

**Konferenssin suunnittelu ja toteutus sekä konferenssin  
järjestämisen ohjenuoran laatiminen**

International Committee for Regional Museumsin  
vuosikokous ja konferenssi 2017



Ammattikorkeakoulututkinnon opinnäytetyö

Visamäki, liiketalous

syksy, 2017

Tuulia Tuomi

Liiketalous  
Visamäki

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<b>Tekijä</b>	Tuulia Tuomi	<b>Vuosi</b> 2017
<b>Työn nimi</b>	Konferenssin suunnittelu ja toteutus sekä konferenssin järjestämisen ohjenuoran laatiminen. International Committee for Regional Museumsin vuosikokous ja konferenssi 2017.	
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## TIIVISTELMÄ

ICOM eli International Council of Museums on vuonna 1946 perustettu, UNESCO:n alainen museoalan kansainvälinen organisaatio, jonka tarkoituksena ja tavoitteena on kehittää museoalan hallinnointia ja kokoelmien organisointia määritteleviä standardeja sekä museoalan käytäntöjä.

ICOMin alaisuudessa toimii 30 kansainvälistä komiteaa. Alueellisten museoiden kansainvälinen komitea on ICR. Sen tavoitteena on kehittää alueellisten museoiden toimintaa toimimalla yhteistyöelimenä ja keskustelufoorumina alueellista toimintaa tekevien museoiden, alan ammattilaisten ja organisaatioiden välillä. Keskeisimpänä toimintamuotonaan ICR järjestää vuosittain konferenssin.

Opinnäytetyön tavoitteena oli järjestää vuoden 2017 konferenssi Suomessa sekä tuottaa konferenssin järjestämiseen liittyvät asiakirjat ja sopimukset sekä ohjenuora (guidelines) ICR:n konferenssien järjestämiseen.

Konferenssi pidettiin 28.8. - 1.9.2017 Helsingissä, Hämeenlinnassa ja Tampereella. Varsinaisen konferenssin jälkeen oli vielä Post-Conference-Tour Rovaniemelle, Tankavaaraan ja Inariin 2.9. - 6.9.2017.

Opinnäytetyön tekijä toimi konferenssin pääjärjestäjänä sekä yhteystenkilönä paikallisen järjestelykomitean ja ICR:n hallituksen välillä. Hän tuotti konferenssin ohjelman sekä siihen tarvittavat sopimukset ja asiakirjat. Lisäksi hän laati ohjenuoran, jota voidaan käyttää seuraavien ICR:n konferenssien järjestämisen apuna.

**Avainsanat** konferenssi, kansainvälinen yhteistyö, museot

**Sivut** 79 sivua, joista liitteitä 56 sivua



Business Administration  
Visamäki

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ABSTRACT

ICOM – International Council of Museums – was founded in the year 1946. It works for society and its development and it sets standards for museums in design, management and collections organization.

ICOM has 30 International Committees. ICR is an International Committee for Regional museums. ICR's mission is to facilitate the development of regional museums through providing a forum for communication, co-operation and information exchange among museums, professionals and organizations. ICR's main activities is to organize Annual Conference.

The objective of this study was to organize ICR's annual conference 2017 in Finland and to produce the documents and contracts needed for conference. The aim was also to write the guidelines organizing ICR's annual conferences.

The ICR annual conference was held on 28.8. – 1.9.2017 in Helsinki, Hämeenlinna and Tampere. After the conference there was also a Post-Conference-Tour to Rovaniemi, Tankavaara and Inari on 2. – 6.9.2017.

The author of the thesis was the Conference Coordinator and responsible for the communication between the Local Organizing Committee and ICR Board. She produced the program of the conference and the contracts and documents needed as well as wrote the Guidelines to help organizing next ICR's conferences.

**Keywords** Conference, International Cooperation, Museums

**Pages** 79 pages including appendices 56 pages



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## 1 JOHDANTO

International Council of Museums eli ICOM on vuonna 1946 perustettu, UNESCO:n alainen museoalan kansainvälinen organisaatio, jonka tarkoituksena ja tavoitteena on kehittää museoalan hallinnointia ja kokoelmien organisointia määritteleviä standardeja sekä museoalan käytäntöjä. ICOMissa on yli 35 000 jäsentä eri puolilla maailmaa 141 maassa. ICOMissa toimii 20 000 museota, 115 kansallista komiteaa sekä 30 kansainvälistä, eri museotoimintoja kehittävää komiteaa. (ICOM 2017a)

ICOMin missiot ovat:

”The International Council of Museums works for society and its development. It is committed to ensuring the conservation, and protection of cultural goods.

Establishing Standards of Excellence: ICOM sets standards for museums in design, management and collections organization. The *ICOM Code of Ethics for Museums* is a reference in the global museum community. It establishes minimum standards for professional practices and achievements for museums and their employees. By joining ICOM, each member is committed to respecting this code.

Leading a Diplomatic Forum: ICOM is officially associated with multilateral international conventions on heritage. As a diplomatic forum made up of 136 countries and territories, it gathers international professionals, renowned for their contribution to culture.

Developing the professional network: With more than 35.000 members, ICOM is a unique professional network of institutions and museum professionals. ICOM brings together museum experts to discuss various museum-related themes.

Leading a Global Think Tank: ICOM’s 30 International Committees conduct advanced research in their respective fields for the benefit of the museum community. They discuss and reflect on museum – and heritage – related issues.

International Missions: ICOM carries out its international missions thanks to international mandates in association with partners such as UNESCO, INTERPOL and the World Customs Organization (WCO). ICOM’s missions include:

- Fighting the illicit traffic of cultural goods
- Risk management
- Culture and knowledge promotion

- Protection of tangible and intangible heritage” (ICOM 2017b)

ICR on ICOMin alainen alueellisten museoiden kansainvälinen komitea. ICR:n toiminta alkoi 1950-luvun alkupuoliskolla. Silloin se toimi nimellä Committee for Local Museums. Vuonna 1962 nimi muutettiin viittaamaan alueellisiin museoihin ja alueelliseen museotoimintaan eli International Committee for Regional Museums. Sen tehtävänä on toimia alueellisten museoiden kansainvälisenä yhteenliittymänä ja kehittää alueellisten museoiden käytäntöjä ja toimintatapoja. (ICR n.d.a)

ICR:n missio on: ” ICR is an international committee of the International Council of Museums (ICOM) facilitating the development of regional museums for the benefit of their communities, through providing a forum for communication, co-operation and information exchange among museums, professionals and organizations.” (ICR n.d.b)

ICR:llä on 273 henkilöjäsentä ja 51 institutionaalista jäsentä. (ICR 2016a.) Jäsenistöä on kaikilla mantereilla – Etelänapamannerta lukuun ottamatta. ICR:n toimintakielinä ovat englanti, ranska ja espanja. Komitean työkielenä on englanti. (ICR 2014)

ICR:n keskeisin toimintamuoto on vuosittain järjestettävä konferenssi. Konferenssissa jäsenet pääsevät esittelemään museonsa toimintatapoja ja ajankohtaisia hankkeita. Esitykset julkaistaan myös kirjana ja /tai verkkojulkaisuna. (ICR 2014) Lisäksi ICR:llä on erilaisia kansainvälisiä projekteja. Uusimpana projektina on meneillään Nepalilä museotoiminnan opastamisen ja tukeminen maanjäristysten aiheuttamien tuhojen jälkeisessä jälleentekemisessä. Museotoiminnalla voi olla merkittävä rooli erilaisten yhteisöjen toiminnan tulemisessa silloin kuin muu infrastruktuuri on raiuina ja yhteisön pitäisi uskoa tulevaisuuteensa ja jaksaa korjata tuhoja. (ICR 2016a.)

ICOM järjestää kolmen vuoden välein suuren yleiskokouksen, johon osallistuvat kaikki kansainväliset ja kansalliset komiteat. Edellinen oli heinäkuussa 2016 Milanossa, Italiassa ja seuraava on 2019 Kiotossa, Japanissa. (ICOM n.d.) Yleiskokousten väliin jäävinä vuosina kansainväliset komiteat järjestävät vuosittaiset omat konferenssinsa sekä vuosikokouksensa.

Toimin itse ICR:n hallituksen jäsenenä. Lisäksi olen ICOMin Suomen komitean hallituksen jäsen ja taloudenhoitaja, mistä on ollut konferenssihankkeessa suuri apu. Siitä lisää myöhemmin konferenssin taloudesta kertovassa osuudessa.

ICR:n konferenssin järjestäminen Suomessa nousi ensimmäisen kerran puheeksi Taiwanissa vuonna 2014 järjestetyssä vuosikokouksessa. Silloinen puheenjohtaja, norjalainen Rune Holbek kysyi minulta, olisinko kiinnostunut järjestämään konferenssin jonakin vuonna Suomessa. Ilmoitin alustavasti olevani kiinnostunut kutsumaan ICR:n Suomeen, mutta ajankohta jäi



silloin avoimeksi. Konferenssipaiikat vuoden 2019 konferenssiin saakka oli silloin jo sovittu, joten ajatuksena oli, että Suomessa järjestettävä konferenssi olisi 2020-luvulla.

Vuoden 2017 konferenssi oli tarkoitus järjestää Aucklandissa, Uudessa-Seelannissa. Yllättävien henkilökohtaisten syiden vuoksi Uuden-Seelannin edustaja ilmoittikin vuoden 2016 konferenssissa, että hän on estynyt järjestämästä konferenssia vuonna 2017. Puheenjohtaja Holbek kääntyi sitten minun puoleeni ja pyysi, että voisin ottaa konferenssin järjestettäväkseni vain vuoden varoitusajalla. Hän uskoi, että Suomessa, jossa kaikki toimii hyvin, on konferenssin järjestäminen näin nopeasti mahdollista. (Holbek 2016.)

Niin minä lupauduin tähän tehtävään. Milanon konferenssissa keskustelin asiasta Helsingin kaupunginmuseon johtajan Tiina Merisalon kanssa. Maakuntamuseona myös heillä on jäseniä ICR:ssä. Merisalo oli myötämielinen ajatukselle ja niin lähti konferenssin suunnittelu liikkeelle. (Merisalo 2016.) Myöhemmin pyysin vielä Tampereen Vapriikkia, joka niin ikään toimii maakuntamuseona, mukaan konferenssin järjestämiseen. (Saloniemi 2016.) Näin muodostui rakenne, jossa konferenssi lopulta toteutettiin viiden päivän aikana kolmessa kaupungissa.

Tämän opinnäytetyön tavoitteena on konferenssin tuottaminen sekä portfolion kokoaminen konferenssiin liittyvistä asiakirjoista ja sopimuksista. Lisäksi opinnäytetyön kehittämisosuutena tuotan ohjenuoran ICR:n konferenssien järjestämiseen.

## 2 KONFERENSSIN SUUNNITTELU

ICR:lle valittiin uusi hallitus yleiskokouksessa heinäkuussa 2016. Puheenjohtajaksi valittiin Irena Žmuc Sloveniasta ja varapuheenjohtajaksi Chen Jianming Kiinasta. Taloudenhoitajana jatkoi Orit Shamir Israelista. Muut hallituksen jäsenet olivat Rune Holbek ja Jean Aase Norjasta, Eddie Wei-Chun Lai Taiwanista, Jane Legget Uudesta-Seelannista, Carrie-Ann Lunde Kanadasta ja Kenji Saotome Japanista. (ICR 2016a.)

ICR:n puolesta järjestelyorganisaationa toimii teoriassa koko hallitus – käytännössä näin ei kuitenkaan ollut. Vuoden 2016 vaalien jälkeen hallitus hajosi. Siitä irtisanoutui vanha puheenjohtaja Holbek sekä sihteeri Aase ja käytännössä myös tiedotuksesta vastaava Lunde. Stefanos Keramides Kreikasta ja minut nimettiin hallitukseen eronneiden tilalle. (Žmuc 2016a.) Konferenssin järjestäminen siis alkoi tilanteessa, jossa hallituksella oli uusi puheenjohtaja ja siltä puuttui sihteeri. Hallituksen sisäiset ristiriidat ja informaatiokatkokset vaikeuttivat työskentelyä aluksi.

Uusi hallituksen puheenjohtaja Žmuc pyysi minua hallituksen tilanteesta huolimatta jatkamaan konferenssin järjestämistä. (Žmuc 2016a.) Hänen kanssaan yhteistyö oli koko ajan toimivaa ja helppoa vaikka jouduimme molemmat tekemään runsaasti enemmän työtä sihteerin puuttuessa. Käytännössä voi sanoa, että minä ja Žmuc hoidimme konferenssin järjestelyä. Shamir kommentoi pari kertaa konferenssin talousarviota ja Lunde laitto hänelle toimitetut aineistot ICR:n kotisivuille – tosin yleensä useamman pyynnön jälkeen.

ICOM Suomen komitean rooli muodostui konferenssin järjestämisessä hyvin isoksi. Ensinnäkin sain hyviä neuvoja kollegoilta, jotka olivat aikaisemmin järjestäneet vastaavia konferensseja. (Ekosaari 2016; Saloniemi 2016.) Toiseksi konferenssin talouden hoitaminen ja maksuliikenne hoitui ICOMin Suomen komitean kautta. Taloudenhoitajan rooli oli mitä mainioin tässä tilanteessa. Sain maksaa konferenssin laskut ICOMin tililtä ja konferenssin jälkeen ICOM laskuttaa ICR:ää. Ilman tämänlaista välirahoittajaa olisi konferenssin järjestäminen ollut hyvin hankalaa.

Local Organizing Committee eli LOC muodostettiin Helsingin, Hämeenlinnan ja Tampereen museoiden henkilökunnista. Käytännössä minä toimin LOCin vetäjänä ja yhteyshenkilönä ICR:n suuntaan. Helsingistä maakuntatutkija Kati Selänniemi ja Tampereelta kulttuuriympäristöyksikön päällikkö Tuija-Liisa Soininen tulivat käytännössä mukaan LOCiin. Lisäksi Helsingistä saatiin viimeisen parin kuukauden ajaksi käytännön järjestelyjä Helsingissä hoitamaan projektityöntekijä Eija Niskanen. LOC kokoontui vain kaksi kertaa 14.10.2016 ja 16.8.2017 Helsingissä. Muun ajan yhteydenpitoa hoidettiin sähköpostitse.

## 2.1 Kutsu

ICR:n konferenssin isäntänä toimii aina jokin organisaatio, jossa ICR:n jäsen työskentelee. Se voi olla museo, jokin tutkimuslaitos tai yliopisto. Konferenssin kutsumisprosessi menee yleensä niin, että ICR:n jäsen keskustelee halukkuudestaan tuottaa konferenssi oman organisaationsa toimesta. Sopivasta vuodesta keskustellaan ensin vapaasti. Mikäli yhteisymmärrys löytyy, kutsuva organisaatio lähettää virallisen kutsun ICR:n hallitukselle. Kutsun allekirjoittaa sellainen taho, jolla on valta päättää ja ottaa vastuu organisaation puolesta konferenssin talouden pyörittämisestä ja vastuun otosta.

Normaalitilanteessa konferenssikutsu lähetetään ICR:n hallitukselle kahta tai jopa kolmea vuotta ennen kaavailtua konferenssiajankohtaa. Joskus on myös tilanteita, että useasta eri maasta on tullut kutsuja samalle vuodelle. Kutsujen ja ohjelmaluonnosten perusteella ICR:n hallitus on tehnyt valinnan konferenssipaikasta vähintään kahta vuotta ennen konferenssia.

Tällä kerralla aikataulu oli erilainen. Konferenssin pitämisestä Suomessa käytännössä päätettiin käytäväkeskusteluna Milanon konferenssin yhteydessä heinäkuussa 2016. Virallinen Helsingin, Hämeenlinnan ja Tampereen museoiden kutsu ICR:n hallitukselle lähetettiin 26.10.2016 eli vain kymmenen kuukautta ennen konferenssia (Liite 1). Ensimmäinen ohjelmaluonnos lähetettiin puheenjohtajalle 29.10.2016. Käytännössä hallitus oli tehnyt päätöksen konferenssin järjestämisestä Suomessa jo ennen virallisen kutsun esittämistä. Muuta vaihtoehtoa ei tällä kerralla ollut.

LOCin ensimmäisen kokoontumisessa laadimme ohjelmaluonnoksen tekemäni alustavan ohjelmarungon pohjalta. Päädyimme sellaiseen konferenssin rakenteeseen, jossa hallitus kokoontuu sunnuntaina, maanantaina ja tiistaina pidetään esitykset Helsingissä, keskiviikkona tutustutaan kohteisiin Hämeenlinnassa ja torstaina ja perjantaina Tampereella. Koska kaikki kolme kaupunkia lähtivät mukaan konferenssin järjestämiseen, tuntui luontevalta, että myös kutsujina toimivat kaikki nämä kolme museota. Kutsun allekirjoittivat Helsingin kaupunginmuseon johtaja Tiina Merisalo, Vapriikin johtaja Toimi Jaatinen sekä allekirjoittanut Hämeenlinnan kaupunginmuseon johtajana.

## 2.2 Konferenssin teema

Vuosittain järjestettävällä konferenssilla on aina jokin teema, joka on ajan-kohtainen tai liittyy siihen alueeseen, jossa konferenssi järjestetään. Vuoden 2017 teeman suunnittelussa lähdettiin siitä, että on Suomen itsenäisyyden 100-vuotisjuhluvuosi, ja vuoden teemaksi Suomessa on valittu Yhdessä. Tämä haluttiin ottaa pohjaksi myös ICR:n konferenssin teemoitukseen. (Žmuc 2016b.)

Together! olisi kuitenkin ollut liian yleinen sellaisenaan, joten teemaan liitettiin alaotsikko Regional Museums Engaging with the "New Reality". Kokonaisuudessaan teema muotoiltiin konferenssin kutsuun näin (Liite 2):

"In 2017 we gather in Finland to celebrate and discuss the theme "together". The anniversary gives us an opportunity to discuss important issues relevant to regional museums in many countries around the world after changes to political systems. Museums serve as stewards of the cultural heritage of diverse communities. We are looking for answers on the integrity of museums which retain different "former identities", now superseded by a "new reality".

We will explore examples of museums that thrive in their new reality while retaining and documenting their own past.

Questions to be explored include:

1. What are the new realities of museum work after major political change?
2. How are museums involved in these new realities?
3. How has the "new reality" had an impact on museums' ability to maintain their independence?
4. What changes have you made to adopt new professional practices or attract new partners and new audiences?
5. How has immigration from abroad or internal migration changed your community?
6. What have been the impacts on the management or collection policies of the museums?
7. Why are some issues in museums presented and others neglected?" (ICR 2017a)

### 2.3 Yhteistyöstä ja vastuunjaosta sopiminen

Konferenssin järjestämisessä on varsin isoja vastuita – erityisesti taloudellisia, joiden hoitamisesta tulee olla selkeä yhteisymmärrys. Tämän ICR:n konferenssin osalta oli erityisen tärkeää, että asiat on tarkkaan sovittu, koska järjestäjätahoja oli useita.

Aikeisempina vuosina ICR ja järjestävä organisaatio on solminut Cooperation Contractin, jossa on määritelty eri osapuolien eli ICR:n ja järjestäjätahon tehtävät ja vastuunjako. (Shamir 2016.) Tänä vuonna tilanne oli toinen. Koska järjestävinä tahoina olivat julkishallinnolliset organisaatiot eli kaupunkien omistamat museot, ei tämänlaisella aikataululla ollut mahdollista ottaa konferenssin talouden hoitamista näiden toimijoiden kirjanpidon kautta.

Onneksi tähän saatiin apu ICOMin Suomen komitealta. Kuten jo aiemmin tuli ilmi, ICOMin Suomen komitean rooli oli konferenssin maksuliikenteen

järjestämisessä keskeinen. Toimin komitean taloudenhoitajana, joten sikälikin oli helppoa järjestää asia: Minä hoidan maksuliikenteen ja vastaan laskuttamisesta ICR:ltä jälkikäteen. (ICOM Suomen komitea 2017.)

Tässä piili kuitenkin perustavanlaatuinen ongelma. ICOMin Suomen komitea ei ole oikeutettu allekirjoittamaan sopimuksia. Se oli ole itsenäinen yhdistys vaan osa maailmanlaajuista organisaatiota. Sillä ei ole nimenkirjotusoikeutta sen tapaisiin sopimuksiin, kuin oli aiempina vuosina laadittu. (Ekosaari 2017.) Merkillistä tässä on se, että esimerkiksi vuonna 2015 ICOM Israel oli allekirjoittanut sopimuksen, vaikka sitä sitovat aivan samat ICOMin säännöt ja toimintatavat.

Ongelman ratkaisemiseksi sovittiin, että yhteistyöstä ja vastuunjaosta sovitaan yhteisellä kirjauksella eli laaditaan Memorandum of Understanding (MoU). Laadin aiemman sopimuksen pohjalta asioiden kirjauksen, jossa periaatteessa sovittiin kaikki samat asiat kuin aiemmissa sopimuksissa, mutta asiakirja oli laadittu muistioksi. Muistion laatijoina toimivat ICOM ICR, LOC eli kolme kaupunginmuseota sekä ICOM Suomen komitea.

Muistiossa todettiin, että oli sovittu, että konferenssi järjestetään Suomessa. Sen teema on Together ja ajankohta 28.8. - 1.9.2017. ICOM ICR lupasi vastata kustannuksista. LOC lupasi järjestää majoitukset, kuljetukset, tarjoilut, Post-Conference-Tourin sekä tarvittavat tilat ja materiaalit. Lisäksi siinä kirjattiin, että ICR:n tulee ilmoittaa osallistujamäärä 15. kesäkuuta mennessä. Taloudesta todettiin, että konferenssi kustannetaan ICR:n keräämistä osallistumismaksuista sekä museoiden ja niiden taustaorganisaatioiden vieraanvaraisuudella. Rahaliikenteestä todettiin, että ICOM Suomi laskuttaa ICR:ää konferenssin kustannuksista lokakuun loppuun mennessä ja ICR maksaa laskun marraskuun loppuun mennessä.

MoUn laatiminen tapahtui hyvässä yhteisymmärryksessä. Se kiersi lausunolla kaikilla ICR:n hallituksen jäsenillä sekä ICOM Suomen komitean hallituksen jäsenillä sekä LOCin edustajilla. Kaikki tahot ilmaisivat olevansa muistion takana, ja lopulta kävi niin, että muistiota ei edes allekirjoitettu vaan se sovittiin hyväksytyksi sähköpostitse (Liite 3). (LOC 2017.)

### 3 KONFERENSSIN JÄRJESTÄMINEN

ICR:n konferensseilla on ollut jo vuosien ajan varsin vakiintunut ohjelman runko. Jäsenien esitykset on ryhmitelty kahteen tai kolmeen ensimmäiseen päivään. Tämän jälkeen ohjelma hieman kevenee ja tehdään vierailuja erilaisiin museo- ja kulttuurikohteisiin. Jäähvyäisillallinen vietetään toiseksi viimeisenä konferenssipäivänä ja viimeisen päivän ohjelma päättyy lentokentälle tai paikkaan, josta matkustaminen lentokentälle on helppoa.

#### 3.1 Ohjelma ja aikataulu

Varsinaisen konferenssin viisipäiväinen ohjelma muotoutui helposti. Ensimmäiset kaksi päivää päätettiin viettää Helsingissä. Näille päiville koottiin jäsenten esitykset sekä keynote -puheenvuorot. Esitysten lomassa päätettiin tutustua uuteen Helsingin kaupunginmuseoon sekä UNESCO:n maailmanperintöluettelossa olevaan Suomenlinnaan.

Kolmantena päivänä päätettiin matkata Hämeenlinnaan, jossa ohjelmassa oli tutustuminen uuteen kaupunginmuseoon Museo Skogsteriin, Sibeliuksen syntymäkotiin sekä Hämeen linnan ja Museo Militariaan. Syntymäkodissa vieraille esiintyi itse Sibeliuksen pianotaiteilija Tuomas Nikkanen soitti pienen matinean Sibeliuksen Puusarjan pianosävellyksistä.

Kaksi viimeistä päivää päätettiin viettää Tampereella. Siellä ohjelmassa oli tutustuminen näyttelykeskus Vapriikin näyttelytarjontaan sekä maakuntamuseon Adoptoi monumentti -hankkeeseen sekä yhteistyöhön paikallisyhteisöjen kanssa.

Lopullisen ohjelman laatiminen tehtiin siten, että osallistujien puheenvuorot keskitettiin kahteen ensimmäiseen päivään. Puheenvuorojen lomassa tehtiin vierailuja kohteisiin Helsingissä. Keskiviikko varattiin kokonaisuudessaan Hämeenlinnassa tapahtuvalle ohjelmalle ja hämeenlinnalaisten toimijoiden puheenvuorot pidettiin siellä. Torstai ja perjantai olivat Tampereen päiviä. Silloin kuultiin tamperelaisten kollegojen puheenvuorot sekä tutustuttiin museoihin ja muihin kohteisiin. Ohjelma muodostui sopivan vaihtelevaksi. Liian pitkiä luentosalisessioita ei ollut ja aikataulu toimi kun siitä pidettiin tarkkaan koko ajan huolta.

Aikataululuonnos:

<b>Maanantai</b>	
9:00	Avajaisseremoniat
9:30	Keynote 1
10:00	Puheenvuoroja
11:00	Kahvitauko
11:15	Puheenvuoroja
12:45	Lounas
13:45	Opastettu kierros Helsingin kaupunginmuseossa
15:00	Keynote 2

15:45	Puheenvuoroja
18:30	Tervetuloillanvietto
<b>Tiistai</b>	
9:00	Puheenvuoroja
10:00	Kahvitauko
10:15	Puheenvuoroja
12:45	Lounas
	Aikaa tutustua museoihin
16:30	Lautta Suomenlinnaan
17:30	Suomenlinnan kierros ja illallinen
<b>Keskiviikko</b>	
8:00	Bussi hotelleilta kohti Hämeenlinnaa
10:30	Hämeenlinnan kaupunginmuseo
12:00	Sibeliuksen syntymäkoti
13:00	Lounas
14:30	Hämeen linna
16:00	Museo Militaria
18:00	Hotellit Tampereella
19:00	Illallinen
<b>Torstai</b>	
9:00	Vuosikokous
10:30	Vapriikki
12:45	Lounas
13:45	Aikaa tutustua museoihin
15:00	Werstas
16:30	Lenin museo
19:00	Jäähyväisillallinen
<b>Perjantai</b>	
8:00	Bussi hotelleilta
9:00	Adoptoi monumentti -hankkeen esittely
12:15	Lounas Reipissä
13:00	Reipin museo
14:00	Tursiannotko
15:05	Pirkkalan lentokenttä
15:30	Tampereen rautatieasema
18:00	Helsingin lentokenttä
18:00	Illallinen Post-Conference-Tourille lähtijöiden kesken
22:11	Yöjuna Tampereelta Rovaniemelle

Konferenssin aikataulurunko hyväksyttiin ICR:n hallituksen sähköpostikokouksessa 8.3.2017. Sen jälkeen alkoi tarkempi ohjelman sisällön suunnittelu.

Alun perin ohjelmavuoroon oli varattu aikaa 24 puheenvuoroon. Abstrakteja vastaanotettiin kuitenkin vain 16 puheenvuorosta, joten ohjelmaan oli mahdollista sisällyttää myös jotakin muuta. Jette Sandahl, joka oli kutsuttu toiseksi keynote-puhujaksi, toimii puheenjohtajana ICOMin Committee of Museum Definition, Prospects and Potentialsissa. Hän on vetänyt eri puolilla maailmaa työpajoja ja pyöreän pöydän keskusteluja, joissa on pohdittu museoalan tulevaisuutta. Koska Sandahl oli tulossa paikalle ja ohjelmassa oli tilaa, ICR:n hallitus päätti pyytää häntä vetämään tämänlaisen työpajan konferenssissa. (ICR 2017c.) Siihen löytyi sopiva ajankohta heti maanantain iltapäivän ohjelmasta.

Ohjelma eli hieman koko ajan suunnittelun edetessä. Sinne tuli lisäyksenä ICOMin vuoden 2019 Kioton yleiskokouksen esittely- ja kutsupuheen-

vuoro. Samoin Helsingin kaupunginmuseon johtaja Tiina Merisalo pyydettiin esittelemään kaupunginmuseon uutta toimintakonseptia ja nimitystä vuoden museoksi 2017.

Tampereen päivien sisältö muuttui monta kertaa eri toimijoiden aikataulusyistä ja liikkumisten tarkemmasta aikataulutuksesta johtuen. Viimeisiä muutoksia ohjelmaan tehtiin vielä päivää ennen kuin lopullinen ohjelma piti taittaa ja lähettää painoon. Taitettuna ohjelmasta tuli 44 sivuinen vihko ja se painettiin Granossa ja jaettiin konferenssin materiaaleissa kaikille osallistujille. Ohjelmavihko sisältää aikataulun lisäksi kaikkien puheenvuorojen pitäjien esittelyt sekä noin yhden sivun mittaiset abstraktit heidän esityksistään (Liite 4).

Konferenssin jälkeen kaikilta puhujilta kerätään vielä laajemmat artikkelit heidän puheenvuoroistaan. Nämä tullaan julkaisemaan joko painettuna kirjana tai flash drive -julkaisuna.

### 3.2 Tietopaketti paikoista ja kohteista

ICR:n hallitukselle oli hyvin tärkeää saada tietää ohjelman suunnitteluvaiheessa varsin tarkasti kaikista ohjelman tapahtumapaikoista ja vierailukohteista. Yleensä ICR:n hallitus on pitänyt kokouksen tulevan konferenssin pitopaikassa noin vuotta ennen konferenssia. Näin sillä on ollut mahdollista päästä tutustumaan kohteisiin ennakolta ja jopa tehdä valintoja, mitkä kohteet ovat mielenkiintoisia ja sopivat teemaan.

Tällä kerralla tähän ei tietenkään ollut mahdollisuutta jo aikataulusyistä. Tosin näyttää siltä, että tästä käytännöstä muutenkin pitää luopua, sillä toimijoiden matkustaminen on tullut hankalammaksi ja taloustilanne ei siihen anna lukuisia mahdollisuuksia. Jatkossa hallitus tulee kokoontumaan vain vuosittaisen konferenssin yhteydessä ja muun ajan hoitamaan asioita sähköpostitse. (ICR 2017d.)

Kokosin hallituksen käyttöön tietopaketin konferenssin paikoista ja vierailukohteista. Siinä esittelin ja luonnehdin kohteita, jotta hallitukselle muotoutuisi kuva siitä, miksi olin valinnut tämän kohteen konferenssin ohjelmaan ja miten se liittyy teemaan. Lisäksi pyrin liittämään kohteista www-sivujen osoitteet ja yhden kuvan. Onneksi nykyisin tämän tyyppisillä kohteilla on jo varsin mainioita nettisivuja, joten niiden perusteella hallituksen jäsenten tutustuminen konferenssin ohjelman kohteisiin tuntui sujuvan ihan mallikkaasti (Liite 5).

### 3.3 Call for Presenters

ICR:n tavoitteiden mukaisesti konferenssin keskeisin asiasisältö muotoutuu jäsenten tutkimus- ja näyttelyhankkeiden sekä kehittämisprojektien esittelyistä. Puheenvuorojen jakaminen tapahtuu siten, että hyvissä ajoin



lähetetään jäsenistölle sekä tiedotetaan muita väyliä pitkin Call for Presenters. Määräaikaan mennessä lähetetään työryhmälle lyhyt, enintään sivun mittainen abstrakti, jossa esitellään aihe, josta haluaisi tulla puhumaan.

Konferenssin teeman mukaisesti etsittiin puheenvuoroja aihepiiristä ”Together! Regional Museums Engaging with the New Reality”. Kutsu lähetettiin helmikuussa ja aikaa lähettää abstrakti oli 29.5.2017 saakka. Abstraktit lähetettiin minulle ja minä yhdessä Kenji Saotomen kanssa toimimme puhujien valitsijoina (Liite 6).

Alkuperäisessä ohjelmaluonnoksessa oli 15 minuutin mittaisia puheenvuoroaikoja 24. Kävi kuitenkin niin, että saimme vain 16 abstraktia. Näin ollen Saotomen ja minun tehtäväksi jäi vain varmistaa, että tarjotut puheenvuorot olivat aiheeseen sopivia ja muodostaa niistä sopivia teemasessioita.

### 3.4 Muut puhujat

ICR:n konferenssien ohjelmassa on aina muutama puheenvuoro, johon on kutsuttu ulkopuolinen puhuja. Konferenssin virallisena avaajana toimii yleensä joku ministeriön tai isännöivän kaupungin edustaja. Lähetin kutsun avaajaksi opetus- ja kulttuuriministeri Sanni Grahn-Laasoselle (Liite 7). Grahn-Laasoselta tuli vastaus vasta toukokuussa, kun hän oli siirtynyt pois kulttuuriministerin tehtävästä. Tästä syystä vastaus oli kielteinen. (Pahkakangas 2017.) Lähetin seuraavan kutsun uudelle kulttuuriministerille eli Sampo Terholle toukokuussa ja uudelleen kesäkuussa. Terholta ei saatu koskaan vastausta kutsuun. Niinpä päädyttiin pyytämään virallista avaajaa Helsingin kaupungin uudelta kulttuurin alan apulaispormestarilta. Helsingin kaupungin puolesta konferenssiväen siis toivotti tervetulleeksi apulaispormestari Nasima Razmyar ja ICOMin Suomen komitean puolesta tervehdyksen toi hallituksen puheenjohtaja Eero Ehanti.

Konferenssiin oli kutsuttuna myös kaksi asiantuntijapuheenvuoron pitäjää eli keynote -puhujaa. Toisen valitsi ICR:N hallitus ja toisen LOC. Suomalaisena keynote-puhujana konferenssiin kutsuttiin Suomen Museoliiton pääsihteeri Kimmo Levä. Hän piti puheenvuoron aiheesta ”A Museum is a Service. New professional practices – customer orientation and networking.” ICR:n hallituksen kutsumana keynote-puhujana oli museonjohtaja Jette Sandahl Tanskasta. (ICR 2017b.) Hän toimii paitsi Ruotsin Kulttuurien museon myös Tanskan Naisten Museon johtajana. Hän puhui otsikolla ”Topographies of Fear, Hope and Anger.” Lisäksi konferenssin ohjelmassa piti puheenvuoroja Helsingin, Hämeenlinnan ja Tampereen museoiden edustajat.

### 3.5 Ilmoittautuminen

Konferenssiin ilmoittautuminen suoritettiin verkossa Brown Paper Tickets -järjestelmän kautta. (Brown Paper Tickets 2017.) Se on verkossa toimiva

lipunmyyntipalvelu. Järjestelmän kautta on yksinkertaista hoitaa ilmoittautuminen ja samalla sen kautta voi maksaa konferenssimaksun luottokortilla.

Konferenssin maksu oli porrastettu siten, että varhaisesta ilmoittautumisesta palkittiin alemmalla konferenssimaksulla. Konferenssin hinta oli 15.6.2017 saakka 400 euroa ja sen jälkeen 450 euroa. Lisäksi oli mahdollista ilmoittautua vain yhdeksi päiväksi 100 euron hinnalla. (ICR 2016b.) Tämä järjestely on toimiva, koska se ohjaa ihmisiä ilmoittautumaan ajoissa. Konferenssiin oli kuitenkin mahdollista ilmoittautua vielä paikan päälläkin, mikä aiheutti suuria hankaluuksia ja riskiä palveluiden, kuten aterioiden ja kahvien tilauksiin. Aterioita jouduttiin tilaamaan enemmän kuin oli ennakoilmoittautuneita siltä varalta, että ilmoittautumisia tulisi vielä paikan päällä. Näitä ei kuitenkaan tullut, joten ylimääräisten aterioiden kustannukset jouduttiin kattamaan kerätyistä konferenssimaksuista.

Luottokorttimaksu tuotti myös hankaluuksia joidenkin osallistujien kohdalla. Esimerkiksi Kroatian edustajat eivät voineet maksaa konferenssimaksua verkossa luottokortilla, koska heidän organisaatiollaan ei sellaista ole. (Jovičić 2017.) Näin ollen he eivät voineet suorittaa ilmoittautumista järjestelmän kautta ja heille piti lähettää erikseen laskut. Tämä puolestaan mutkisti osallistujalistan ylläpitoa, koska he eivät olleen mukana järjestelmästä tulevalla ilmoittautumislistalla.

### 3.6 Materiaalit

Konferenssiin koottiin materiaalikassi, joka jaettiin kaikille osallistujille. Konferenssille teetettiin oma painettu kassi ICR:n tunnuksella ja konferenssin tiedoilla.

Konferenssin ohjelmasta ja abstrakteista painettiin 44-sivuinen ohjelma-vihko. Lisäksi kasseihin laitettiin Helsingin, Hämeenlinnan ja Tampereen kartat, joihin oli merkitty kaikki tapahtuma- ja vierailupaikat. Lisäksi oli esitteitä, infopaketti koskien liikkumista ja palveluja Suomessa ja Helsingissä (Liite 8) sekä kynä ja lehtiö sekä pieniä lahjoja kuten jääkaappimagneetti ja avaimenperä.

### 3.7 Tilat, majoitukset, kuljetukset ja tarjoilut

Käytännön järjestelyt, kuten tilat, majoitukset, kuljetukset, tarjoilut yms., olivat kaikkein työllistävin osa konferenssin järjestelyissä. Konferenssi- ja kokoustilat järjestyivät helposti järjestäjämuseoista ja ne pystyttiin varaan hyvissä ajoin jo syksyllä 2016, joten ne eivät aiheuttaneet suurta päänvaivaa.

Majoituksen osalta työtä oli paljon enemmän. Helsinkiin Katajanokan vanhaan vankilaan tehtyyn hotelliin saatiin riittävä kiintiö varattua tammikuussa 2017. Sen sijaan Tampereen hotellihuonetilanne oli hankalampi. Kävi ilmi, että samaan aikaan Tampereella oli kaksi suurta konferenssia, joten kaikki hotellit oli jo tammikuun alkupäivinä varattu niin täyteen, ettei riittävää ennakkovarauskiintiötä löytynyt yhdestäkään hotellista. Parin päivän työn tuloksena onnistuivat kuitenkin saamaan riittävän määrän huoneita ennakkovaraukseen kahdesta eri hotellista, jotka olivat kävelymatkan päässä Vapriikista.

Yhteiset keskihintaiset hotellit eivät kuitenkaan kelvanneet kaikille. Osa oli varannut hintavampaa majoitusta ja osa oli löytänyt edullisempia ratkaisuja. Valitettavasti osa ei ollut huolehtinut minkäänlaista majoitusta, joten joudun viime päivinä ennen konferenssia vielä toimimaan majoitussihteerinä ja välittämään varauksia ja luottokorttinumeroita useisiin eri hotelleihin. Lisäksi yhteinen liikkuminen hotelleilta tuotti hankaluuksia. Linja-autokuljetuksia oli tilattu vain niiltä hotelleilta, jotka olivat ohjelmassa, joten muualta tulevien kanssa piti erikseen sopia tapaamispaikkoja ja pysäkkejä. Tämä johti niin ikään hankaluuksiin, sillä ihmisiä oli odottamassa busseja väärissä paikoissa ja heitä sitten etsittiin ja odoteltiin.

Kuljetuksia tarvittiin useana päivänä. Suomenlinnaan mentiin lautalla, joten siihen ostettiin etukäteen lippu jokaiselle ja laadittiin aikataulu, jotta kukaan ei vahingossa jää yöksi saareen. Keskiviikkoamuna matkasimme Helsingistä Hämeenlinnaan ja illalla Hämeenlinnasta Tampereelle linja-autolla. Torstaina Tampereella oli linja-autokuljetus Werstaalta Lenin -museoon ja sieltä edelleen hotelleille. Perjantaina olimme koko päivän linja-auton kanssa retkellä Pirkkalassa ja Tursiannotkossa. Jokainen kuljetus piti kilpailuttaa, aikatauluttaa, tilata ja vahvistaa. Onneksi Suomessa tällaiset järjestelyt ovat toimivia. Linja-auto oli aina paikallaan silloin kuin pitikin ja kuljettajat antoivat aina heti yhteystietonsa, jotta ohjelman muuttuessa saadaan linja-auto soitettua paikalle.

Tarjoilut tuottivat paljon työtä. Ohjelmassa oli 6 kahvitusta, 5 lounasta ja 5 illallista. Lounaat ja illalliset olivat aina eri paikoissa, joten aterioiden koordinointi oli tehtävä tarkkaan, ettei ole lohta kahta kertaa samana päivänä tms. Erikoisruokavaliot tuottivat myös ylimääräisiä mutkia. Kaiken piti olla kosher ja aina tuli olla tarjolla myös kasvisvaihtoehto. Onneksi kaloilla, lampaalla ja porolla pystyttiin luovimaan kosher -vaatimuksen mukaisesti ja kasvisruokavaihtoehtokin tuntuu olevan Suomessa jo ihan arkipäivää. Yhtään vegaania ei konferenssiväessä ollut.

### 3.8 Post-Conference-Tour

ICR:n konferenssiin liittyy aina Pre- tai Post-Tour. Jo Milanon konferenssissa 2016 nousi esiin toive, että matka Suomessa suuntautuisi Lappiin. Viiden päivän Lapin-retken järjestely oli yhtä työllistävä, kuin itse konferenssin. Ohjelmassa oli kaksi päivää Rovaniemellä, päivä Tankavaarassa ja

kaksi päivää Inarissa. Matka- ja majoitusjärjestelyt hoiti matkatoimisto Häme-Matkat, mutta ohjelmasisällön ja siihen liittyvät järjestelyt ja varaukset hoidin itse. Ohjelma oli monipuolinen ja kaikki 12 matkaan osallistunutta tuntuivat oikein tyytyväisiltä (Liite 9).

## 4 TALOUS

Konferenssin talouden suunnittelu on varsin haastavaa, koska osallistujamäärästä ei ole tietoa suunnitteluvaiheen aikana. Konferenssissa syntyy lukuisia kiinteitä kustannuksia, jotka pysyvät samoina osallistuu konferenssiin kymmenen tai sata osallistujaa.

### 4.1 Budjetointi

Konferenssin talouden suunnittelu kulki koko ajan sisällön suunnittelun rinnalla. Konferenssin maksu en saanut muodostua liian korkeaksi, sillä kaiken kaikkiaan konferenssista oli tulossa varsin kallis matkoineen ja majoituksineen. (ICR 2016b.) Monet ICR:n jäsenet joutuvat kustantamaan konferenssimatkansa kokonaan itse tai ainakin osittain ja suuri osa jäsenistä on sellaisista maista, joissa tulotaso on huomattavan alhainen verrattuna suomalaiseen kustannustasoon.

Hallituksen kanssa käydyissä sähköpostineuvotteluissa päädyimme siihen, että konferenssin maksu saa olla korkeintaan 450 euroa ja varhaisesta ilmoittautumisesta annetaan vielä 50 euron alennus. (ICR 2016b.)

Laskin erilaisia skenaarioita maksujen määrästä siten, että ilmoittautuneita olisi 20, 30, 40 tai 50. Suunnittelun lähtökohtana pidin sitä, että osallistujia olisi 40 ja puolet heistä maksaisi early bird -hinnan ja puolet koko konferenssimaksun. Tällöin konferenssimaksuja olisi kertynyt 17 000 euroa (20x400+20x450). Aikaisempien vuosien kokemukseen perustuen 40 osallistujaa oli aivan realistinen tavoite. Toisin kuitenkin kävi, ilmeisesti joutuin osittain maailmanpoliittisesta tilanteesta ja osittain taloustilanteesta.

#### ICR - Conference Helsinki - Hämeenlinna - Tampere

28.8.-1.9.2017

Budget draft, situation 28.8.2017	Total in			
	Euros	fees	grant	from
<b>monday 28.8.2017</b>				
Venue Helsinki City Hall	1 000,00		1 000,00	City of Helsinki
Registration staff	200,00		200,00	Hki City Museum
Coffee 9,66 € / pers 37	357,42	357,42		
Lunch 11,86 € / pers 37	438,82	438,82		
Hki City Museum guided tour, 2 guides á 80 €	160,00		160,00	Hki City Museum
Coffee 6,25 € / pers 37	231,25	231,25		
Grill Party at Falkman 25 € / pers	925,00		925,00	Hki City Museum
<b>tuesday 29.8.2017</b>				
Venue Helsinki City Hall	1 000,00		1 000,00	City of Helsinki
Registration staff	200,00		200,00	Hki City Museum
Coffee 6,60 € / pers 27	178,20	178,20		
Lunch 15 € / pers 27	405,00		405,00	City of Helsinki
Ferry to Suomenlinna 5,00 € / pers 30	150,00	150,00		

Guided tour in Suomenlinna, 1 guide á 130 €	130,00	130,00	
Dinner at Suomenlinna 61,00 € / pers + 68 € 30	1 898,00	1 898,00	
<b>wednesday 30.8.</b>			
Bus for whole day	650,00	650,00	
Coffee 12 € / pers 25	300,00		300,00 Hml City Museum
Guided tour at Museo Skogster, 2 guides á 40 €	80,00		80,00 Hml City Museum
Guided Birthplace of Sibelius, 1 guide 40 €	40,00		40,00 Hml City Museum
Matinee at the Birthplace of Jean Sibelius	400,00	400,00	
Lunch at Hämeenlinna City Hall 25 € / pers 32	800,00		800,00 City of Hml
Guided tour at Häme Castle, 2 guides á 70 €	140,00		140,00 Häme Castle
Coffee at Museo Militaria 12 € / pers 25	300,00	300,00	
Dinner at Plevna 30 € / pers 25	750,00	750,00	
<b>thursday 31.8.2017</b>			
Venue, auditorium at Vapriikki	500,00		500,00 Vapriikki
Guided tour at Vapriikki, 2 guides á 70 €	140,00		140,00 Vapriikki
Lunch at Vapriikki 9,80 € / pers 26	254,80		254,80 City of Tampere
Guided tour Werstas, 2 guides á 80 €	160,00		160,00 Werstas
Guided tour Lenin museum, 1 guide 80 €	80,00		80,00 Lenin museum
Coffee at Lenin museum 6 € / pers 26	156,00		156,00 Lenin museum
Farewell Dinner 75 € / pers 30	2 250,00	2 250,00	
Farewell Dinner music	250,00	250,00	
<b>friday 1.9.2017</b>			
Bus for whole day	650,00	650,00	
Coffee 6 € / pers 26	156,00	156,00	
Lunch 15 € / pers 26	390,00	390,00	
Bags 10 € / pers	300,00	300,00	
ID cards, tags, pens 5 € / pers	150,00	150,00	
Printed materials 10 € / pers	300,00	300,00	
	<b>16 966,49</b>	<b>9 929,69</b>	<b>7 036,80</b>
Fees		-9 593,00	
		336,69	

Suurin osa konferenssin kustannuksista oli riippuvainen osallistujamäärästä. Tällaisia olivat esimerkiksi ateriat ja kahvitukset. Niiden tilaamisessa oli kuitenkin riski. Ennakoilmoittautuneita oli noin viikkoa ennen konferenssin alkamista vain 23. Aterioiden ja kahvien tilaukset tuli siis tehdä ennustamalla viimeisen viikon ilmoittautumiset sekä paikan päällä ilmoittautuvat. Näin ollen jouduimme tilaamaan arvioitun määrän ylimääräisiä aterioita. Näistä muodostui taloudellinen riski, joka jossakin määrin myös realisoitui. Konferenssin talous tulee jäämään hieman miinukselle.

#### 4.2 Sponsorit ja vieraanvaraisuus

Heti suunnittelun alkuvaiheessa tuli selväksi, että konferenssin järjestämisessä tarvitaan sponsoreita ja vieraanvaraisuutta. Ilman niitä konferenssimaksu olisi noussut aivan liian korkeaksi.

Kahden ulkopuolisen sponsoriehdokkaan kanssa käytiin keskusteluja, mutta sponsoriavun vastaanottaminen näiltä tahoilta muodostui ongelmalliseksi. ICOMin päämajassa Pariisissa oltiin hyvin varovaisia asiassa. Sponsorointi olisi pitänyt saada johonkin yksittäiseen ja rajattavaan tapahtumaan tai tilaisuuteen. Yleistä sponsorointia konferenssi ei voinut vastaanottaa. Lisäksi sponsoriehdokkaiden toiveiden täyttäminen konferenssille varatuissa tiloissa muodostui käytännössä mahdottomaksi. Toisen sponsoriehdokkaan aulanäyttelylle ei ollut tilaa Helsingin kaupungintalon konferenssihuoneistossa. Toinen ehdokas olisi halunnut osallistua illanviettoon, mutta se oli muiden jo olemassa olevien yhteistyösopimusten vuoksi mahdotonta. (Merisalo 2017.)

Vieraanvaraisuuden hankkiminen oli onneksi yksinkertaisempaa. Järjestävät museot ja niiden taustaorganisaatioina kaupungit osallistuivat konferenssin kustannuksiin hyvin avokätisesti. Aterioina, kahvituksina, tiloina ja palveluina saatiin konferenssin talousarviosta yli 40 prosenttia eli yli 7 000 euro verran.

## 5 KONFERENSSIN JÄRJESTÄMISEN OHJENUORAN LAATIMINEN

Konferenssien järjestämisestä on julkaistu monia oppaita. Myös verkossa on valtavasti opas- ja ideamateriaalia konferenssien ja kongressien järjestämisestä. Minä olen osallistunut ICR:n konferensseihin vuodesta 2007 lähtien ja jo sitä ennen oli osallistunut lukuisia kertoja muiden ICOMin kansainvälisten komiteoiden konferensseihin. Minulla on siis monen vuoden kokemus osallistumisesta konferenssiin vieraana. Sen kokemuksen perusteella on ollut helppoa lähteä listaamaan niitä toimintoja, joiden pitää sujua, jotta konferenssivieraan kokemus muodostuu miellyttäväksi.

Kyselin ICR:n aiempien konferenssien järjestäjiltä oliko olemassa ohjenuoraa juuri ICR:n konferenssien järjestämistä varten. Sellainen oli joskus ollut – ilmeisesti jo vuosikymmen sitten, mutta sen jälkeen sitä ei ole pidetty ajan tasalla. En saanut sitä käsiini, mutta keskustelussa aiemmin pitkään ICR:n sihteerinä toimineen Susan Hannan kanssa sain joitakin vihjeitä siitä, mitä ohjenuora oli sisältänyt. (Hanna 2016.)

Ohjenuoran laatimisessa lähdin liikkeelle ICR:n säännöistä. Otin pohjaksi kaiken, mitä säännöissä sanotaan konferenssien ja vuosikokousten järjestämisestä. (ICR 2014)

Konferenssin järjestämisen alkuvaiheessa listasin muutamia asioita, joita tulee ottaa huomioon. Laadin myös ensimmäisen aikataulun konferenssin valmistelulle takaperin eli siten, että mihin mennessä viimeistään sen ja sen asian pitää olla valmiina tai varattuna. Vähitellen konferenssin järjestämisen edetessä täydensin listaa ja loppuvaiheessa laadin siitä noin kymmensivuisen ohjenuoran. Toivon, että sillä on käyttöä seuraaville konferenssin järjestäjille ja että hallitus päivittäisi sitä vuosittain sen mukaan kuin tarpeet muuttuvat.

Lähdin liikkeelle ICOMin säännöstä, joissa määritellään komiteoiden toimivalta. Kuten jo aiemmin totesin, komiteat eivät ole itsenäisiä toimijoita vaan kansainvälisen organisaation alakomiteoita. Tämä seikka tulisi huomioida sopimuksia laadittaessa.

Seuraavaksi kiinnitin huomiota konferenssien tarkoitukseen ja tavoitteen. Listasin ne seikat, jotka tulee nähdä tärkeinä ja konferenssin tavoitteina. Konferenssien järjestämiseen ja osallistumisiin käytetään runsaasti sekä julkista että yksityisten ihmisten rahaa, joten niiden tavoitteen tulee olla selkeästi määritelty.

Ehdotan, että ICR valitsisi hallituksen keskuudesta tai muulla tavoin järjestelykomitean, jossa olisi kolme jäsentä. Nämä voisivat olla esimerkiksi hallituksen puheenjohtaja, edellisen konferenssin pääjärjestäjä ja järjestettävän konferenssin pääjärjestäjä. Näiden kolmen tahon yhteistyö todennä-



köisesti olisi toimivampi, kuin se, että kaikki asiat kierrätetään koko hallituksessa. Hallituksen jäsenten ollessa sananmukaisesti ympäri maailmaa tarkoittaa sitä, että kaikkien kommenttien tai päätösten saaminen kestää aina vähintään yhden vuorokauden yleensä paljon pidempäänkin.

Toiseksi ehdotan, että konferenssille nimetään paikallinen järjestäjäkomitea, LOC ja siihen nimetään yksi päävastuullinen pitämään yhteyttä ICR:n järjestelykomiteaan ja hallitukseen. Se, että viesti järjestäjäorganisaation ja ICR:n välillä kulkee vain yhden henkilön kautta vähentää viestien ristiin menoa ja väärinymmärryksiä.

Kuvaan ohjenuorassa myös taloudellisen vastuun jakoa ja konferenssin taloudesta sopimista. Konferenssin kielestä tai kielistä keskustellaan aika ajoin. Lähdin ohjenuorassa siitä, että ICR:n konferenssit noudattavat ICO-Min päätöstä virallisista kielistä, mutta poikkeustapauksissa näistä voidaan poiketa. Tällainen tilanne oli esimerkiksi 2014 Taiwanissa. Puolet konferenssin osallistujista oli mandariinikielisiä, joten oli luontevaa, että he saivat puhua omalla kielellään ja heidän esityksensä tulkittiin englanniksi. Näistä poikkeuksista tulee kuitenkin sopia ennakkoon ja pohtia kuinka suuret kustannukset tulkkipalveluista saa syntyä.

Katsoin tarkoituksenmukaiseksi kuvata myös konferenssipaikan valintaa lyhyesti ohjenuorassa. Yleensä paikan valinnassa ei ole ollut vaikeuksia, sillä yleensä samalle vuodelle on ollut vain yksi kutsuja. Kuluneen 11 vuoden aikana on vain kerran äänestetty konferenssinpitopaikasta. Tämä johtui siitä, että kaikki eivät pitäneet ajatuksesta järjestää konferenssi Israelissa alueen turvallisuustilanteen vuoksi.

Toin ohjenuoraan myös ajatukset siitä, ketkä voivat osallistua ICR:n konferensseihin sekä lyhyesti tuote-esittelyjen tai näyttelyiden mahdollisuudesta. Niin ikään lyhyesti kirjasin ajatuksia konferenssin tarvitsemista tiloista sekä osallistujien majoituksesta.

ICR:n ja paikallisen järjestäjän vastuunjako nousi ohjenuorassa keskeiselle sijalle. Järjestämisen vastuunjako ei aina välttämättä mene niin sujuvasti kuin tämän vuoden konferenssin osalta. Ehdotan, että konferenssin teema pohditaan yhdessä. Näin siihen saadaan sekä laajempi alan näkökulma että jokin paikallinen ajankohtainen piirre. Ajankohdasta, aikataulusta ja ohjelmasta kirjasin joitakin huomioita.

Vuosittain keskusteluun nousee se, että pitääkö tosiaan myös niiden osallistujien, jotka ovat pitämässä puheenvuoroa, maksaa osallistumismaksu. Kirjasin siis ohjenuoraan yksiselitteisesti, että kyllä näidenkin pitää maksaa. Samoin puheenvuorojen pitäjien tulee maksaa matkansa ja majoittumisensa. Näihin voi toki olla poikkeuksia, joista tapauskohtaisesti päättää ICR:n hallituksen puheenjohtaja ja rahastonhoitaja.

Vastuunjakoon kirjasin myös sen, että paikallisen järjestäjän vastuulla on tuottaa ohjelmalehtinen, abstraktien julkaisu ja muut konferenssissa tarvittavat painotuotteet. Sen sijaan varsinaisten paperien julkaisusta huolehtii ICR jälkikäteen.

Taloudellisen ja juridisen vastuun jaosta sopiminen on myös keskeisellä sijalla ohjenuorassa. Esitän, että osapuolten välille tulisi aina tehdä jonkinlainen yhteistyösopimus tai muu asiakirja, johon vastuunjako on kirjattu. Samoin pitäisi sopia miten budjettiluonnos hyväksytään, mitä tehdään, jos konferenssi tuottaa voittoa, mikä taho hoitaa konferenssimaksujen keräämisen ja mitä valuuttaa käytetään. Samoin pitää sopia mahdollisesta peruutusmaksusta, budjetin valvonnasta ja siitä mitkä tahot ja millä reunaehdoilla voivat osallistua konferenssiin tai sen osiin veloituksetta. Otin ohjenuoraan mukaan myös ei-jäsenten osallistumismaksun, matka-apurahan jakamisen sekä sponsoroinnin. Omana lukunaan otin ohjenuoraan myös esitysten abstraktien toimittamisen, painattamisen sekä papereiden julkaisun.

Ohjenuoran loppuun listasin muistilistamaisesti, mitä kaikkea paikallisen järjestäjän tulee ottaa huomioon ja muistaa hoitaa sekä konferenssin järjestämisen karkean aikataulun – mitä pitäisi olla hoidettuna niin ja niin kauan ennen konferenssin ajankohtaa (Liite 10).

## 6 YHTEENVETO JA OPINNÄYTETYÖPROSESSI

Konferenssi on pidetty. Kaikki onnistui suunnitellusti ja konferenssivieraat vaikuttivat tyytyväisiltä. Konferenssi pysyi myös budjetissaan vaikka osallistujamäärä jäikin vähäisemmäksi kuin ennakolta odotettiin. Oli hienoa saada esitellä kollegoille sitä laadukasta ja ajankohtaista museotyötä ja museualan kehittämistyötä mitä Suomessa tehdään.

Heinäkuussa 2016 antaessani lupauksen järjestää konferenssi Suomessa en todellakaan tiennyt kuinka suuren työn otin vastaan. Ajatukseni oli, että museo voi tarjota konferenssin järjestämisestä opinnäytetyön aiheen yhdelle tai useammalle HAMKin opiskelijalle. Sopivia opiskelijoita etsittiin, mutta ei löydetty. Syy siihen oli lähinnä se, että aikataulu oli niin mahdoton. Opiskelijan tai opiskelijoiden olisi pitänyt heti aiheen saatuaan pystyä aloittamaan täysipainoisesti konferenssin järjestelyt. Niinpä löysin opinnäytetyötä tekevän opiskelijan lähempää kuin arvasinkaan.

Työ osoittautui paljon suuremmaksi, kuin olin alun perin kuvitellut. Kymmenen kuukauden ajan käytin konferenssin järjestämiseen erittäin suuren osan työajastani ja paljon myös vapaa-aikaa, iltoja ja viikonloppuja. Kesälomallakin olin joka päivä sähköpostin ääressä. Työmäärää voi hahmottaa sen kautta että kymmenen kuukauden aikana konferenssiin liittyviä sähköposteja kertyi 2247 kappaletta. Se tarkoittaa keskimäärin 11,9 sähköpostia jokaisena työpäivänä 10 kuukauden ajan.

Oman työni ohella konferenssin järjestäminen on ollut erittäin kova ponnistus. Olen kuitenkin samalla nauttinut joka hetkestä. Opinnäytetyönä tämä oli kiinnostava ja todellakin omasta työelämästä lähtöisin oleva aihe.

Nyt pyrin auttamaan niin paljon kuin mahdollista ensi vuoden konferenssia järjestävää Jane Leggetiä Uudessa-Seelanissa. Ohjenuoran hiominen jatkuu ICR:n hallituksen kanssa. Kansainvälinen yhteistyö kollegojen kanssa on aivan mahtavaa!

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KUTSUKIRJE

**Invitation**

26<sup>th</sup> of October

2016  
ICR Board

Dear colleagues,

We would like to welcome the International Committee for Regional Museums to arrange the Annual Meeting and Conference in Finland from 28<sup>th</sup> of August to 1<sup>st</sup> of September 2017.

Finland celebrates the 100th anniversary of its independence in 2017. 'Together' has been selected as the main theme of the centenary of Finland's independence.

We would like to invite the ICR to discuss interesting matters under the theme 'Together'.

The Conference would have three different venues: Helsinki, Hämeenlinna and Tampere.

Yours sincerely,

Tiina Merisalo

Tuulia Tuomi

Toimi Jaatinen

Director

Director

Director

Helsinki City Museum  
Central Uusimaa  
Provincial Museum

Hämeenlinna City Museum  
Regional Museum of  
Kanta-Häme

Vapriikki  
Regional Museum of Pirkanmaa

KUTSU

## **TOGETHER! Regional Museums Engaging with the “New Reality”**

We would like to welcome you to ICR’s Annual Conference in Finland, Helsinki and Tampere, 28 August – 1 September 2017.

The conference is organized in cooperation with Helsinki City Museum, Central Uusimaa Provincial Museum, Hämeenlinna City Museum, Regional Museum of Kanta-Häme, and Vapriikki Regional Museum of Pirkanmaa.

Finland celebrates 100 years as an independent state on 6 December 1917. The focus of Finland’s centenary celebration year is “TOGETHER”.

The idea is “To succeed in a constantly changing world, you have to change as well. Finland has reinvented itself in just one short century. Their national character and Northern heritage have boosted them to the top of all kinds of country rankings from quality of life to freedom of speech. The mindset that drove them to build a new society is still hardwired into them – and it continues to drive them forward today.”

In 2017 we gather in Finland to celebrate and discuss the theme »together«. The anniversary gives us an opportunity to discuss important issues relevant to regional museums in many countries around the world after changes to political systems. Museums serve as stewards of the cultural heritage of diverse communities. We are looking for answers on the integrity of museums which retain different “former identities”, now superseded by a “new reality”.

We will explore examples of museums that thrive in their new reality while retaining and documenting their own past. Questions to be explored include:

What are the new realities of museum work after major political change?

How are museums involved in these new realities?

How has the “new reality” had an impact on museums’ ability to maintain their independence?

What changes have you made to adopt new professional practices or attract new partners and new audiences?

How has immigration from abroad or internal migration changed your community?

What have been the impacts on the management or collection policies of the museums?

Why are some issues in museums presented and others neglected?

## MEMORANDUM OF UNDERSTANDING

**ICOM International Committee for Regional Museums (ICOM ICR)**, represented by chair Irena Zmuc

**Local Organizing Committee (LOC):**

Hämeenlinna City museum, represented by director Tuulia Tuomi

Helsinki City museum, represented by director Tiina Merisalo

Vapriikki, represented by director Toimi Jaatinen

**ICOM Finland**, represented by chair Eero Ehanti

Have agreed on the following:

### Article 1

The parties of the MOU state the ICOM ICR is to organize an Annual Meeting and Conference every year in a different country, and that a decision has been rendered to hold the 2017 Annual Meeting and Conference in Finland (Helsinki, Hämeenlinna and Tampere).

The parties of the MOU state that ICOM ICR is the organizer of the ICOM ICR Annual Meeting and Conference, entitled **Together**, which is to be held from August 28. to September 1. 2017, whereas the LOC is the coordinator of the aforementioned events.

### Article 2

ICOM ICR binds itself to meet all expenses of the Annual Meeting and Conference, whereas LOC binds itself to:

- organize hotel accommodation (Offers and advance booking of certain amount of rooms. Participants makes room reservations direct to the hotel.) in Helsinki (3 nights) and in Tampere (2-3 nights) for Conference participants, registered by ICOM ICR.
- organize transports to destinations in Helsinki, Hämeenlinna and Tampere for Conference participants, registered by ICOM ICR.
- organize provision of meals for Conference participants, registered by ICOM ICR (4 lunches and 4 dinners for the duration of the Conference for Conference participants, registered by ICOM ICR.
- organize 3-4 day Post Conference Tour in Finland.
- provide conference material, printed program, ID cards with tags, bags and pens for Conference participants, registered by ICOM ICR.



**Article 3**

The parties of MOU state that ICOM ICR shall confirm a number of participants no later than June 15. 2017.

**Article 4**

The parties of MOU state that the ICOM ICR Annual Meeting and Conference shall be financed by the funds obtained from the registration fees paid by participants, grants from the museums and cities in LOC and ICOM ICR. A budget will be made, and added as an appendix to this MOU. The participants shall pay the registration fees to the account of ICOM ICR according to information published on the ICR webpage.

**Article 5**

ICOM Finland binds itself to submit to ICOM ICR all bills for expenses incurred with respect to organization of the ICOM ICR Annual Meeting and Conference following the completion of the aforementioned events no later than October 31. 2017.

ICOM ICR binds itself to pay the total amount of Euros of all the bills for expenses incurred with respect to organization of the ICOM ICR annual Meeting and Conference following the completion of the aforementioned events no later than November 30. 2017.

**Article 6**

Payment for the Post Conference Tour is made directly by participants to the tour organizer, and each participant will get his own receipt, therefore, there will not be a need for submitting those bills to ICR.

**Article 7**

In case of dispute concerning any matter having to do with the aforementioned events in the contract, the representatives of the parties of the MOU will try to resolve such dispute; in case of a disagreement between the representatives, the matter will be brought to the decision of xxxxx and his/her decision will be final and will bind the parties of MOU.

**Article 8**

This MOU will be effective as of the date of signature of representatives of the parties.

**Article 9**

The parties of the MOU mutually agree that any amendment to a provision of this agreement is to be made in a written form, by conclusion of an annex to the MOU.

**Article 10**

This MOU is made in 5 (five) identical copies, 1 (one) for each representative of the parties of the MOU.

ICOM ICR

\_\_\_\_\_  
Irena Zmuc, chair

Helsinki City Museum

Hämeenlinna City Museum

Vapriikki

\_\_\_\_\_  
Tiina Merisalo, director

\_\_\_\_\_  
Tuulia Tuomi, director

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Toimi Jaatinen, director

ICOM Finland

\_\_\_\_\_  
Eero Ehanti, chair

OHJELMAVIHKKO



**ICOM – International Committee for Regional Museums  
Conference in Helsinki – Hämeenlinna – Tampere  
27th August – 1st September 2017**

**TOGETHER**  
**Regional Museums engaging with the new realities**

**Dear Friends and Colleagues,**

We are very happy to welcome you to ICR's Annual Conference, taking place in Finland, Helsinki, Hämeenlinna and Tampere, 28 August – 1 September 2017. The Conference is organized in cooperation with Helsinki City Museum, Central Uusimaa Provincial Museum, Hämeenlinna City Museum, Regional Museum of Kanta-Häme, and Vapriikki Regional Museum of Pirkanmaa.

Finland celebrates 100 years as an independent state on 6<sup>th</sup> December 1917. The focus of Finland's centenary celebration year is "**TOGETHER**". The idea is "To succeed in a constantly changing world, you have to change as well. Finland has reinvented itself in just one short century. Their national character and Northern heritage have boosted them to the top of all kinds of country rankings from quality of life to freedom of speech. The mindset that drove them to build a new society is still hardwired into them – and it continues to drive them forward today."

In 2017 we gather in Finland to celebrate and discuss the theme »together«. The anniversary gives us an opportunity to discuss important issues relevant to regional museums in many countries around the world after changes to political systems. Museums

serve as stewards of the cultural heritage of diverse communities. We are looking for answers on the integrity of museums which retain different “former identities”, now superseded by a “new reality”.

We hope you will enjoy the Conference and your visit in Finland!

Tiina Merisalo	Tuulia Tuomi	Toimi Jaatinen
Director	Director	Director
Helsinki City Museum Central Uusimaa Provincial Museum	Hämeenlinna City Museum Regional Museum of Kanta-Häme	Vapriikki Regional Museum of Pirkanmaa

## Program

### Monday 28 August

8:00 Registration starts at **Helsinki City Museum**, Aleksanterinkatu 16

**Venue:** **Helsinki City Hall, Auditorium, Katariinankatu 2 B, Helsinki**

9:00 Opening

**Nasima Rasmyar**, Deputy Mayor, Helsinki City Culture and Leisure Division

**Eero Ehanti**, President of ICOM Finland

**Irena Žmuc**, President of ICR

9:30 1. Keynote Speaker: **Kimmo Levä**: A Museum is a Service. New professional practices – customer orientation and networking.

10:00 Session 1 **Collections and collection policies**

Moderator: **Sue Hanna**

**Havatzelet Yahel**: Shibli: Establishing a Bedouin Regional Heritage Center in the Galilee.

**Andrej Chilikin**: Peasant uprising in the Tambov region (1920-1922).

**Jaana Kataja**: How can Museums Preserve Collections Together?

**Kenji Saotome**: Peace Memorial Museums in Japan Engaging with the New Reality.

- 11:00 Coffee
- 11:15 Session 2 **Collections and collection policies**
- Moderator: **Tuulia Tuomi**
- Irena Žmuc and Barbara Savenc:** New Reality – New Collection?
- Blanca Gonzalez:** From one century to another. Four museums in Merida.
- 11:45 **Kenji Saotome:** Presentation of ICOM General in Kyoto 2019
- 12:15 Discussion
- 12:30 **Tiina Merisalo:** The New Helsinki City Museum – The Museum of the Year in Finland 2017
- 12:45 Lunch
- 13:45 Helsinki City Museum guided tour
- 15:00 Session 3 **Topographies of Fear, Hope and Anger**
- Moderator: **Jane Legget**
- 15:00 2. Keynote Speaker: **Jette Sandahl:** Topographies of Fear, Hope and Anger
- 15:45 Round Table Workshop
- The ICOM Committee of Museum Definition, Prospects and Potentials is running a series of round-tables across the world to explore the future of museums and the shared, but also the profoundly dissimilar conditions, values and practices of museums in diverse and rapidly changing societies.
- Coffee
- 17:15 Discussion
- 18:30 – 20:30 Welcome Party at Courtyard of Helsinki City Museum  
After party at Sea Pool and Sauna

### **Tuesday 29 August**

- 8:00 Registration starts at **Helsinki City Museum**, Aleksanterinkatu 16
- Venue:** **Helsinki City Hall, Auditorium, Katariinankatu 2 B, Helsinki**
- 9:00 Session 4 **New Realities of Museum Work After Political Change**

Moderator **Orit Shamir**

**Jane Legget:** Responding to new political realities – New Zealand museums and bicultural action.

**Metka Fujs:** Story of a Monument

**Arnold Tóth:** Once there was a stadium... Sports and identity, local community and museum roles in a post-industrial society.

**Katarina Bušić:** Ethnographic Museum in Zagreb in the context of the political changes of the nineteen-nineties: Tradition, Heritage and Challenges of Modernity

10:00 Coffee

10:15 Session 5 **Exhibitions – Why are some issues presented and others neglected?**

Moderator: **Irena Žmuc**

**Wesam Mohamed:** Revolution and the Sense of National Identity

**Sahida Quadri:** Museums in Pakistan

**Swosti Rajbhandari Kayastha:** Museums fulfilling a Political Cause

**Pashupati Nyaupane:** Possibility of Regional Museums in Nepal

**Orit Shamir and Robert Kool:** Together? Display a Gold Treasure in a religious Shrine, a National Museum and a regional Gallery – Some Reflections on the Power of Archaeological Exhibitions

**Yael Wiesel:** All Together Now

11:45 Discussion

12:15 Final Words

12:45 Lunch in Empiresali

14:00 Time to visit Museums etc.

16:30 Ferry to the World Heritage Site Suomenlinna

17:30 Guided walking tours at Suomenlinna (good shoes!!!)

19:00 – 21:00 Dinner Café Chapman Mastovaja at Suomenlinna

### Wednesday 30 August

- 8:00 Departure from the Hotel Katajanokka, Helsinki  
 10:30 Hämeenlinna City Museum  
 Coffee and traditional Häme region refreshments  
 Guided tour at Museo Skogster, Hämeenlinna City Museum
- 12:00 Birthplace of Composer Jean Sibelius, a short Matinee
- 13:00 Lunch at Hämeenlinna town hall
- 14:30 Hämeenlinna Medieval Castle
- 16:00 Coffee at naafi in Museo Militaria, The Artillery, Engineer and Signals Museum
- 16:30 Departure from Museo Militaria
- 18:00 Hotels in Tampere
- 19:00 Dinner at Restaurant Plevna

### Thursday 31 August

**Venue: Vapriikki, Museum Centre and Regional Museum of Pirkanmaa**

- 9:00 Plenary Meeting in the auditorium of Vapriikki
- 10:30 **Toimi Jaatinen:** Presentation of Museum Centre Vapriikki
- 11:15 **Vadim Adel** and **Anu Salmela:** Presentation of the working concept of Regional Museum of Pirkanmaa
- 11:45 The Postal Museum guided tour in Vapriikki
- 12:15 The Finnish Museum of Games guided tour in Vapriikki
- 12:45 Lunch in Vapriikki
- 13:45 Visiting Exhibitions in Vapriikki
- 14:45 A short walk to Werstas, the Industrial Heritage of Tampere
- 15:00 Coffee in The Finnish Labour Museum Werstas
- 15:30 Exhibitions of Werstas

- 16:15 Bus to Lenin Museum
- 16:30 Guided tour in Lenin Museum
- 17:15 Bus back to Hotels
- 19:00 Farewell Dinner at Finlayson Palace

### **Friday 1 September**

- 8:00** Bus arrives to Lapland hotel Tampere
- c. 8:15 Departure from Lapland Hotel Tampere by Bus
- c. 8:30 Departure from Scandic Tampere Station by Bus
- Venue: Vapriikki, Museum Centre and Regional Museum of Pirkanmaa**
- 9:00 Presentations in the auditorium of Vapriikki  
**Vadim Adel:** Archaeological Site of Tursiannotko Iron Age Village  
**Miinu Mäkelä:** Adopt a Monument –project
- 9:40 A short walk to the Cellar of Olga
- 9:50 Cellar of Olga, Adopt a Monument –project
- 10:30 Bus to Pispala  
 On the way stops at the Pulteriaita and Kalkku Mustavuori trench
- 12:15 Lunch at Reippi farm
- 13:00 Visit to Reippi open-air museum and co-operation of Pirkkala Municipality and the Regional Museum of Pirkanmaa
- 14:00 Bus to Tursiannotko
- 14:10 Visit Archaeological Site of Tursiannotko Iron Age Village.
- c. 14:45 Bus leaves from Tursiannotko
- c. 15:05 Tampere-Pirkkala Airport (if needed)
- c. 15:30 Tampere Railway Station  
 Bus continues to Helsinki Airport (c. 18:00).



**Abstracts:**

Keynote Speaker 1

**Kimmo Levä**

Kimmo Levä is the Secretary General of the Finnish Museums Association. Alongside his duties at the Finnish Museums Association, he is the Managing Director of FMA Creations Ltd (main product Museum Card).

He is currently board member of ICOM's Committee of Management and Leadership (INTERCOM).

Kimmo Levä holds an MBA from Wales University and an Masters of Arts in history and political science from Tampere University. He has published several books and articles.

**A museum is a service - New professional practices – customer orientation and networking**

There is no doubt that the operational environment of museums is changing rapidly. Populism, reduced funding, digitalization and, above all, new tasks in the social, economic and education sectors will change both the day-to-day management as well as the leadership of museums.

It is obvious that the new way of doing things is accompanied by new demands. "Permanent and non-profit institution" or "independent" are ill-suited terms with which to define today's museums. We need to realize that a museum provides a service for customers. In other words, museums need to ask critical questions such as: Who are our customers, and what kind of business are we in?

It is also clear that customers have continuously evolving needs. This, in turn, calls for the development of a diverse range of services. In many cases, these services are possible for larger units only. However, museums can build larger units by merging or networking. In any event, collaborating together will prove to be a valuable skill in the contemporary museum environment.

**Havatzelet Yahel**

Havatzelet Yahel is a Kreitman Post-Doctoral Fellow at the Ben-Gurion Research Institute for the Study of Israel & Zionism, Ben-Gurion University of the Negev. Her PhD dissertation was on "The Policy of the Israeli Government and State Authorities Regarding the Negev Bedouin: 1947 – 1989" from the Hebrew University of Jerusalem. She completed her MPA at the Harvard Kennedy School of Government after receiving the Israel Wexner

Fellowship for excellence in the public sector. She holds B.A in Economy and LLB in Law from Tel-Aviv University.

Yahel was the Deputy to the Southern District Attorney (Civil Matters) at the Ministry of Justice in Israel, where she was also the founder and director of the Land Department. Dr. Yahel represented the State of Israel in various high profile court cases and was a member in many policy-making forums in her field. She also served as an advisor to the Goldberg Commission whose mission was to present a solution to the land and settlement conflicts between the State and the Negev Bedouins.

Dr. Yahel is the author of several publications on indigenous communities, the Bedouin in Israel, Bedouin museum in Israel and land rights. She lectures on the Negev Bedouin, Israeli legal system, Israeli policy and indigenous rights.

### **Shibli: Establishing a Bedouin Regional Heritage Center in the Galilee**

In my capacity as a member of the Wexner Fellowship Alumni (The Wexner Fund is a philanthropic foundation that invest in the Israeli society and in its leadership), I was offered to head a volunteer initiative to set up a Bedouin regional heritage center in Shibli Um el-Gunem, a local municipality in the Galilee, in the northern part of Israel. The heritage center is part of a much larger investment plan in the area that is promoted by the community with the help of Wexner Alumni. The Wexner's tasks includes helping in recruiting financial sources for and relevant professionals. The aim of this presentation is to reveal the complexities of setting up this heratige center.

The single case study hopes to illuminate the complexities of this process as a work in progress that focuses on the attempts to establish a Bedouin regional heritage center in Shibli. The presentation will outline issues such as lack of clarity over the role and missions of the center in the eyes of the community, what is include in Bedouin 'community building', diversity in ways to collect and safeguard Bedouin heritage in the Galilee, the complexity of public participation of the community in this process and the use of schools in collecting oral history and creating new exhibitions. It will also discuss the roles of the Israeli ministries, local authorities and professionals outside the community, such as designers, curators, and social activists. Implications from this case study for setting up heratige projects in minority group communities will be discussed.

### **Andrej Chilikin**

Andrej Chilikin studied at the Pedagogical Institute of the city of Tambov at the Faculty of History. After graduation from 1992, he worked in high school, first as a history teacher, and later as deputy director. Since 2000, he began to actively study local lore, graduated from the courses of guides. In 2008, he became director of the regional museum of Tambov.

During his time as director, the concept and exhibition part of the regional museum was completely changed. In 2010, the Museum and Exhibition Complex of the Regional Museum was opened. In 2013, the Museum of the History of Medicine of the Tambov Region was opened. Now there are works on the creation of two museums. One of them is in Tambov and will be dedicated to Archbishop Luka. The second museum should be opened in Morshansk Tambov region.

### **Peasant uprising in the Tambov region (1920-1922)**

The peasant war in the province of Tambov in 1920-1921 ("Antonov") - one of the largest events in the history of the Tambov region, which had no analogues in Russian history, nor the level of organization nor the depth of penetration into the peasant stratum of political slogans, largely reflecting a protest against the revolutionary dictatorship in the village.

In the 1990-ies, during the celebration of the 200th anniversary of the uprising in the French Vendée, Solzhenitsyn drew the world's attention to the similarity of the French and Tambov uprisings of the peasants, who opposed the invasion of revolutionary regimes in the interests of the rural population. This analogy served as the emergence of the well-known expression "Tambov Vendée."

The leader of the peasant uprising becomes Alexander Antonov (1889-1922), which of the commander of the "fighting squads", leading guerrilla struggle with the Bolshevik regime within the Kirsanov uезд became a true leader of the peasant war the provincial scale.

The conceptual basis of the museum exposition was the latest scientific developments leading Tambov and local historians.

Revision of the major theoretical and methodological source of stereotypes inspired museum explorers on independent scientific research and museum incarnation.

The relevance and exclusivity of the material presented at the exhibition, which were one of the first in Russia museum exhibitions, displaying the causes, course and consequence of the peasant uprising in Tambov.

### **Jaana Kataja**

MA Museology, BA Conservation. Jaana Kataja is a textile conservator at the Museum of Kymenlaakso in Kotka, which is regional museum in Finland. She has been working there since 2012. Jaana has a wide experience about collections care in regional contexts both nationally and internationally. In 2016 she carried out a survey about the needs to start planning joint collections facilities for the museums at the region. Her master's thesis that she finalised in March 2017, she dealt the issues of collections facilities and care in all Finland's 21 cultural

historical regional museums. Before Kotka, Jaana worked in Norway at joint collections centre for Hordaland region. Recently Jaana has been involved in the RE-ORG project developed by ICCROM. It is a method that helps smaller museums to reorganize their collections facilities.

### **How can Museums Preserve Collections Together?**

This presentation is based on the writer's master's thesis "The Collection Facilities and Regional Collections Work at the 21 Regional Museums in Finland" and to a survey that writer carried out at the southeast part of Finland for 6 local museums and 2 regional museums to find out if there is need to start planning joint collections facilities for the museums. Both of these were carried out in 2016.

The presentation will highlight the situation that can be seen in various storage rooms at the local museums. Small museums don't have the resources or knowledge to take care of their collections. The main problem identified was the lack of collections expertise and conservators, meaning that no one was taking care of the objects. That results as unorganized storages, where it is difficult to find objects, it is dangerous to be in, objects deteriorate because the lack of maintenance, rooms are not secure and storages are overcrowded. Causing that the values of local history will slowly vanish.

How to solve the problem? One solution would be to establish joint collections facilities that are run by the regional museums. All the museums would get proper storages, the conservators from regional museums could advise more easily those museums with no staff at all, expenses would be shared, locations would be secured, collections would be more accessible for exhibition us and other public engagements.

The presentation clarifies that regional museums in Finland do already advise the local museums in collections care, but not with similar resources. Joint collections facilities are planned, but there is still long way to go before cooperation between museums in collections care becomes a prevalent phenomenon in Finland. In the presentation these issues will be dealt.

The presentation tells the situation museums are facing now at storages and clarifies the problems. Finally it presents and gives tools that could help museums if they would do things together and thereby to improve the level of collections care in all of our museums.

### **Kenji Saotome**

Saotome graduated from the University of Oregon (BA in International Studies) in 1998 and finished his MA at the Institute of Education, University of London (MA in Education and International Development) in 2005. Since 2011, he has been working for the Suita City Museum in Osaka, Japan as a curator. He studies modern and contemporary history of Suita City, especially regarding Senriyama, one of the Garden Suburbs developed in 1920's, Senri New Town, the first large new town developed in Japan in 1960's, and Expo'70, the first world exposition held in Asia.

He is board members of ICOM-ICR, the Museological Society of Japan, and the Japan Society for Exhibition Studies, a consulting member of JICA Training Course “Museums and Community Development,” and an organizer of the Small Museum Network of Japan.

### **Peace Memorial Museums in Japan Engaging with the New Reality**

There are about 130 peace memorial museums in Japan including famous and large Hiroshima Peace Memorial Museum and Okinawa Prefectural Peace Memorial Museum, and local and small Suita City Peace Memorial Museum. Recently, these peace memorial museums are facing challenges realising and taking a stand as objective educational institutions as possible and remaining indifferent in disputes over political and emotional issues. The reason for this is that over the past few years, extreme right-wing parties in Osaka and Tokyo have been extending their political influences and raising voices over the issues of education of “correct” or “incorrect” modern and contemporary history at schools and peace memorial museums.

Peacekeeping and peacebuilding efforts are strongly connected to human rights issues. Now, it is important to stand on common ground that war is the largest human rights violations, and human rights can only be protected under the peace. This is a universal value that no one from democratic societies would argue against. However, as mentioned already, peace memorial museums are no longer exceptional from political pressures and influences and the value is in danger of losing democratic power. What can peace memorial museums do when they face this new phenomenon and what is the way forward to engage with the new reality? This is the reason why the ways of managing educational institutions such as peace memorial museums need to be discussed now.

In this context, the paper will discuss the challenges and opportunities of Suita City Peace Memorial Museum as one of the cases, which engages with human rights issues that is “peace”. Lastly, this paper discusses the future of the relationship between Suita City Assembly, Suita citizens and Suita City Peace Memorial Museum.

#### **Irena Žmuc and Barbara Savenc:**

Irena Žmuc is Dr. historian, curator for early modern period in Museum and Galleries of Ljubljana.

Barbara Savenc is an art historian and a curator in Museum and Galleries of Ljubljana Contemporary Art.

#### **New Reality – New Collection?**

The world of museums is complicated. (*Torill Thoemt, Guidelines to Improve Museum Quality and Standards*)

Do museum collections reflect great political, economic, and spiritual-cultural changes? As a general rule, they should, if curators react well to essential changes. If André-Georges Haudricourt, a French botanist, linguist, ethnologist, and historian, is right, each object, when correctly selected, should evidence what is (or was) going on in society.

The City Museum of Ljubljana is a complex museum covering different periods of Ljubljana's history, spanning from prehistoric times until the present day. By presenting its collections and collection policy, the authors of this paper would like to demonstrate how collections are formed by presenting the following three political watersheds: the new political union after the end of WW1 in 1918; the year 1945, which demarcates the end of WW2; and the year 1991, when Slovenia gained independence and became a sovereign country. The following should be taken into account in the analysis of each event: its significance, the amount of time that has elapsed since then, and the emotional involvement of the persons who prepared the relevant materials that have gradually entered and are still entering museum collections. Therefore, is comparison of the artefacts discussed in the paper possible?

### **Blanca Gonzalez**

Blanca Gonzalez is Anthropologist and Historian. She has been Researcher in History at the National Institute of Anthropology and History since 1979 and Director of the Regional Museum of Yucatán 1999-2009. Currently she is working on the History of museums in Yucatán.

### **From one century to another. Four museums in Merida.**

Historically, up to 1959, there was only one museum in Merida, the capital city of the state of Yucatan. Trough time this museum was transformed but it always displayed diverse aspects of the regional cultural heritage (Archaeology, History, Natural History, Etnography, etc). It was only until 1959. Two years later another archaeological museum, the first archaeological Site Museum was also created in Dzibilchaltun, nearby Merida.

From 1959 to 1978, the museum had only exhibits about the Ancient Maya while many other topics related to identity, like regional History, music, gastronomy, etc., had no places to be preserved and displayed. This situation began to change in 1978. New museums were created, all of them financed by the government. Private funding museums appeared in the present century, as well as one museum funded by a foreign country.

1. Museum of the Yucatecan Song was the first non archaeological museum created in 1978. This kind of music was promoted by a local composer, Serapio Baqueiro, between 1880 and 1910. It is a very romantic and

sweet melody, which has Caribbean roots, since it is inspired in Cuban boleros and claves, as well as in Colombian bambucos. The museum is funded by the local government and a Patronage. It was restored in 2015.

## 2. The Regional Botanical Garden.

The Regional Botanical Garden was created in 1983. It was avowed as a Museum of Living Plants in 2009 by the Ministry of Ecology, because its collections contribute in a very important way to preserve the regional plant resources. It has 24 collections, with 600 local species of the regional natural heritage.

3. Museum of the Korean Immigration to Yucatan was peculiar. It was not a continuous flow of immigrants but only one group of 702 men, 135 women and 196 children who traveled from Incheon to the Mexican Pacific Coast, and then to the Yucatecan peninsula in 1905. They were hired to work in the *haciendas* for four years. By the time this contract finished, Japan had occupied Korea and the immigrants had to stay in Mexico.

4. House – Museum “Quinta Montes Molina”. House Museums are recent in Merida. One of them was opened in 2003. The “Quinta Montes Molina”. It was named after the family names of its second owners.

These museums not only recover the past but seem to draw a path to the future: promoting local music and biodiversity among Young people and children; linking the story of immigrants with academic and work experiences abroad and creating different sustainability models.

Keynote Speaker 2

## **Jette Sandahl**

Jette Sandahl was the founding director of two new museums, the Women’s Museum in Denmark and the Museum of World Cultures in Sweden. She served as Director of Exhibitions and Public Programs at the National Museum of Denmark and as Director Experience at Te Papa Tongarewa Museum of New Zealand. Most recently she was Director of the Museum of Copenhagen.

She chairs the European Museum Forum and ICOM’s Committee of Museum Definition, Prospects and Potentials, and publishes in the broad museological field.

## **Topographies of Fear, Hope and Anger**

Can museums develop a critical perspective which supports love of the specificities of space, land and landscape without perpetuating and disseminating the exclusionary mechanism of nationalism and xenophobia? Can we adapt our 20<sup>th</sup> century, historic concepts of identity to include pro-

cesses of globalization, rapid changes and increased migration, and to support the realities of shared, global futures? Do we have the motivation, methods and tools to meaningfully translate our historic knowledge into addressing the dilemmas of the present, and develop concrete, sustainable visions for our city, our region or country? Can we see beyond the divisions, splits and dichotomies of current geopolitics, and create museums as participatory platforms, where disagreement, social conflicts and political movements can find articulation? How do we ensure that the fears, angers and hopes of people's everyday lives are part of our core business, and that we allocate funding where our democratic rhetoric is?

### **Jane Legget**

Jane Legget PhD FMA, Associate Director, Cultural Heritage, New Zealand Tourism Research Institute, Auckland University of Technology. Jane Legget has worked in the museum sectors in Aotearoa New Zealand and Great Britain. She has qualifications in archaeology, ethnology, history museum studies and management. She is currently a Board member of the International Committee for Regional Museums (ICR), acting chair of ICOM New Zealand and a Fellow of the Museums Association of Great Britain.

Jane draws on over 25 years in professional practice and training within the wider heritage fields. She recently served as Head of Research at Auckland War Memorial Museum Tamaki Paenga Hira, and continues her role as Associate Director, Cultural Heritage with the New Zealand Tourism Research Institute at Auckland University of Technology, while also working on independent projects.

A Scot by birth and upbringing, Jane Legget emigrated to New Zealand where she admires the proactive approaches of museums working biculturally in partnership with the indigenous Maori and with other minority communities, including recent migrants.

### **Responding to new political realities – New Zealand museums and bicultural action.**

Aotearoa New Zealand has entered a challenging era, where new political realities are still emerging. Since c. 1975, the New Zealand Government has been navigating various processes with different iwi (tribes) of the indigenous Maori to make settlements of redress for historical breaches of the Treaty of Waitangi 1840. Maori lost control of most of their traditional lands and natural resources, leaving many uprooted from their tribal homelands and impoverished. The Treaty Settlements aim to address past grievances, usually through financial compensation, the return of land and formal apologies. Some tribes have successfully acquired new rights to control culturally important sites, and some taonga (significant treasures) long held in regional museums.



The Post-Settlement Era will have impacts on all aspects of public life, not just on museums. However, New Zealand's museums and art galleries realise that they can offer models for new ways of working which can provide examples for other organisations in their regions.

Museums are responding positively by building or re-establishing fruitful collaborative relationships with local iwi, many of whom have acquired substantial economic and political power at both the regional and national level. Regional museums have been developing good practices for culturally appropriate co-management of taonga Maori collections, recognising and promoting matauranga Maori (Maori systems of knowledge) and adopting strategies for incorporating Maori on their governing bodies and as staff and volunteers, to be fully inclusive. It is not easy. This paper provides examples of bold museum experiments which involve dialogue, tension, understanding and patience as new approaches to different museum activities and responsibilities are tested. Not everyone is ready to acknowledge the changing balance of power, but in our officially bicultural nation regional museums have great opportunities to offer public examples of constructive biculturalism in action, through models of reciprocity, shared authority and accountability.

### **Metka Fujs**

Metka Fujs is Historian, Museum Councilor and since 2003 she has been Director of the Pomurje Museum Murska Sobota / Slovenia. Since 1992 Member of ICOM and the International Committee for Regional Museums - ICR, 2004–2016 Treasurer/Board Member of ICR; 2007-2015 Chair of the Slovenian Museum Association; Curator, Researcher, Editor, Author, Project Leader.

### **Story of a Monument**

In April 1945 the Slovenian partisans, together with the soldiers of the Red Army liberated the town of Murska Sobota. Over 500, mostly Soviet soldiers were killed in the fights. Only a few months later a mighty monument was erected in honour of the common struggle in the centre of the town. The unveiling was attended by the representatives of all winning WW2 allied armies. Historically this was followed by a series of political changes: the schism between the Yugoslav and Soviet Communist Party in 1948, demands for democratization of society in the 80s, end of the socialism, disintegration of the Yugoslavia and the emergence of Slovenia in 1991. The monument has survived all upheavals, but events and stories that were woven and continue to weave around it, remain as part of the complex history of our town and country. These combine ideology, heroism, arrogance, tolerance, resistance, bizarreness, artistic inspirations, humour ... which we are documenting in the museum with immense enjoyment.

## **Arnold Tóth**

Arnold Tóth has worked in the museum field for 17 years. In 2017 he became the director of the Herman Ottó Museum (Miskolc, NE Hungary), where he was a Deputy Director since 2013. Originally he is a researcher with experience in ethnographic topics and museum collections, specialization is folklore textology. 2000 – 2013: Herman Ottó Museum in Miskolc, Department of Ethnography, museum curator; 2001 – 2010: Fényi Gyula Jesuits High School in Miskolc, lecturer; 2006: Eötvös Loránd University, Budapest, lecturer.

2013 PhD – Eötvös Loránd University, Budapest; 2002 Ethnography MA – Eötvös Loránd University, Budapest; 2000 History MA – Eötvös Loránd University, Budapest.

### **Once there was a stadium... Sports and identity, local community and museum roles in a post-industrial society.**

Miskolc was a traditional middle-sized town in North-Eastern Hungary. After 1945 the forced industrialization resulted an extra growth of the population, people gathered around the metallurgy and steelworks with various roots of origin. Sports, football and the Stadium next to the Factory (built in 1939) became symbolic elements of a developing new identity.

In the early 1990's the region was hit by the economic crisis due to the political changes. The industrial facilities were closed, the unemployment rate grew extremely high. During the following decade Miskolc lost 60.000 inhabitants, more than 25% of its population. The role of the local football team and it's Stadium became even more important, to unite the depressed 'patchwork'-identity of the local communities. The old Stadium was pulled down in 2016, and a brand new one is to be opened in 2018. There are plenty of emotions, memories, stories about the old 'Sanctuary' as it was called by the thousands of local football-fans.

In 2016 October we started a 'stadium project', cooperating with civil partners and volunteers. The aim was to collect all the memories of the local communities, and give them a feedback about their feelings and attitudes. We saved physical objects, parts of the building, decorations and documents, right before the bulldozers came. We made detailed photo documentation as well as a drone recording of the last football match. Afterwards we recorded 12 video interviews, and started to collect all existing memories (objects and untold stories).

The keywords of the project method are participation, involving the locals, creating new museum roles, and learning the aspects of our civil partners. The project is still going on, the next milestone is an exhibition to be

opened on 24<sup>th</sup> June. In my presentation I would like to share our experiences and to start a discussion about the relevant methods of such like contemporary museum projects.

### **Katarina Bušić**

Katarina Bušić is a Senior Curator, Head of the Collection of National Costumes of Eastern Croatia, The Collection of National Costumes of the Croatian Diaspora, Collection of Carpets and Rugs, and the Bag Collection. She is also PhD student. Graduated History and Ethnology at the Faculty of Philosophy of the University of Zagreb (2003); In the Ethnographic Museum employed since 2004.

Her professional work is focused primarily on traditional textile materials – folk costumes and changes in their use and meaning in society from the late 19th century to present.

Member of the Editorial Board of the *Ethnological Research Journal* (2006-2010, 2012-), professional associations of Croatian Ethnological Society, ICOM and expert commissions for evaluating the stage application of folk costumes on state, county and city folklore festivals. Since 2013, she has been a member of the Council for Cultural-Art Amateurism at the Ministry of Culture of the Republic of Croatia.

### **Ethnographic Museum in Zagreb in the context of the political changes of the nineteen-nineties: Tradition, Heritage and Challenges of Modernity**

The exposure will show partial changes of exhibition and collecting policies of the Ethnographic Museum in Zagreb that occurred after the fall of the Yugoslav state community and the independence of the Republic of Croatia was proclaimed in 1991.

In the period of socialism (1945-1990), rural culture was regarded as a barrier to industrial development and transformation of society. Same holidays related to the Catholic calendar (Christmas, Easter) and folk religious practices were considered as backward and inappropriate. Since 1990, the new Croatian government has established a new official calendar in compliance with Catholic religious traditions. There has been a revival of forgotten and forbidden traditions and symbols, as well as an increased interest of the public for folk *traditional* culture. Topics that were undesirable, poorly explored and presented in socialism come in the focus of interest.

The Ethnographic Museum in Zagreb, as a national ethnographic museum, during the 1990s and even 2000s, with the great interest of visitors, prepared every year Christmas and Easter exhibitions, involving regional or national topics. Christmas cribs (Nativity scene) created by artists or skilled individuals were redeemed and donated to the museum. Today, the Col-

lection of Christmas Cribs contains over 100 objects. Each year the Educational Department organizes workshops on Christmas decorations, Easter eggs painting and similar programs. Since 1993, the Ethnographic Museum has been participating in a large international exhibition *100 Presepi* in Rome, Italy.

The interest of the public for these topics is still present and the museum is facing a new challenge: how to reconcile the traditional visitor's expectations and contemporary demand for current, interesting and dynamic exhibition themes? In the background, there are no longer political and identity issues, but an intimate quest for family values and the warmth of home and homeland in the global world of the 21st century.

### **Wesam Mohamed**

Wesam Mohamed studied Egyptology, History of Art and Anthropology. She holds a Masters' degree in Museums Studies "*Strategic Planning for Egyptian Museums of Antiquities*". She works as a Museum Specialist at the Egyptian Ministry of Antiquities. Her job responsibilities extend to collaborate with all the museums under supervision of the Museums Sector.

In addition, she works as Lead Project Coordinator of the British Museum's Glass Negatives Preservation Project and formerly Project Registrar of Egypt Documentation Project. She is a permanent curator at Cairo Egyptian Museum and a member of scientific committees and renovation teams for several museums. She was granted the Ministry of Antiquities Award in the International Day of Museums 2015.

### **Revolutions and the Sense of National Identity**

The 25th of January 2011 revolution in Egypt and its impact on museums

In the 25th of January 2011, a Revolution took place across all of Egypt against the regime. The revolution ended on the 11th of February 2011 by announcing the resignation of President Mubarak. Not only had the museums of Egypt a significant share in the political scene, but also, the Egyptian Museum sited in Tahrir Square witnessed the revolution arisen alongside its doors. Archaeology museums in Egypt inaugurated by foreigners and for foreigners in the first half of the 20th century. The local community has never been a point of condensation. After the Revolution, the number of tourists in Egypt has been extremely decreased. Museums appeared as empty buildings hosting thousands of artifacts. Consequently, museum professionals realized how far our museums from the local community were.

The sense of national identity in the streets of Egypt had reached museums and their intellectuals. As a result, museum professionals devoted their efforts to work for the Egyptian society. Education, learning and community

engagement have never been a focus in the museums of Egypt much more than the present. Many programs, activities, workshops and action plans have been developed to engage the local visitors with museums and cultural heritage. Permanent displays and temporary exhibitions had been transformed to be more focused on community values. Despite the financial crisis, museums succeeded to address the locals with low budget programs. Museums as Mallawi and Kom Oushim had been renovated to be more relative to the locals. The aim is to engage the people with their own museums and activate the role of regional museums in supporting the local community.

Study explores the transformation in the antiquities museums of Egypt after the 25th of January Revolution and gives some examples of projects which emphasis such transformation.

### **Sahida Quadri**

Education: University of Karachi 2015 – 2017: PhD (continue) Research Project: *Nama-e-Nagaz*: The Persian Manuscript of Kalhora's Period. 2008-2011: Masters of Arts (History of Art and Architecture) 2000 -2004: Bachelors of Arts

Experience: December 2012 – Present: *Antiquities Assistant (Directorate of Archaeology)* Ministry of Culture, Tourism and Antiquities Department. Government of Sindh. 2012: Worked on 12<sup>th</sup> century's Persian manuscripts for a year. 2014: Worked as Assistant Curator in National Museum Karachi. 2015: Joined the Pak-Italian and French Joint Archeological Mission in Banbhaur as a *Junior Archeologist*. 2016: Survey Officer and Project Manager at Heritage Cell of Government Sindh. 2017: Project Coordinator of National Fund for Mohen-jo-Daro, UNESCO listed Heritage Site.

### **Museums in Pakistan**

Museum today are great centres of education, exhibit different cultural stages of past and representing the entire cultural life of the region/society.

Pakistan is emerged as the biggest Muslim State but is deeply rooted in its pre-Islamic past. Pakistan's cultural stratigraphy developed from Pre-historic, Neolithic period to the modern Islamic period. Our culture is a collective reflection of all phases of History or Pre-History. The distinctive provincial culture of Pakistan, despite its difference, makes a unique national culture.

Unfortunately, the country underwent a long phase of artificial cultural reshaping of public mind through different controlled media including textbooks. The brainwashing deprived the masses to some extent as it also affected their sense of owning cultural heritage.

Museums in Pakistan from the beginning working as an autonomous body with proper budget and management planning however due to the lack of professionals and professionalism we have faced the hard time. The concept of exhibit regional assets in museums is quite strong here. The four regional museums which I have selected, have their own honouring history. The Bhawalpur museum belongs to the state of Bhawalpur which is present day a district of Punjab province. Lahore Museum, one of the treasure, established in 1865-66. The Hyderabad Museum, founded in 1768 by Mian Ghulam Shah Kalhoro, the famous ruler of the Kalhora dynasty, along the bank of the River Indus upon the ruins of Neroon Kot., and the Sindhology Museum of Jamshoro- Sindh related to Sindh Studies.

Besides their involvement in community, my papers will also examine the role of bureaucracy and the Cultural polices of government for promoting museum culture in-short.

### **Swosti Rajbhandari Kayastha**

Lumbini Buddhist University Kathmandu, Nepal Lecturer: MA Museology and Buddhist Collection; PGD Ancient Indian Art. Centre on Contemporary Art (CoCA) Seattle, WA, USA May-June 2016. Nepal Art Council, Kathmandu Curator and PR Officer January 2013 – present. Centre for Art & Design, Kathmandu University Lecturer (Graphic Communication) 2008 onwards till now; ECS Nepal Contributing Writer 2011 onwards; Graphic designer 2004 onwards; Academic Qualifications MA, Museum and Gallery Practice University College London; MA, Nepali History, Culture & Archaeology Tribhuvan University, Kirtipur, Kathmandu, Nepal; Bachelor of Fine Art (Applied Art) College of Art, University of Delhi.

### **Museums fulfilling a Political Cause**

In a developing nation like Nepal, where majority of the population fall under the illiterate genre, the recent political changes have brought about a revival for museums. For centuries Nepal remained a closed nation, reliant on religion and its scriptures for political, social, and cultural administration. In the mid 19th CE, the nation was exposed to western trends making dramatic changes to the existent reliance on religious scriptures. The first museum, now the national museum was thus established and may others followed.

However, the museums did not fulfill its function as those of their western counterparts. They remained more as a 'repositories of collection' rather than 'the temple of knowledge'. The Government in 1984, did make plans to have a regional museum each in development region, however till date only three exist, exhibiting the same permanent exhibitions that was made when established.

This paper therefore disregards the state-owned museums as regional museums, but focuses on the community museums, established at various regions and explicates their role in engaging with new realities.

After 1990, Nepal made a dramatic modification in its political status, becoming a Democratic state, the people were finally empowered. By 2005, minority communities were encouraged for equal participation in all sectors advocating a need for visibility of their presence. In this regard, Museums played a vital role in establishing this much needed visibility.

The Tharu, Tamo, Jayapu museums are just some of the community museums that opened in the principal regions of Nepal. Besides fulfilling a major role in preservation of culture and creating an awareness of multiculturalism, they reinforce collective identities and new forms of indigenesness as well as play a big role in greater visibility and recognition in the new socio-political landscape, thus strengthening a community's heritage with a political purpose.

### **Pashupati Nyaupane**

Pashupati Nyaupane is a lecturer at Tribhuvan University in Kathmandu

### **Possibility of Regional Museums in Nepal.**

Museums are the symbolic representative and identification of culture, art, history, science and technology that holds the natural and cultural creation. Museums are without a doubt the mirror of any given society or state. Nepal (sovereign country) is the underdeveloped, multilingual, multi religious, multicultural, multi ethnic country where majority of the population fall under the illiterate. There are 123 ethnic communities and 125 languages.

Topographically, Nepal is divided into three geographical regions: they are plain Terai region which covers 17% of the total land, Hilly region covers 68% of the total land and Mountain region which covers 15% of the total land. This is a rectangular of 885 kilometers and in average 160 kilometers from north to south. In spite of being a small country it contains the greatest altitude variation on the earth from the sea level to the highest peak on the earth, aerial distance. So Nepal is known as vertical world is the steepest country in the world. Moreover, administrative purposes Nepal is divided into five development regions. Furthermore, Nepal posses a very ancient, prehistorical artifacts in different regions.

Acknowledging the significance of museum in Nepal for conserving, preserving and promoting Nepali culture, art, history, the government of Nepal conceived a farsighted idea of establishing regional museum in 1984 AD. However till date only 3 regional museums exist establishing the same permanent exhibition that was made when they established. Similarly, the

regional museums didn't fulfill its aims, objectives mission and goal due to incapable human resources in museum education. Presently, the government has to invest huge investment, power and idea in different regions of Nepal.

### **Orit Shamir and Robert Kool**

Dr. Orit Shamir ICOM ICR Treasurer and ICOM Israel Member Head Department of Museums & Exhibits, Curator of Organic Materials, Israel Antiquities Authority, Israel. She holds a PhD in Archaeology and wrote her thesis on *Textiles in the Land of Israel from the Roman Period till the Early Islamic Period in the Light of the Archaeological Finds*. She has researched and published widely on textiles and exhibitions. Her articles can be seen at <https://antiquities.academia.edu/OritShamir>

### **Together? Displaying a Gold Treasure in a religious Shrine, a National Museum and a Regional Gallery – Some Reflections on the Power of Archaeological Exhibitions**

It all presumably started with a storm a thousand year ago. A ship carrying a chest filled with gold coins sank in an ancient harbor. Almost ten centuries later, another storm in the winter of 2015 revealed this trove of gold coins, the largest ever found in Israel, on the seabed of the ancient harbor in Caesarea 60 km north of Tel-Aviv. The treasure dates from the time of the Fatimid caliphs of Egypt, who ruled over a vast empire stretching from North Africa to northern Syria and Yemen during the tenth and eleventh centuries CE.

From the moment of its discovery the gold treasure generated unprecedented interest, not only in Israel but worldwide. Pictures of the treasure, the story of its discovery and its scientific importance went viral on a truly global scale. It spoke to the imagination of millions and millions of people worldwide who saw and read about the Gold treasure on TV, in newspapers, the internet, facebook and blogs. Literally within the space of two weeks, the treasure appeared on the front page of the NYT, was shown on Russian TV stations, and appeared in Chinese and Arabic newspapers.

Among those who expressed a particular interest in the coins were the Druze community in Israel who asked the Israel Antiquities Authority to mount a special exhibit within the confines of one of their holiest shrines. The lecture will present the treasure, and the resulting exhibits among the Druze and their shrines, at Caesarea National Park and at the Israel Museum and at the world famous Metropolitan Museum in New York late 2016 – early 2017.

### **Yael Wiesel**



Yael Wiesel was born in Holland, and immigrated to Israel when she was 4 years old.

Her academic education includes B.A from the Hebrew University of Jerusalem, in Archaeology & History, and M.A from the City College of New York, U.S.A., in Museum Studies & Art. She has been working as principal curator of the Corinne Mamane Museum of Philistine Culture, Ashdod, since 1989.

### **All Together Now**

#### Background:

The Corinne Mamane Museum consists of a permanent archaeological exhibition, entitled "The World of The Philistines", on one hand, and a gallery of changing exhibitions representing the various communities living in Ashdod, on the other hand. My paper is to relate entirely to the community aspect of previous exhibitions curated by me.

Thus, I would like to present 3 exhibitions, in all of which the objects connect in different manners to people residing in Ashdod.

#### The Exhibitions:

##### 1. Pots & Pans – Memories from Grandma's Kitchen

The objects in this exhibition were lent to me by Ashdod families. The heart-touching stories of pots and their former owners revealed that except their tasty food, they also unfolded far histories of families and communities, each with its own identities and life stories.

Here the community functions as the providers of exhibition objects, something which naturally creates pride and involvement.

##### 2. All Together Now

Some 70 Artists from Ashdod were asked to choose an old and used chair and make a new piece of art with it. The result was an exhibition of unique "chairs of art" which stood in rows "all together".

Here the community functions as working artists, involving their families and friends who assist, advise and encourage.

##### 3. Art at the Old Market of Ashdod.

This year the city of Ashdod celebrated 60. As part of the celebrations, 14 photographs from Ashdod were sent to the oldest permanent market to take pictures in black & white, in contrast to the rich colors of the market. Shopkeepers and stall owners were asked to choose the picture they wanted to be enlarged (70X50 each) and hanged on their newly painted walls and in front of their stalls.

Here the community functions both as artists (the photographers), and as curators (Shopkeepers, who choose a picture and its placement).

### **Organizing Committee**

The ICR Conference was organized by Helsinki City Museum, Hämeenlinna City Museum and Vapriikki in co-operation with ICOM ICR board and ICOM Finland board.

Tiina Merisalo  
Kati Selänniemi  
Eija Niskanen  
Tuulia Tuomi  
Toimi Jaatinen  
Tuija-Liisa Soininen  
Irena Žmuc  
Carrie-Ann Lunde  
Orit Shamir

### **Useful Phone Numbers**

#### **Helsinki City Museum**

Eija Niskanen +358-40-752 34 07  
Kati Selänniemi +358-40-334 70 22

#### **Hämeenlinna City Museum**

Tuulia Tuomi +358-40-541 27 71

#### **Vapriikki, Tampere**

Anu Salmela +358 500 830 130

#### **Hotel Katajanokka, Helsinki**

+358-9-686 450

#### **Lapland Hotel, Tampere**

Merikasarminkatu 1

+358-3-383 00 00

Yliopistonkatu 44

#### **Scandic Hotel Station, Tampere**

+358-3-339 80 00

Ratapihankatu 37

## INFORMATION ABOUT THE VENUES

### Information about the Venues

#### Hotel Katajanokka, Helsinki

<http://www.hotelkatajanokka.fi/>

A modern hotel with a story

Hotel Katajanokka is a privately owned lifestyle hotel, renovated with loving care into the historic premises of former Helsinki county prison. Inside the red brick walls you will find a magic world of contrasts – with serene comfort, stylish design and a hint of Nordic luxury.

A prison of Hearts

To us, Hotel Katajanokka is more than a hotel and a workplace. It's a way of life. Our attentive and caring service comes from the heart. We are here for you, eager to please, and dedicated to making your stay perfect. We refuse to take any shortcuts to sacrifice guest satisfaction.

#### Helsinki City Museum

<http://www.helsinginkaupunginmuseo.fi/>

The Helsinki City Museum is the world's only museum focusing on Helsinki. Personal experiences and everyday life of people in Helsinki are highlighted and reflected in the museum's items and photographs. A Kiss-kiss candy wrapper, a squeaky steel spring bed and a photo of a suburb home yard are precious treasures in the museum.

The Helsinki City Museum is located in the oldest blocks of the city near the Senate Square, and entrance is always free of charge. In the City Museum, everyone has the opportunity to fall in love with Helsinki.

#### Allas Sea Pool and Sauna

<http://www.allasseapool.fi/>

Allas Sea Pool, located a stone's throw away from the Helsinki marketplace, proudly stands in one of the best locations in the city. This sea pool boasts several saunas, swimming pools and restaurant. It is a one-of-a-kind oasis in the middle of the city, the likes of which cannot be found anywhere else in the world. Allas Sea Pool awakens the soul of the spa culture of olden times when people would gather to discuss, to relax, and to live the good life by the water.

## Suomenlinna

<http://www.suomenlinna.fi/>

Constructing began in 1748: Reinforcing the defences of Finland, then a part of Sweden, was deemed necessary. In 1747, the Swedish parliament made a decision to build a central fortress including a naval base in Helsinki. Fortification work begun the following year.

One of Finland's World Heritage Sites: In 1991, the Suomenlinna fortress was added to the UNESCO World Heritage List as a unique monument of military architecture. Another special feature of the fortress is that in the course of its history it has served in the defence of three realms: Sweden, Russia and Finland.

## Hämeenlinna City Museum

[www.hmlmuseo.fi](http://www.hmlmuseo.fi)

Museo Skogster

Skogster is the new main location of Hämeenlinna City Museum. The downstairs holds a museum shop and reference library, as well as the Ooh, Hämeenlinna! -exhibition, which features funny stories and extraordinary truths about Hämeenlinna.

On the upper floor of the museum there is Finland's Centennial exhibition Winds from the East. The exhibition contemplates the relationship with Russia and eastern cultural influences ranging from the autonomy period up to the past few decades. The exhibition offers plenty of Eastern Block nostalgia: fashion from St Petersburg, samovars, DDR cars, the Sandman and the Mole.

Birthplace of Jean Sibelius

Composer Jean Sibelius (1865-1957) was born and lived the first 20 years of his life in Hämeenlinna. The rooms of his birthplace are decorated in the style of the era between the 1860s and 1880s, and the museum exhibition sheds light on little Janne's childhood years in Hämeenlinna. Chamber concerts are regularly held at the hall of the Birthplace.

## Häme Castle

Häme Castle is one of Finland's medieval royal castles. It is believed to have been built at the end of the 13th century, following the crusade by Swedish Earl Birger to Häme region.

During the Middle Ages the original fortified camp was built into a residential castle for its commandant. In the 18th century a third storey was built and curtain wall buildings partly replaced the original outer walls. The castle and its surroundings were in prison use from 1837 to 1972. The main castle is now presented as a historical monument.

The Häme Castle and its redbrick barracks are on the shore of Lake Vanajavesi. The promontary has been a meeting place for centuries, and the walls almost echo the voices from the Middle Ages.

### **Museo Militaria**

The Artillery, Engineer and Signals Museum of Finland.

Museo Militaria is a war history museum showcasing the history of Finnish artillery, engineering and signalling from the Middle Ages to modern times.

### **Lapland Hotel Tampere**

[www.laplandhotels.com](http://www.laplandhotels.com)

Lapland Hotel Tampere offers you a chance to experience Lapland in the heart of the city.

The 141 rooms of the centrally located hotel have been decorated with skill and style to suit the taste of even the most quality conscious guests. The design of the rooms was influenced by nature and the stories of Lapland. Lappish peace or mystique – it's up to you.

Kitchen & Bar Dabbal, Terrace, 5 conference rooms for 10-100 people, Lobby bar, Flat screen TV, Selection of pillows in the rooms, Pet rooms available, Wheelchair accessible and allergy friend rooms available, Free wireless broadband in all areas, Lapland Hotels Shop.

Room rates:

140 € / single room / night

155 € / twin room / night

### **Hotel Scandic Tampere Station**

[www.scandichotels.com](http://www.scandichotels.com)

A modern and trendy city hotel right in the centre of Tampere, next to the railway station and the shopping streets. The hotel has a relaxed restaurant, a comfortable summer terrace and excellent meeting facilities.

The Hotel Scandic Tampere Station has 200 rooms, 5 of which include a sauna and a balcony. On the ground floor, you'll find our relaxed and stylish restaurant Bistro, the lobby bar, the comfortable summer terrace and 5 meeting rooms. The hotel also has its own parking hall, with direct access to the hotel, as well as a gym, sauna, the Scandic Shop and free WiFi in all areas.

Room rates:

189 € / single room / night

199 € / twin room / night

### **Restaurant Plevna**

[www.plevna.fi](http://www.plevna.fi)

Plevna was established in 1994, in the old Finlayson cotton mills, and it is the only genuine brewery pub in Tampere, producing a vast selection of beers made on the premises. Since its opening, Plevna has been one of the most popular meeting places for local people and visitors alike.

In Plevna you can enjoy a variety of pure, flavoursome beer from our brewery, and fine spirits from our distillery. In addition, Plevna offers you dozens of other interesting beers from around the world, delicious food, unique surroundings, live music and, of course, the well-known jovial company of Tampere.

### **Vapriikki, Regional Museum of Pirkanmaa**

[www.vapriikki.fi](http://www.vapriikki.fi)

Vapriikki is a versatile Museum Centre located on the banks of the Tammerkoski rapids. Vapriikki offers things to see and do for whole family. We put up about dozen exhibitions each year with varied themes including history, technology and natural sciences.

Vapriikki is also home to the Natural History Museum of Tampere, the Media Museum Rupriikki, the Mineral Museum, the Finnish Hockey Hall of Fame, the Doll Museum, Postal Museum and The Finnish Museum of Games. Our visitors are served by museum restaurant Valssi and the Vapriikki museum shop, which offers a wide selection of books, gifts, and souvenirs.

### **The Finnish Labour Museum**

[www.werstas.fi](http://www.werstas.fi)

The Finnish Labour Museum Werstas is a museum in Tampere. The museum specialises in social history as well as recording, researching and exhibiting the history of work and workers. Our versatile exhibitions and lively event activities guarantee a continuous abundance of things to see and do at Werstas. Admission to Werstas is always free. Drop by or explore our exhibitions for a whole day. Rain or shine, our doors are open – Werstas is your living room in the heart of the city.

### **Lenin Museum**

[www.lenin.fi](http://www.lenin.fi)

Welcome to the Birthplace of the Soviet Union! The Finnish Lenin Museum has a unique story. This is where Lenin and Stalin met for the first time, in a secret meeting of the Bolsheviks in December 1905. They started planning a revolution which later changed world history and also made it possible for Finland to become independent. In the very same rooms now locates the Lenin Museum, the only Lenin Museum left outside Russia. Welcome to the only Lenin Museum in the European countries!

### **Museum of Workers' Housing Amuri**

[www.museokortteli.fi](http://www.museokortteli.fi)

### **Finlayson Palace**

[www.finlaysoninpalatsi.com](http://www.finlaysoninpalatsi.com)

Finlayson Palace, restaurant offering the traditional Continental cuisine, is surrounded by a beautiful park. In the summertime, we also serve to our large outside terrace. The newly renovated restaurant is ideal for business lunches, meetings, fine dining and private parties. We welcome you to enjoy the unique ambiance of the palace right in the heart of Tampere.

### **Tursiannotko and Viking Village**

[www.vapriikki.fi](http://www.vapriikki.fi)

### **Arktikum**

[www.arktikum.fi](http://www.arktikum.fi)

### **Arctic Centre**

The Arctic Centre of the University of Lapland is a national and international centre of expertise on Arctic issues. It conducts locally-and regionally-oriented research, the high standard of which is recognised internationally. The Arctic Centre also provides education on Arctic issues as well as disseminates knowledge about the region and related research.

The communication of scientific knowledge is an integral aspect of the Arctic Centre's work. The Science Centre Exhibition at Arktikum provides information about Arctic research findings as well as about the nature and peoples of the region. Temporary specialist exhibitions are arranged on topics such as the achievements of Arctic science, northern nature and regional art.

The Arctic Centre's science communications mediates information about Arctic issues via the Internet as well as designs fresh ways for disseminating scientific knowledge. The Centre is an active participant in international Arctic cooperation in this field. In addition,

the library, which is greatly appreciated by the Centre's researchers, compiles information and makes it available to anyone interested in the Arctic.

### Regional Museum of Lapland

The Regional Museum of Lapland is owned by the City of Rovaniemi. It was established in 1975 and together with the Rovaniemi Art Museum it forms the municipal museum function.

The Regional Museum of Lapland is a regional central museum that operates across all of the administrative region, apart from the Torne River Valley and the area around Kemi.

The Regional Museum of Lapland is an expert on Lappish culture, prehistory, history, building heritage and nature. The Museum produces content on the North for use in education, travel and its other cooperation networks. Its staff provides assistance in different cultural-historical and archaeological as well as nature- and environment-related issues, consults the public in matters associated with the renovation of locations with high cultural-historical value and advises on how to seek grants for such work. The Museum is also an active participant in research on questions related to the above.

### Forest Science Center Pilke

[www.tiedekeskus-pilke.fi](http://www.tiedekeskus-pilke.fi)

Forests are a big part of our everyday life - probably in ways you might not have expected. Did you know that ice cream, party dresses and medicines all contain timber and other products that come from forests? Forests are hugely important to us humans and to the whole world. Using them sustainably is the key to a brighter future.

At the Science Centre Pilke exhibition you will have the opportunity to explore the forest with all your senses and from many different angles.

Did you know that for some people, forests are their "office"? That they are a rich source of new materials and innovations? A habitat for plants and animals? And an important part of Finnish culture? Get behind the wheel of a forestry machine, climb into a bird house, meet our mascot Tuksu the pine weevil and sing karaoke on an ant hill. Find all the timber components used to build the largest single item on display at Pilke, the timber-framed Pilke House! New experiences, new discoveries!

### The Santa Claus Village at the Arctic Circle in Rovaniemi

[www.santaclausvillage.info](http://www.santaclausvillage.info)

You can meet Santa Claus and cross the magical Arctic Circle every day at the Santa Claus Village in Lapland in Finland.

When Santa Claus declared Rovaniemi as his hometown, he told how his home at Ear Mountain (Korvatunturi) was revealed at the beginning of the last century and how this



closely guarded secret spread the world over. In order to retain the privacy of his secret location, the Elf folk decided to build a place where Santa could meet people from near and far at the Northern Arctic Circle.

Santa Claus spends his time at the Santa Claus Village every day of the year to take care of his mission in life; to enhance the wellbeing of children and the kindness of grown-ups, as well as spreading the message love and goodwill of Christmas Spirit throughout the globe. Rovaniemi is The Official Home of Santa Claus.

### **Tankavaara Gold Prospector Museum and Gold Village**

[www.kultamuseo.fi](http://www.kultamuseo.fi)

Tankavaara is home for the only international museum in the World displaying past and present of gold panning and prospecting. The basic exhibition presents the history of gold prospecting in Lapland. The Golden World, the international section, presents over twenty countries all over the World.

### **Hotel Kultahovi**

[www.hotelkultahovi.fi](http://www.hotelkultahovi.fi)

Standing along side the roaring rapids of River Juutua, Hotel Kultahovi is more than just a hotel. It is a destination, where you arrive into another culture and will depart with knowledge and memories of northern nature and the indigenous way of life.

### **Siida, the Sami Museum and Cultural Center**

[www.siida.fi](http://www.siida.fi)

Siida is a central meeting place in Inari, the heart of the Sámi Area in Finland. It is a window on Sámi culture and the diverse nature of Northern Lapland. At Siida, you can acquaint yourself with changing exhibitions on culture, art and nature throughout the year.

Siida offers the visitor both exciting experiences that appeal to many senses and expert knowledge. In the summer season, the indoor exhibitions of Siida are complemented by the cozy open-air museum. In addition to exhibitions, events that focus on culture and nature, as well as seminars, are arranged at Siida.

At Siida, the National Museum of the Finnish Sámi and the Nature Centre of Metsähallitus work together. The pleasant restaurant Sarrit serves customers on the second floor of Siida.

## CALL FOR PRESENTERS

**Call for Presenters**

Interested in presenting at this year's Conference?

ICR seeks presentations on the conference topic: *TOGETHER! Regional Museums Engaging with the "New Reality"*. Please send us an abstract of 200 to 300 words, as well as a short biography. Abstracts should also include:

- Title
- Name and institution of the author (ICOM number if applicable)
- E-mail address
- Any special technical requirements

Paper must be given in English

Time limits: presentation on the theme 15 minutes; poster 5 minutes

Deadline for submission of an abstract (extended): 29 May 2017

Submit to:

Kenji Saotome, [kenji\\_saotome@hotmail.com](mailto:kenji_saotome@hotmail.com)

Tuulia Tuomi, [tuulia.tuomi@hameenlinna.fi](mailto:tuulia.tuomi@hameenlinna.fi)

Announcement of approved proposals: 30 June 2017

Final text submission: 15 August 2017, to be sent to (max. 15000 characters with blank spaces, bibliography and footnotes included; font 12, line 1.5; max. 5 high-resolution photos in tiff. or jpg. format)

For further information, please contact:

Tuulia Tuomi, local organiser, [tuulia.tuomi@hameenlinna.fi](mailto:tuulia.tuomi@hameenlinna.fi)

Irena Žmuc ICR Chairperson, [irena.zmuc@mgml.si](mailto:irena.zmuc@mgml.si)

KUTSU MINISTERILLE



**Kutsu konferenssin avaajaksi**

HML 7.2.2017

**Arvoisa Opetus- ja kulttuuriministeri Grahn-Laasonen**

Kansainvälisen museoneuvoston ICOM:n alainen alueellisten museoiden kansainvälinen komitea ICR kokoontuu vuosittaiseen konferenssiinsa sekä vuosikokousta pitämään tänä vuonna Suomessa.

Konferenssi järjestetään 28.8. - 1.9.2017 Helsingissä, Hämeenlinnassa ja Tampereella.

Konferenssiin odotetaan noin 30 kansainvälistä osallistujaa 25 maasta eri puolilta maailmaa aina Kanadasta, Taiwanista, Nepalista ja Uudesta-Seelannista asti.

Konferenssi alkaa virallisella avajaistilaisuudella Helsingin kaupungintalon auditoriossa maanantaina 28.8.2017 klo 9:00.

Toivoisimme, että opetus- ja kulttuuriministerillä olisi mahdollisuus tulla tuomaan tervehdyksensä ja avaamaan konferenssi.

Avajaistilaisuuden muina puhujina tulevat olemaan ICOMin Suomen komitean hallituksen puheenjohtaja Eero Ehanti, ICR:n hallituksen puheenjohtaja Irena Zmuc Sloveniasta sekä Suomen Museoliiton pääsihteeri Kimmo Levä.

Kunnioitavasti,

ICR:n hallituksen puolesta

**Tuulia Tuomi**

museonjohtaja, ICR:n hallituksen jäsen, ICOM Finlandin hallituksen jäsen

Tuulia Tuomi  
Hämeenlinnan kaupunginmuseo, Raatihuoneenkatu 8, 13100 Hämeenlinna  
tuulia.tuomi@hameenlinna.fi  
03-621 2840, 040-541 2771

## PRACTICAL INFO IN HELSINKI

**PRACTICAL INFO IN HELSINKI**

**Currency:** euro €

**Weather:** +15 - +18C, occasional rain

**Other:**

swimwear if you want to swim at the Allas pool sauna (those who prefer not to take sauna stay at the Allas bar for drinks)

**Transportation:****From Helsinki Airport to city center:**

Trains I or P from the airport to end station Helsinki Railway Station, approx. 28 mins to city center  
or Finnair bus from in front of the terminal, marked with the sign Finnair, approx. 30-35 mins to city center Elielinaukio (main railway station)

**From Railway station to the hotel:**

Tram # 4 from in front of the Stockman department store at **Aleksanterinkatu** (passes Helsinki City Museum), get off at **Vyökatu** stop Hotel Katajanokka, Merikasarminkatu 1 A.

**From the hotel to the conference venue:**

Tram # 4, get off at Senate Square, or a 10-minute walk from the hotel to Aleksanterinkatu 16.

**Tue 29<sup>th</sup> Trip to Suomenlinna:**

HSL ferry at **Kauppatori**: there are two ferry lines to Suomenlinna, be sure to be at the **HSL ferry by 16:30!**  
Back from Suomenlinna to Kauppatori at 21:11, 21:31, 21:51, 22:11.

Good shoes!

Looking forward to meet you in Helsinki,  
Tuulia Tuomi

## POST-CONFERENCE-TOURIN OHJELMA

## ICR Annual Conference 2017 Post Conference Tour to Lapland

### 1.9.-6.9.2017

The fee includes:

- Night train from Tampere 1.9.-2.9. to Rovaniemi. In Double cabins  
Timetable : 1.9 Tampere 23:11 – 2.9 Rovaniemi 07:14
- Hotel Vaakuna in Rovaniemi 2.9.-4.9. in twin rooms. (inc. breakfast)
- Bus trip from Rovaniemi to Tankavaara and Inari 4.9.
- Hotel Kultahovi in Inari 4.9.-6.9. in twin rooms. (inc. breakfast)
- Flight Ivalo-Helsinki 6.9  
Timetable Ivalo 18:30 – Helsinki 20:50

#### Friday 1 September

Train from Tampere 22:11, in double cabins.

#### Saturday 2 September

In the morning in Rovaniemi 07:14.

(It is possible to have breakfast at the train or in the Hotel Vaakuna (7,50€) in Rovaniemi, in your own expense.)

Check-in to Hotel Vaakuna in Rovaniemi

#### Arktikum, Regional Museum of Lapland and Arctic Centre

[www.arktikum.fi](http://www.arktikum.fi)

Open: 10:00-18:00. ICOM-card ok.

10:00 Guided tour in Arktikum

The Regional Museum of Lapland is an expert on Lappish culture, prehistory, building heritage and nature.

The Arctic Center of the University of Lapland is a national and international centre of expertise on Arctic issues.



#### Forest Science Center Pilke

[www.tiedekeskus-pilke.fi](http://www.tiedekeskus-pilke.fi)

Open 10:00-18:00. Ticket 7 €.

14:00 Guided tour in Pilke

Forests are a big part of our everyday life - probably in ways you might not have expected. Did you know



that ice cream, party dresses and medicines all contain timber and other products that come from forests? Forests are hugely important to us humans and to the whole world. Using them sustainably is the key to a brighter future. At the Science Centre Pilke exhibition you will have the opportunity to explore the forest with all your senses and from many different angles.

### Sunday 3 September

Breakfast at the Hotel Vaakuna (inc. in the fee)

#### The Santa Claus Village at the Arctic Circle in Rovaniemi

[www.santaclausvillage.info](http://www.santaclausvillage.info)

Open 10:00-17:00

About 8 km from Rovaniemi. We have to take taxi to the village in our own expense.

You can meet Santa Claus and cross the magical Arctic Circle every day at the Santa Claus Village in Lapland in Finland.



When Santa Claus declared Rovaniemi as his hometown, he told how his home at Ear Mountain (Korvatunturi) was revealed at the beginning of the last century and how this closely guarded secret spread the world over. In order to retain the privacy of his secret location, the Elf folk decided to build a place where Santa could meet people from near and far at the Northern Arctic Circle.

Santa Claus spends his time at the Santa Claus Village every day of the year to take care of his mission in life; to enhance the wellbeing of children and the kindness of grown-ups, as well as spreading the message love and goodwill of Christmas Spirit throughout the globe. Rovaniemi is The Official Home of Santa Claus.

#### 12:00 taxi about 4 km to the Rovaniemi Local History Museum Pöykkölä

<http://www.lapinmuseot.fi/eng/rovaniemi/rovaniemenkotiseutumuseo.html>

The Rovaniemi Local History Museum is one of the few remaining residential buildings characteristic of the area. The main building, storage shed, and two other sheds belonged to the Pöykkölä farm, which the Local Heritage Association Rovaniemen Totto (Kotiseutuyhdistys Rovaniemen Totto ry.) bought in 1957. Since then, 13 log buildings have been transferred to the location from the Rovaniemi region. The museum was opened to the public in 1959.

The museum illustrates life in a local farmhouse and its buildings a hundred years ago. The collection consists of villagers' artefacts from the turn of the 19th and 20th century. They are mainly related to the traditional trades such as fishing, cattle farming, hunting, and reindeer farming. The empire-style main building from the 1840s stands in its original location and has been furnished following the traditional local style. Several collections are on display in the storage shed, including ones illustrating traditional handicrafts and food economy. In addition, the ground floor of the storage shed features an interesting photographic exhibition of the history of Rovaniemi.

Rovaniemi Local History Museum is located by the River Kemijoki 3.5 km from the city centre.

**12:15-13:15 Lunch at Pöykkölä Local History Museum: traditional salmon soup and traditional pastry Kampanisu 15 €/pers. in our own expense.**

**13.15–14.15 guided walk at Local History Museum Pöykkölä****14.15 about 0,5 km walk to the Forestry Museum of Lapland**

The Forestry Museum of Lapland explores how loggers lived and worked during the twentieth century. There are historic structures as well as exhibitions and photographs about logging and log floating on the museum ground.



**14.30–15:30 guided tour at the Forestry Museum**  
**9 € / pers. in our own expense.**

**Monday 4. September**

Breakfast at the Hotel Vaakuna (inc. in the fee)  
 9:00 about 3 hours drive to Tankavaara Gold Village

**Tankavaara Gold Prospector Museum and Gold Village**

[www.kultamuseo.fi](http://www.kultamuseo.fi)

Tankavaara is home for the only international museum in the World displaying past and present of gold panning and prospecting. The basic exhibition presents the history of gold prospecting in Lapland. The Golden World, the international section, presents over twenty countries all over the World.



12:00 Lunch at Gold Village, in our own expense

**Old Gold Prospectors Restaurant**

In Tankavaara's gold themed restaurant, visitors can enjoy food made of local ingredients and enjoy unique atmosphere. We offer a wide range of delicacies, even if you just want a cup of coffee or are looking for good place to dine with your family.

Old Gold Prospector Restaurant is great place to have lunch or dinner with your group, we can make a specialized menu according to your wishes.

Our menu is made from local ingredients and offers something for everyone. Our grill makes amazing reindeer hamburgers and our à la carte menu is full of traditional Lappish dishes.

13:00 Visit the Gold Prospector Museum and Gold Panning Session. The Gold Museum will offer this free!

If we have time, we can also visit the Tankavaara Nature Center nearby the Gold Museum.

16:00 about 1,5 hour drive to Inari

17:30 at the Hotel Kultahovi

### Hotel Kultahovi

[www.hotelkultahovi.fi](http://www.hotelkultahovi.fi)

Standing along side the roaring rapids of River Juutua, Hotel Kultahovi is more than just a hotel. It is a destination, where you arrive into another culture and will depart with knowledge and memories of northern nature and the indigenous way of life.



## Tuesday 5. September

### Siida, the Sami Museum and Cultural Center

[www.siida.fi](http://www.siida.fi)

Open 9:00-18:00. (ICOM-card ok.)

Siida is a central meeting place in Inari, the heart of the Sámi Area in Finland. It is a window on Sámi culture and the diverse nature of Northern Lapland. At Siida, you can acquaint yourself with changing exhibitions on culture, art and nature throughout the year.



Siida offers the visitor both exciting experiences that appeal to many senses and expert knowledge. In the summer season, the indoor exhibitions of Siida are complemented by the cozy open-air museum. In addition to exhibitions, events that focus on culture and nature, as well as seminars, are arranged at Siida.

At Siida, the National Museum of the Finnish Sámi and the Nature Centre of Metsähallitus work together. The pleasant restaurant Sarrit serves customers on the second floor of Siida.

### Siida Open-Air Museum

In the open-air museum, which is open in summer, the visitor can get acquainted with a range of Sámi dwellings and hunting and fishing methods. Among the unique attractions are, for example, the original buildings of the farmyard of the Tirro Farm.



The log buildings that were moved to the open-air premises in 1960 from the community Tirro represent the way the Sámi who owned a homestead lived in the 1800s. Another extraordinary building to visit is the Mirham Hut, a court house that was moved to the premises from the borderland of Inari and Kittilä. The cabin was used for legal proceedings up until 1905. The walls of the cabin are filled with writings that have been engraved by the ones who waited for the decisions of the court in the cabin.

The path that leads through the premises of the open-air museum is approximately 800 meters long. On the path, visitors can acquaint themselves with almost 50 display items. In addition to log buildings, the museum shows a range of movable Sámi lodges, tents and sod huts, as well as different kinds of storage buildings and hunting traps. Another interesting area to visit is the gold prospector's cabin on the creek that runs through the museum premises. The exhibition shelter of the open-air museum contains the boats, sleds and other equipment needed in moving and transportation that the Sámi Museum has.



**13:00-15:30 Cruse at Lake Inari  
20 € / pers.**

Option: Dinner at campfire alongside the River Juutua.



**Wednesday 6. September**

**Trip to The Grounds of Kaapin Jouni 110 €/pers.**



<http://www.nationalparks.fi/thegroundsofkaapinjouni?inheritRedirect=true>

During the day we would make a boat trip along the beautiful River Lemmenjoki, 10 km to the national park. There we would see the Stone Age hunting methods.

Trip continues to the grounds of Kaapin Jouni, which is the oldest habitation of this very famous Sami family. The family have been living on the ground since the end of 1900<sup>th</sup> century.

We would have guided tour to see the houses and history of the Sami family. And also we would see how they take care of their reindeers. We would also hear the traditional singing – joiku.

For lunch we would eat reindeer soup and coffee and cake.

At the end of the trip we would visit the old Sami courtyard Palto and see and maybe also pet the reindeers!



**16:00 bus from Hotel Kultahovi to the Ivalo airport.**

**Flight from Ivalo Airport at 18:30 in Helsinki 20:50.**

## GUIDELINES

**Guidelines for Hosting ICR Conferences****1. Introduction**

These guidelines for ICR conferences list requirements applying in particular for conferences held outside the ICOM triennial conferences, but the general principles are relevant for all ICR conferences.

During preparation for triennial conferences, the Local Organizing Committee's tasks are usually taken over by the ICOM Organizing Committee, who arranges the meeting, the facilities, etc. The ICR Board typically appoints one ICR liaison person – preferably a local ICR member. This person meets with ICOM's LOC and representatives of other International Committees. The ICOM triennial conference registration fee covers attendance at the ICR conference, but a separate fee may be levied if a special ICR excursion is arranged.

Existing information from one conference (e.g. letters of invitation, addresses of potential sponsors) should be gathered and handed over to the next organizing committee. These Guidelines should be reviewed periodically based on the experience gained at conferences.

**2. The legal status of ICR**

ICR is a professional committee of ICOM and not an independent legal body. It should be clarified in the beginning of a conference preparation who may sign orders on behalf of ICR (or the Local Organizing Committee or National Committee).

ICOM Statutes, Art 26.7 state: "A National or International Committee shall not, without first obtaining approval of the Executive Council, enter into any contract or any legally binding agreement involving expenditure by ICOM, other than contracts and agreements that relate to its own activities and can be paid for from its own funds."

**3. General information about the conference****3.1. Objectives**

The objectives of the annual conference include the provision of:

- an annual forum for discussion between the staff of regional museums and collections and other relevant persons
- a focus for the work of the Committee and the projects of its Working Groups
- an opportunity for the staff of local museums to meet, present their current programs and to become ICR members
- an opportunity to visit local museums

### **3.2. Committee structure**

The Board of ICR will choose a Conference Coordinator or an ICR Organizing Committee (COC) with two or three members for each conference. The Conference Coordinator or one of the members of the COC should be a member of the ICR Board and one of them should have had experience of a past conference. A representative of the previous year's conference and, if possible, one representative of the following conference should be involved in the conference organization.

The local hosts will establish a conference organizing committee to co-ordinate the planning, hereafter referred to as the Local Organizing Committee (LOC). The Coordinator (or the COC) should work closely with the local organizers. He / she has the responsibility for efficient communication with the ICR Executive, i.e. he / she reports to the Executive and consults the Chair, Secretary and the Treasurer.

The Local Organizing Committee appoint a representative who will bear the main responsibility for contacts with the ICR Board. This representative also sign the budget and any contracts, if necessary. It is also advisable to appoint a proxy who will act in the name of the representative if he / she is unable to fulfill his / her mandate (for example, through illness or annual holiday).

All information regarding the content of the conference (program, speakers, etc.) goes to all members of the LOC and to the ICR coordinator (or COC) as well as to the ICR Executive.

### **3.3. Financial responsibility of ICR and the Local Organizing Committee**

Participation at the conference should be widely available, so the Local Organizing Committee must try to organize the venue at as moderate a registration fee as possible. Fee is usually calculated for the whole conference. Single day, accompanying persons and student registration fees should also be offered. ICR require attendance fee for non-members of ICOM. Conference registration fees shall be set different levels for ICOM members versus non-ICOM members. Early bird registration will get lower fee than late booking.

ICR has limited financial resources and requires the Local Organizing Committee to take primary responsibility for ensuring the conference does not incur a loss. In view of the need for a prudent financial policy, it is desirable to establish conservative breakeven figures.

Although the LOC has previously had responsibility for processing all registration fees and payments, online registration over the dedicated conference website makes this unnecessary. The LOC may still be allowed to the process on-site cash payments of registration fees, but only after prior agreement with the ICR Executive. The LOC must nonetheless produce a financial statement showing the financial outcome and listing all costs incurred by them in arranging the conference.

### **3.4. Official languages**

The Committee's official languages are English, French and Spanish. Contributions can be made in any one of these languages. Any speaker or national host organization proposing to make presentation in another language than these three will be invited to arrange interpretation or translation facilities. Presentations in French or Spanish should be accompanied by a summary in English.

Simultaneous translation or other services should only be arranged, with the written consent of ICR.

### **3.5. Location**

The triennial meetings in 2019, 2022, 2025 etc. are held jointly with ICOM, as part of its triennial conference. The ICOM Executive Committee decides the venue for these meetings at least three years in advance.

The venues for ICR conferences in the intervening years are decided by the ICR Board. Museums or related organizations that are interested in organizing a meeting are invited to submit a written proposal to the Board two years in advance. This must outline benefits of meeting in the country concerned and the facilities to be provided. It must be supported by a formal invitation from the national ICOM Committee (if such Committee exists) and by a declaration of the hosting body to give the necessary (financial) support. The proposals will be assessed by the Board and if possible put to the vote of members at an annual conference.

Written notice of the place and dates of each conference must be given to every member of the committee at least twelve months before the meeting (see "New guide for International committee members and officers", available at <http://www.icom.org/ICOM/committee.guidelines>)

### **3.6. Eligibility for attending**

Unless constraints are applied by ICOM conference regulations, the conference must be open to ICR members, other ICOM members, other museum professionals and other interested colleagues. Participation in the business meetings may be restricted to ICR members, but others may attend at the discretion of the Board. ICR reserves itself the right to require different fees for these different categories of participants.

### **3.7. Technical, trade or book exhibitions**

It is up to the LOC to decide on technical exhibitions according to their organizational capacities and financial means. All costs must be covered by the budget and the risk assessed by the LOC. The ICR Chair and Treasurer must approve exhibition fees proposed by the LOC. Exhibitions are expected to register 3 to 4 months before the conference and to indicate their material and space requirements. Publicity material (leaflets) may be included in the conference

documentation. This material should be submitted one month before the conference.

Fees charged for the exhibition space or for a commercial vendor should be indicated in the conference materials.

### **3.8. Space requirements**

Plenary session: lecture theatre or auditorium for 100 participants.

Concurred sessions: two or more lecture theatres, with a size depending on the program.

Working Group sessions: 7-8 rooms, capable of holding 10-50 participants.

Board Meetings: room capable of holding 10 participants.

### **3.9. Accommodation**

It is important to provide a range of accommodation options for participants, including a medium standard hotel and an inexpensive option (such as a student hostel). If possible, it is ideal to focus participants in a small number of closely located hotels and hostels. WIFI / internet access is required.

## **4. Division of responsibilities between ICR and the Local Organizing Committee**

### **4.1. Objectives / Theme**

The ICR Board will establish specific objectives of the conference and its overall theme, in co-operation with the LOC; explicit note will be taken of the local context, its relevancies and resources reflecting the theme.

### **4.2. Preferred date**

September is a preferred period by avoiding a conflict with other relevant conferences and any other major museum conference in the country concerned. However, ICR may be interested in exploring joint or consecutive conferences with related organizations.

It has been found convenient to have the meeting start or end on a Sunday. This allows participants to benefit from reduced rate applied to weekend flights.

### **4.3. Board meetings**

It is usual to hold an ICR Board meeting on the Saturday or Sunday before the conference; if needed, another Board meeting may be held after the Annual General Meeting.

### **4.4. Session timetable and requirements**

ICR does not follow a rigid formula, but the following guidelines can provide a basis:

- Welcome
- Core conference over three days
- Mixture of plenary, concurrent and Working Group sessions
- Open forum or Market of Ideas for short papers and presentations
- One or more evening receptions and one day largely of excursions, subject to local options
- Optional additional days before or after the conference may be scheduled for training sessions, workshops or travel opportunities (with separate fees).

Priority should be placed on two or more plenary sessions (having full AV support with an adequate sound system, full Wi-Fi, digital projector and screen for computer-based presentation). It should be assumed that all participants will attend all plenary sessions.

No plenary or concurrent session should last more than 90 minutes.

Some (if not all) of the Working Group sessions should not conflict with other sessions (this requirement could be covered by holding some Working Group sessions before the formal meeting, in which case there should be no fee for these sessions). A full day or two to three half-days have usually been devoted to Working Group sessions.

Board meetings are usually held before and towards the end of the conference, usually after the conference sessions in the late afternoon or early evening (this should be taken into account when planning access to conference facilities).

#### **4.5. Allied or satellite meetings**

There is no objection to such meetings. Joint sessions with national museum organizations are welcome.

#### **4.6. Program policy and content**

**Selection and invitation of speakers:** The final responsibility for selecting speakers rests with the ICR Board in consultation with the LOC and the ICR Coordinator (or COC). A "Call for Papers" for specific subjects should be issued at least 6 months prior to the meeting, as part of the first announcement. Papers offered should be reviewed before selection by an ICR selection committee chosen by the ICR Board and working in association with a local panel.

**Invitation of chairs and moderators:** The LOC in consultation with ICR invites chairs of plenary sessions and moderators of panels. It is also desirable for the LOC to send "thank you" notes on behalf of the ICR Board and membership after the conference.

Honoraria: No honoraria are paid to speakers and chairs, but if the LOC wants specialists of other areas to make a contribution, the extra funding should be provided by the LOC.

Reimbursement of travel and hotel expenses: Usually, travel and hotel expenses are not reimbursed to speakers and chairs but may be considered in very exceptional cases. Such costs must be incorporated in the budget and approved in advance by the ICR Coordinator, the ICR Chair and Treasurer. The expenses of some participants (such as students or delegates from developing or distant countries) may be funded by ICR through one or more grants; these participants will be required to present papers to the meeting.

Registration fees paid by speakers and chairs: All speakers and chairs are expected to pay fees, other than those who only attend on the day during which they present a paper.

Abstracts, pre-prints, handbooks, publications of papers on the web and another electronic form: In normal circumstances, it is desirable the LOC take responsibility for these matters.

After the conference, ICR normally oversees all arrangements for publishing in print or electronic form of the conference papers. The LOC may invite collaborators.

## **5. Financial and legal policy**

The financial and legal responsibility of ICR and the LOC must be defined at an early stage of the planning process. An official document stating financial and legal responsibilities on both sides must be drawn up and signed. This is particularly important if the host institution puts its own premises and / or staff at the disposal of ICR before and during the conference.

### **5.1. Approval of budget and accounts**

In normal circumstances, the budget should be drafted by the LOC, with the advice of the ICR Coordinator. It must be submitted to the ICR Board for review and to the ICR Chair and Treasurer for approval.

### **5.2. Responsibility for a deficit or benefits from a surplus**

The ICR Board and the LOC must agree on a formula for the distribution of any surplus. In the event of a deficit, the LOC must take responsibility for its effect, although ICR will provide whatever support it can, if there are exceptional causes for the deficit.

### **5.3. Approval and currency of fees**

Fees must be approved by the ICR Coordinator, the ICR Chair and Treasurer at an early stage in setting the budget. Subject to any concerns about the stability of the local currency, they may be levied in US dollars / Euro or the local currency.

Payments should be made by credit card using the registration forms posted on the dedicated conference website. The LOC should also have facilities for cash payment at the conference venue.

#### **5.4. Insurance requirements**

In normal circumstances, ICR does not require cancellation insurance to be provided. Adequate public liability insurance must be available to the host organization.

#### **5.5. Cash flows, budgets and auditing**

ICR may be able to provide a returnable cash float to help in the early stages of organizing a conference. As ICR conferences grow in size, this should be foreseen in the ICR budget.

The LOC will also be responsible for opening new bank accounts, if needed. The budget must be continually monitored and updated to take account of any significant changes, with significant changes to be agreed upon by the IRC Chair and treasurer. The ICR Treasurer (or other person appointed) shall audit a final copy of the budget previously signed by the representative of the LOC.

#### **5.6. Free registration**

The only participants entitled to free registration will normally be any speakers and moderators who attend for a single day and an agreed number of local organizers or volunteers. If it is agreed to waive or reduce the fee for other deserving participants approved by ICR Board, this will normally need to be taken into account as an expense in the budget. Under certain circumstances it may be necessary to expenses for special guests into the budget, e.g. a guest speaker invited for a conference dinner.

#### **5.7. Basis for accompanying person fee**

This will be set at not less than a break-even figure.

#### **5.8. Commercial sponsorship**

Commercial sponsorship is acceptable in principle, as long as it is targeted at specific events or expenses, such as a reception. It is not considered desirable to have sponsorship for the overall meeting. Depending on the specific circumstances, it may be agreed that the ICR Executive, ICR Coordinator or the LOC may pursue such sponsorship. Any offers of sponsorship must be subject to formal approval by the ICR Chair. ICR will recognize this sponsorship (either in the program or at an event).

#### **5.9. Appeal fund**



The ICR Executive, ICR Coordinator and LOC should jointly consider the desirability and feasibility of attracting grants to support the conference itself or the cost of participation at the conference by one or more participants.

## **6. Address lists and other distributions**

The ICR address list – maintained by ICOM HQ – should form the primary source. Current copies of these addresses should be made available in printed and digital form through the ICR Secretary. Other lists may be available from local, national ICOM or museum association committees or related organizations.

## **7. Publications**

Program: a printed program must be available at the Conference, the primary version of which should be in either English or French, with as much as possible translated into the other main language and the local language. The program should contain the names of all presenters and titles of their papers.

- Papers must be submitted in electronic form to the LOC
- Copyright permissions must be obtained from the authors
- At the time of registration, a participants list must be available, in either English or French, with the e-mail addresses
- Commercial exhibitors: conference documentation should include a list of exhibitors, with full contact information
- All papers should be published in print or in electronic form

## **8. External publicity**

The Local Organizing Committee is responsible for publicizing the conference, in particular to universities, museums kindred, organizations and the media. ICR will promote the conference within ICOM.

## **9. The Local Organizing Committee must satisfy the following specific responsibilities:**

### **9.1. Liaison with ICR**

- checking of procedures
- participation in the ICR Board meetings on the same terms as other working group chairs
- distribution of LOC minutes to the ICR Board
- language check of printed material
- submitting of timely reports

### **9.2. Financial control, budget and accounts**

- establishing the budget
- bank account

- tax commitments
- keeping accounts
- monitoring cash flow and funding accounts
- checking invoices and paying accounts
- monitoring expenditure
- receiving fees
- advice on insurance needs
- producing final accounts

### **9.3. Program development**

- definition of the overall theme in co-operation with the ICR Board
- development of the program
- contact with the speakers and session chairs

### **9.4. Processing, production and distribution of documentation**

- design of logo and publication style
- standard and extent of each printed item
- production
- translation
- deadlines
- proof-reading
- liaison with printer
- distribution

### **9.5. Venue**

- recommendation of venue
- contract
- allocation of space (program, social events, registration, sitting areas, catering, secretariat, exhibition, book exhibition)
- technical support for the program (audio equipment, digital projector and screen for computer-based presentation, Wi-Fi, briefing presenters and assisting set-up)
- signs
- equipment (photocopier, computer, printer etc.)
- catering (space, menu, drinks, schedule)

### **9.6. Staffing**

- registration and enquiry staff
- secretariat
- catering
- security

- porters, electricians, technicians, computer specialist
- timetables, instructions
- staff refreshments

#### **9.7. Informing the involved persons about their responsibilities**

- responsibilities of chairs of sessions, briefing speakers
- responsibilities of workshop leaders: identification of technical equipment needed and identification of the number of expected participants one month before the conference

#### **9.8. Languages**

- translation of conference materials
- proof-reading of all conference texts
- simultaneous interpretation, if previously agreed upon

#### **9.9. Promotion and publicity**

- mailing lists
- advertising
- newsletters, journals etc.
- management of mailing

#### **9.10. Registration**

- registration procedure (system, organization, packing of material, printing of tickets, name tags, participant list etc.
- on-site registration, desk, cash, ticketing etc.

#### **9.11. Social program**

- welcome reception, receptions, dinners
- financial responsibility
- procedures and protocol for ceremonies
- guests and VIPs
- accompanying persons' program
- tours

#### **9.12. Accommodation**

- acceptable selection of hotels
- contracts
- liaison, notification, room lists, deposits, cancellation

- The Local Organizing Committee may prefer to delegate the hotel reservation procedure to an adequate organization (such as the local or national tourist office)

### **9.13. Tours**

- choice of visits and hosts
- invitation and tickets
- liaison with hosts
- coaches, guides etc.

### **9.14. Press**

- accreditation
- press releases
- local contact

## **10. Updating the guidelines**

These guidelines should be reviewed annually by the ICR Executive and the outgoing conference Coordinator.

## **11. Timetable for the preparation of an ICR conference by the ICR Board**

36/24 months before

- choice of the host and venue
- choice of the overall theme
- establishing the Local Organizing Committee (LOC)

18/12 months before

- official document defining duties and responsibilities of the host and the ICR Board
- first contacts to speakers – “Call for Papers” by ICR Board
- preliminary information at the previous ICR conference
- seeking for sponsorships begins
- call for nominations for the ICR Board prior to elections held in conjunction with the ICOM triennial conference

18/9 months before

- agreement of the speakers
- information about deadline for the publication

18/6 months before

- first announcement (details of the program, costs, booking form) to ICR members
- first announcement in museum publications

4 months before

- second and final announcement (details of the program, costs, booking form) to ICR members

3 months before

- second announcement in museum publications

6 - 8 weeks before

- higher conference fee for late booking

## **12. Other**

Local Organizing Committee should:

- Provide a page of advice for international participants (to avoid cultural offence) of local protocols if any:
- photography: Is photography permitted in museums / galleries, religious buildings, near military installations?
- smoking: Is it permitted indoors.
- dress: Are there protocols about men's or women's dress?
  - o at formal meetings
  - o at conference sessions
  - o at any religious sites visited
  - o at any formal dinners
- protocols of "encounter" / meeting and greeting? Any special courtesies / requirements or respect, between men and women or between senior and younger people. Shaking hands, looking people in the eye or not, not touching people's heads etc.
- protocols / courtesies relating to mobile telephones, reminding to switch to sound-off during speeches, welcomes, lectures, presentations, guided tours, formal meetings etc.