
ICOFOM

International Committee for Museology. Comité International Pour La Muséologie. Comité Internacional Para La Museología

NEWSLETTER 31 (Munich, February 2002)

Dear ICOFOM Family, dear Friends,

the Regional Sub-Committee of ICOFOM for Latin America and the Caribbean (ICOFOM LAM) and the International Council of Museums in Uruguay realised from Dec. 12 to Dec. 16, 2001 a very interesting meeting in Montevideo/Uruguay. The main topic was „Museos, Museología y Patrimonio Intangible en América Latina y el Caribe“.

Thanks to all who were responsible for the organisation and the programme, particularly to Nelly Decarolis (President ICOFOM-LAM), Serrana Prunell (Director of Museum of Contemporary Art/Punta del Este) and Álvaro Martínez Do Monte (President ICOM Uruguay). Above that, the excursion after the meeting to Punta del Este was a particular event: We had the opportunity to both to become acquainted with Casapueblo, the Atelier of the famous Uruguayan artist Carlos Paez Vilaro and to visit the Museum of Contemporary Art with a great Sculpture Garden.

As agreed at the July 2001 General Assembly of the International Committee for Museology (ICOFOM) (in Barcelona), our next meeting will be held in Cuenca/Ecuador and on Galápagos Islands by invitation of Lucía Astudillo/Mueso de los Metales in co-operation with ICOM Ecuador, with the support of the Regional Organisation ICOFOM Latin America (LAM) and ICOM Latin America/Caribbean (LAC).

The main topic is „Museology and Presentation - original/real or virtual?“ All colleagues of ICOFOM, ICOFOM LAM and ICOM LAC are warmly invited to create an article for ISS 34, to participate in this Annual Meeting and to contribute actively. Please, find enclosed:

I. Call for Papers - ICOFOM 2002

II. Preliminary Structure of ICOFOM Annual Meeting Oct. 19-22, 2002 in Cuenca/Ecuador and Oct. 23-26 on Galápagos Islands.

III. Preliminary Declaration of Intent

I. Call for Papers - ICOFOM 2002

Offers of papers are invited in respect of the general topic:

„Museology and Presentation - Original/Real or Virtual?“

The corresponding sub-themes are the following:

1. Museology and Presentation in Change:

- Reports on various aspects of Museology and Presentation
- Museums: originality, reality, reproduction, virtuality
- The role of small museums and communities: indigenous, rural, urban toward the loss of identity - the possible influence of Museology

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2. From „original“ and „real“ to „virtual“?

- New technologies on information and communication - transfer to museological issues
- Information reports on technologies applied to museums of different typology
- New perspectives in regard to the visitors

3. Ethical responsibility

- Museology and bordering areas
- Surrender of the classical museum in favour of „Guggenheimisation“?
- Museum and „Disneyland“ - the responsibility of Museology

ICOFOM will accept contributions (up to 8 pages, references and literature included) to the academic discussions on Museum Theory. They must be written in computer. Pages must be in size A4, text written in Arial 11 - size, saved as „doc.“ - files, if not possible as „rtf.“ - or „txt.“-files. Please, use flow-text and don't format.

Don't forget: Name and address of the author, country and institution.

Offers of papers should be submitted as soon as possible. The absolute dead-line is April 30, 2002.

Papers presented after this dead-line cannot be included in ISS 34. Contributions may be sent by E-mail to vieregg@mpz.bayern.de. A disc and a printed paper must follow by mail directly to Dr. Hildegard Vieregg, President of ICOFOM, Barer Str. 29, 80799 Munich/Germany.

Many thanks to the Board members Dr. Ann Davis (Director Nickle Arts Museum Calgary/Canada) and Dr. Silvia Ventosa/Spain (Curator of the Museu de les Arts Decoratives de Barcelona/Spain) who wrote short provocative statements in order to stimulate other members of ICOFOM to create a paper for ISS 34.

Statement 1: Ann Davis: Museums Real and Virtual (English)

The famous communication theorist Marshall McLuhan explained that the nature of the medium affects the nature and impact of the message. McLuhan distilled this thought into the medium is the message. This pithy phrase, often quoted, is almost as often misunderstood. The superficial understanding is that the medium is what is important and that the message is of little consequence. Any one who has spent any time watching snow on television knows how false this is. Yet recently we have been subjected to overwhelming and misguided emphasis on the medium, web technology, at the expense of the message. What McLuhan really isolated was the links between medium and message. Considering museums, real and virtual, museologists should take McLuhan's cue and examine how the method of communication, the medium, the building or the web for example, on the one hand, should link with the message of artefacts and ideas, on the other hand.

This philosophic approach recognises that the medium can and will change. Such change cannot be stopped. Rather than bemoan change in media, museologists must examine how such change can and will affect the message. At the same time the other element, the message, will also change as museologists consider and reconsider the purpose and meaning of museums. What are the museological links between medium and message? How can museums be both real and virtual? Might museums be both medium and message?

Statement 2: Silvia Ventosa: Museums Real or Virtual? (English and Spanish)

English Version

New technologies in information and communication are in many museums still used in a small degree. Causes

- Small economic resources for good computer tools
- Lack of knowledge of new languages of interaction design
- Fear or doubts about on-line communication as competition to traditional systems of communication
- Mistrust on immaterial supports

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Comparison original/virtual (some ideas)

ORIGINAL	VIRTUAL
Slow methods of communication of museum productions	Quick, simultaneous, contemporary communication
Sensual and emotional approach to real, material objects	Only visual approach in screen. Opening of new cultural fields. Change of relationship objects/spaces/subjects
Original is only in museum	Virtual is in museum and on-line
Restoring is hard and slow	Virtual allows reconstruction of objects in primary or remote contexts.
Exhibitions are usually concentrated in urban spaces. Original needs physical transport to the museum.	Access to virtual museum products can be done anywhere. Change of museum real and potential audience
Museums give an unique message from institution to audience in presentations.	Virtual means share of information, documentation and research in and out (but less specialised)

Virtual museums don't need to substitute real museums, but be an attractive tool to interest new publics (specially young people) to visit museums, with horizontal interaction between museums and society in a fresh, participative way.

Spanish Version

Las nuevas tecnologías de la información aún están infrautilizadas en muchos museos. Causas:

- Recursos económicos escasos para los sistemas informáticos
- Desconocimiento de los nuevos lenguajes y del diseño interactivo
- Recelo hacia la comunicación en red como competidor del sistema tradicional de comunicación
- Desconfianza hacia los soportes inmateriales.

Comparación original/virtual (algunas ideas)

ORIGINAL	VIRTUAL
Métodos lentos de comunicación de las producciones de museos	Comunicación, simultánea, rápida, contemporánea
Contacto sensorial y emotivo con los objetos reales, materiales	Sólo contacto visual a través de la pantalla. Apertura de nuevos campos culturales. Cambio de relación objetos/espacios/sujetos
El original se encuentra sólo en el museo	Virtual está en el museo y en la red
Las restauraciones son complicadas y lentas	La presentación virtual permite la reconstrucción de objetos en su primer contexto o en lugares remotos
Las exposiciones se concentran en espacios urbanos. Contemplar el original requiere transporte físico al museo	El acceso a los productos virtuales se hace desde cualquier lugar. Cambio de públicos reales y potenciales
En las exposiciones, el museo transmite un mensaje unidireccional desde la institución al público	Virtual significa intercambio de información, documentación e investigación en todos los sentidos (pero menos especializada)

El museo virtual no debe sustituir al museo real, sino ser un instrumento atractivo para despertar el interés de nuevos públicos (especialmente los jóvenes) para visitar museos, con un intercambio horizontal, fresco y participativo, entre museos y sociedad.

II. Preliminary Structure of ICOFOM Annual Meeting, Oct. 19 - 22, 2002**(Part I in Cuenca/Ecuador) and Oct. 23-26, 2002 (Part II on Galápagos Islands)****Part I: Cuenca - Ecuador**

This Preliminary Structure should give a first summary in regard to the next meeting. It is envisaged that most of the participants arrive on Friday, Oct. 18, 2002. ICOFOM Board/ICOFOM LAM/ICOM-LAC Preparatory Meeting.

October 19 Opening day

Museo de los Metales
Fundación Equinoccial, Sucre 6-83, Casilla 1554, Cuenca

Morning: Arrival of participants in Museo de los Metales. Check-in and handing over of documents. Official opening ceremonies and addresses by national and foreign authorities, the Chairpersons of ICOFOM, ICOM Ecuador, ICOFOM-LAM and ICOM-LAC and a member of Executive Council of ICOM. (Coffee break, Lunch).

Afternoon: Symposium I „Museology and Presentation: Original/Real or Virtual?“. Introductory Session. Lectures from Argentina, Brazil, Ecuador, Paraguay, Uruguay, Venezuela. and other countries. Discussion. (Coffee break)
Evening: Dinner and Cultural function

October 20

Symposium II Museology and Presentation: Original/Real or Virtual?
Museo de los Metales

Reports: Main ideas on the topic presented in ICOFOM Study Series 34.
Analysing summarisers (English, Spanish, French).
Workshop 1: Sub-theme I: Museology and Presentation in Change
(Coffee-break, Lunch)

Workshop 2: Subtheme II: Museology and Presentation: From Original/Real to Virtual?
Workshop 3: Subtheme III: Museology and Presentation: Ethical Responsibility
Reports by rapporteurs from Workshops 1,2,3. Analysing summarisers:(French, English, Spanish)

Evening programme

October 21

Morning: Case Study: Museology and Presentation - Real or Virtual in Ecuador.

Trip to Casa de la Cultura and famous museums in Cuenca
(Coffee break, Lunch)

Afternoon: Excursion by bus to Sigsig and Chordeleg.

Evening: Dinner and Evening programme

October 22

Morning: Computer-Presentation: Museology and Presentation: „Virtual“. Discussion. Brief reports from the world. Speeches about matters of ICOM 2002 (Martin Schärer/Switzerland), ICOFOM 2002 (Hildegard Vieregg/Germany), ICOFOM LAM 2002 (Nelly Decarolis/Argentina), ICOM LAC 2002.
Closing of Part I: Cuenca sessions. (Coffee break, Lunch)

Afternoon: Excursion to Baños.

Evening: Farewell Dinner

2. Part II: Galápagos Islands

According to the main topic the meeting will continue with the real world on Galápagos Islands, : Oct 23 - 26, 2002. Galápagos Islands are situated 970 km west from Ecuador. The 121 bigger and smaller islands have a total population of about 6000. The majority live on Santa Cruz. It is the uninhabited islands, however, which are of most interest for the visitors because of their unique species of flora and fauna. Man arrived late to Galápagos, so the animals have little instinctive fear of people, and their tameness makes wildlife so attractive.

Oct. 23, 2002

Early in the morning: flight from Cuenca via Guayaquil to Baltra (Galápagos Islands)

Transfer to the Hotel („Angermeyer“ or „Fernandina“). Lunch.

Afternoon:

Visit to the famous Charles Darwin Research Station (Puerto Ayora/ Isla Santa Cruz). The Visitor's Centre (Museum) is situated amongst a cactus-grove. It consists of an information centre and an exhibition room. Above that, a 800 metres long round-path belongs to the Research Station. The visitors are passing by the rearing and research-enclosure of the various elephant turtles of Galápagos Islands. A laboratory, a measuring station and a library complete the equipment. Above that, the visitor experiences the six different vegetation-zones and the impressive cratered and lava landscape.

Oct. 24, 2002

Excursion to Islas Plazas/Pta. Carrion by boat

A small island, well suitable for a one day-excursion and attractive for animal photographers. Above that, is the possibility for swimming and snorkeling.

Oct. 25, 2002

Excursion to Seymour/Bachas

The unusual feature of this island exists in a 1,6 kilometres long round-path through a zone characterised by drought. On this island excellent species of birds are living.

Excursion to Isla Bartolome (extra charge)

The island is particularly famous because of its lava-rock that is similar a „sugar loaf“ and called „pináculo“. The 1,6 kilometres long path goes through lava and ashes-fields. Also famous are the Galápagos-pinguines. Usually the photographers choose their motives from „pináculo“.

Modalities for Participation**Participation fee**

Delegates	
Registration	US\$ 120,00
Early registration	US\$ 80,00 (up to August 31, 2002)

Reduced fee
(individuals by specific justification, students of Museology sponsored by recognised institutions/Universities)

Registration	US\$ 70,00
Early registration	US\$ 50,00 (up to August 31, 2002)

Accompanying person	
Registration	US\$ 80,00
Early registration	US\$ 60,00 (up to August 31, 2002)

Fee includes registration kit, local transport, opening and fare-well dinner, lunches according to the programme (excludes breakfasts and alcoholic beverages), excursions to Baños, Sigüig and Chordeleg, translation, workshop reading material/papers, ICOFOM Study Series 34 (Pre-prints).

Accommodation**Cuenca:**

There are different types of accommodation ranging from Youth Hostels to a five Star Hotel. Most of them are within easy reach of the Museo de los Metales in the City Centre of Cuenca.

Category A	double room/p.p.(p. day, breakfast included)	150 US\$
Category B	40 to 60 US\$/p.p. (p. day, breakfast included)	
Category C	20 to 40 US\$/p.p. (p. day, breakfast included)	
Category D	Youth Hostel/Pension: 08 to 20 US\$/p.p. (p. day, breakfast included)	

Galápagos Islands

If you are interested in participating in Symposium Part II/Excursion to Galápagos Islands is planned to go by plane from Cuenca, via (Quito), Guayaquil to Baltra (Isla Baltra/Galápagos).

Costs:

Flight to Baltra/Galápagos Islands: 333,16 US\$ (cost-saving for countries of the Pacto Andino (: 254,76 US\$)

4-days -package:

Included: Overnight-stays, full board, two excursions with a specialised guide, transfers on Galápagos, visit to Charles Darwin Research Station.

Alternatives:

Hotel Angermeyer: 430 US\$/person (double room), 477 US\$/person (single room).
Hotel Fernandina: 339 US\$/person (double room), 371 US\$/person (single room)

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International Travel

Flight to Guayaquil or Quito. From there by one of the national airlines - TAME or SAN to Cuenca. The Cuenca Airport is situated closely to Avenida España.

Passport/Visa

Regulation: passport 6 months valid. Every participant is self-responsible in regard to possible Visa-prescriptions.

Language

The official languages of the Conference will be English, Spanish and French.

Travel Insurance

Participants are advised to make their own travel insurance arrangements

III Declaration of Intent

This declaration/letter (see page 8) should only serve the purpose to find out how many people are interested in a participation in the Annual Meeting, in principal. It is no definite obligation, rather a first trial to gain a summary.

Please, return this Letter of Intent up to April 30, 2002. After that the interested people will receive a Registration Form and a detailed Preliminary Programme.

The early registration must be concluded up to August 31, 2002.

The final registration must be made up to October 10, 2002.

Details and return of the declaration to:

Dr. Hildegard K. Vieregg
President of ICOFOM
Museums-Pädagogisches Zentrum
Barer Str. 29
80799 Munich/Germany
Tel. 0049/89/23805120
FAX:0049/89/23805197
E-mail: vieregg@mpz.bayern.de

Best wishes and regards

Dr. Hildegard Vieregg
President - ICOFOM

Declaration of Intent**1. Personal Data** (please, use block letters or fill in by computer)

Mr. Ms. Prof. Dr. Other: _____

Name: _____

Address: _____

Postal Code/ City: _____

Country: _____

Telephone: _____ FAX: _____

E-mail: _____

2. Participation

Cuenca: Indicate Yes/No, if you intend to participate in or not: Yes No

Galápagos Islands: Indicate Yes/No, if you intend to participate in or not: Yes No

3. Hotel/Hostal

Cuenca

- Hotel/Hostal accommodation, category	A	B	C	D
- Double room			Yes	No
- Single room			Yes	No

Galápagos Islands:

- Hotel Angermeyer	Yes	No
- Hotel Fernandina	Yes	No

Date: _____ Signature: _____

(Everybody who returns this form will receive the Registration Form and the detailed Preliminary Programme)

The ICOFOM NEWSLETTER is the academic referred journal for members of ICOFOM and scholars in Museology. It is published four times per year. The Newsletter keeps members and interested parties informed about what is going on in the International Committee for Museology (ICOFOM).

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