# The Age of Heritage

## building the new mindset

(summary of the lecture at MPT, 2014, Xiamen)

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1. The industrial revolution increased the pace and range of change. The triumphant class encouraged recording the conquest of other classes, of the nature and of distant other cultures. Thus was born the modern museum and for two centuries we lived in the Age of museums. Museums were created and organized according to the classification that science established, doing the inventory of conquest and documenting the disappearing diversity. However, in the last few decades
2. The mere analysing the world had to be turned into a counteractive, cybernetic approach. The processes of degradation and decay impoverishing equally the nature and the culture(s) had to be actively suppressed and reversed.
3. Museums had to turn from serving science towards serving society, - its needs (not its desires and wants). To do so, the mere informing had to become exchange, - the communication. All traditional institutions dealing with different aspects of memory in society (museums, archives, libraries) were diversified by new actions and hybrid practices. Their modes of operation increasingly changed, being inspired by ICT, by user orientation and especially by their mission in society, - suggesting a great convergence of memory sector. The world in crisis needs its museums as a chance.
4. the communication.
5. great convergence of memory sector
6. Memory not only as endless knowledge but as wisdom to maintain its vital value systems to realize harmonious development as the only solution towards quality survival. Successful communities and nations will re-conceptualize and re-organize their memory structures to get rid of their fascination with the past and to use past instead as means towards new social contract. To do so they will realize what the
7. The age of heritage demands: welfare state as the stable framework of any public organisation, forming of unified public memory sector with its proper science, building a new profession and finding new partners in society. This professionalized, versatile sector will be able to enhance the liberties of living individual memory as well as the collective one. It will also be able to work in synergy and partnership with social memory produced in creative industries and culture in general.
8. The public memory sector’s influence upon emerging private heritage domain should be beneficial for its social use and professionalising of its services. Corporative business will increasingly see the importance of the vast domain of culture, heritage and identity. Mere exploitation of it in the process of rising commoditization is too easy to be a solution to anything. It is, to the contrary, - unsustainable.
9. Retaining the diversity of identities will become such an evident global need that it might grow into a heritage movement, as it once happened for the natural environment. The science of public memory will serve as an understanding of the complex nature of memory and its public use. It will build, support and explain the cumulative potential of heritage occupations while retaining their specificities. Once they unite into a strong profession they will be an able partner to any party within a social contract. To do such a profound change the curators, archivists and librarians need not only to change their views but also their mind-set that would transform them into a big, new, flourishing profession able to contribute to a better world.
10. The science of public memory