



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

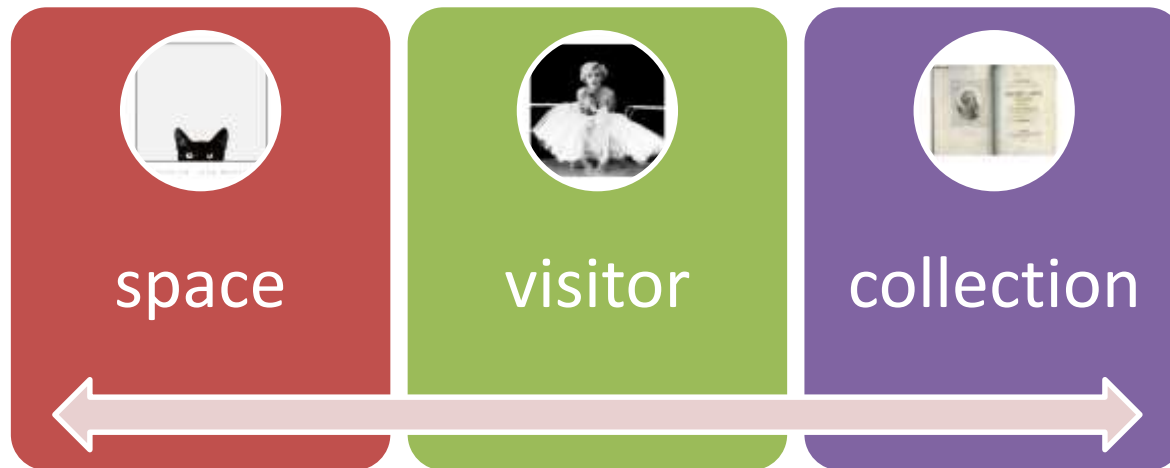


Museography

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

What is Museology ?

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



My research in material culture

Movable vs Immovable

Small object vs Big object

Written(record heritage) vs unwritten(intangible)

Living vs motionless (still life)





Aya Sophia Museum, Istanbul (2005~2007 / 2009~2014)







IMAGINE THE FUTURE.

Temperature measurement

Conservation environment





Sabratha Archeological site, Libya
For new open air museum construction project

Leptis Magna



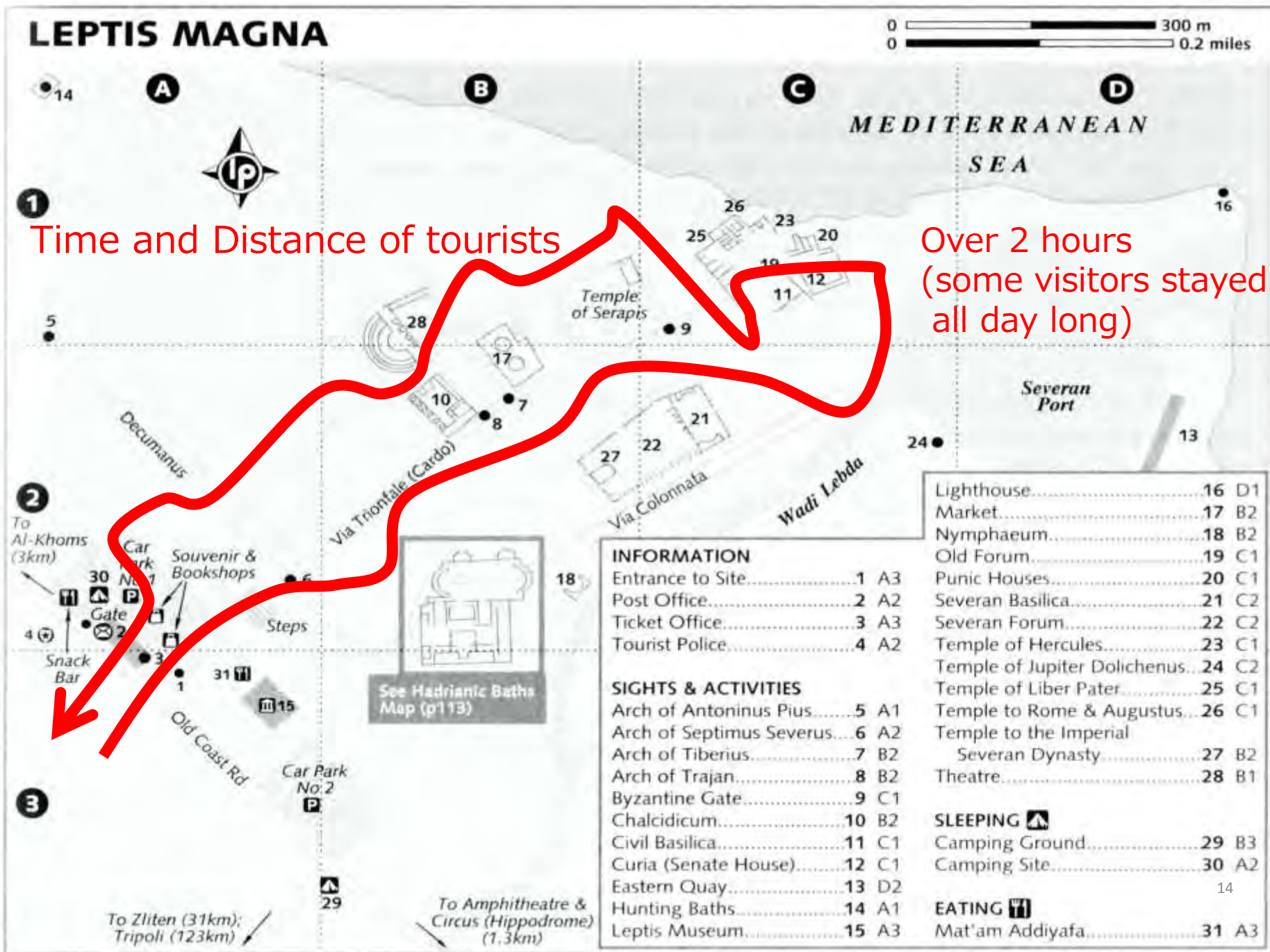
LEPTIS MAGNA

0 300 m
0 0.2 miles



Time and Distance of tourists

Over 2 hours
(some visitors stayed
all day long)



At the university : teaching (practice, field work)



Today's presentation

0. My background and specialities

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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



What is museum ?

Symbol of the nation ?

Stock room for cultural properties ?

Tool for education = Learning center

National Nara Museum, Japan

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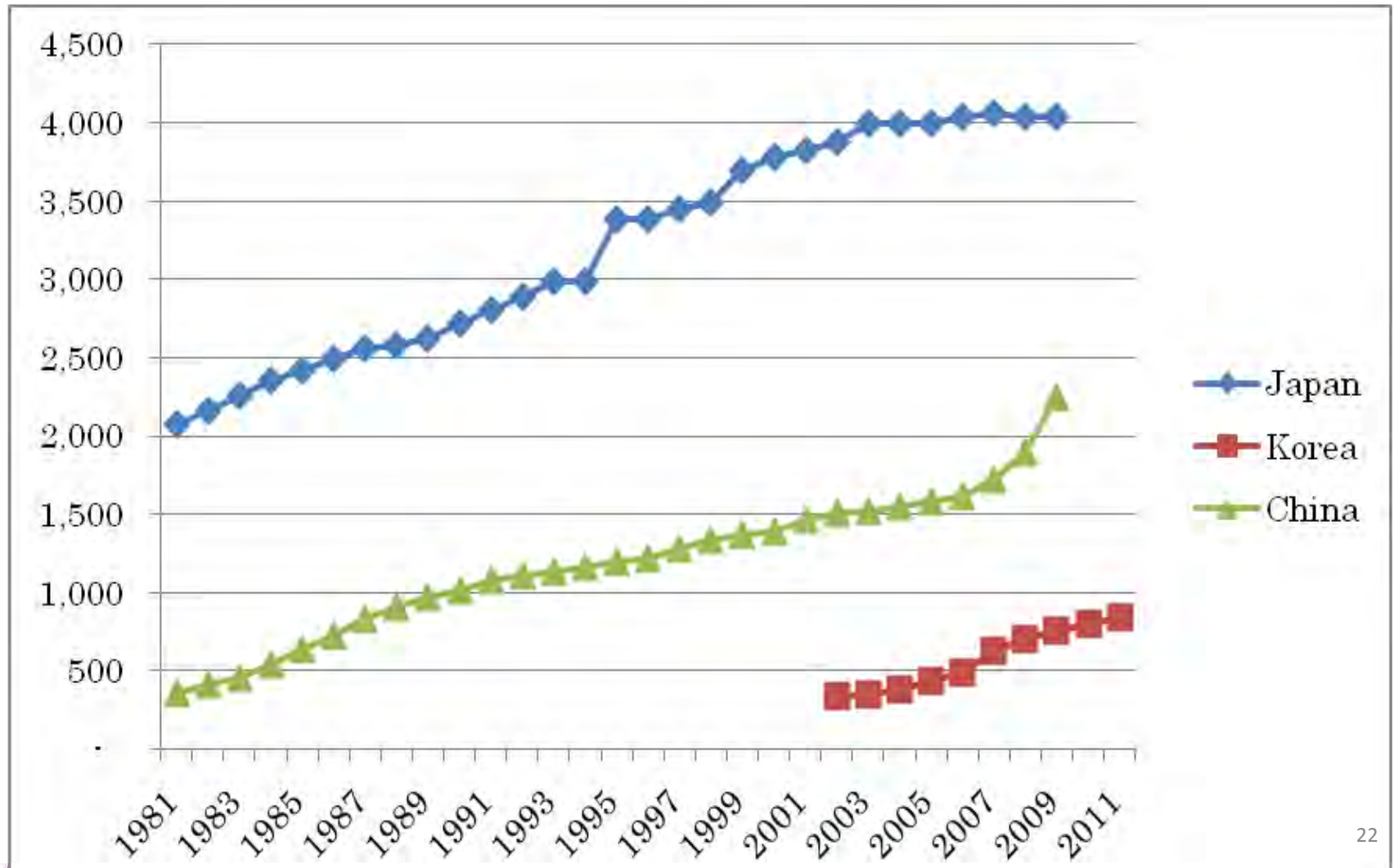
How many museums in the world ?

- 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



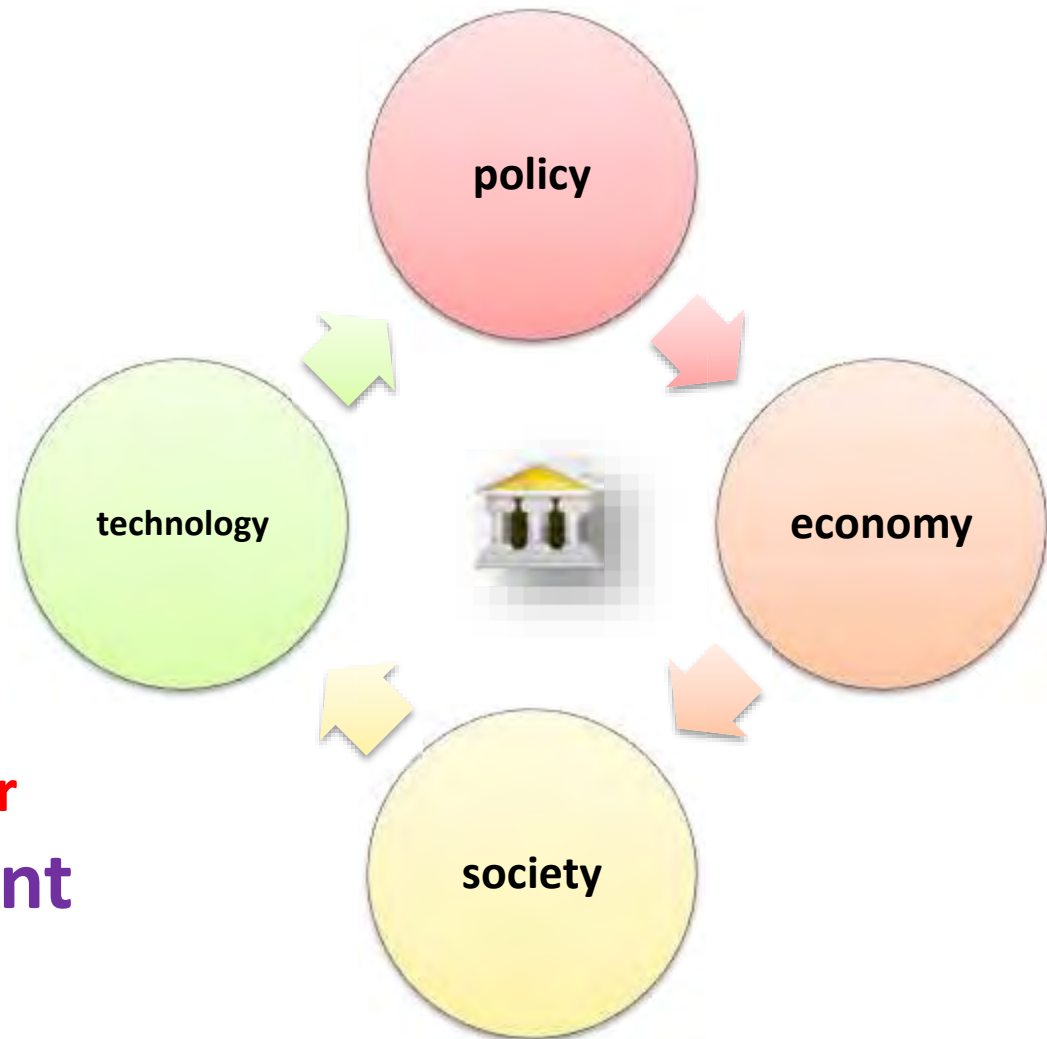
- **Philippine?**

Development of Museums in East Asia



Global Changes surrounded by museums

- Policy
- Economy
- Society
- Technology



For museums :
We need a strategy for
PEST management

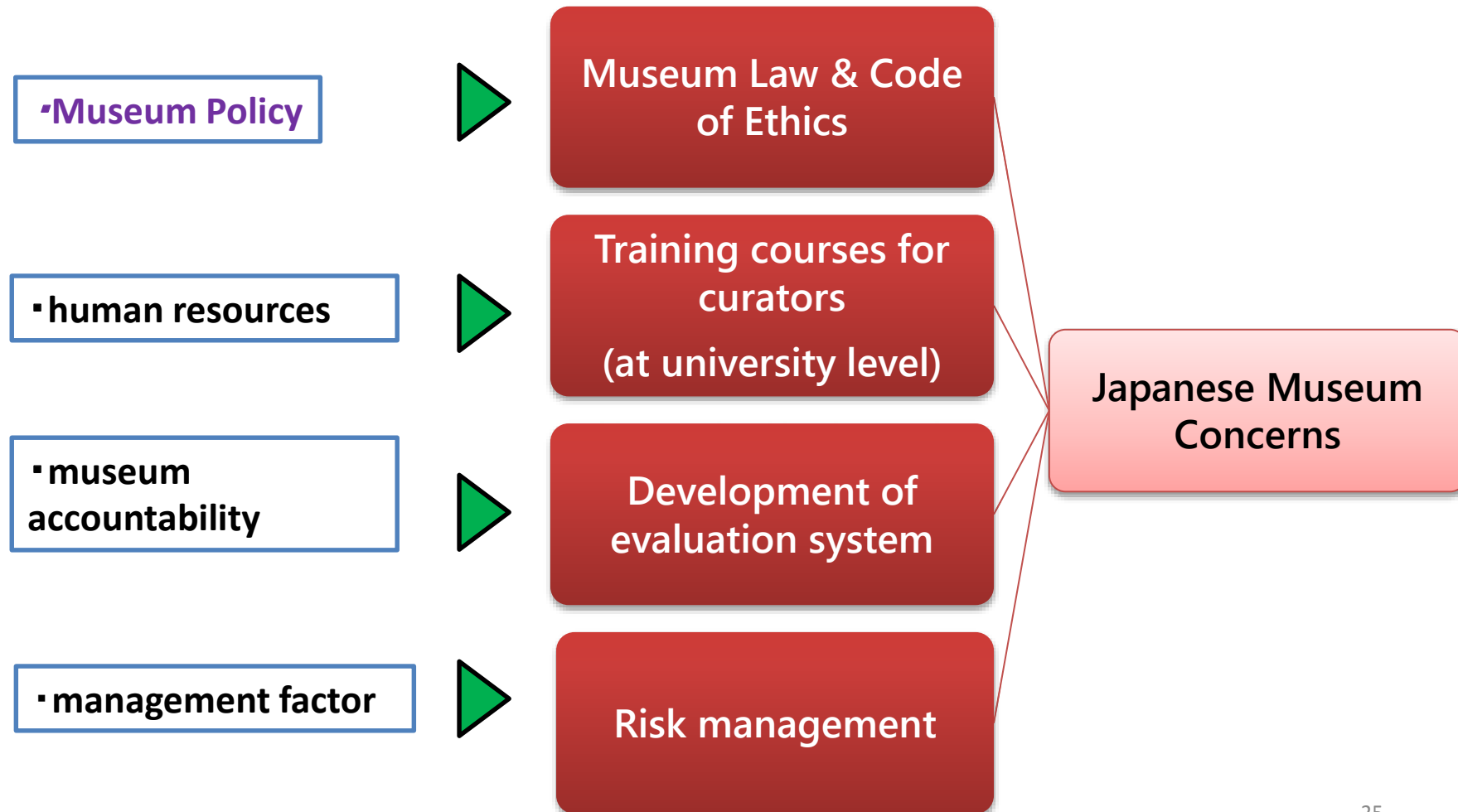
3 PEST management

Global Changes surrounded by museums	Museum environment towards professionalism	We need to do
Policy	Performance	Practice
Economy	Ethics	Education
Society	Standard	Skill up
Technology	Thinking	Training



A diagram consisting of four arrows originating from the word 'Ethics' in the second column of the table. The arrows point to the words 'Practice', 'Education', 'Skill up', and 'Training' in the third column of the table, indicating a relationship or flow from ethics to these specific areas of practice.

Japanese Museum's Concerns, Today

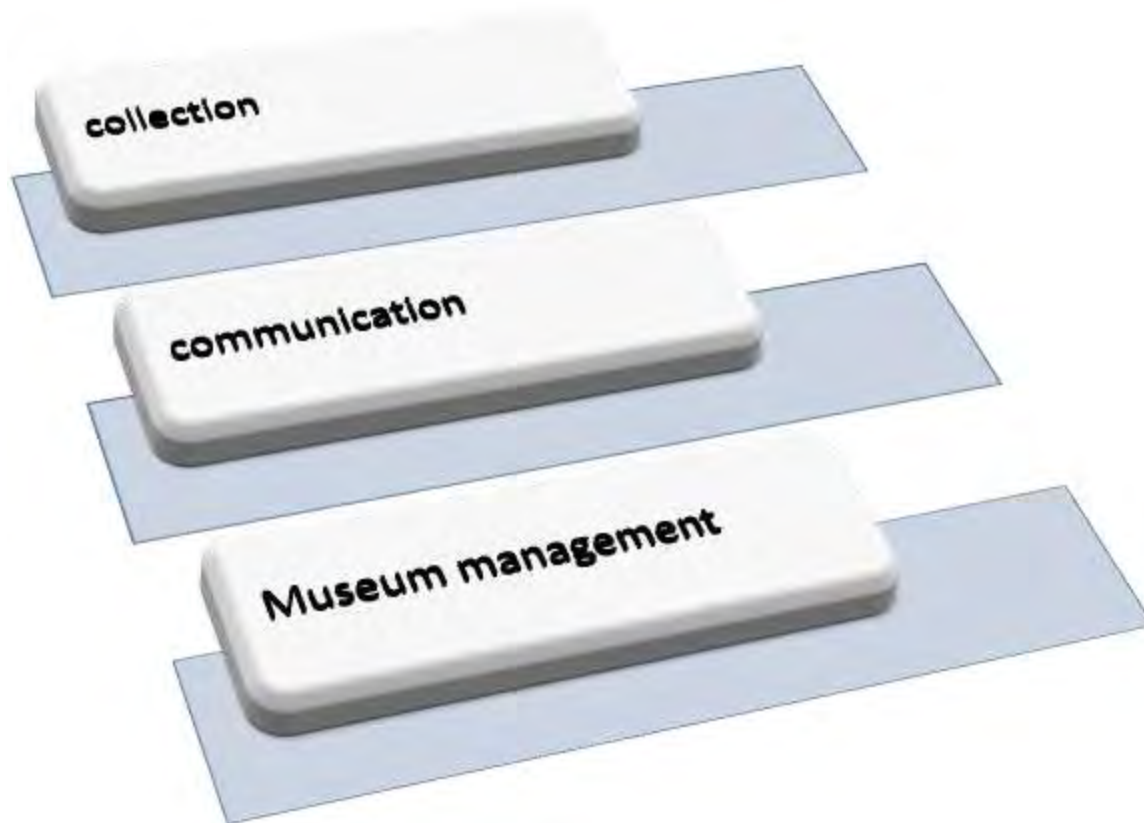


Revision of Museum Law

- 1999-2001 (3years) International comparative studies on Museum Education in Six Countries
(USA, Candada, 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

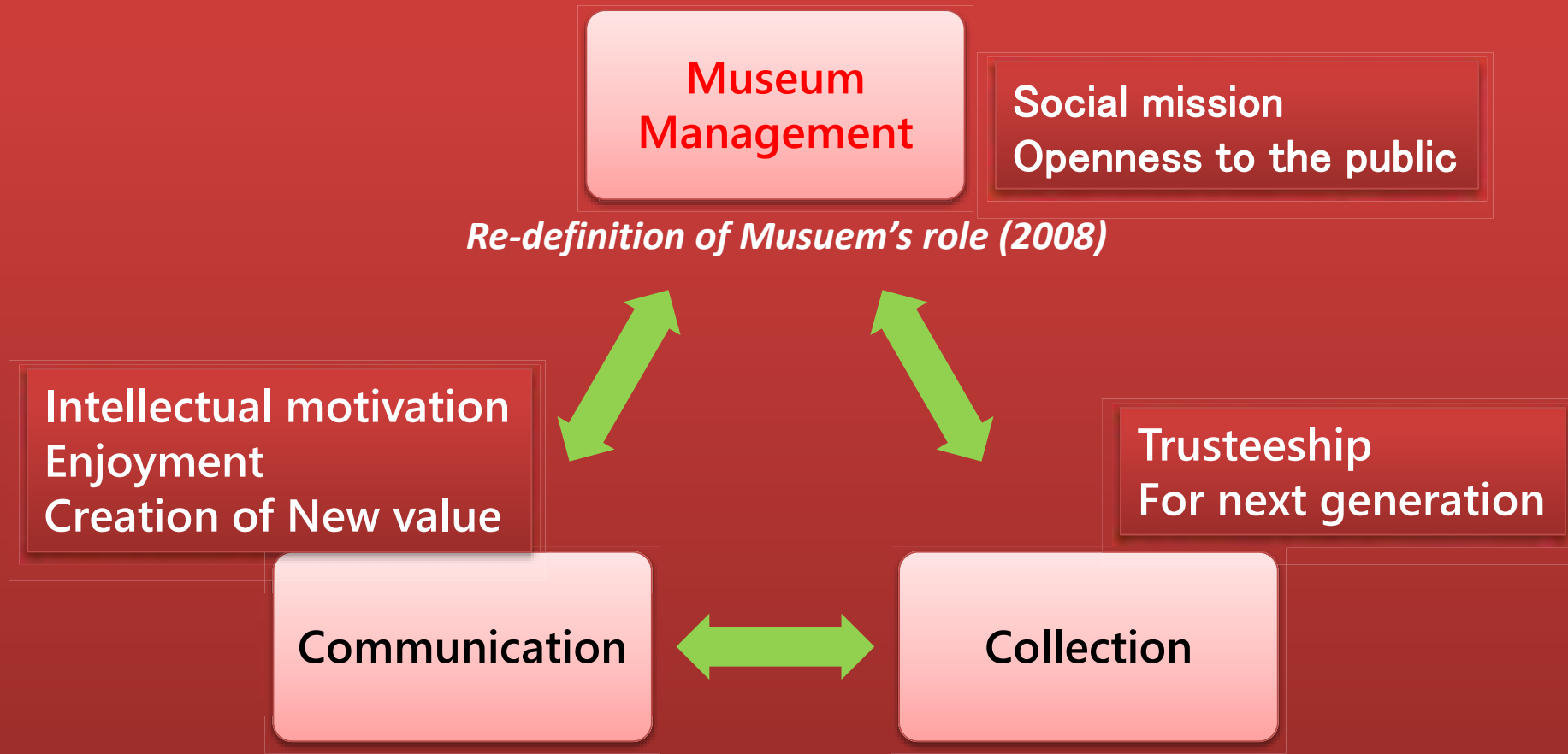
“Desirable Image of the Museum”
(first political report on museums in Japan)
3 major social missions by JAM

Re-definition of Museum's role (2008)

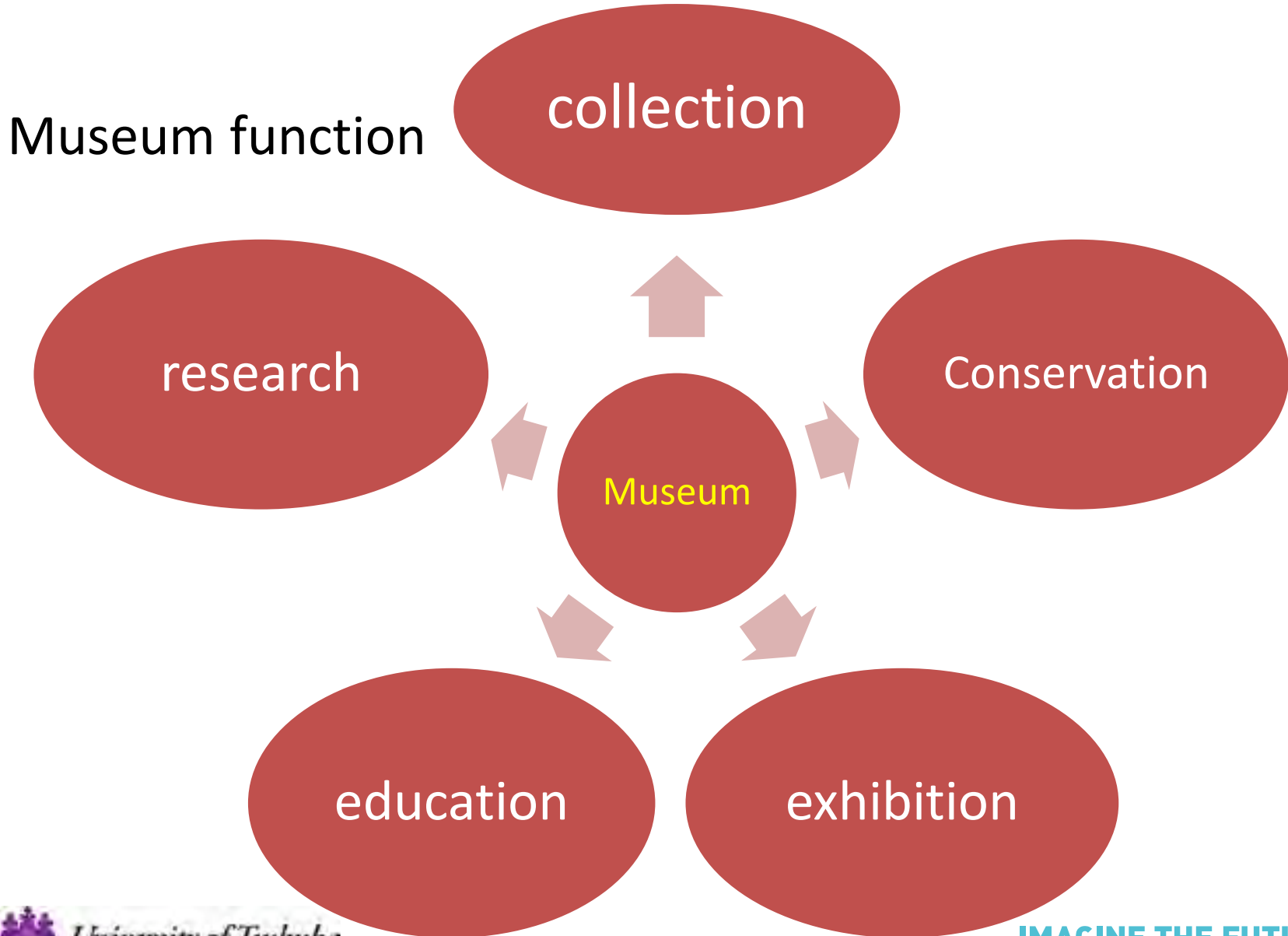


Consensus “Desirable Image of the Museum” 3 major social missions by JAM

by Japanese Association of Museums



Museum's functions and its role



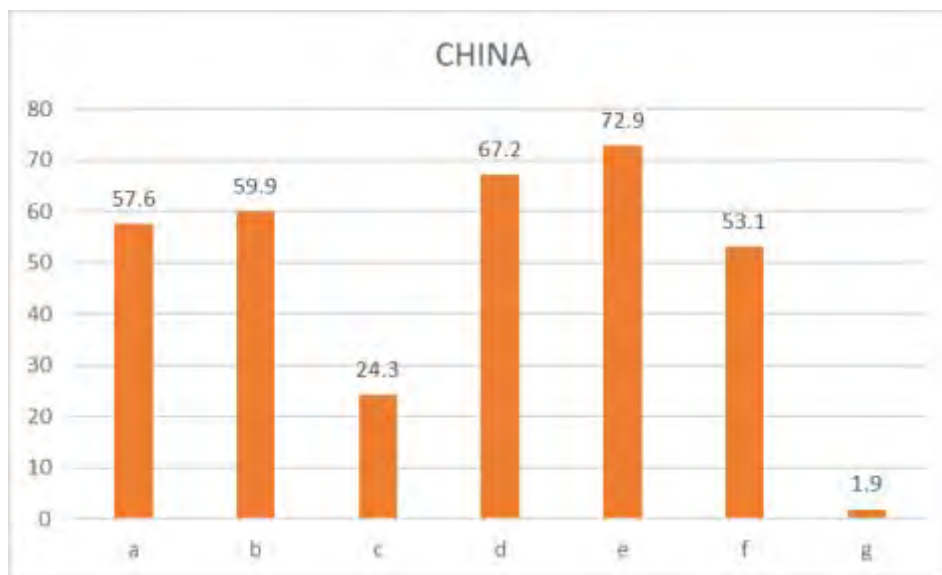
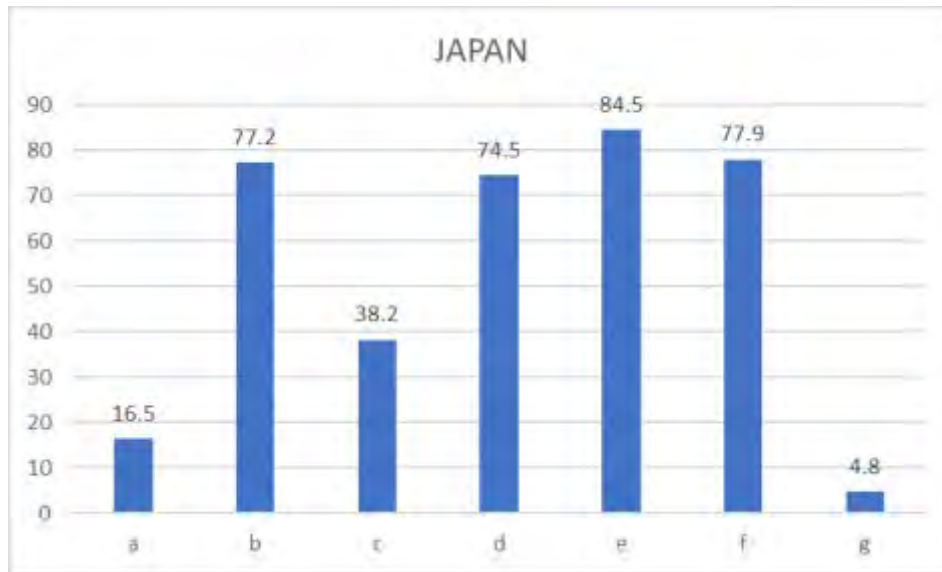
What is the priority?

Collection care?
Education activities?



What type of institution do you think a museum is ?

Comparative study (Japan - China)



abbreviation

a **A social service institution**

b **An educational institution**

c A recreation and leisure institution

d An institution that records and preserves natural and cultural heritage

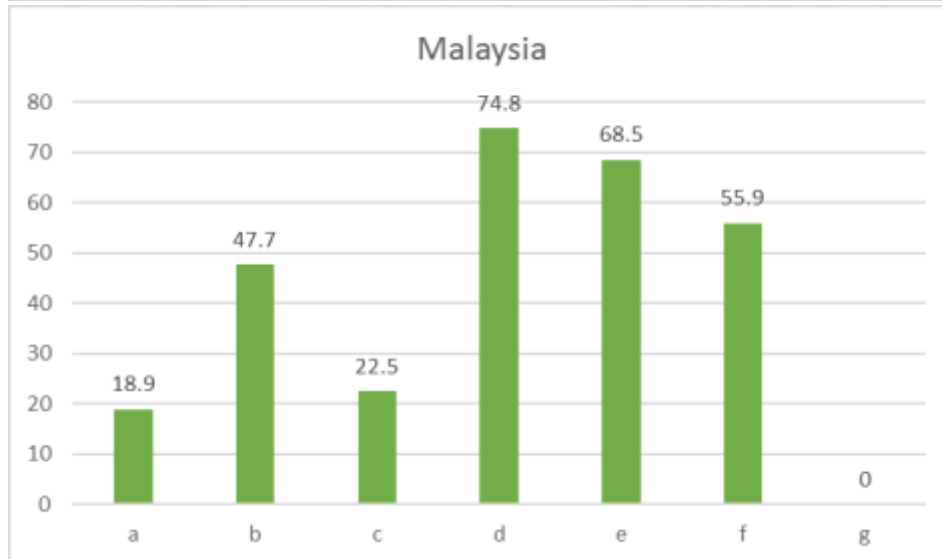
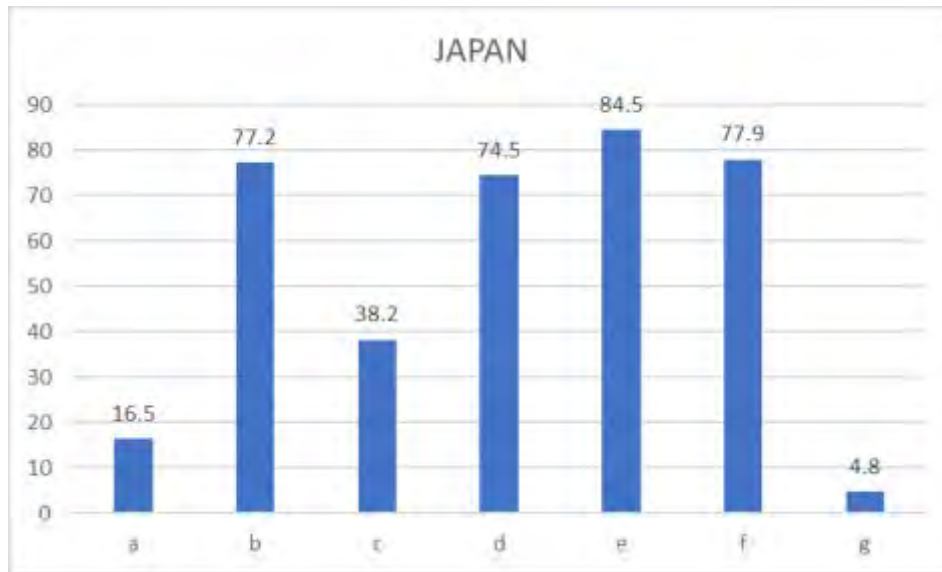
e An institution that promotes knowledge and culture

f An institution that studies natural science, history and culture

g Other

What type of institution do you think a museum is ?

Comparative study (Japan - Malaysia)



abbreviation

a	A social service institution
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d	An institution that records and preserves natural and cultural heritage
e	An institution that promotes knowledge and culture
f	An institution that studies natural science, history and culture
g	Other

[illegible]

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)

Industry	Museums in Japan
Agriculture, Forestry, Fishery	Agriculture, forestry, whales, milk, salt, mushroom, kelp, soy sauce, potato, soybeans paste, pear, Professional woman diver museum

Reference :JMMA Dictionary (2015)

Architecture related, environment museum :

1. Open air museum
2. Eco museum
3. Site museum



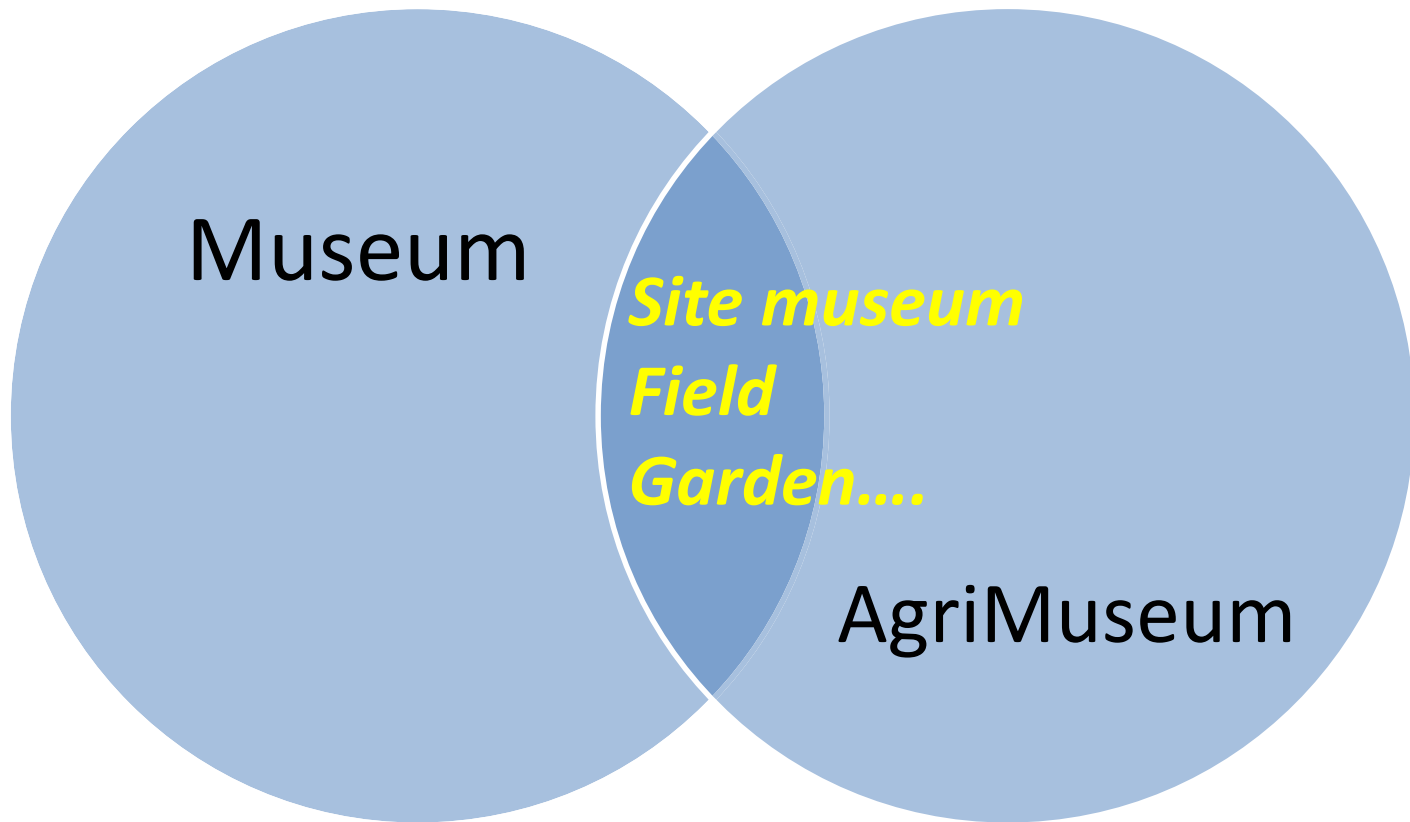
Cyrene

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*

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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



MAGNET THE FUTURE.

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2. Museum is evolving?

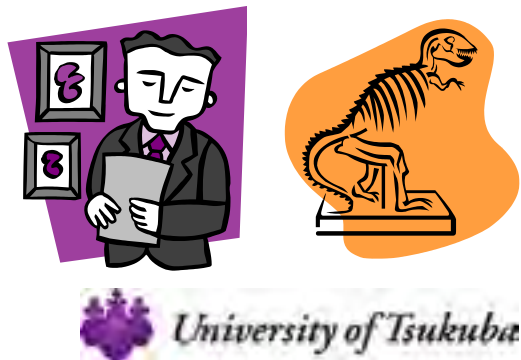
1. From collection to **information**
2. Information value
3. Relation between society and museum

Collection type museum

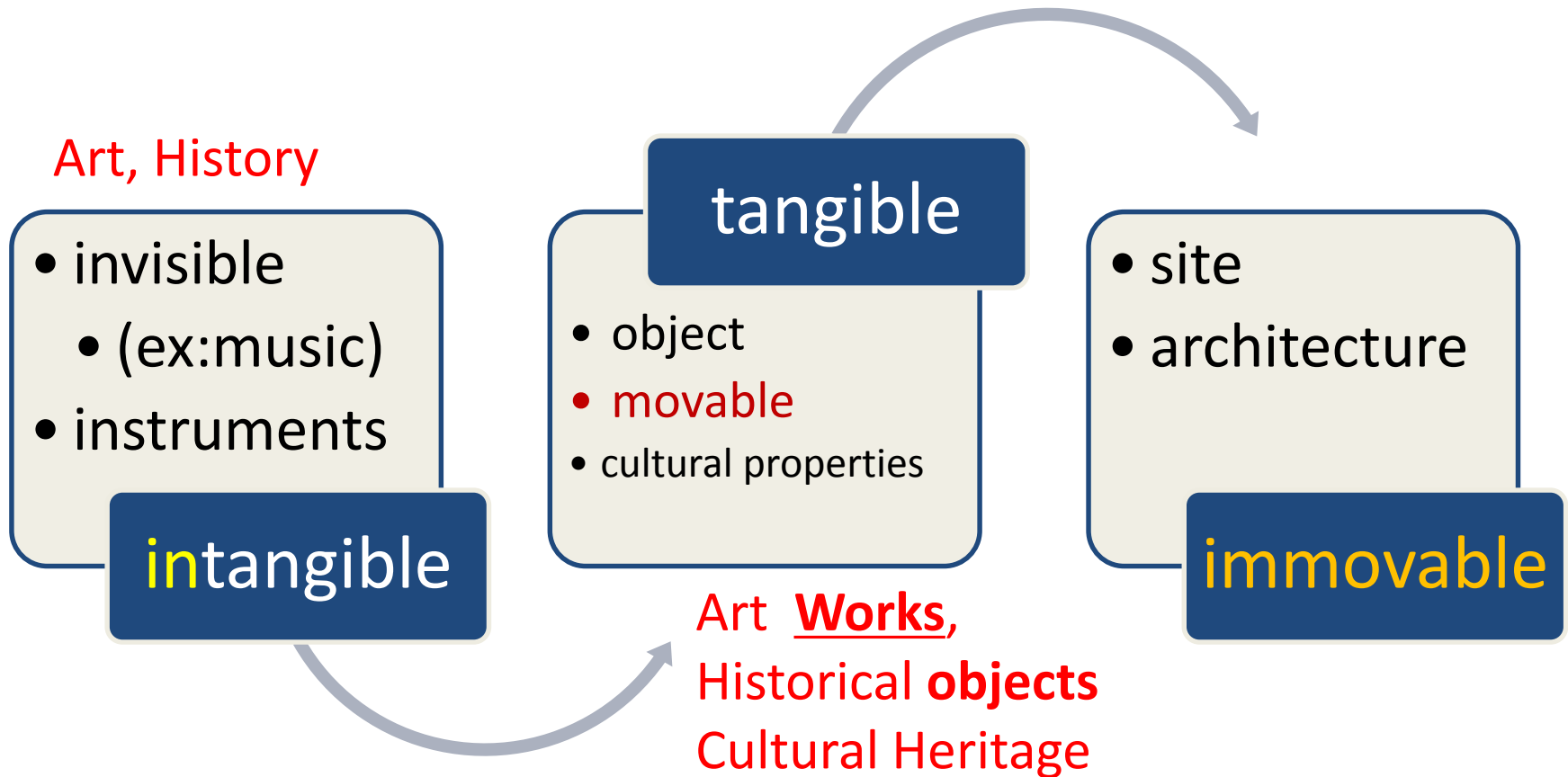


Expansion of a concept of museum object

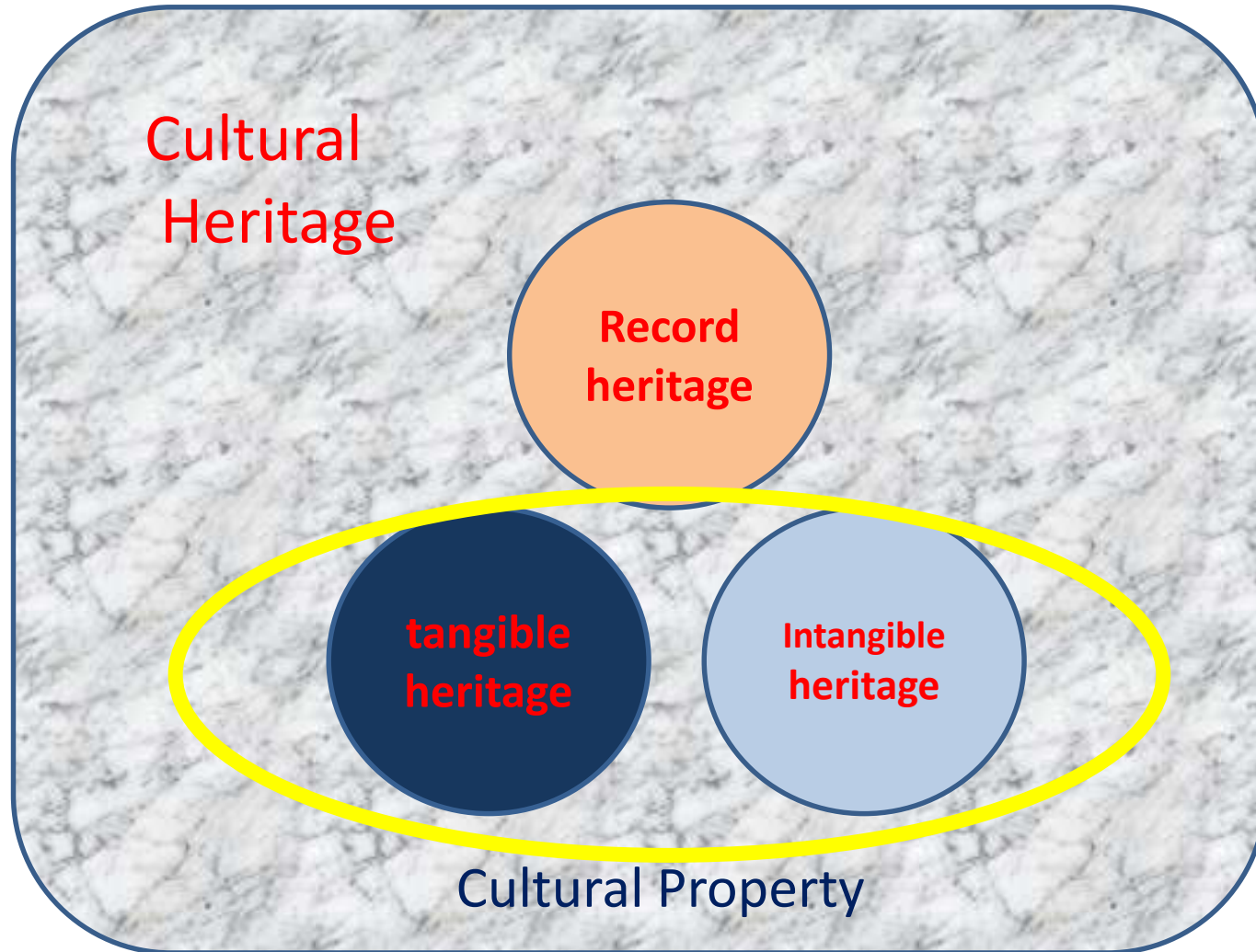
- The concept of the museum collection is now expanding.
- Ex. Historical building
 - cultural scenery, landscape
 - Intangible heritage, craftsman's technique
 - **digital data (no physical collection)**



Museum deal with...



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)



Nagasaki 長崎
Museum of History & Culture



Mito 水戸



筑波大学
University of Tsukuba

Nagasaki Museum of History and Culture

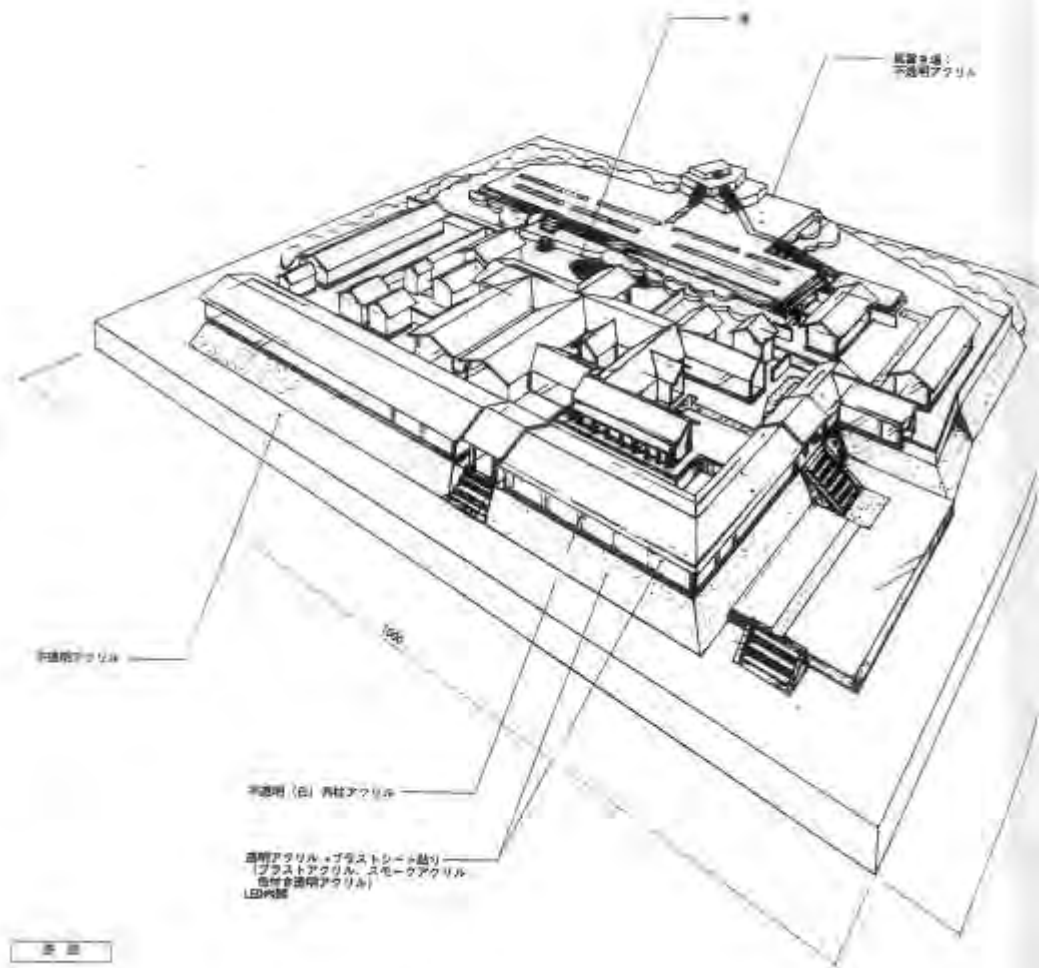
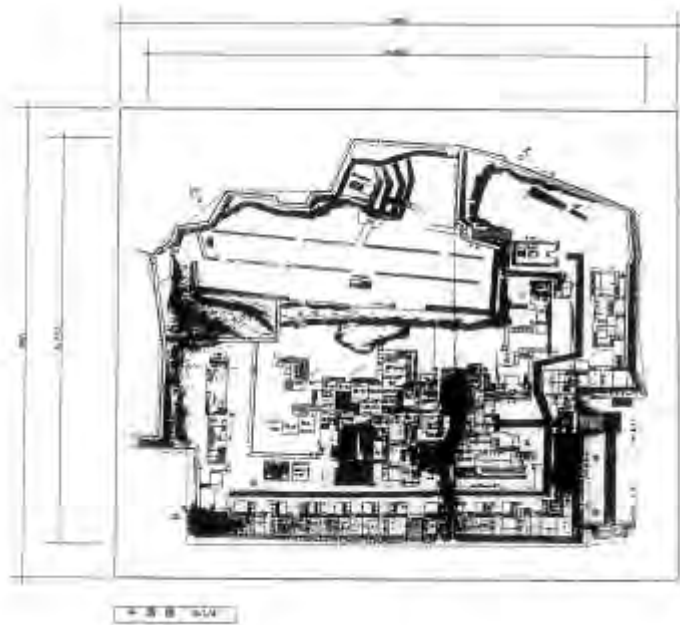


Main gate (restoration)





仕 場
標準縮尺 1/150
前0000×0880×H100
不透明アクリル、透明アクリル、プラスチックシート貼り
LED内照





Collection and examination

Study for collection layout and information



Exhibition design = visualization = computerized audiovisual



City navigation ; from Past to present



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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)

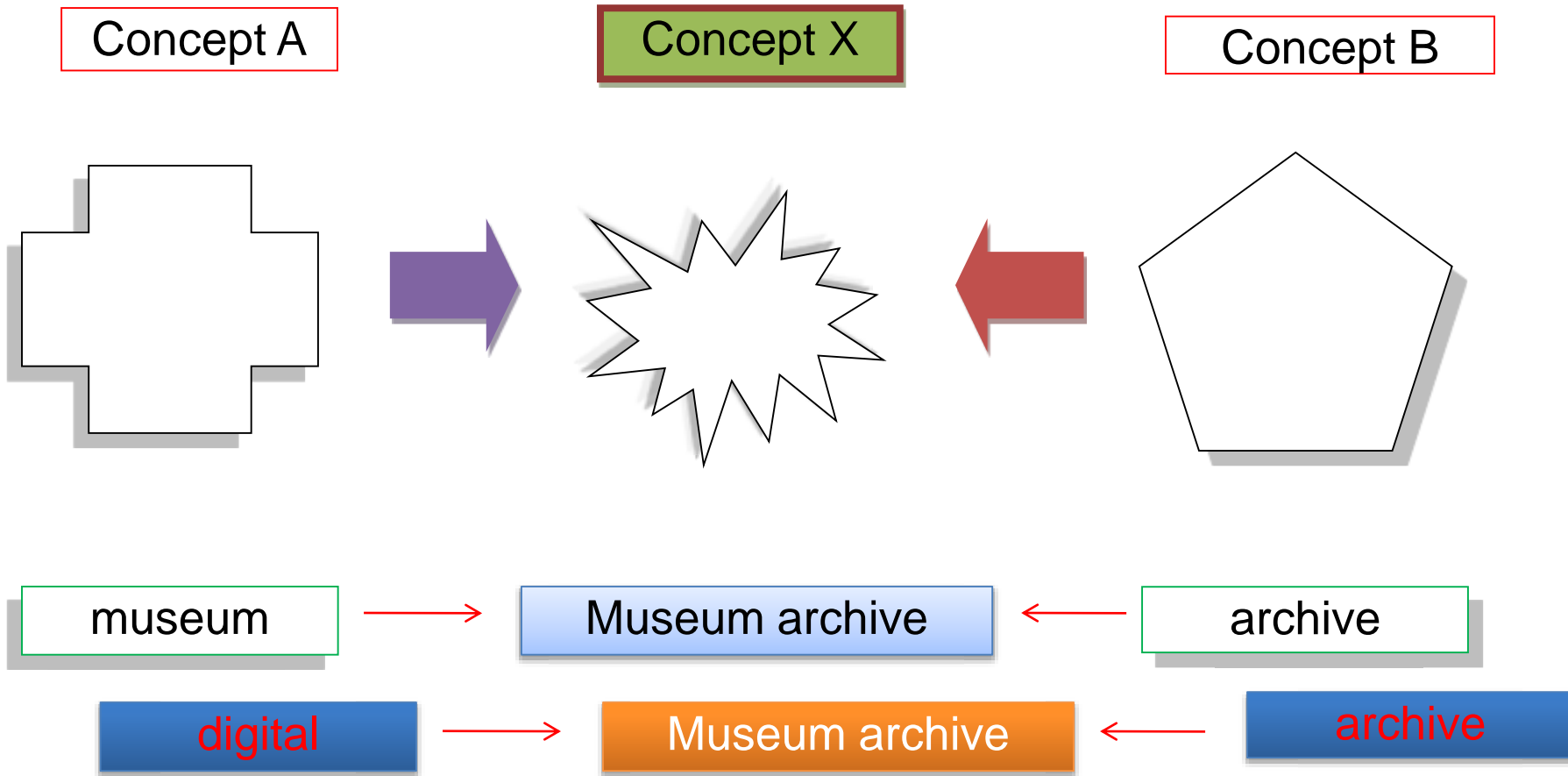
before 1972, in Japan,
Heritage : **negative image** (~~!



Today, **Positive**

image 

When New Concept has arisen ...



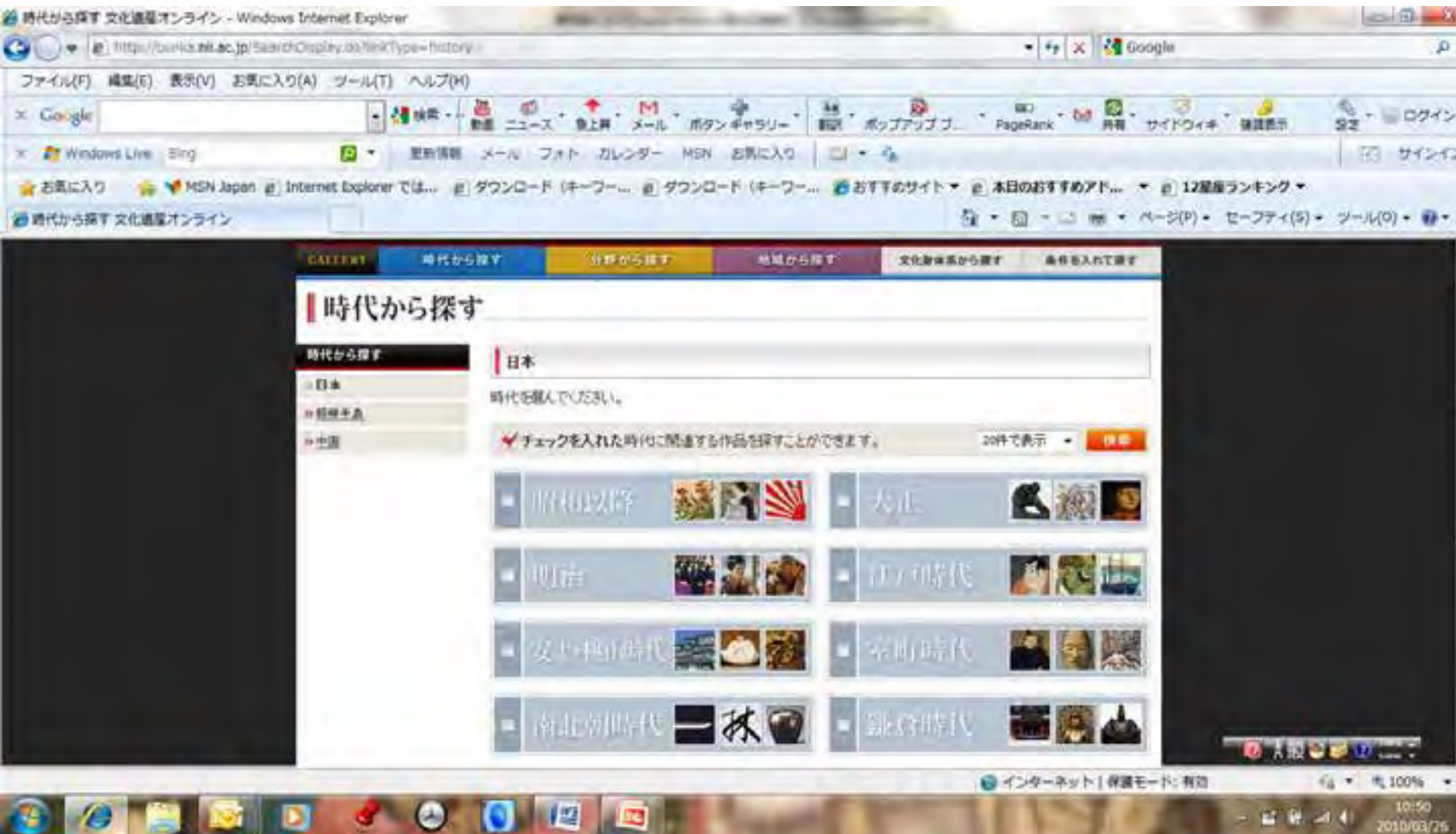
Cultural heritage on-line (National Agency for Culture)



Japanese government provoke to digitization.



Japan is moving toward digital collection.

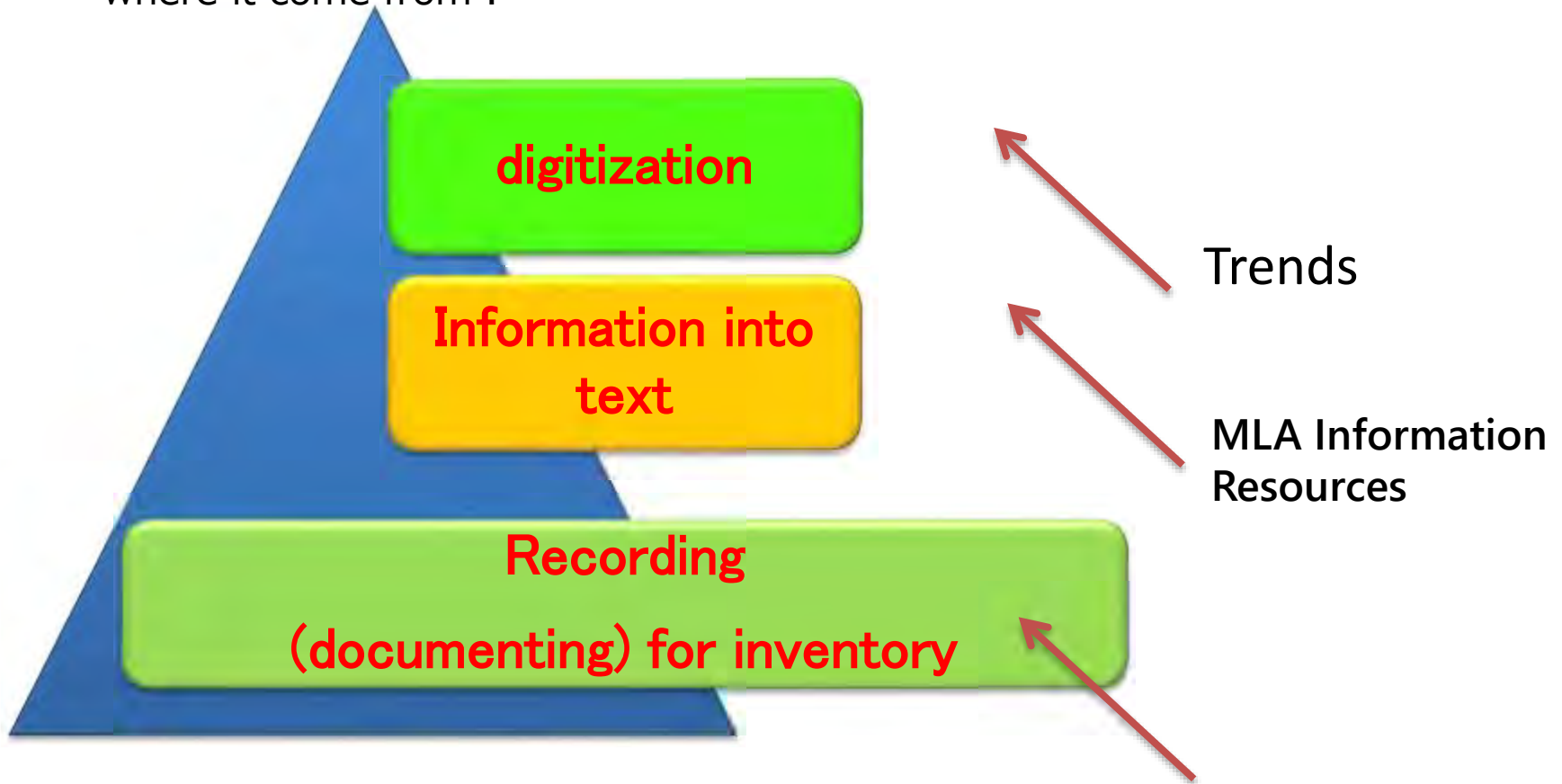


Virtual Collection of Masterpieces (Asia=Europe) ASEMUS

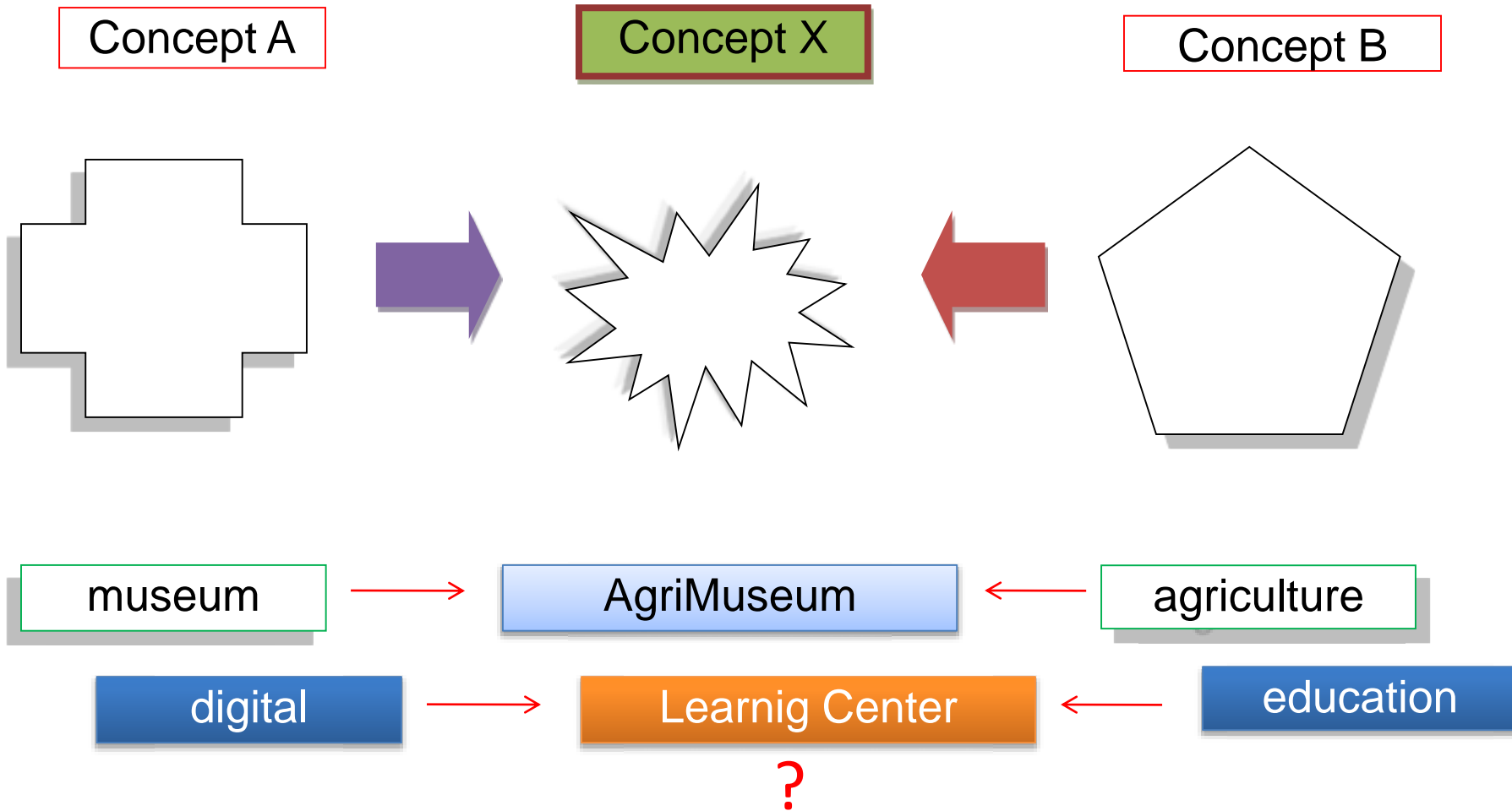


Exploit the museum collection with Digital

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



When 2 Concepts meet...





Kohdou-kan, Japan
Historical site, special national monument

Digital archive studies (2003～)



2011 March







Monuments







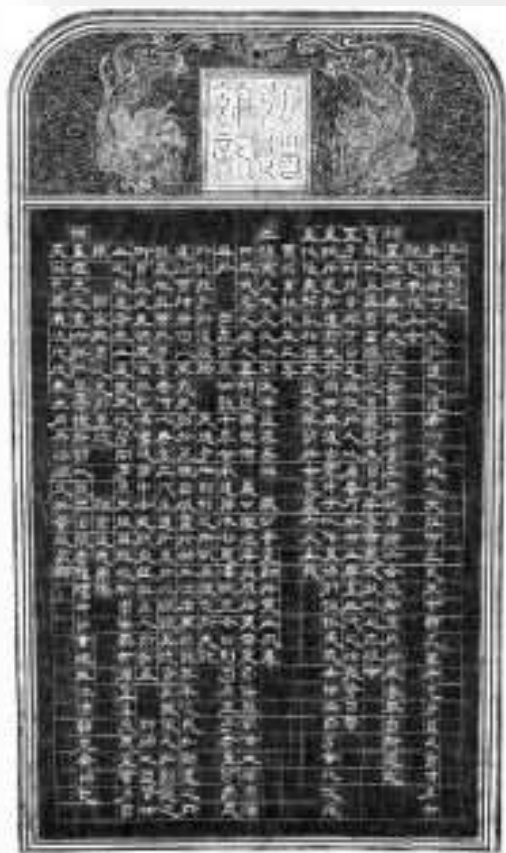
四 史文要略



東

Koudoukan Digital archive Project

Wood block printing



Past



Present



FAMOUS VIEWS OF MITO

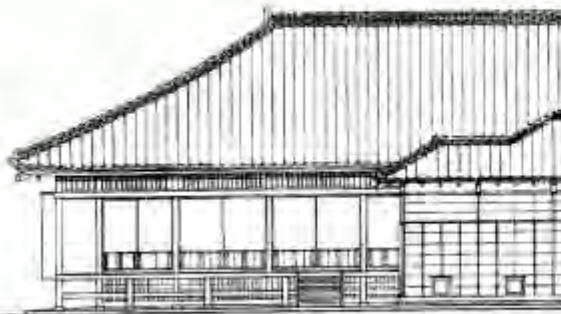
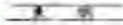
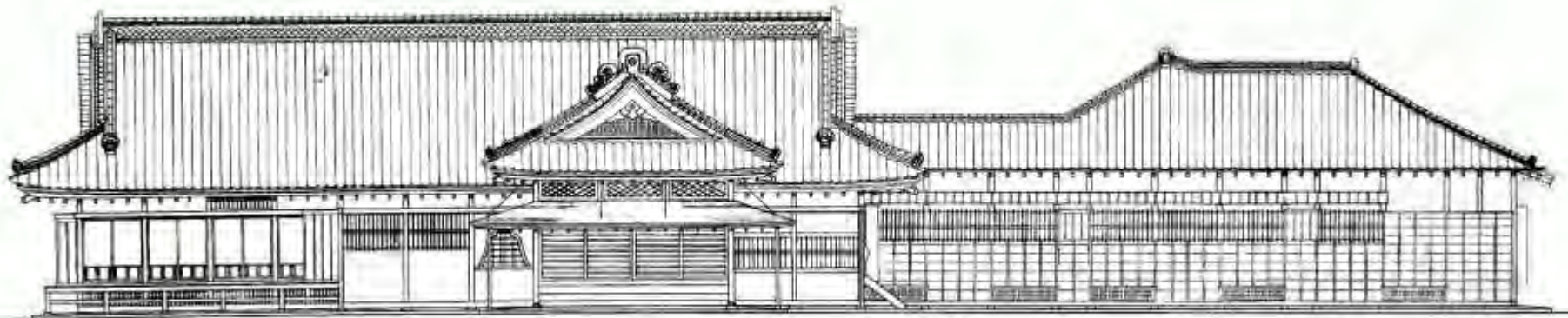
水戸名勝十六景

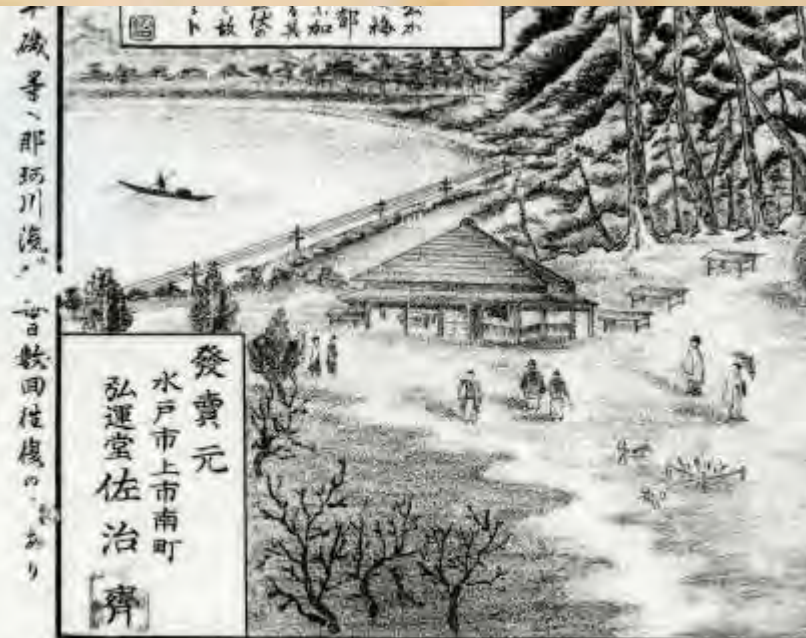
偕樂園は名高い



Post card







Woodblock print

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- 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...

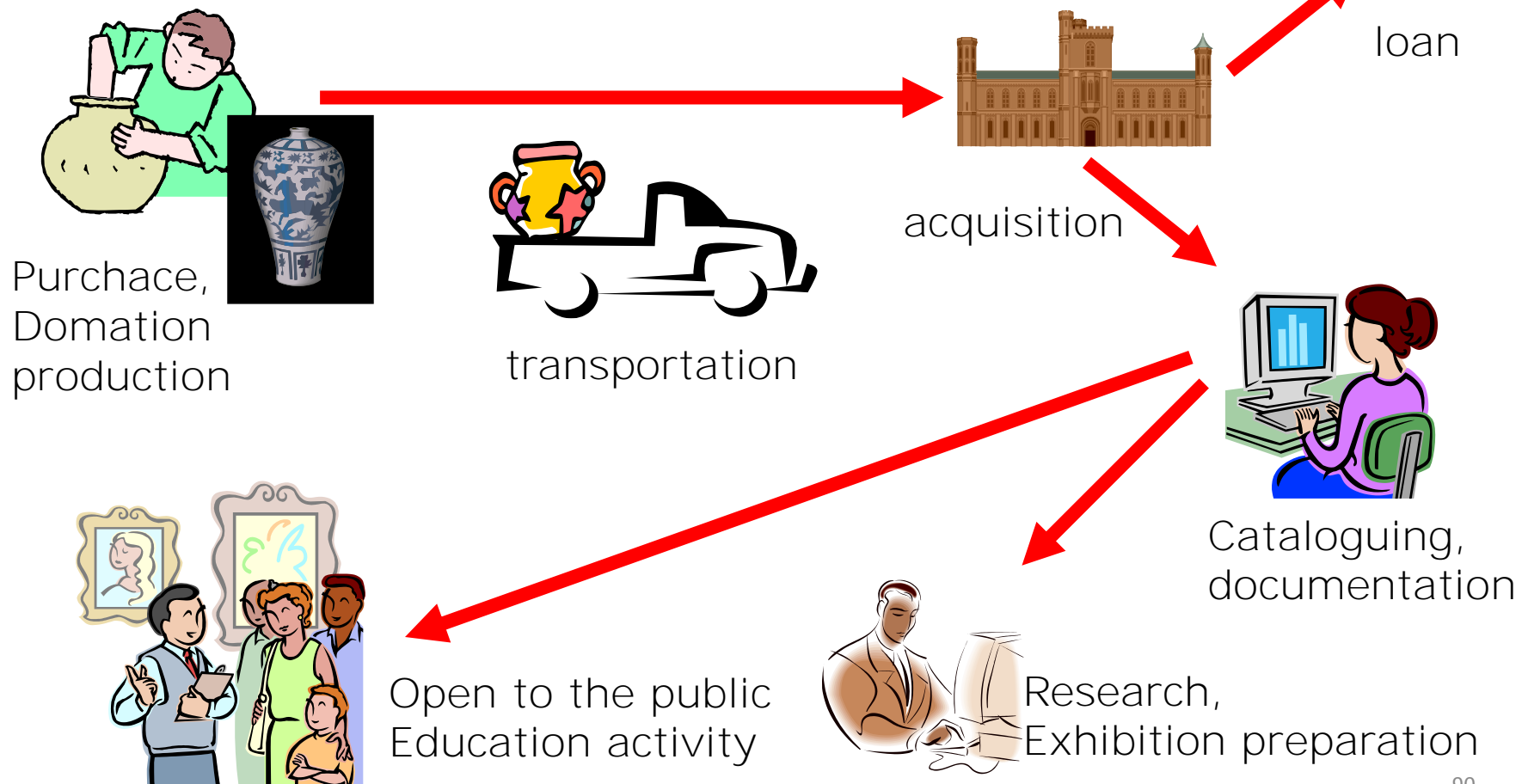
1. Today's Museum is different from the old ones.
2. The concept of museums and the related terms are always evolving. **Digital Museum, Virtual Museum**...
3. Our mind is changing because of the development of technologies.
4. Our society demand different way accordingly what we need.
5. Virtual visitor 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

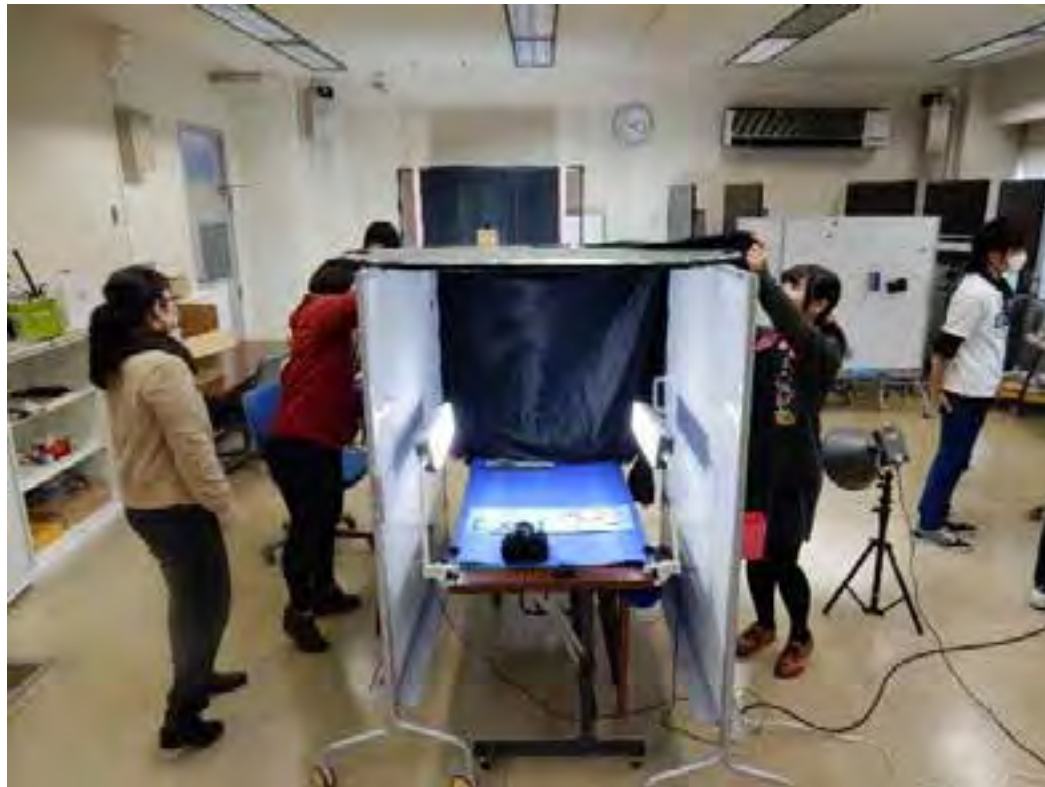
1) Collection management

Physical & information Flow



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



	Before	at that moment	after
People	<ul style="list-style-type: none"> Human networking Building confidence 	<ul style="list-style-type: none"> Lifesaving (inside & outside the museum) Investigation at the initial stage 	<ul style="list-style-type: none"> Self-help Volunteers Give & Take spirit New administration system over the wide area
Material/ collection	<ul style="list-style-type: none"> Stockpile Reliefs for evacuation of the collections, foods, water Set up a stronghold (Headquarters ASAP) 	<ul style="list-style-type: none"> Rescue, evacuation, preservation & conservation First aid of collections Refuge Support materials for rescue Transfer and measures 	<ul style="list-style-type: none"> Keeping collection in order Restoration, repair, conservation treatment Disposal Identification Evaluation
Time	<ul style="list-style-type: none"> Make an estimate of Time needed and analysis 	<ul style="list-style-type: none"> Time for evacuation 	<ul style="list-style-type: none"> Time for Recovery, Rivival of museum function
Information	<ul style="list-style-type: none"> Forecast of the occurrence (using high technology) Making a Manuals and training Inverntories (keep & 	<ul style="list-style-type: none"> Announcement (foreign language) Emergency call networking Information gathering & distribution (using IT) 	<ul style="list-style-type: none"> Correct information of the damages Communication for help internationally
Money	<ul style="list-style-type: none"> Stock, fund-rasing 	<ul style="list-style-type: none"> Rescue Insurance 	<ul style="list-style-type: none"> Budget for recovery Estimation of damages

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4. Potentialities & Future oriented for AgriMuseum

1. Case studies of our project MLA
2. New museum function (conclusion)

Micro Museum



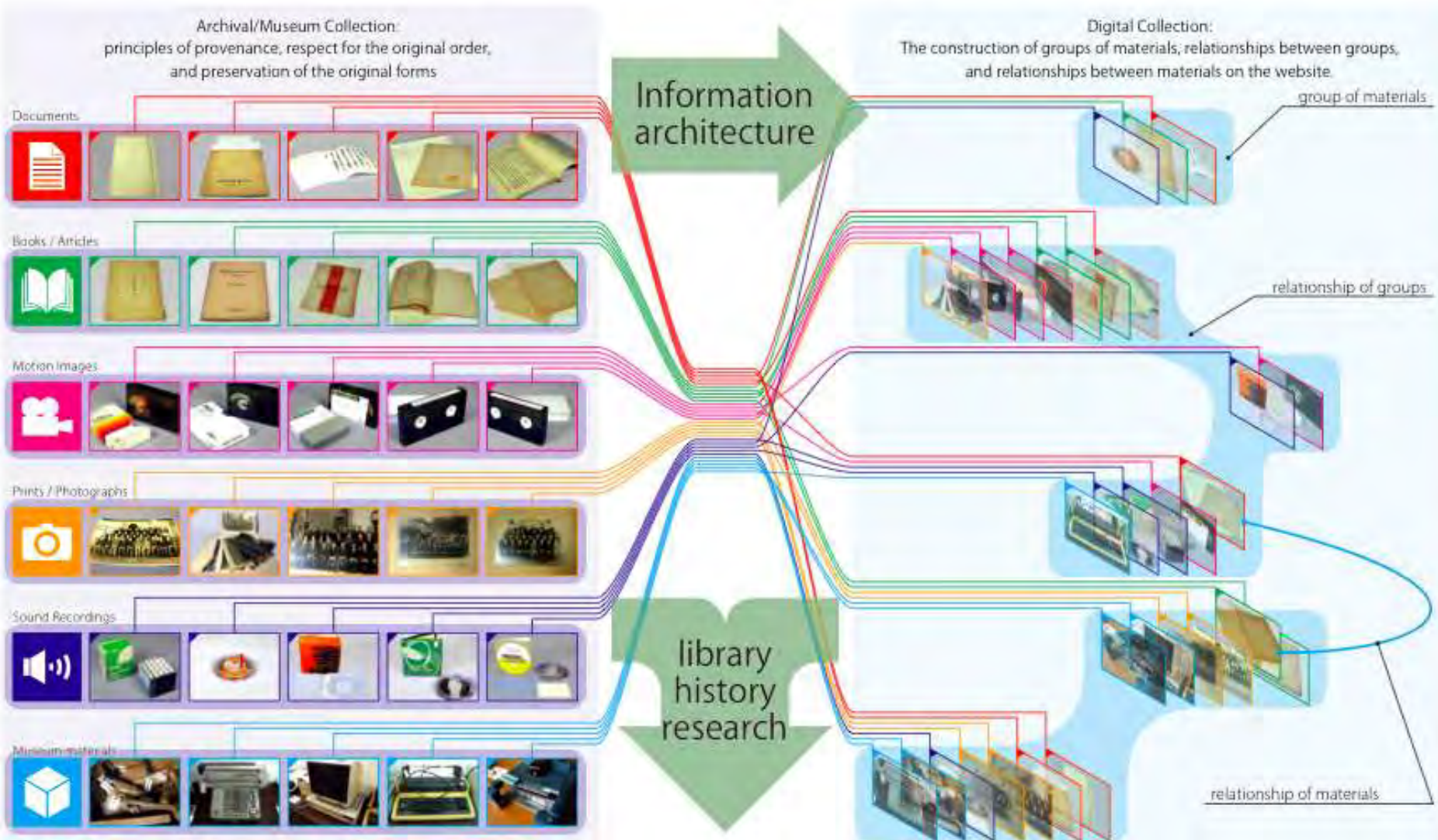
Archive Room



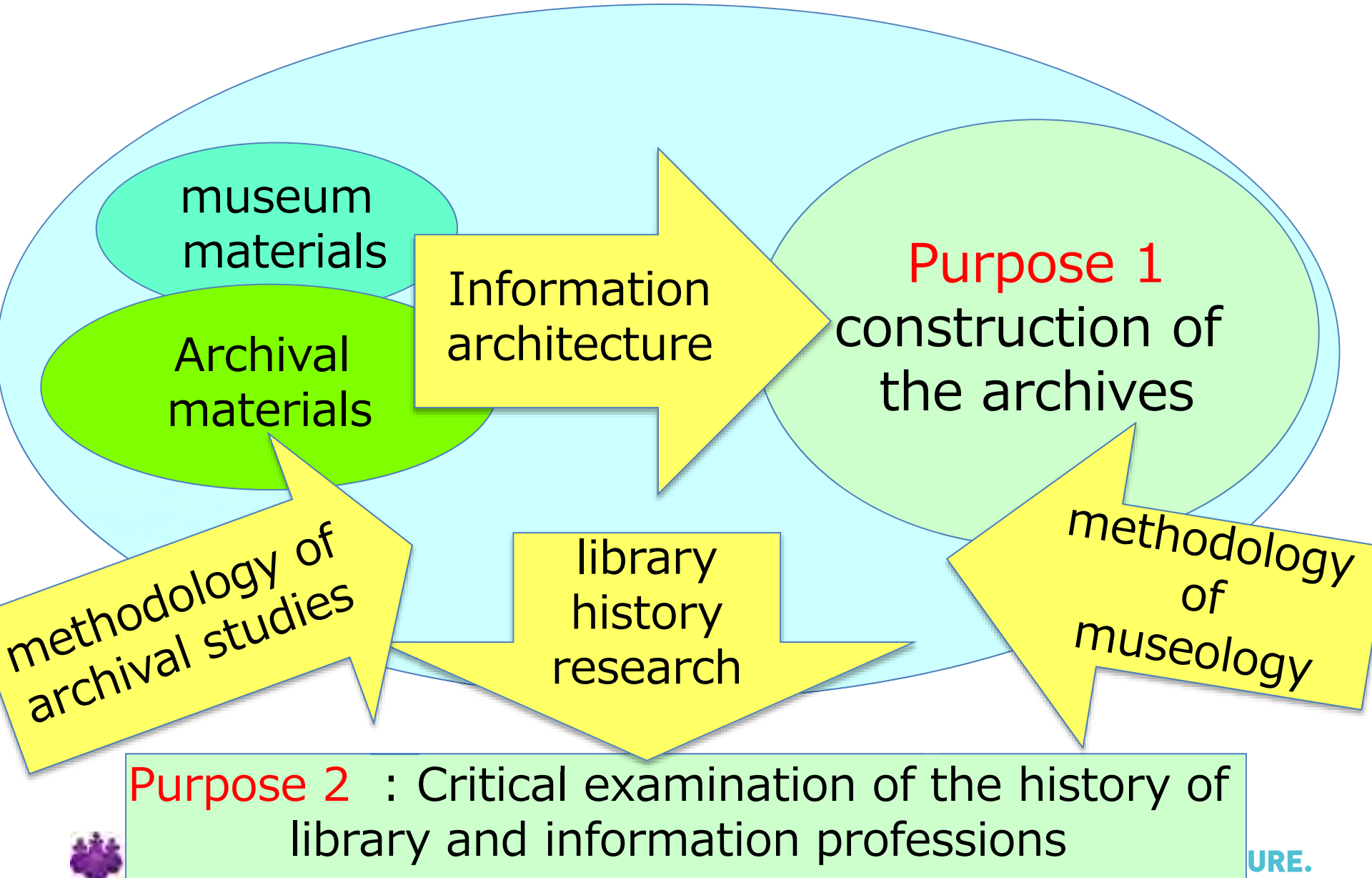
Digitalization



MLA collaboration of the Institutional memories museumology, library science, archival science

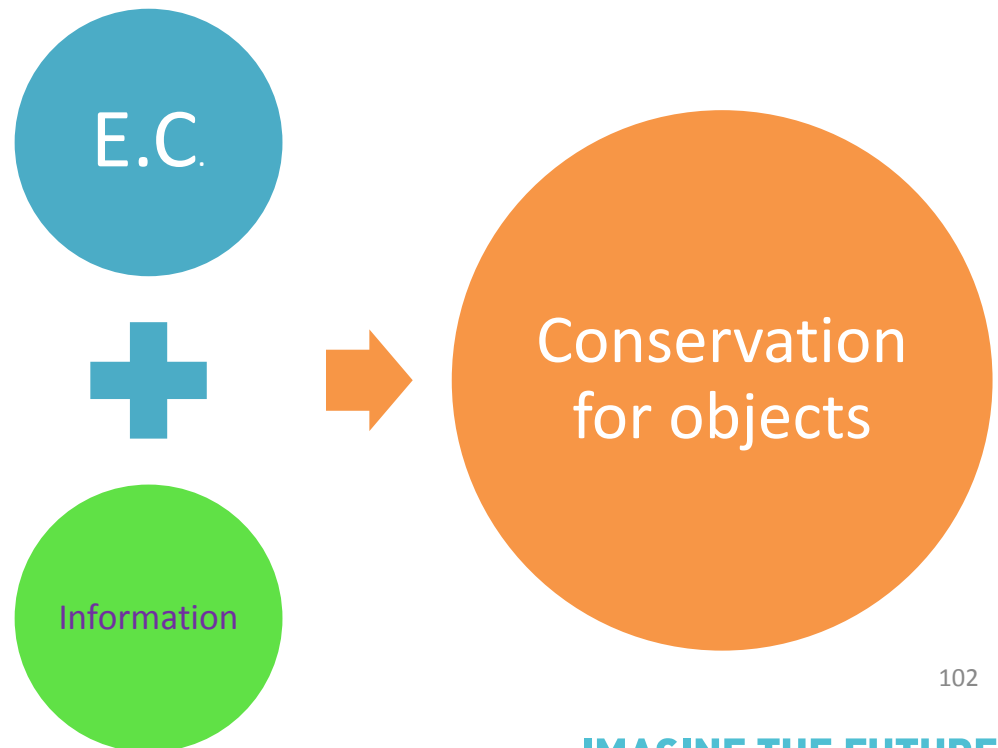


Research design



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

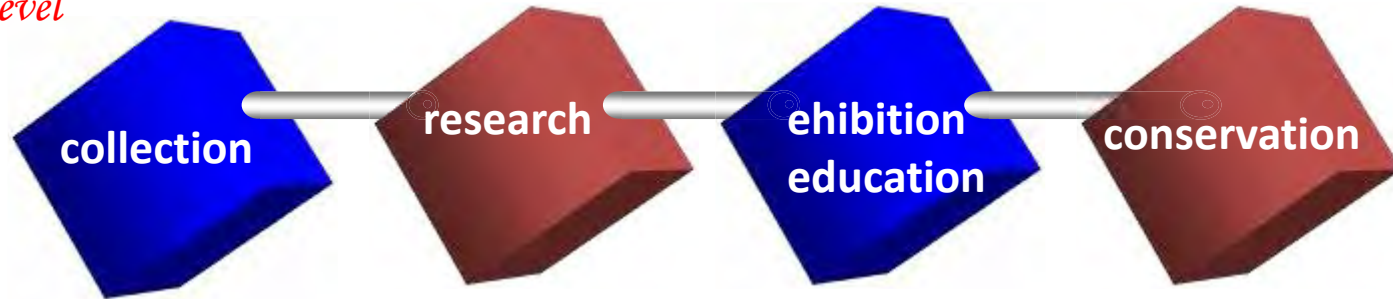


Trends

of the museum, by the museum, for the museum

Museum, of the people, by the people, for the people

Activity level



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

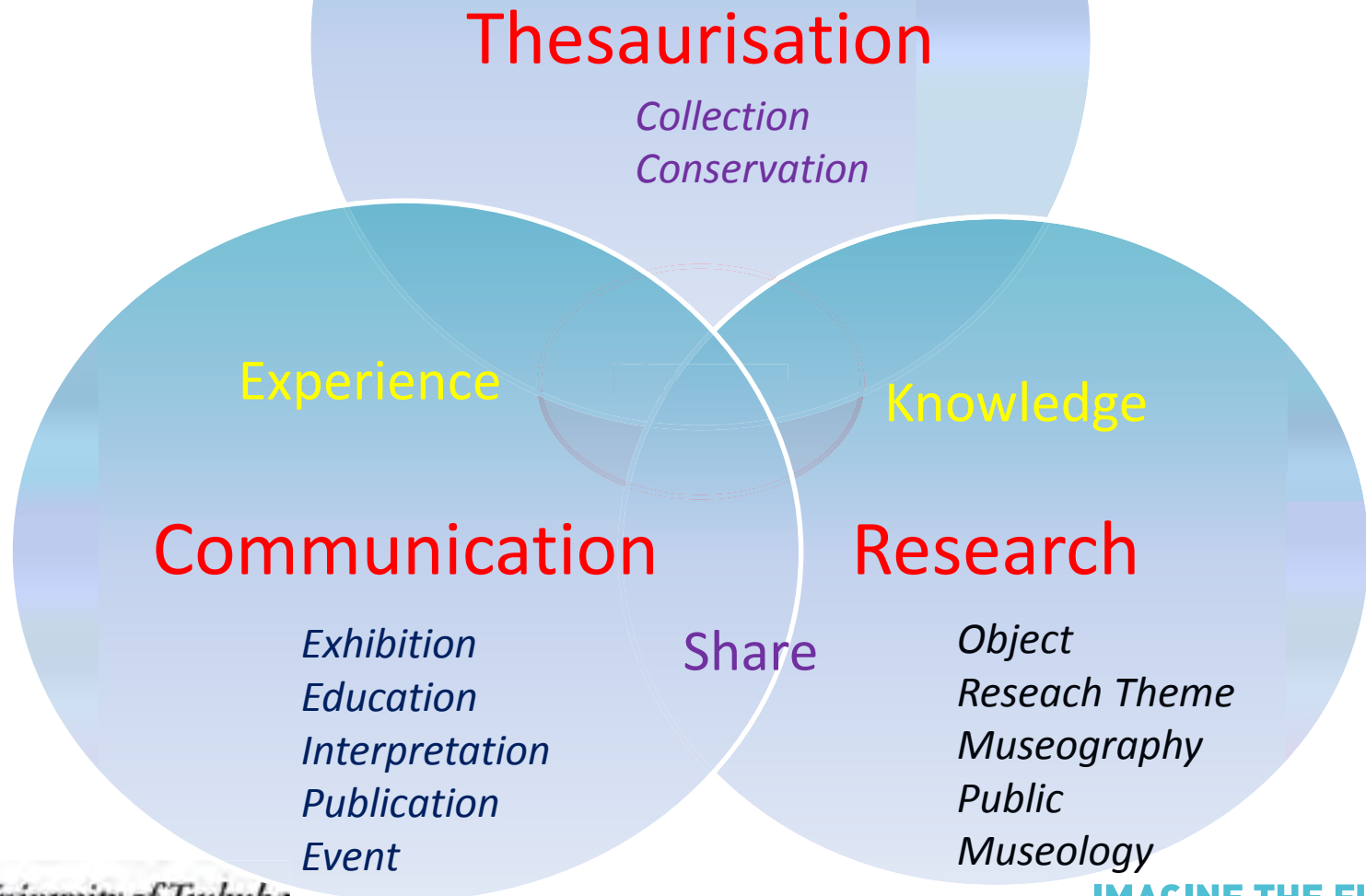


“ Museum for All ”

Slogan by UNESCO

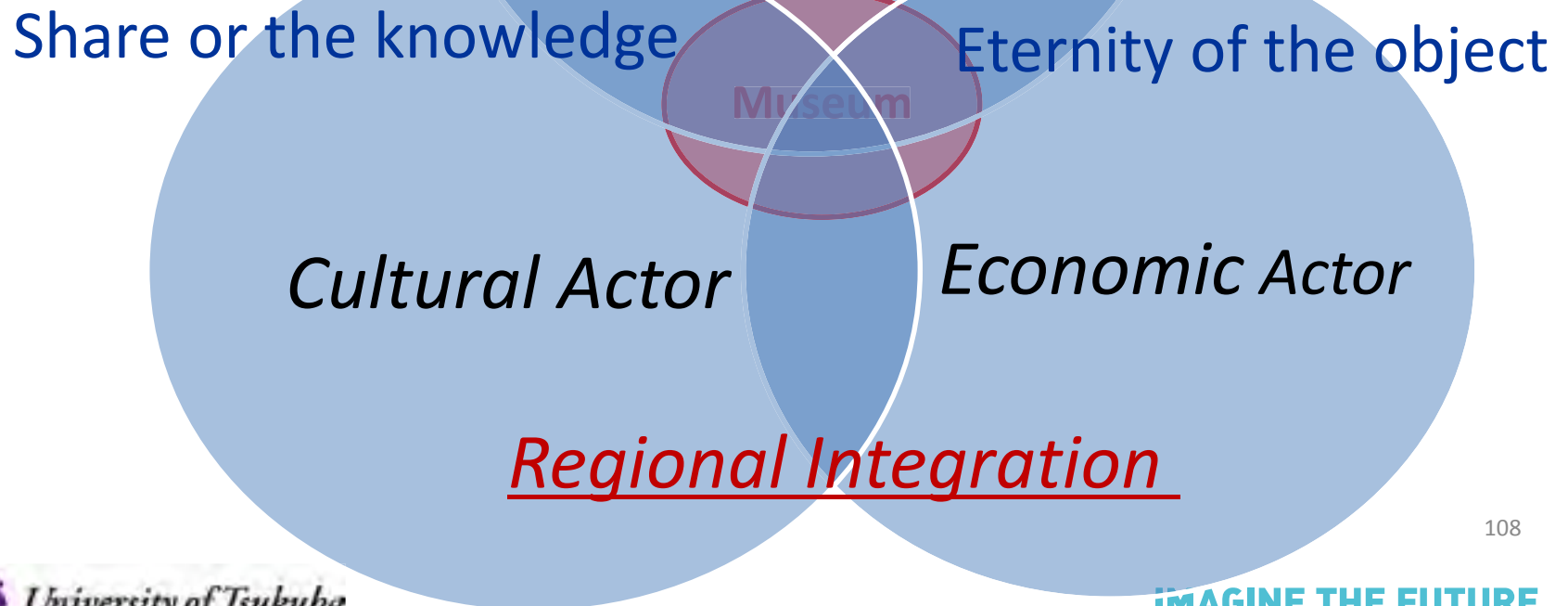
Traditional Museum Function

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

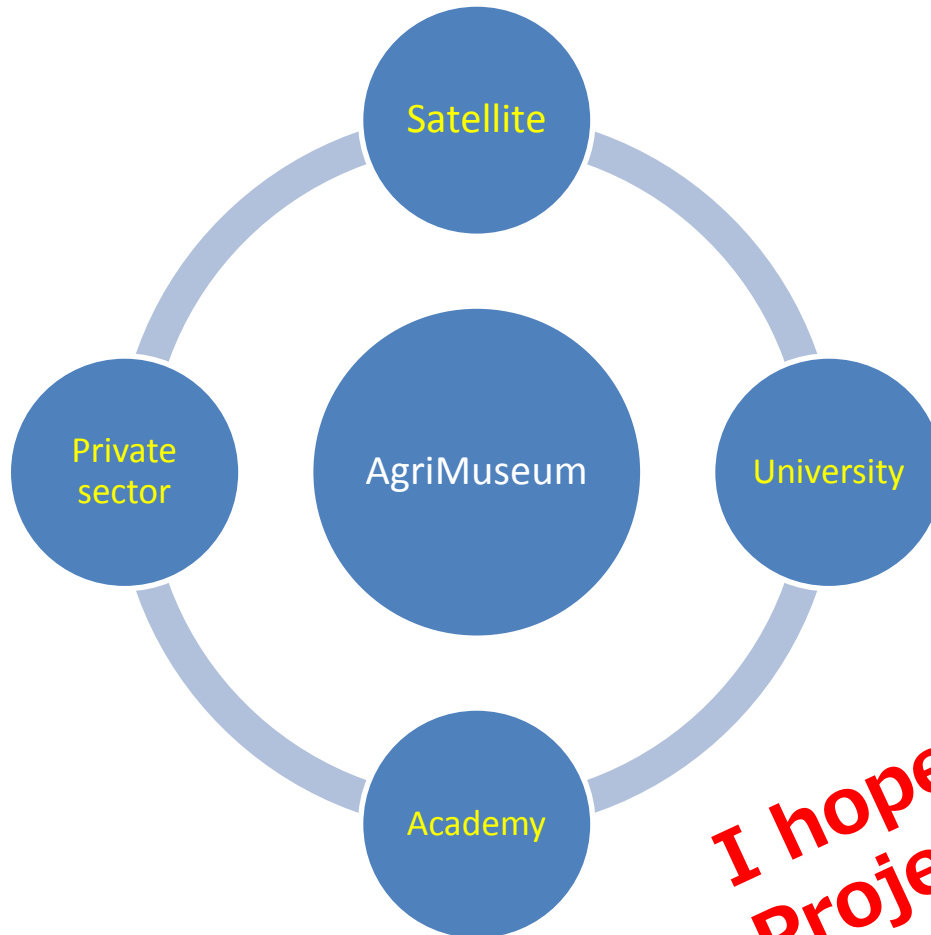


New Museum Function

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



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

T O C R A Training Organization for Conservation and Research of Archaeology

Concept

- T : Training
- O: Organization
- C : Conservation
- R : Research
- A : Archaeology

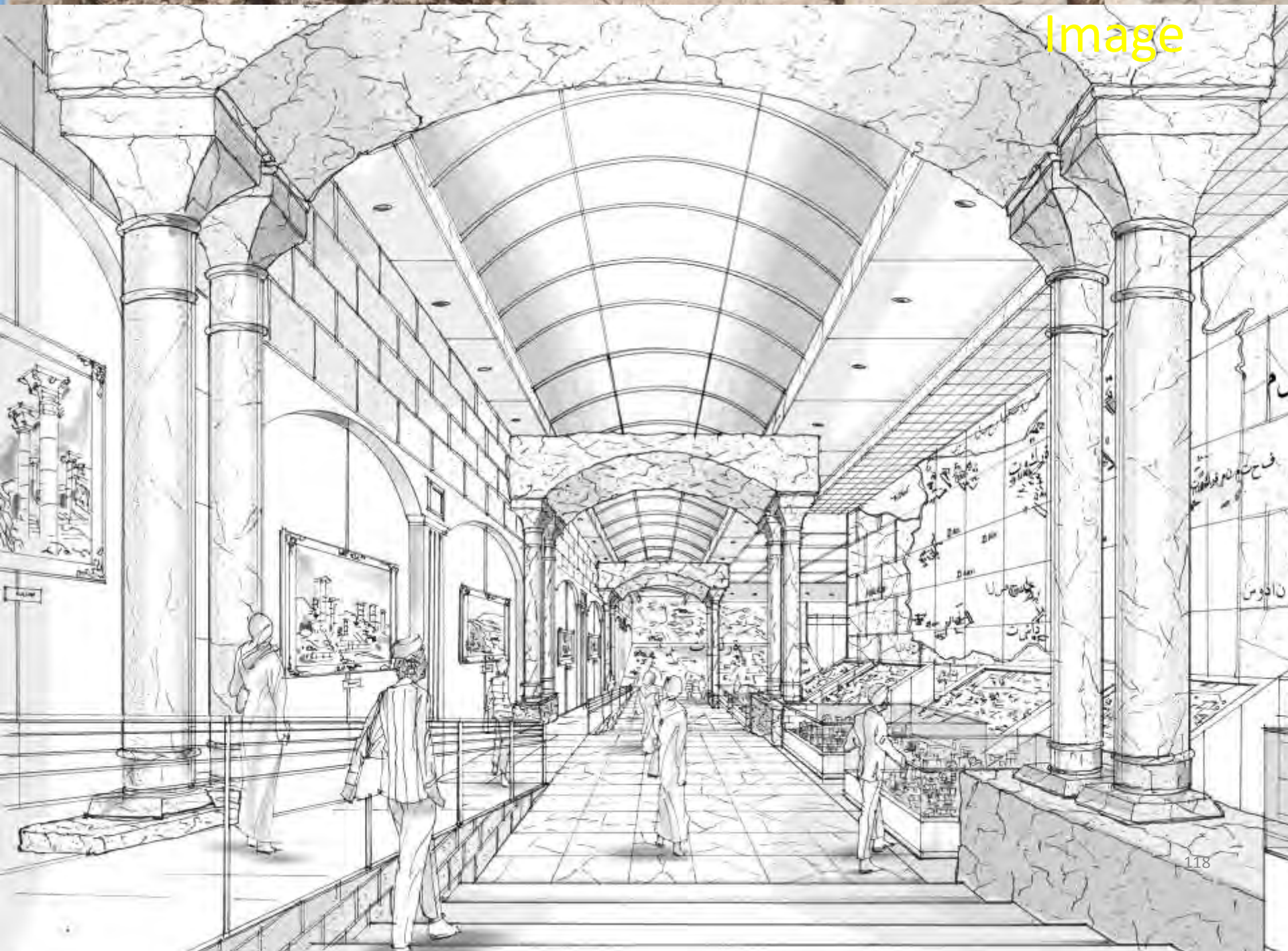
FUNCTIONS of MUSEUM of TOCRA













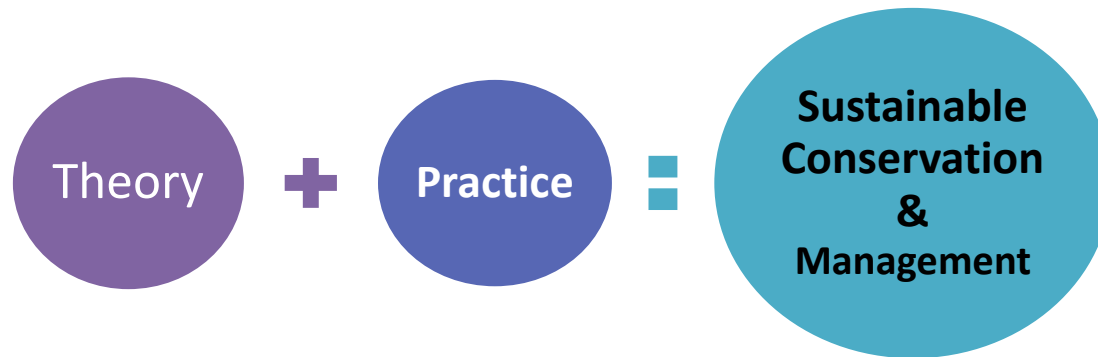




To Do

	checklist
1	Clarification of the concept, location and size
2	Way of cooperation (Libya-Japan)
3	Human Resources, Staffing for T.O.C.R.A
4	Action plan
5	Total amount of collection and preparation for the exhibition (documentation, cataloguing)
6	Museological consideration (exhibition, interpretation, visitor services)
7	Education and training policy
8	Finance

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