The Great Revolution of European Museums

IULM UNIVERSITY MASTER ONLINE

MUSEOLOGY

NEW MEDIA & MUSEUM COMMUNICATION

eMA
European Museum Academy

The museum environment: an unquiet place.

60% (or more) of the European museums did not exist before World War 2

The endless proliferation of museums

- 1970: 17/18.000 in the world
- 2015: more than 40.000 only in Europe
- China in the ,50s: around 30, today 3876
- Washington Post 13 June 2014: all MacDonald’s plus Starbucks together are less than alla U.S. Museums (around 35,000)

A plurality of new types and new practices

- ✓Museums of ideas and thrills
  - ✓Imperial War Museum North, Manchester, UK
  - ✓In Flanders Field, Yepres, Belgium
  - ✓Museums of Health, Edirne, Turkey
  - ✓Swarowski Kristalwelt, Wattens, Austria
- ✓Museums between innovation and tradition
  - ✓British Galleries, V&A, London, UK
  - ✓Museum of the History of Bologna, Italy
  - ✓Teatro Caesaraugusta, Saragoza, Spain
  - ✓Wimbledon Lawn Tennis Museum, UK
- ✓ New lighting experiences
  - ✓ Musèe de Bretagne, Rennes, France
  - ✓ International Slavery Museum, Liverpool, UK
  - ✓ National Museum, Sibiu, Slovenia

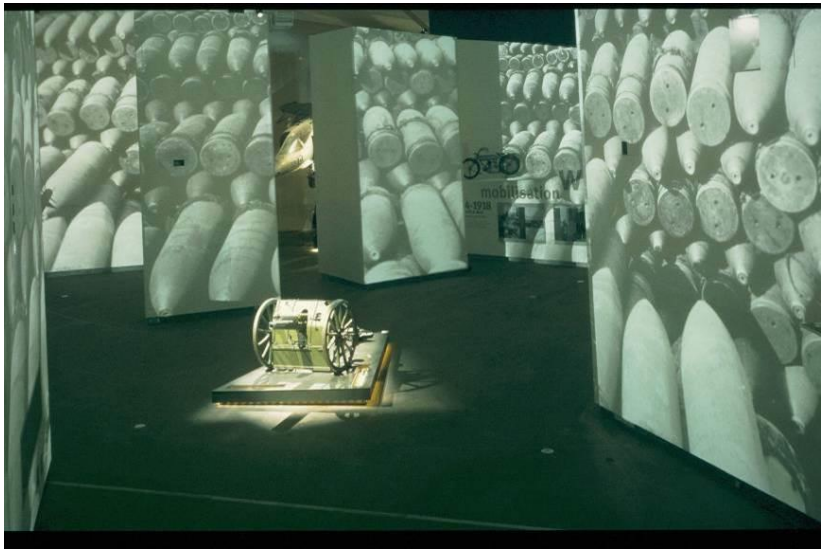
- ✓ **Communicate the work of the museum**
  - ✓ **Open Air Museum in Enkhuizen, NL**
- ✓ **Hidden places**
  - ✓**Bradford: the National Media Museum opens its storage, UK**
  - ✓ **Manchester Museum of Science and Industry, Glasgow Life: the Collection Centres, UK**
- ✓ **Unusual places**
  - ✓**The *Piscine* of Roubaix, France**
- ✓ **Small is pretty?**
  - ✓**The Museum of Farnham, UK**
- ✓ **A new generation of curators?**
- ✓ **Comfort of visitors**
- ✓ **……?**

A global change

- ✓ Contents (new themes and new stories)
- ✓ Typology (Ecomuseums, Interpretation Centres, …)
- ✓ Organisation (HR and Finance)
- ✓ Conservation Techniques
- ✓ Materials
- ✓ Communication and Display
- ✓ Architecture

HERSENCHEMIE ANNO NU

globalisation


mobilisation

Adolf-Hitler-Straße
CCCP

www.nordmag.com

Tom Tits
Experiment
MUSIC AND EMOTIONS
MUSIC
& EMOTIONS
MUSIC
& EMOTIONS

New kinds of heritage

Industrial archaeology

Companies heritage

Dissonant heritage

.....

The Heyday of Museum Building

Renzo Piano : A museum is a place where one should lose one's head.

Is this the emerging of models as it happened with Schinkel, Soane, Smirke etc.? Or what ?

The Museum as a landmark

Museum architectures especially in the urban context becomes changig factor of the skyline and of the public perception of a town.

And sometime they have also a commercial side !

The museum as a theatre

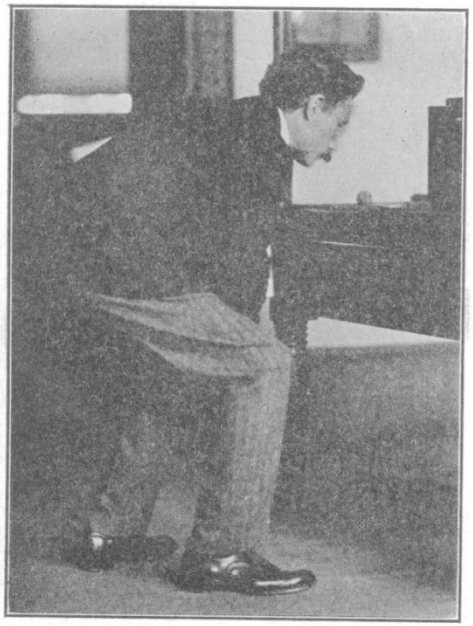
Digital worlds: nothing is real .

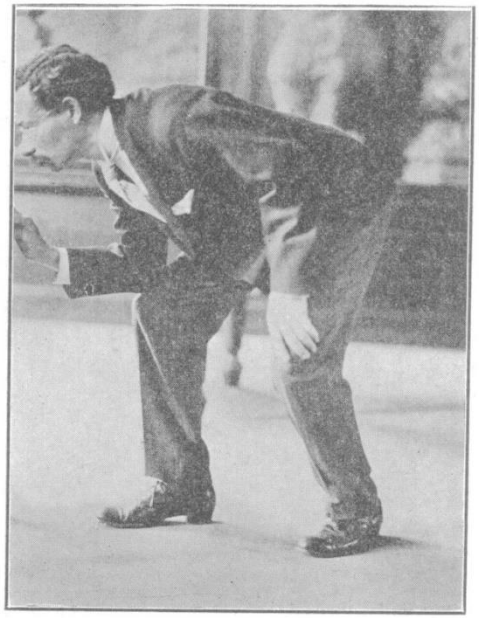
A tiger in a museum is not a tiger, is a tiger in a museum (Kenneth Hudson)

From visitors to users

Online visitors, in-house users and viceversa: the mixing of models

Different forms of museum fatigue.





III. *Half-crouching.*

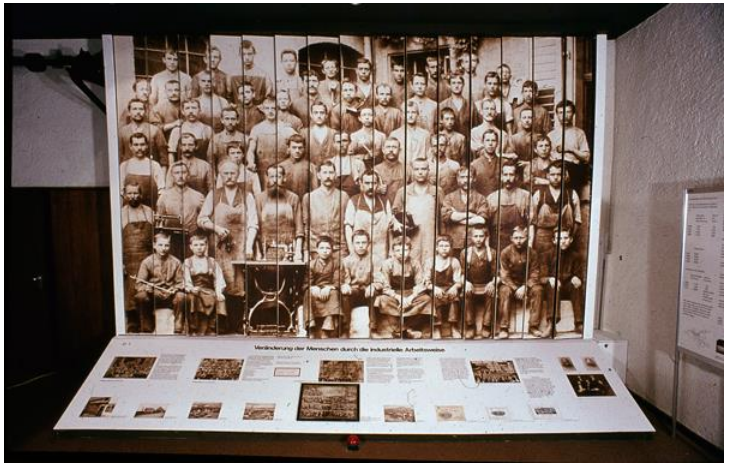
FIG. 13. *Object.*—A fragment of a relief on wood lying flat on the bottom of a floor case. *Q.*—What is represented on this relief? *A.*—A bird.

FIG. 14. *Object.*—A crystal ball on a carved metal pedestal in a floor case. *Q.*—What does the pedestal represent? *A.*—Cliffs, with houses and trees.

21° century: the 3 sociological revolutions especially impacting on museums users.

- The Millenium of Cities
- The Millenium of Centenarians
- The Millenium of Millenials

In a moving Galassia: there is space and time for a method ?



Jerome Seymour Bruner (1915-2016) :

The theory of the narrative construction of reality, and its possible consequences in exhibition planning

From the informative museum to the narrative museum

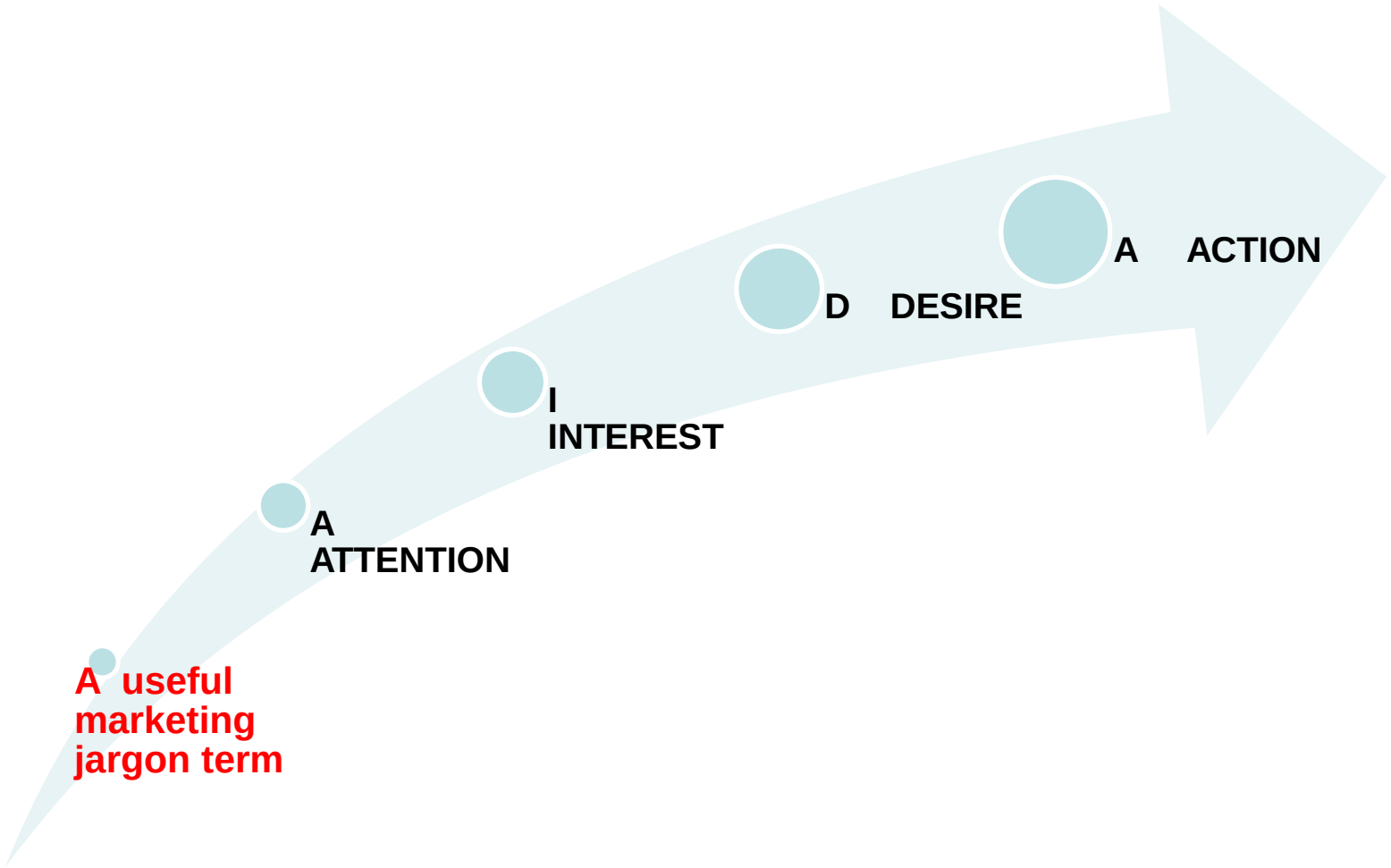
Logic-scientific Mode

- Strategy: sound argument+ tight analysis reason+Aristotelian logic+proof

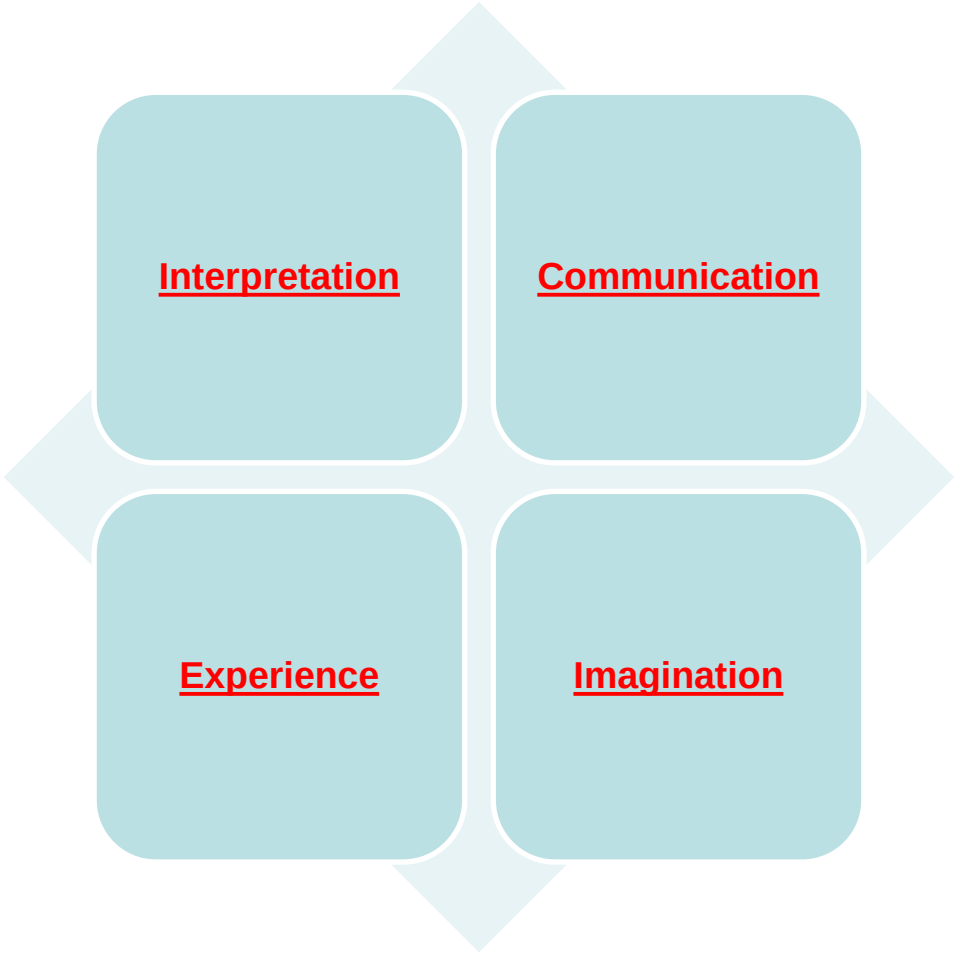
Narrative Mode

- Strategy: good story+inspiring account+association +aesthetics+intuition

AIDA


A ACTION
D DESIRE
I
INTEREST
A
ATTENTION
A useful
marketing
jargon term

The «Long March» from collection interpretation to imagination.



In short: the 5 pillars of a museological project.

Concept: the conceptual core of the museum, the basic idea. What you want to say, to whom? why and how.

Storyboard: the narrative sequence of the path

Functional floor plan: the distribution of space according to the different types of activities hosted by the museum and the obligations to conservation and safety of the collection, of personnel and users

Thematic plan: the distribution of the themes in the permanent exhibition spaces according to the storyboard

Catalogue : the selection of the collection objects for the various exhibition units .

Storytelling, storytelling, storytelling….

Our battlefield

- The museum environment: a growingly complex communicative sequence of spaces with its own multifaceted linguistics. How can we cope with this challenge? It is no longer only a matter of architecture and interior design….new methodologies are urgently in need….

"The narrator of our age, as in every other age, must be an entertainer of the spirit in the fullest sense of the word and not just a preacher of political and social ideas. There is no heaven for bored readers and no excuse for tedious literature. "

Isaac Singer, Nobel Prize speech in 1978.

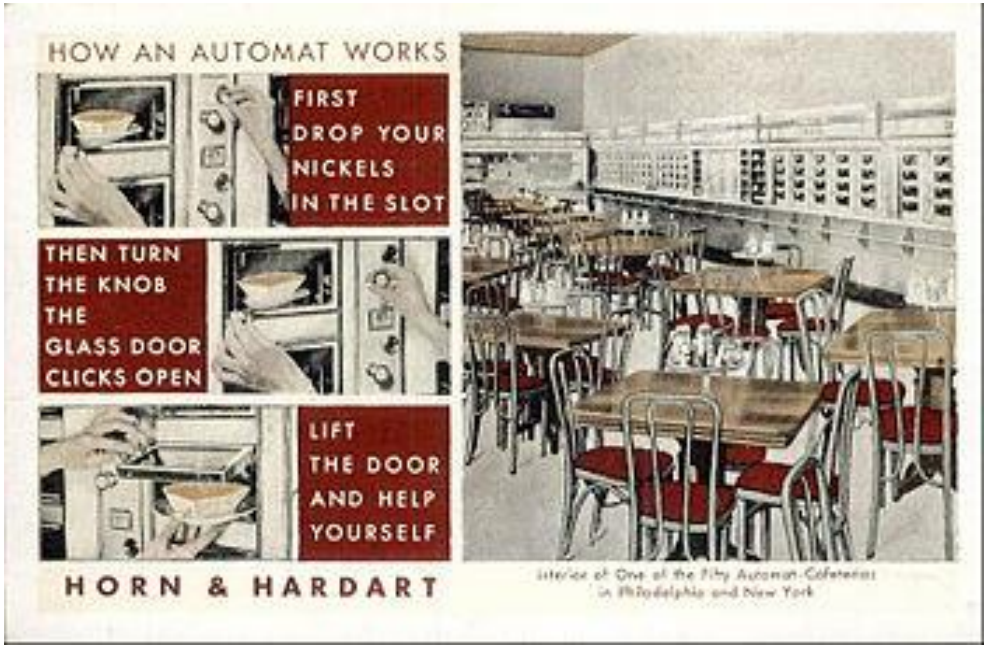
Museums and Literary Sources

An example: Stalinism Grossman: Life and Destiny; Solzenycin: One Day in the Life of Ivan Denisovich

Svetlana Stalin 20 Letters to a Friend

Karma does exists…doesn't it ?
The Museum's Karma for the XXI century.

- ***Karma : the sum of a person's actions in this and previous states of existence, viewed as deciding their fate in future existences.***
- *Tom Tits*
- *Museums Tolstoj in Cecenia and National Museum, Kabul*
- *Horn & Hardart Food Service Automats*



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27
28

Migrations, Wars, Environment,
Quality of Life …and more !

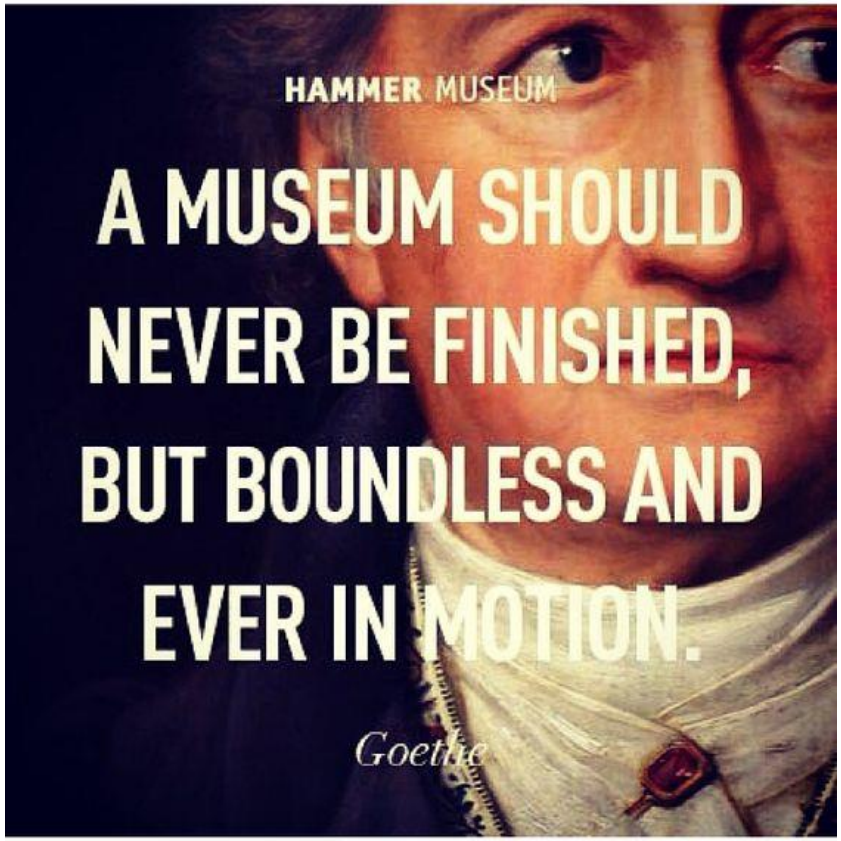
The Salvific Syndrome of Contemporary Museums

Militant Museums and Beyond.

●●●●● VIVO 3G 18:29 50%

FOTO

hammer_museum
Hammer Museum
3w



«Every Museum is a museum of social history»

Kenneth Hudson (1916-1999)

Readings

- A Social History of Museums (K.Hudson)
- Museums of Influence (idem)
- Behind the scene at the Science Museum (S.Mac Donald)
- The Total Museum(J.Wagensber)
- Mastering a Museum Plan (K.Houtgraaf)

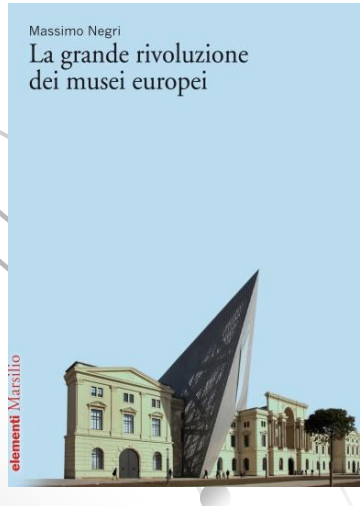
Manuale di Museologia per i Musei aziendali (M.Negri)

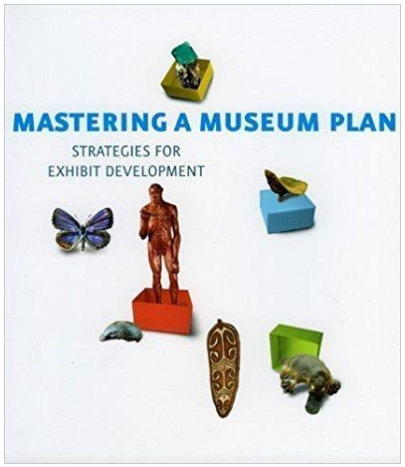
La Grande Rivoluzione dei Musei Europei (M.Negri)

Museums in the XXI Century report 7 LEM project (various)

Massimo Negri
Manuale di museologia
per i musei aziendali
Con un testo inedito di
Kenneth Hudson

COSMOCAIXA
THE TOTAL MUSEUM
THROUGH CONVERSATION
BETWEEN ARCHITECTS
AND MUSEOLOGISTS
TERRADAS ARCHITECTS
JORGE WAGENSBERG


Massimo Negri
La grande rivoluzione
dei musei europei
elementi Marsilio


MASTERING A MUSEUM PLAN
STRATEGIES FOR
EXHIBIT DEVELOPMENT

Quality in Museums

Museums Basics 2°

On the other side of the Ocean**:**

Thomas Hoving «Let's Mummies Dance»

Steve Conn,«Do Museums Still Need Objects ?» Pennsylvania U.Press

IULM
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Libera Università di Lingue e Comunicazione

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* Entirely in English language

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