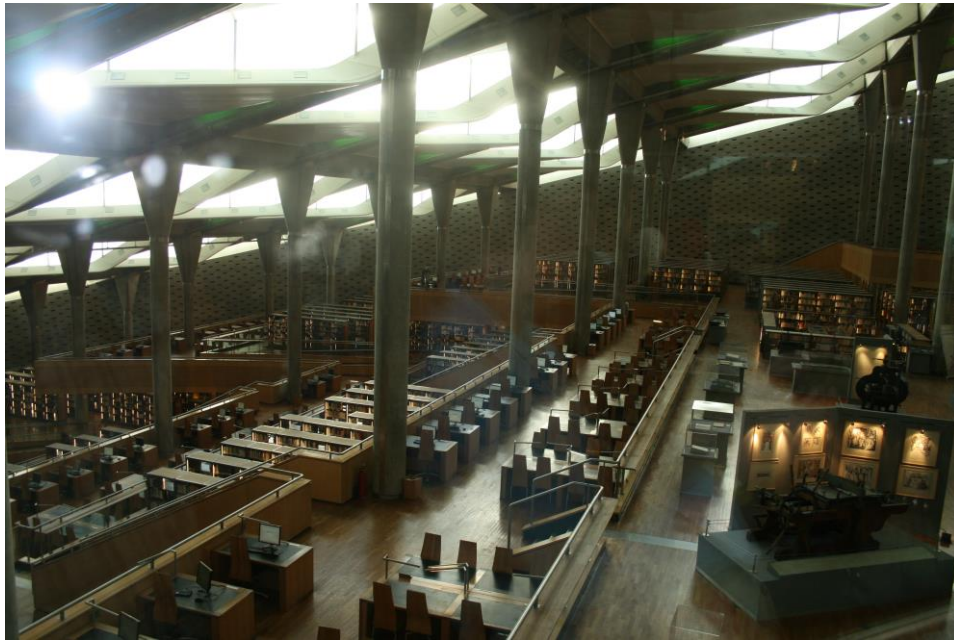


Annual ICOM-CECA and 13 th Annual ICOM-UMAC Conference



Alexandria, 9-14 October 2014

Squaring the Circle? Research, Museum, Public: A Common Engagement Towards Effective Communication

The 13 th UMAC Conference was held in the famous City of Alexandria with its beauty of cosmopolitanism that embraced early seven cultures: the Greeks, Roman, Italian, Jewish, Arab, French and Turkish, and later the English, the Armenians, the Lebanese. An excellent City for a UMAC conference, this time together with ICOM's oldest committee CECA. Already before the Conference there was a lot of interest, maybe because of the Conference venue, which was the Alexandria Library. We were informed that 46 oral and 25 poster presentations were submitted.

The first UMAC Board meeting took place October 9, at the University of Alexandria, Faculty of Fine Arts. The Annual Report was presented by the Chair Hugues Dreyse and was commented of the Board. UMAC has now 263 voting members from 52 countries. The website, now with 75 % less visitors than the year before, was discussed and where to host the website and the UMAC Journal in the future, Strasbourg will be the solution. The draft of a new Strategic plan (Munktell/Stanbury) was discussed and with minor changes taken, which also gave a new platform for the working groups according to the Action plans. Next venues for UMAC conferences will be: 2015 Philippines, 2016 Milano, 2017 USA, 2018 ?, 2019 Tokyo.

The former Director of the Bibliotheca Alexandrina Antiquities Museum, Ms Badrya Serry, welcomed the 80 delegates from all over the world. The Chairwoman of CECA, Professor Emma Nardi, talked over the origin of the intellectual Alexandria, founded by Alexander the Great. She also talked about CECA as the first committee of ICOM. The Chair of UMAC, Professor Hugues Dreyse made an

historical exposé over the development of University museums, saying that collections of Universities have new interest, now going for the public! As we use taxpayers money we need to go for the public! The positive thing about University museums is that we have the Science behind and have strong reliability. Professor Mona Hagag, head of Department of Classical Archeology, presented the Visions of the Ministry of Antiquities, as Reopening of closed sites and museums and Reliance of Youth.

The first session was about “Communication” with titles as: “No message without Communication”, “Reach in Reach out! Strategies on the way to an Inclusive Museum”, “Cultural Mediation in Museums as Narrative Form”. And the Poster sessions were all about Education and Interpretation and how to reach out to the audiences.

The second session’s keynote speaker Ms Mona Hagag presented “Museums in Educational Bodies of Egypt: Case Study of the Antiquities Museum of the faculty of Arts, Alexandria university. All museums belong to the state by law (Article 28). All are in danger!! No access to the public, not integrated in academic programs, lack of museum teachers, no links with the community! And finally bad finances and most museums closed! Lyndel King, Director and Chief curator of Weisman Art Museum, University of Minnesota, talked over the title: “University Museums as Translators of Research”. She mentioned that it seems like the Museum career has less status than the academic career and that it is difficult to work with students because they are used to write for the professors. And writing texts in a Museum must be shorter and more clear. “Scholars don’t know what it takes to make an exhibition, they think that curators “dumb down” their papers” she said. But with plenty of lead time and realistic deadlines, it might be positive. Mutual respect between researchers and curators is needed. The following papers focused on University museums as a resource and tool for social inclusion and development, for example Claudia del Pilar Ortega Gonzales in the paper “Museo universitario de arte contemporaneo: Desafios en un Mexico violento y desigual”. And Hany Hanna talking about “The Roles and Responsibilities of the Universities Museums in Networking for Conserving of the Global Cultural Heritage”. He ended up saying that we all need to strengthen identities and show respect for other peoples culture. We need more Cooperation and Partnerships between UNESCO, ICOM and ICOM and he meant that the University museums can be the main tool for a widened social function and service!

Around 20 people attended the AGM meeting before lunch, Saturday, 11 October. The Annual Report and the Financial report were accepted, as well as the Strategic plan and a Resolution on the protection of University Museums Collections. Next conference venue in Manila, Philippines was presented in a video. Preparations for how to handle the website and social media were made.

In the afternoon the delegates had the opportunity to see the fantastic Alexandrina bibliotheca opened 2002, one of the world most interesting buildings!

Third session on the theme “Science and Scientists in Museums”, had an inspiring opening with Marianne Raisma, Director of Tartu University Museum, asking “Where can I find a Crazy Scientist?” And she answered: “in the University and in the Museum”. Her priority, she told us, is to emphasize the educational part of the Museum to make the Museum more influential in the society.

Sunday, October 12, was spent on Excursion in Alexandria to Catacombs of Kom el-Shoqafa, Sarapion and Pompey's Pillar, National Museum of Alexandria and Kom el-Dikka Archeological Site. And in the evening there was a Gala dinner at the Greek club.

The last day in session, Monday, October 13, had museum education as the main theme: "Museums, Education and Society" and "Trends in Museum Education". Finally there was a trip to Cairo Tuesday, October 14, and a visit to the Giza Pyramids for those who still could manage to travel in the chaotic Egyptian traffic.



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