

A bright sun is positioned in the upper center of the frame, shining through a blue sky filled with scattered white clouds. The sun's rays are visible, creating a starburst effect. The clouds vary in size and density, adding texture to the background.

5.

**Understanding concepts
and the new theory**

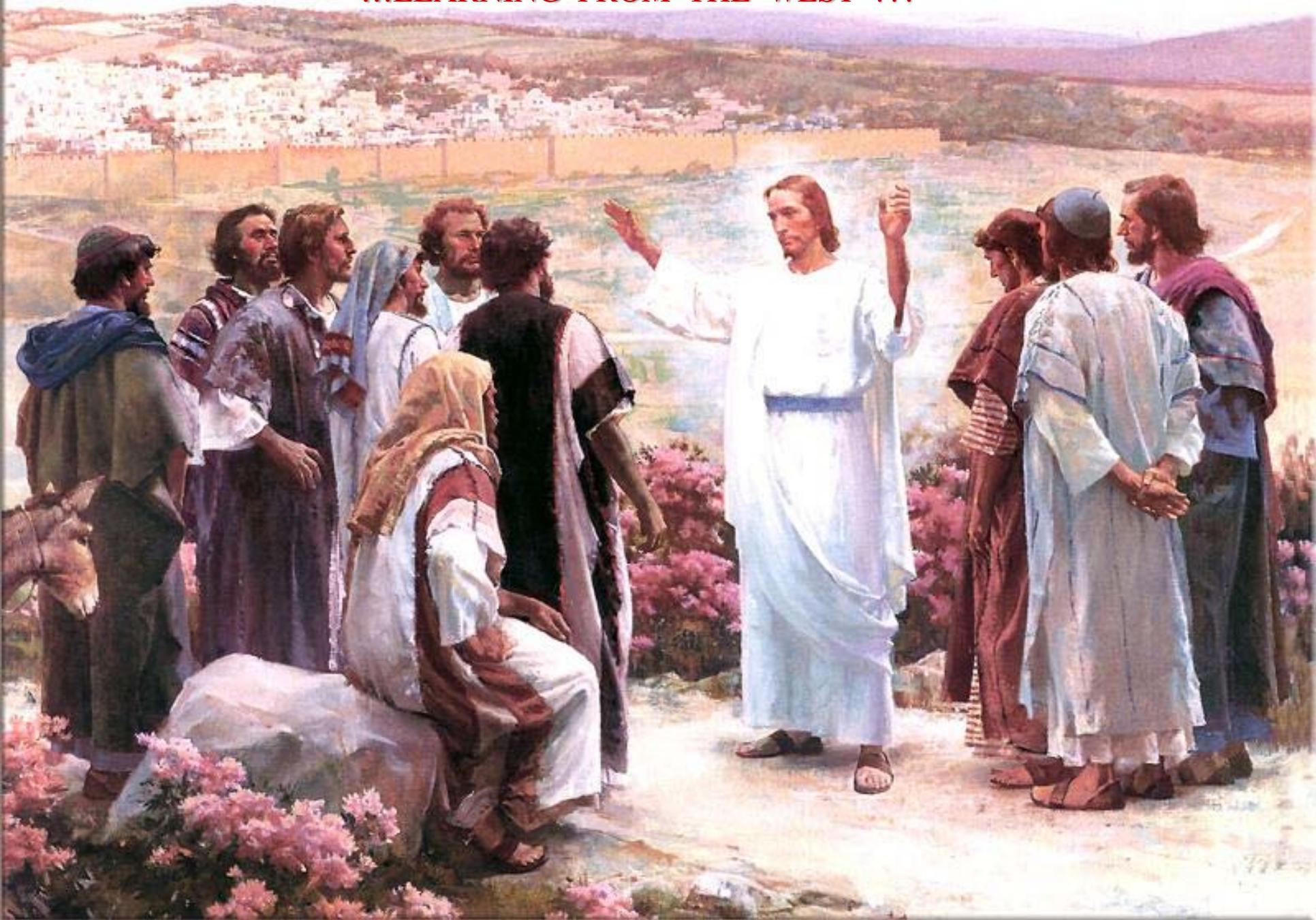


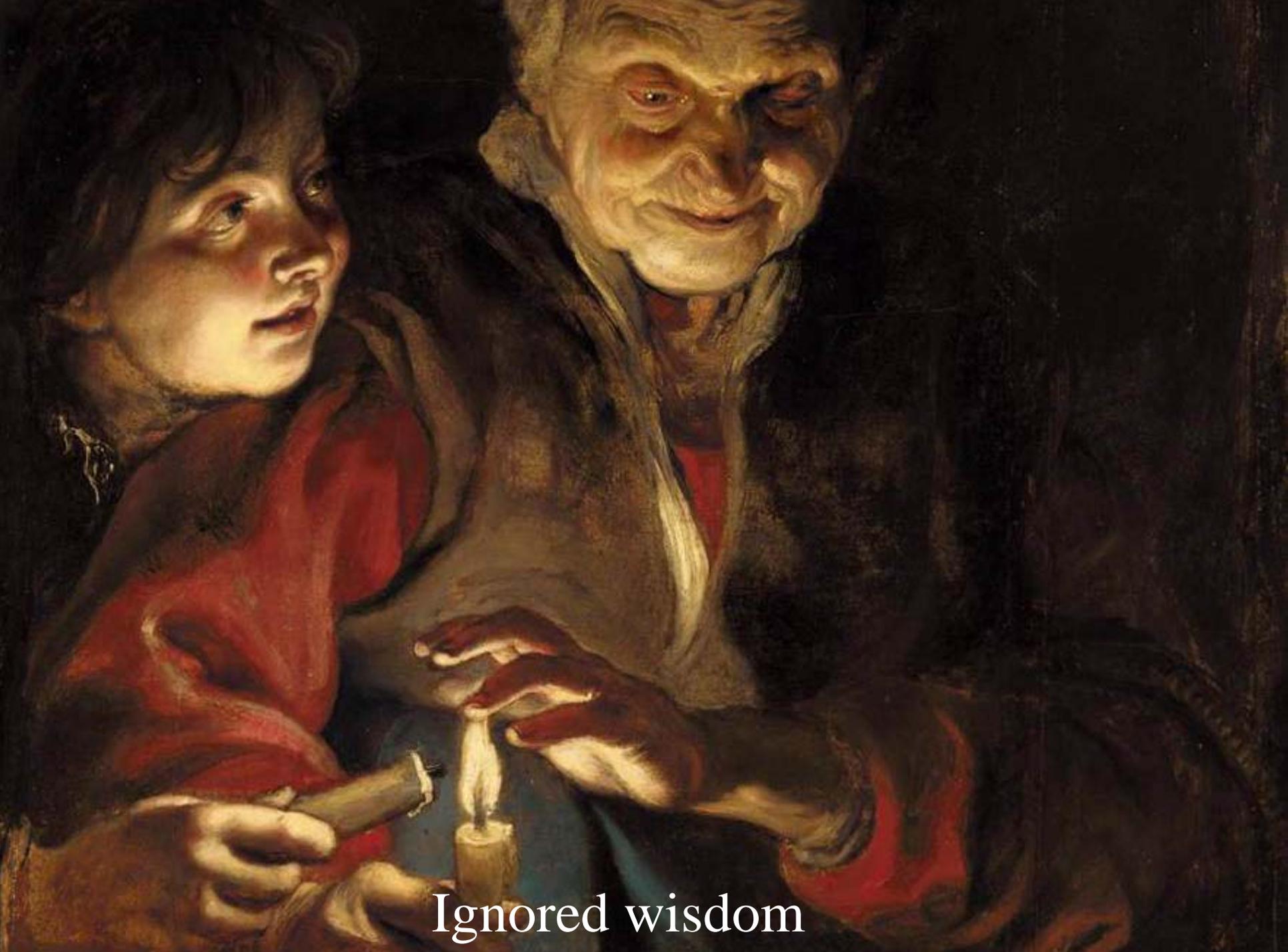
ETERNITY
for men

eau de toilette spray
vaporisateur

Calvin Klein

...LEARNING FROM THE WEST ???





Ignored wisdom

To do our job well

be it in a tiny museum or the huge institution, we have to master four areas of expertise and insight:

- knowing well the nature of the world in which museums operate and our users live
- having a clear philosophy of the profession as a total understanding of the museum and heritage ideas
- perfectly knowing our users
- knowing well the set of techniques, methods and procedures known as the museum working process

Only the fourth expertise can be learned on the job, although it is not advisable: too long and expensive.

Practice or theory orientation ?

- Practice is always a description of reality and its obvious potentials.
- Theory is about positions and conditions we want to achieve.
- Theory departs from practice and its goal is practice.
- Theory provides deep understanding and meaning to its object: concepts, nature, purpose.
- Without theory, practice is reduced to learning by tries and mistakes.

Studies, academies, centres, associations...

Museums

- Museology
- Museum studies
- New Museology
- Social Museology
- Critical Museology
- Heritage Studies
- Critical heritage studies
- Heritage management
- Heritology / Mnemosophy

Other heritage institutions...

- Library science
- Archival science /
Archivistics
- Records management
- Cultural management
- Information science
- Heritage science
- Conservation

What is heritage about?

Depends upon answer:

To make a better present?
(using the past for quality development)

or

To make a better past?
(using museums to make more of it)



There is nothing so practical as the good theory.

Kurt Zadek Lewin (1890-1947)

Why Italy should
sell the 5,000
antiquities
recovered by the
police



Europe is still struggling
to come to terms with the violent legacy



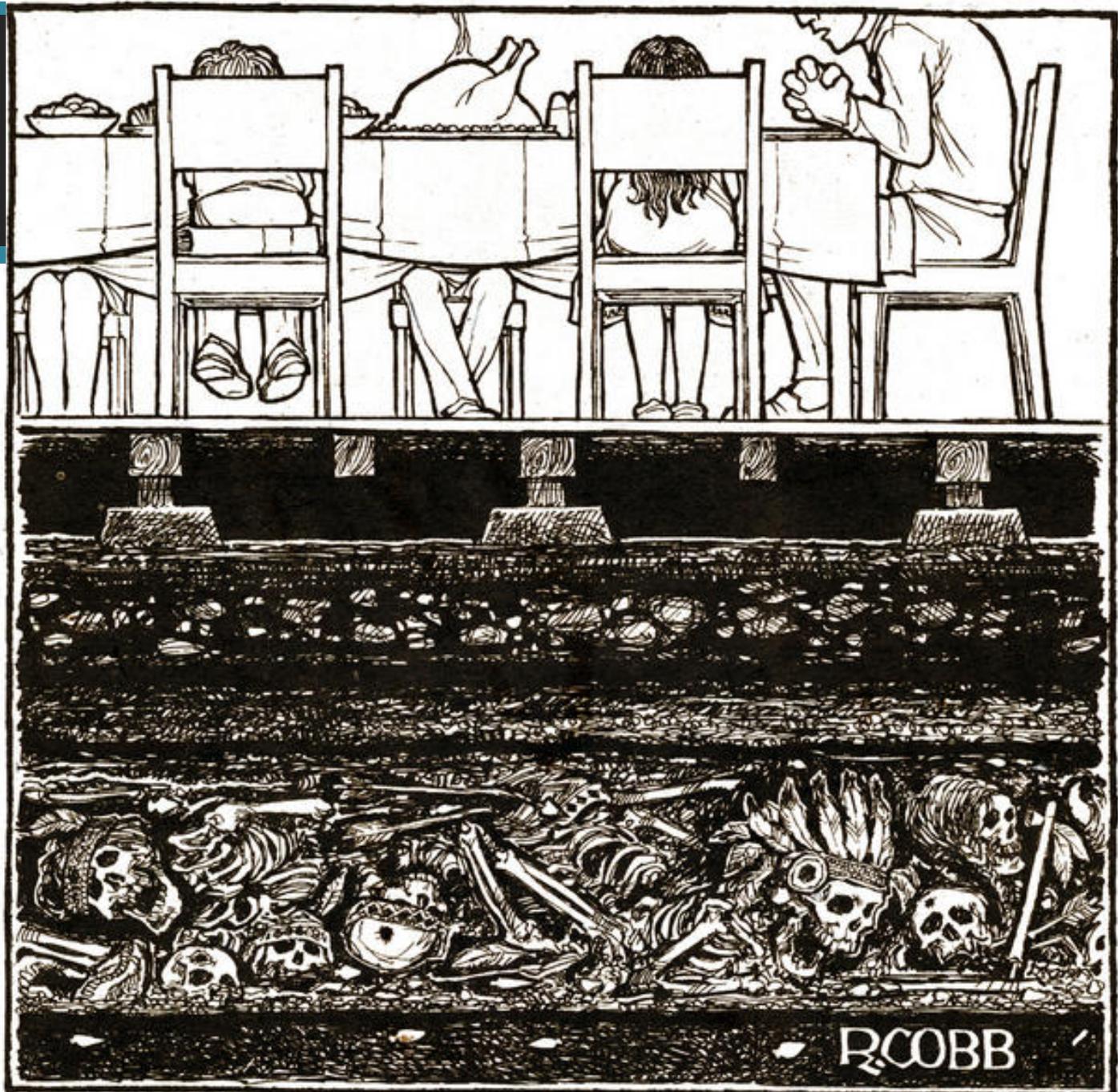
PAINTED & ENGRAVED BY E. DUNCAN
 Engraved by McLeod, Edinburgh.
 Length between Decks 110 Feet
 Breadth 28
 Tonnage 400
 Engines 2
 The 1st Forward Port Steam and
 each 400 Horses
 Draught of Water 47 1/2 Feet

LONDON: PUBLISHED BY MESSRS. FISHER, 41, PICCADILLY, CORNER OF GREENVILLE STREET, MAY 1841.
The Hon. E. I. Co. Iron Steam Ship NEMESIS, Lieut. W. H. Hall, R.N. Commander,
 WITH BOATS OF SUXPHUR, CALLIOPE, LARNE, AND STARLING.
 DESTROYING THE CHINESE WAR JUNKS, IN ANSON'S BAY, JAN 7th 1841.

Engines made by G. Ferriter & Co. Liverpool.
 Diameter of Cylinders 44 In.
 Length of Boilers 48
 Power 200 Horses

To The Chairman and Directors of The Honourable East India Company, this Print is very respectfully dedicated
 by their most obedient humble servant, E. Duncan.

Thanksgiving











COLLECTIVE
MEMORY
PERMEATS
ENTIRE REALITY
AND THE PAST
ALIKE



MESSIAH
GODS & B...



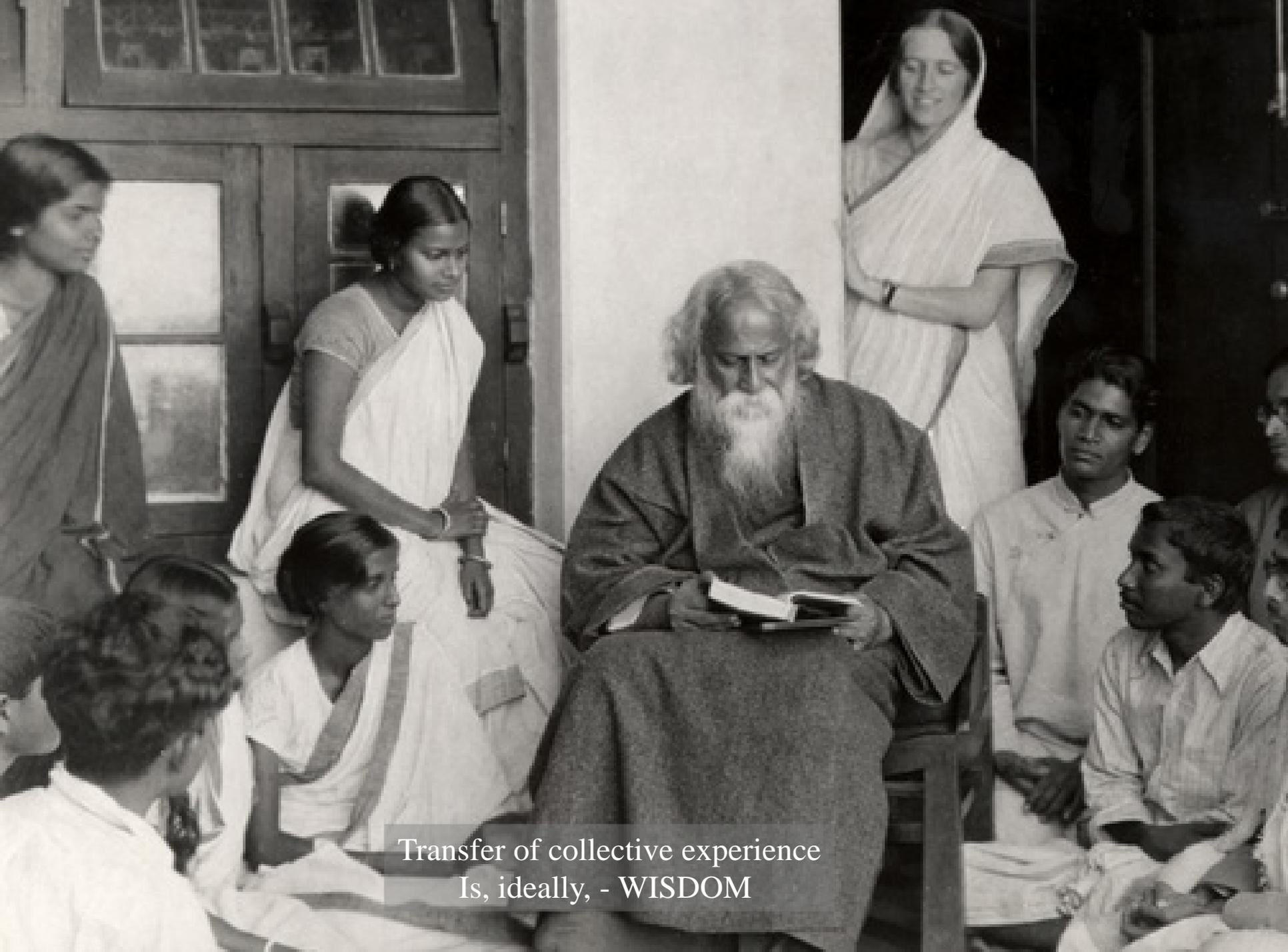




Four million liters of formaldehyd is spent for embalming annually "to secure our memory"







Transfer of collective experience
Is, ideally, - WISDOM



When heritage becomes processual by the will of creative spirit

How is heritage constructed?

- Projections, collective myths, power group narratives
- Good: positive value, beneficial constructive
- Beautiful: having esthetic value
- Important: extraordinary, superlative
- Useful for conflict or manipulation
- Useful for development

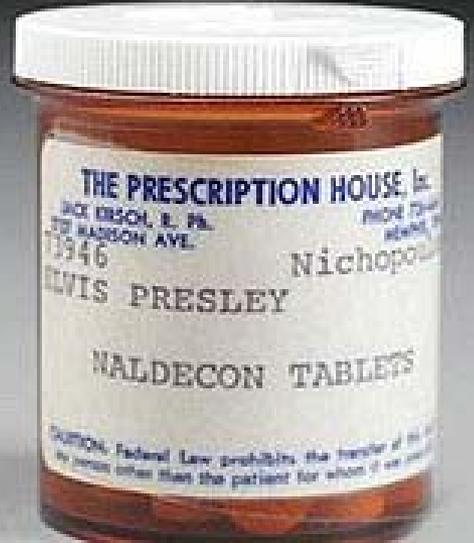




Die größte Nase der Weltgeschichte
Die größte Nase der Weltgeschichte hat ein 1700 Jahre altes Hornvieh aus England. Die Nase ist 1,10 m lang und wiegt 20 kg. Sie ist ein einzigartiges Merkmal dieses Tieres.



Die größte Nase der Weltgeschichte
Die größte Nase der Weltgeschichte hat ein 1700 Jahre altes Hornvieh aus England. Die Nase ist 1,10 m lang und wiegt 20 kg. Sie ist ein einzigartiges Merkmal dieses Tieres.



THE PRESCRIPTION HOUSE, Inc.
LUCY ERSCH, R. Ph.
100 MADISON AVE.
10046
ELVIS PRESLEY
NICHOPOL
NALDECON TABLETS
CAUTION: Federal Law prohibits the transfer of this drug to anyone other than the patient for whom it is prescribed.























Russian soldiers dressed in World War II uniforms, rehearse for the 67th anniversary of a 7 November parade on Red Square, Moscow, when soldiers were sent directly to the front.

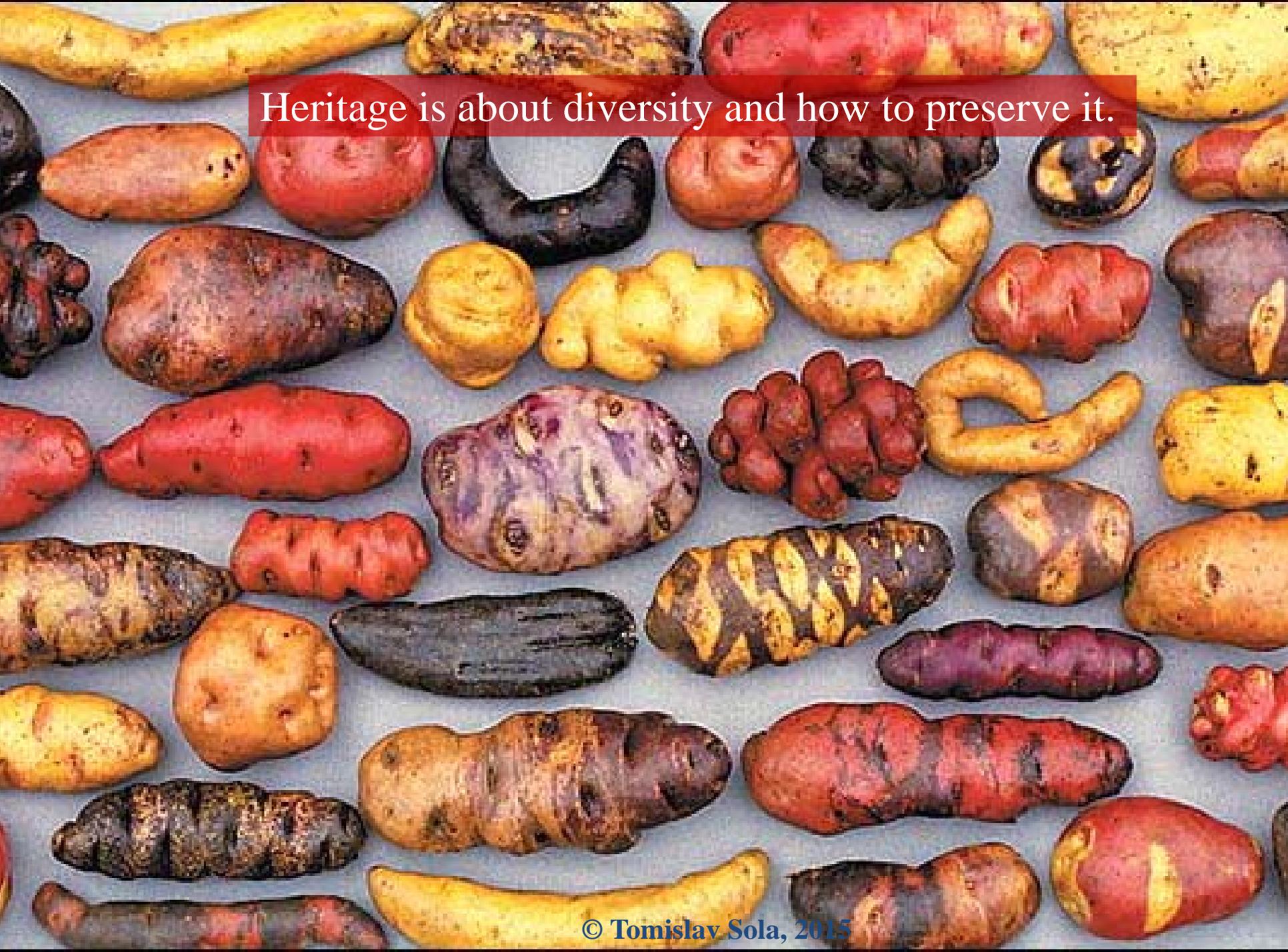






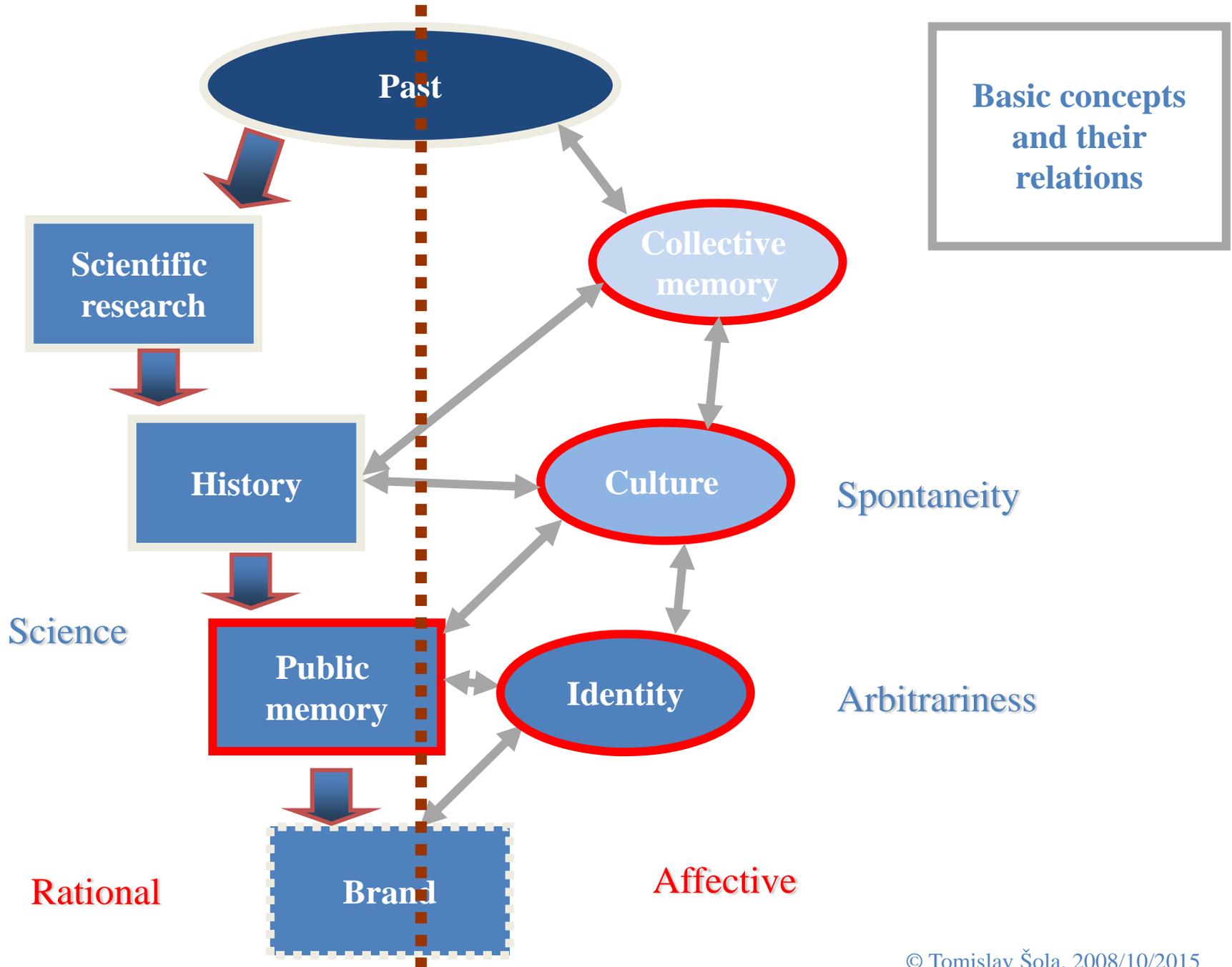


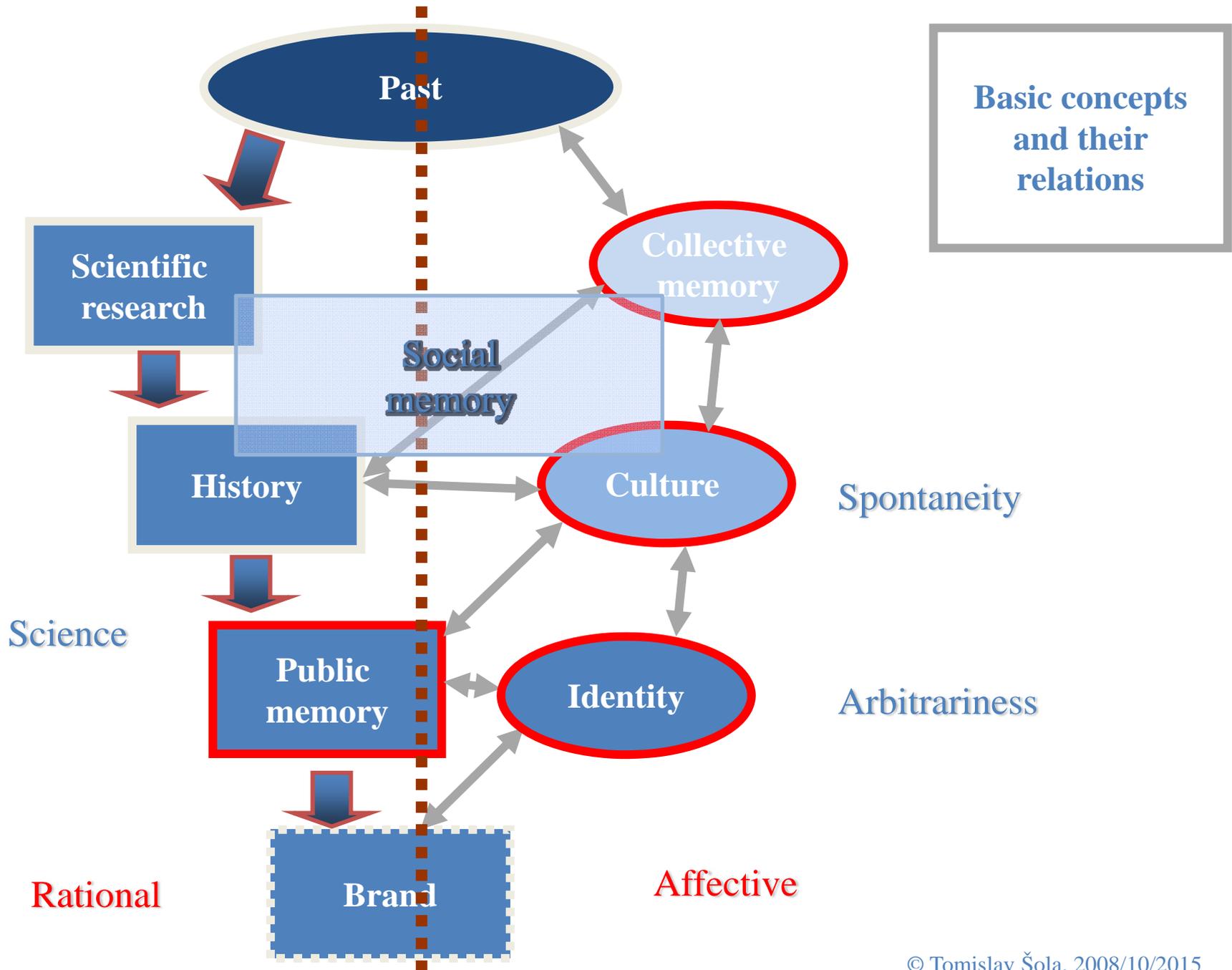
Force feeding in Mauretania

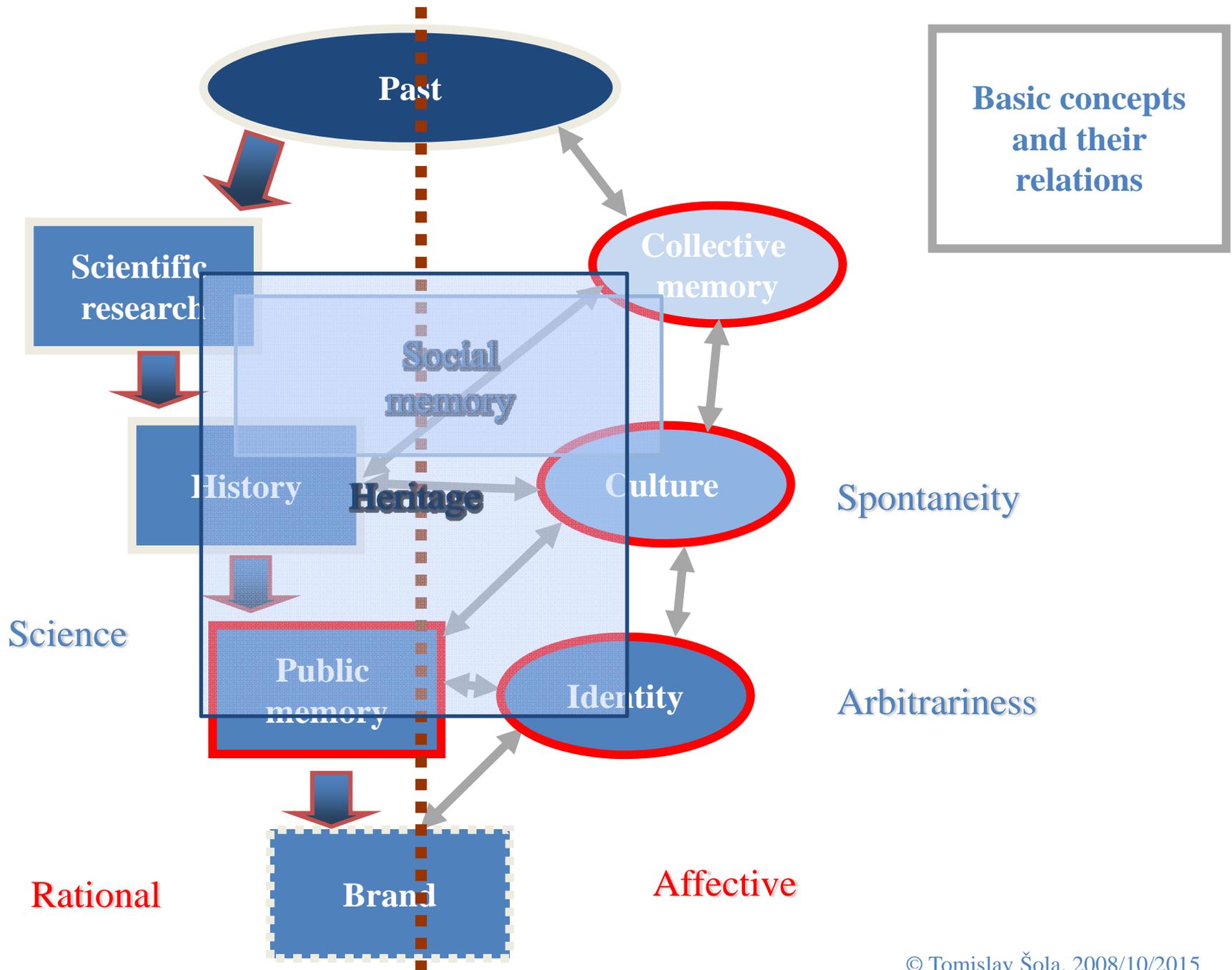


Heritage is about diversity and how to preserve it.









Four ways of creating heritage



**Past is important as much as it can serve
the beneficial, positive causes
in present and in future.**

**Any other use is either vain,
misleading, simply stupid
or a claim for unearned importance.**

**The cultural inheritance, the heritage, the patrimony
is best regarded as an obligation, not a privilege:
or, indeed a privilege of obligation.**

(Something like, “noblesse oblige”, but concerning the nobleness of spirit, mind
and deeds, not the etiquette and “the blue blood” nonsense)

Stadtschloss, Berlin,

maketa



So sah das Berliner Schloss früher aus: Im Infocenter am Hausvogteiplatz steht das metergroße Modell des Tüftlers Horst Dühring // This is how the Stadtschloss used to look. Horst Dühring's model at



Stadtschloss, Berlin,

modeliranje skulptura

Genius loci as the right to substitute



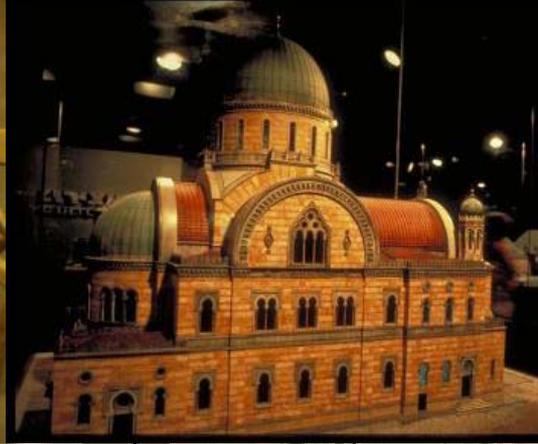
Statues from "hiera hodos" (sacred way) which was the link between the ancient city of Samos and the Heraion:

The sacred way at Samos is partly reconstructed. The replicas of the statues (from different museums' collections) are placed *in situ*, at the original site.

Originals are in an Institute in Germany









Aspen



MOCA, Cleveland





The mnemosphere is
the total digital environment

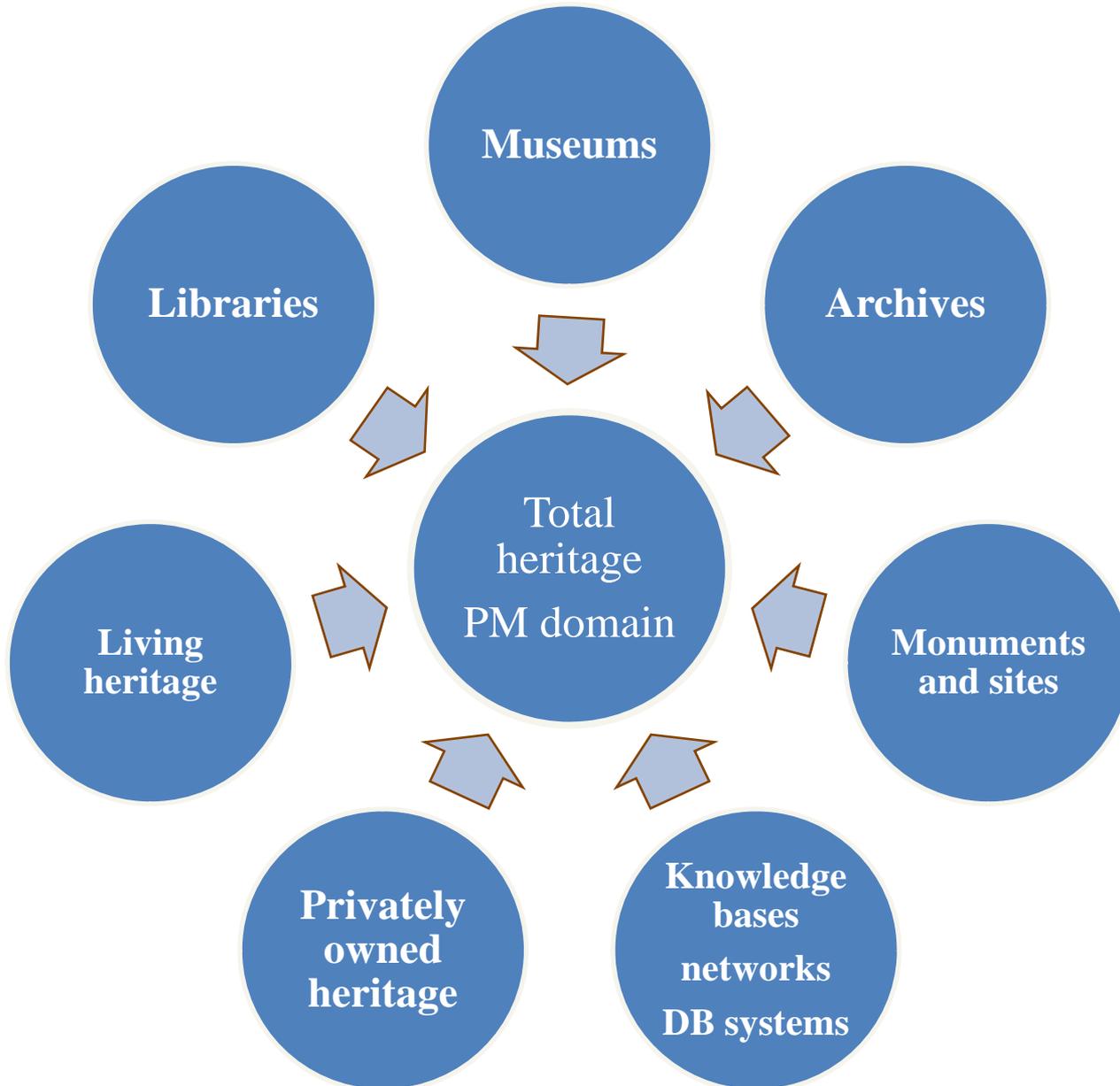
WWW



**The global
memory environment
consisting of man made
electric impulses & social actions,
- a pulsating shell of a giant, primitive, hypermnesic brain.**

© Tomislav Šola, 2006

The forgotten whole of heritage or the public memory domain



The heritage was always one

Some heritage, indeed,
can be presented as materialized into
3 – D, palpable, physical objects,
whereas the other remains physically elusive.

Heritage

Part of culture

that consists of the set of values, -
recognized, researched, preserved, cared for
and communicated

as the general substance of identity.

It stems from collective and social memory
and can be constructed, changed, shared and lost.

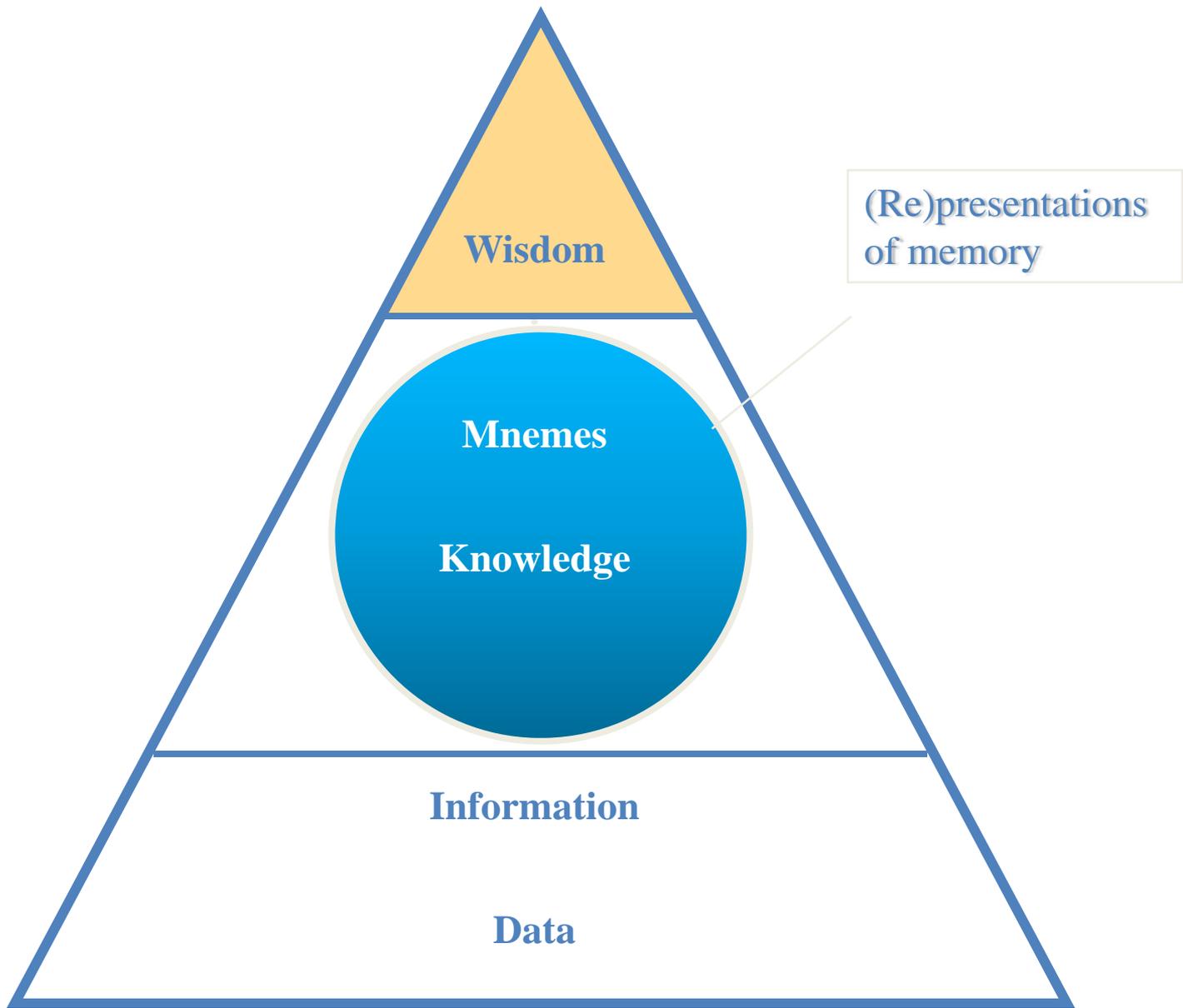
When recognized as national or official,
it appropriates quality of public memory



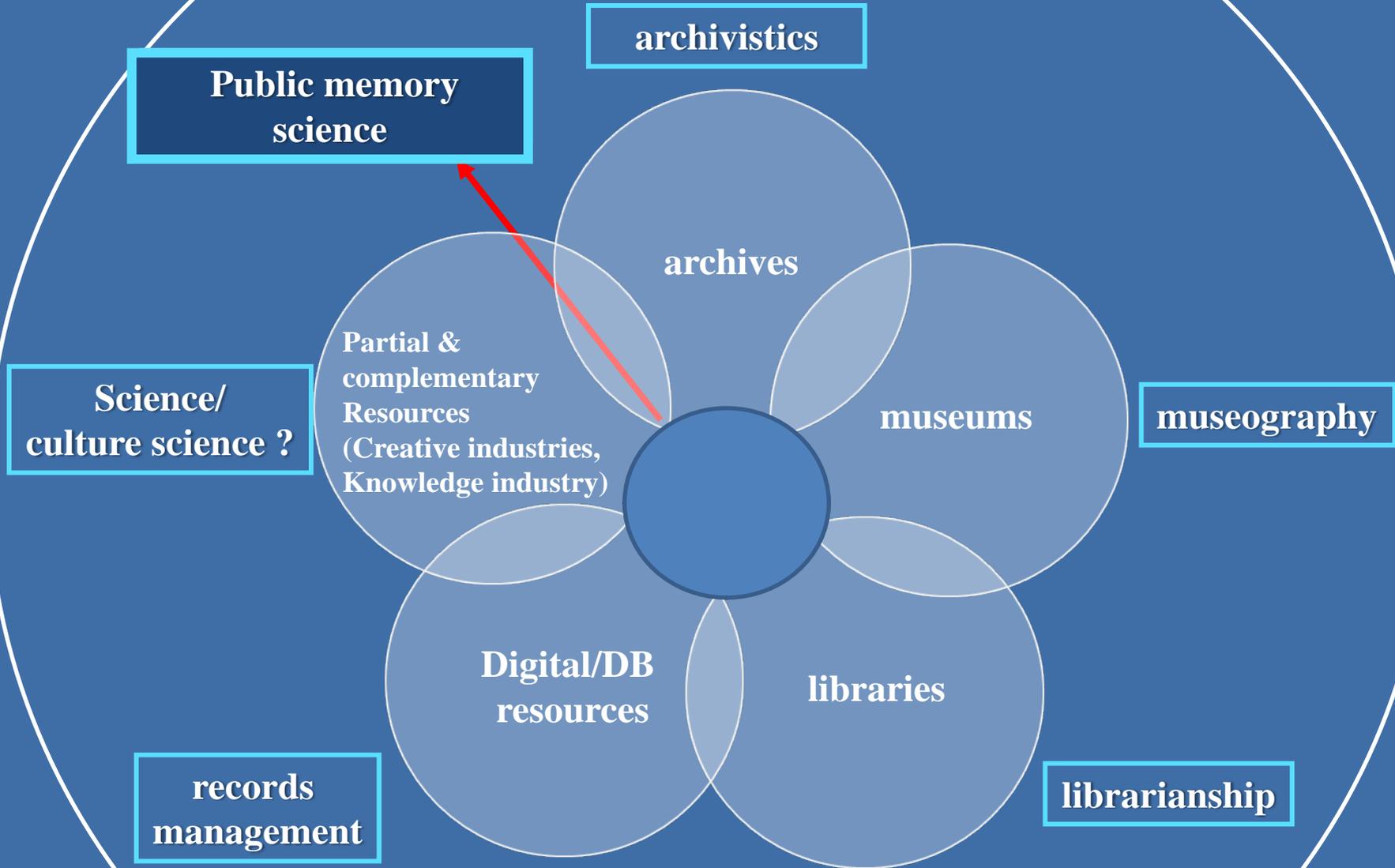
In its essence, ideally, heritage is truth and wisdom.

Identity

**Relatively stable,
scientifically founded and socially acclaimed
system of values,
indivisible and distinctive,
in which someone recognizes oneself
as different from others or those alike,
and whom others
have no difficulties to acknowledge and accept.**

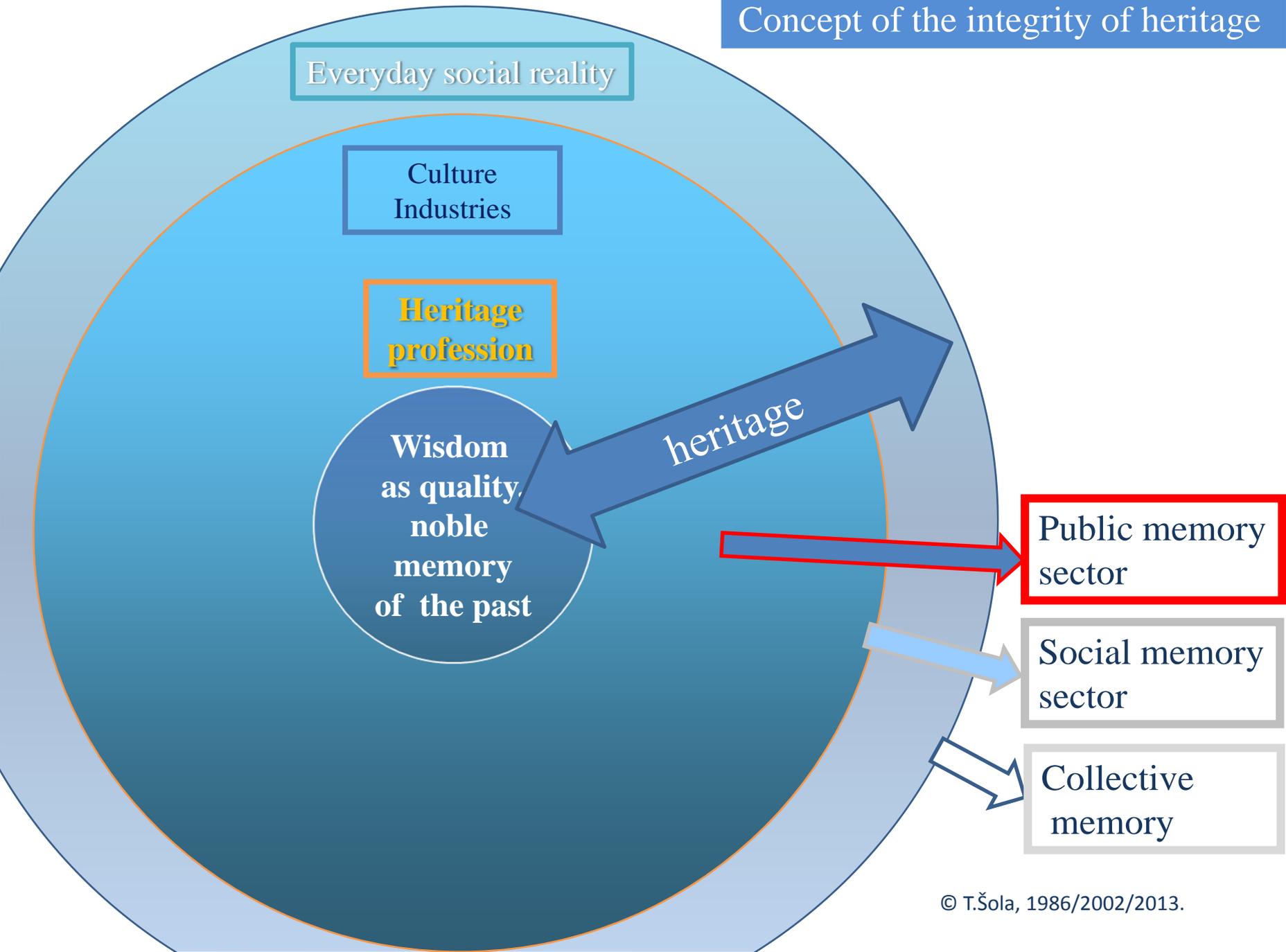


Public memory institutions and their science



The domain of Information and communication sciences

Concept of the integrity of heritage



There is nothing so practical
as the good theory.

Kurt Zadek Lewin, 1951

MNEMOSOPHIA

Mneme = Memory

Sophia = Wisdom

**Science of Public Memory, - heritage, - selected,
understood and used as wisdom**

© Tomislav Šola, 1989/2013

Heritology / Mnemosophy as a General Theory of Heritage

A whole of principles, theses and theorems used in elucidating of the concept of heritage, collective and social memory, and of the institutions of public memory, - their nature, practice, practice and mission, as well as the role of that memory in society.

© T.Sola, University of Zagreb 2001/2015.

Existence of public memory/convergence/ occupations

...on the other hand, Professor Sola, if Mnemosophy is such a good idea, some else would have thought of it already.....



A book on Museology can really be fun

