help</td>
</tr>
<tr>
<td></td>
<td>- Building confidence</td>
<td>- Investigation at the initial stage</td>
<td>- Volunteers</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Give &amp; Take spirit</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- New administration system over the wide area</td>
</tr>
<tr>
<td>Material/collection</td>
<td>- Stockpile Reliefs for evacuation of the collections, foods, water</td>
<td>- Rescue, evacuation, preservation &amp; conservation</td>
<td>- Keeping collection in order</td>
</tr>
<tr>
<td></td>
<td>- Set up a stronghold (Headquarters ASAP)</td>
<td>- First aid of collections</td>
<td>- Restoration, repair,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Refuge</td>
<td>- conservation treatment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Support materials for rescue</td>
<td>- Disposal</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Transfer and measures</td>
<td>- Identification</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Evaluation</td>
</tr>
<tr>
<td>Time</td>
<td>- Make an estimate of Time needed and analysis</td>
<td>- Time for evacuation</td>
<td>- Time for Recovery,</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Rivival of museum function</td>
</tr>
<tr>
<td>Information</td>
<td>- Forecast of the occurrence (using high technology)</td>
<td>- Announcement (foreign language)</td>
<td>- Correct information of the damages</td>
</tr>
<tr>
<td></td>
<td>- Making a Manuals and training</td>
<td>- Emergency call networking</td>
<td>- Communication for help</td>
</tr>
<tr>
<td></td>
<td>- Inventories (keep &amp;</td>
<td>- Information gathering &amp; distribution (using IT)</td>
<td>- internationally</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Money</td>
<td>- Stock, fund-raising</td>
<td>- Rescue</td>
<td>- Budget for recovery</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Insurance</td>
<td>- Estimation of damages</td>
</tr>
</tbody>
</table>
Today’s presentation

0. My background and specialities

1. What is Museum? Basic question

2. Museum is evolving?

3. Management issues for museum running

4. Potentialities & Future oriented for AgriMuseum
4. Potentialities & Future oriented for AgriMuseum

1. Case studies of our project MLA
2. New museum function (conclusion)
Micro Museum
Archive Room
Digitalization
MLA collaboration of the Institutional memories: museology, library science, archival science
Research design

Purpose 1: Construction of the archives

- Museum materials
- Archival materials
- Information architecture

Purpose 2: Critical examination of the history of library and information professions

- Methodology of archival studies
- Library history research
- Methodology of museology
Conservation and info utilization

1. Physical = objects/ collection = environment control (E.C)
2. Information = record = inventory, catalogue = documentation = digital archive
3. Education for professionalization (curator: scenario making)
4. Creating new values
Trends
of the museum, by the museum, for the museum
Museum, of the people, by the people, for the people

Activity level

Collection  Research  Exhibition  Conservation

Information level

Data - collection  Description  Registration  Documentation  Presentation  Interpretation  Long term - Preservation

Digital Heritages
As a information culture as well as material culture, for future generations
Educational contributions for Museums world

International Exchange of the ideas with different perspective
Human Networking, understanding each other
What I learned from my experiences

1. Confidence, Trustworthy, human relations

2. Object oriented, information oriented (technical issues)

3. Museum Management factors such as Budget

4. Time management

5. Accurate information

Since 2007, once or twice a year on site training courses in Libya
My suggestions: for younger professionals

Museum development  Your own carrier development

“Museum for All”

Slogan by UNESCO
Traditional Museum Function

L’Objet de la Museologie (2005), P.A. Marriaux ed.,

Thesaurisation

Collection
Conservation

Exhibition
Education
Interpretation
Publication
Event

Experience

Knowledge

Share

Object
Research Theme
Museography
Public
Museology

IMAGINE THE FUTURE.
New Museum Function

L’Objet de la Museologie (2005), P.A. Marriaux ed.,

Social Actor

Share or the knowledge

Eternity of the object

Cultural Actor

Economic Actor

Regional Integration
Networking with International Partner

- Regional Alliance
- Academic society (museum studies...)
- University (Cultural heritage studies, museum studies)
- Private sector

I hope your AgriMuseum Project be a big success!
Contact

mizushima@slis.tsukuba.ac.jp
Annex presentation

museum planning

how do we create a new museum?
case study

“Museum towards the Future”

MUSEUM of TOCRA
T.O.C.R.A
Concept

- T: Training
- O: Organization
- C: Conservation
- R: Research
- A: Archaeology
FUNCTIONS of MUSEUM of TOCRA

Exhibition

Management of the site
(site museum)

Training & Research

Tourist Facility
<table>
<thead>
<tr>
<th>#</th>
<th><strong>checklist</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Clarification of the concept, location and size</td>
</tr>
<tr>
<td>2</td>
<td>Way of cooperation (Libya-Japan)</td>
</tr>
<tr>
<td>3</td>
<td>Human Resources, Staffing for T.O.C.R.A</td>
</tr>
<tr>
<td>4</td>
<td>Action plan</td>
</tr>
<tr>
<td>5</td>
<td>Total amount of collection and preparation for the exhibition (documentation, cataloguing)</td>
</tr>
<tr>
<td>6</td>
<td><strong>Museological consideration</strong></td>
</tr>
<tr>
<td></td>
<td>(exhibition, interpretation, visitor services)</td>
</tr>
<tr>
<td>7</td>
<td>Education and training policy</td>
</tr>
<tr>
<td>8</td>
<td>Finance</td>
</tr>
</tbody>
</table>
**Training & Research Center**

**In-Class Training: THEORY**
- Legislative Framework: International and Domestic
- Surveying and Excavation Methodology and Technique
- Recording and Documentation Methodology and Technique
- Conservation and Restoration Science

**On-Site Training: PRACTICE**
- Survey and Excavation
- Recording and Documentation
- Onsite Conservation Treatment

**Sustainable Conservation & Management**