

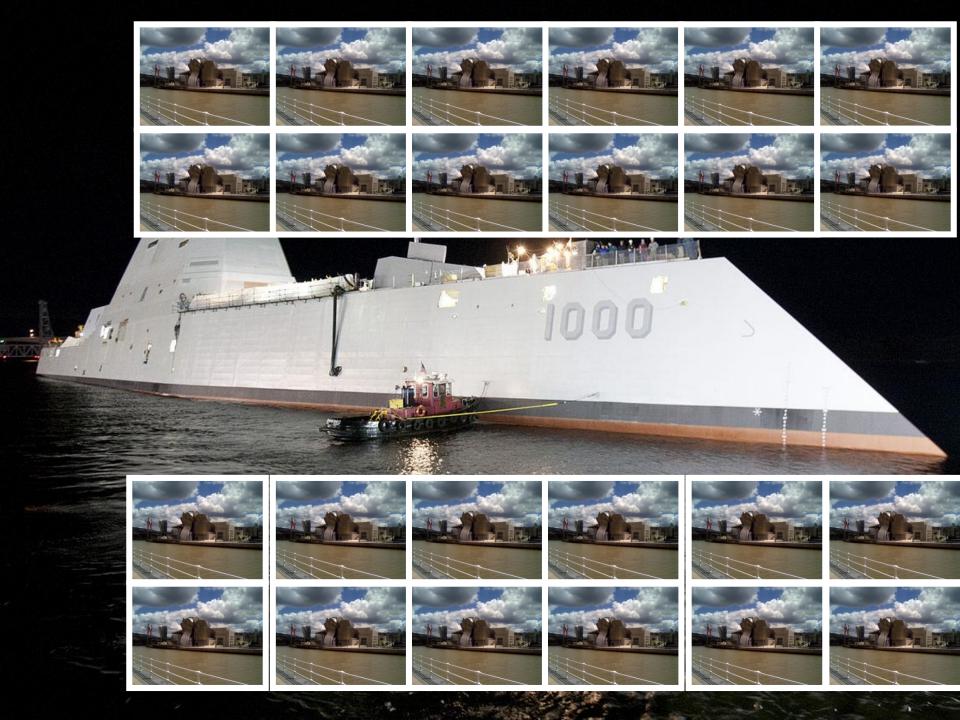
- Museums are about present.
- Museums are working for democratic insight and understanding of the world.
- Museology (-ography) is theory of museum practice.
- Museums are <u>also</u> scientific institutions.
- Curatorship might become a profession.
- Collections, institutions and knowledge are means to a goal, not objectives.
- PMIs form public memory sector: like public health, public education etc.
- There is a science of public memory.
- Public memory profession is an appearing potential.
- Heritage as social cybernetics in social project/contract & working for the welfare state

1. First, nowing the world!

To understand
the actual world
as it is,
not as we should wish it to be,
is the beginning of wisdom.

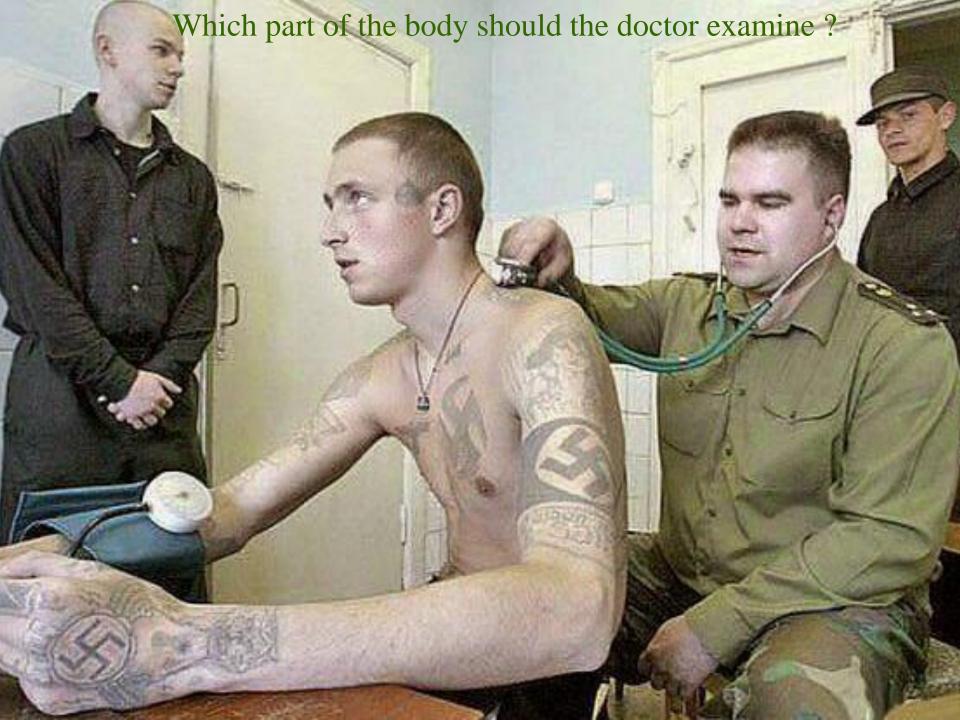
Bertrand Russell

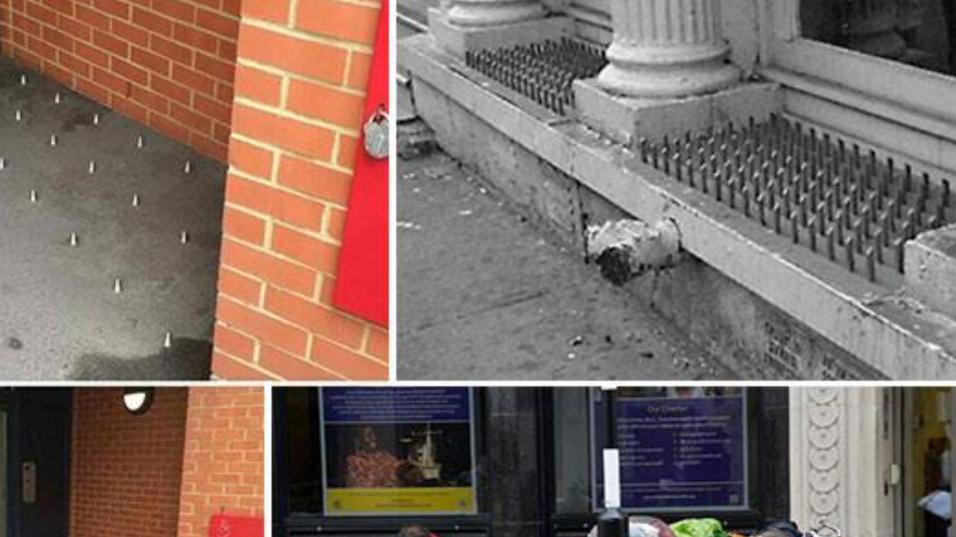














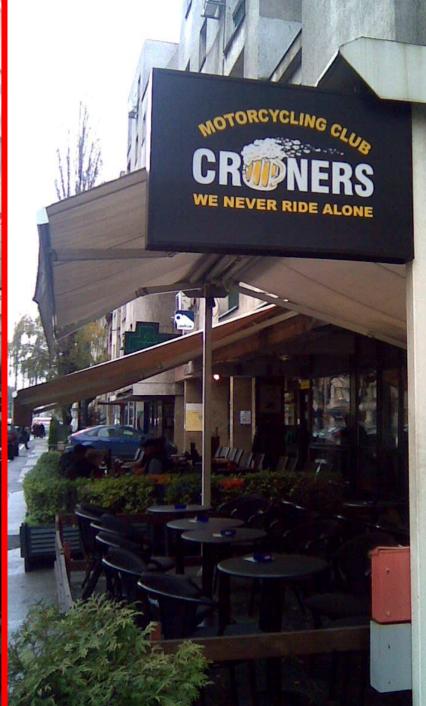


The third is by acculturation.













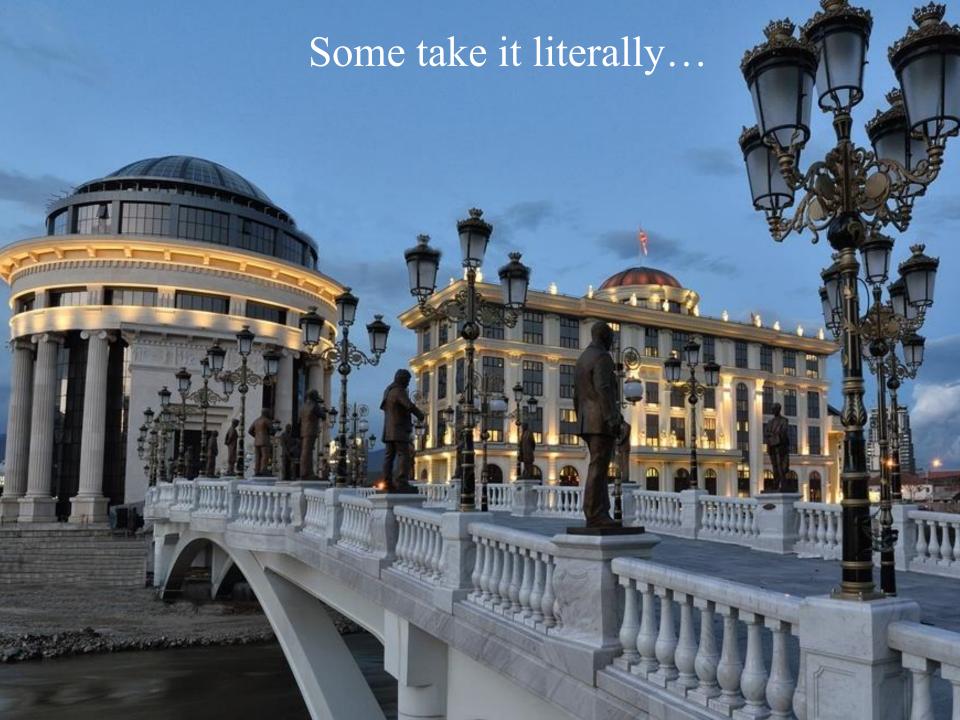
What is heritage about?

Depends upon answer:

To make a better present? by using past for quality development

or

To make a better past? by using past to make still more of it.





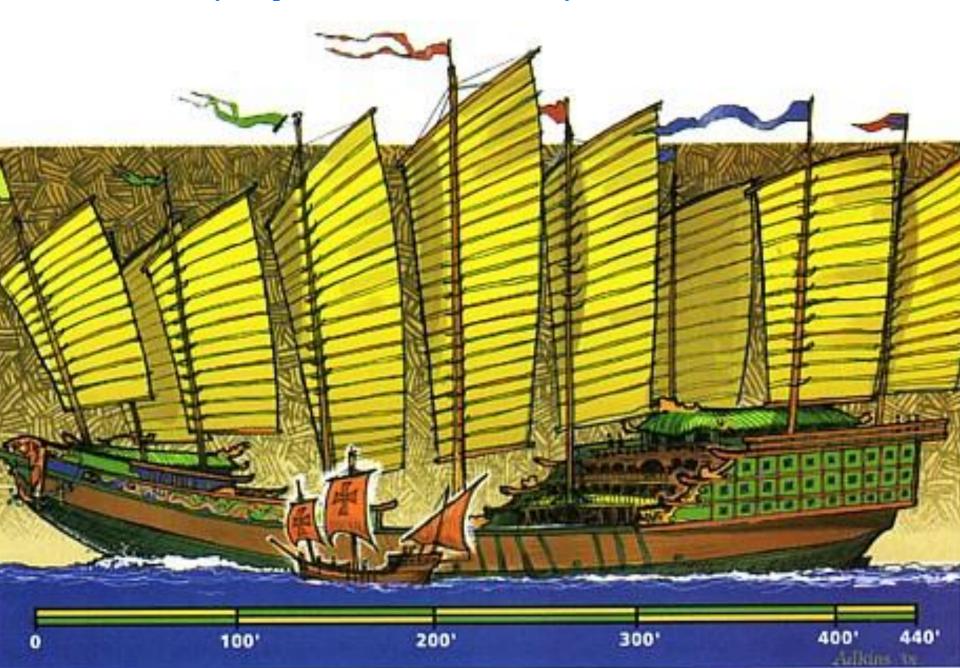


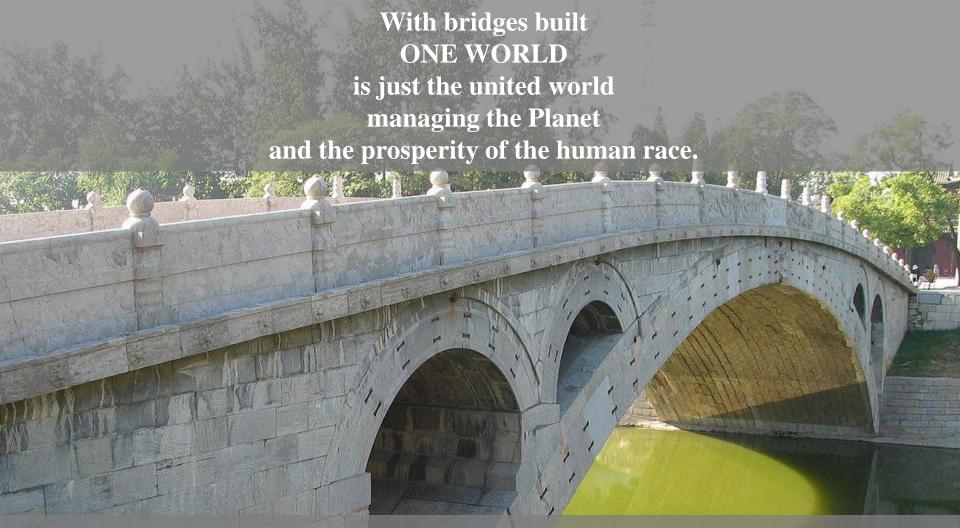






History is a process that makes sense only as the source of wisdom.





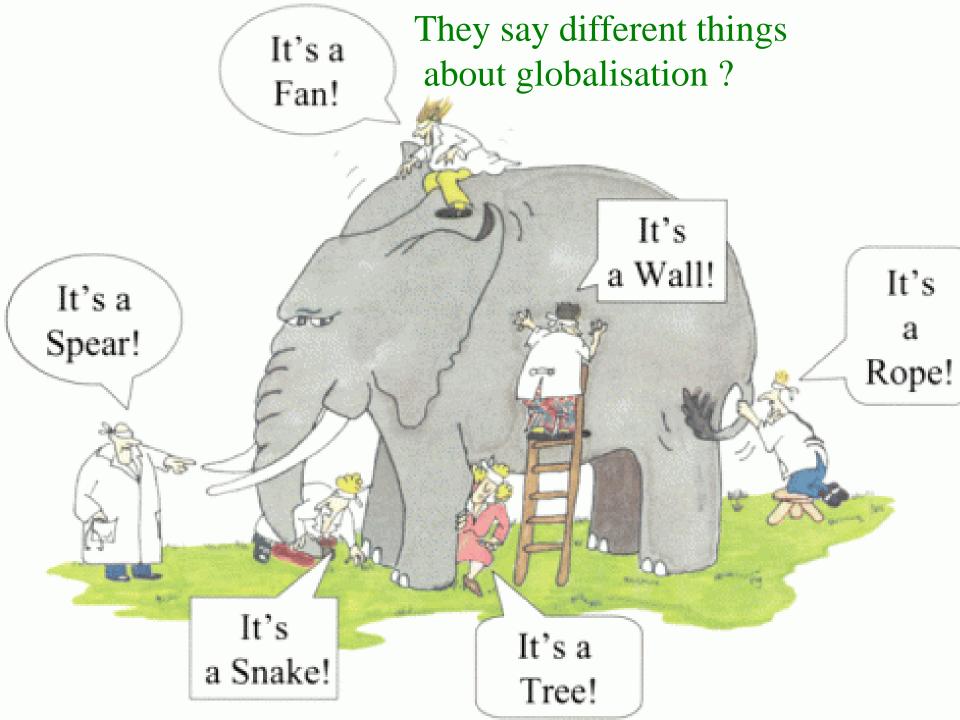
The bridge swings over the stream with ease and power.

It does not just connect banks that are already there,

the banks emerge as banks

only as the bridge crosses the stream...

Heidegger

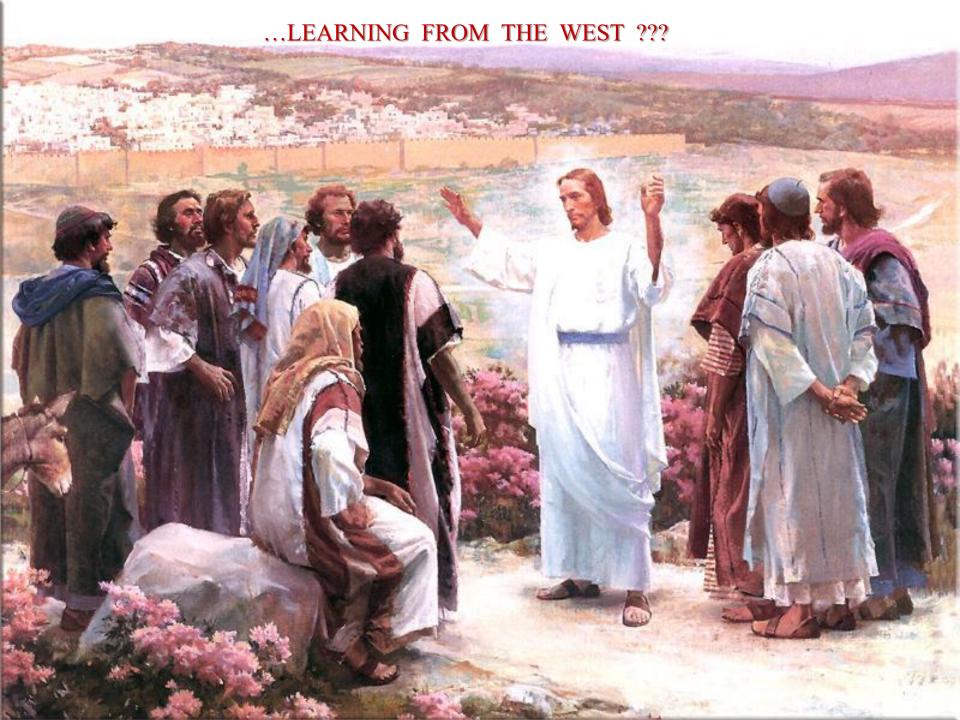




When positive, globalisation is:

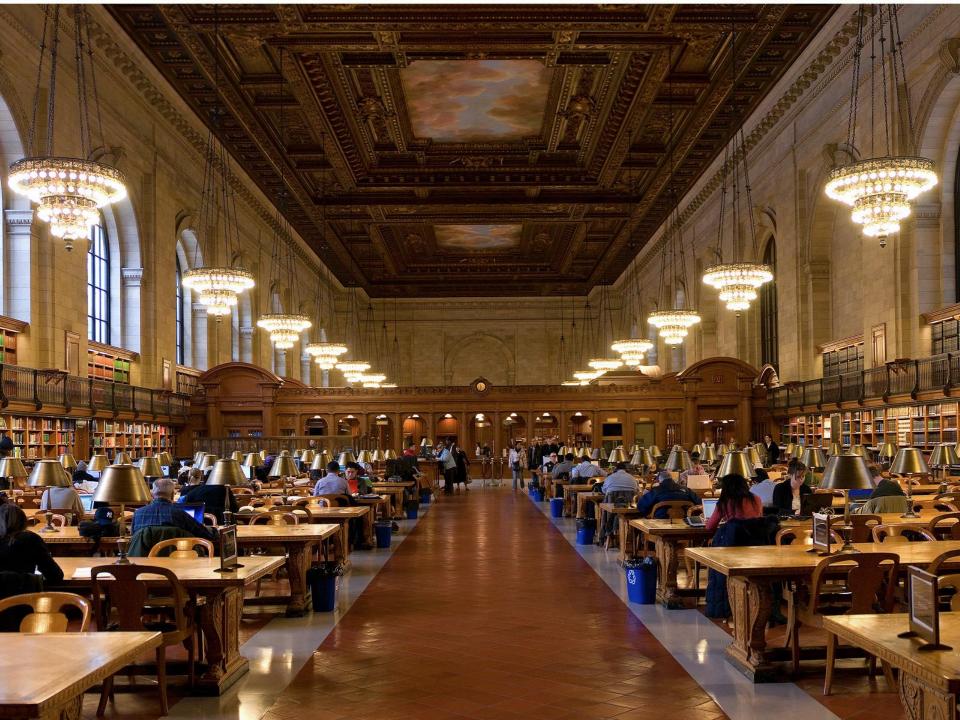
- Multicultural and multi-centred world of free, united nations
- Serving the difference: all different all equal
- Turning dominance of some into win-win cooperation of all
- Planetary democracy as the rule of justice and equal chances.
- Mantaining cultural and bio- diversity.
- Diversity understood as energy and richness.
- A natural process to thrive upon.























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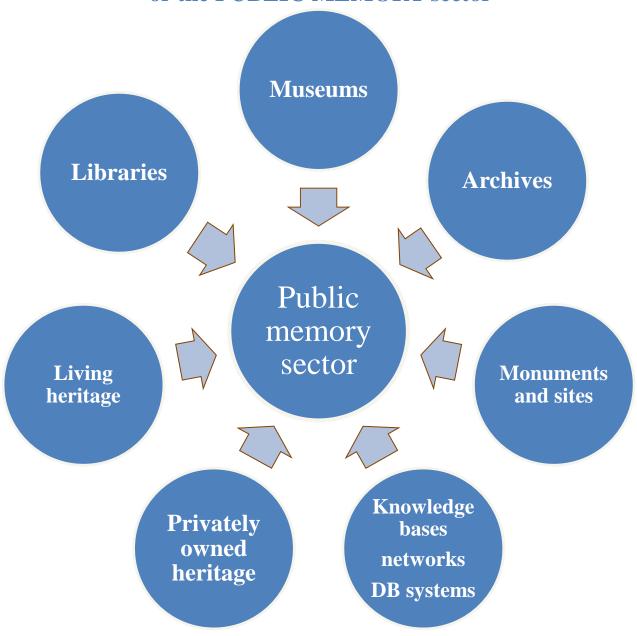




E-Heritage

UNESCO's programme aiming at preservation and dissemination of valuable archive holdings and library collections worldwide

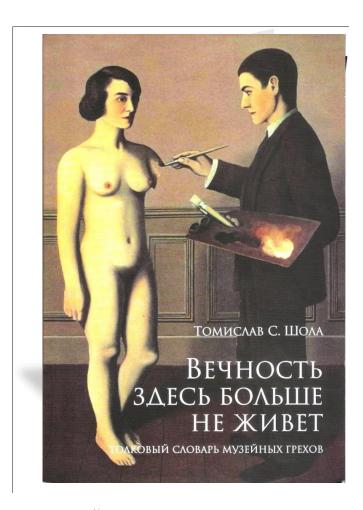
The forgotten whole of heritage or the PUBLIC MEMORY sector



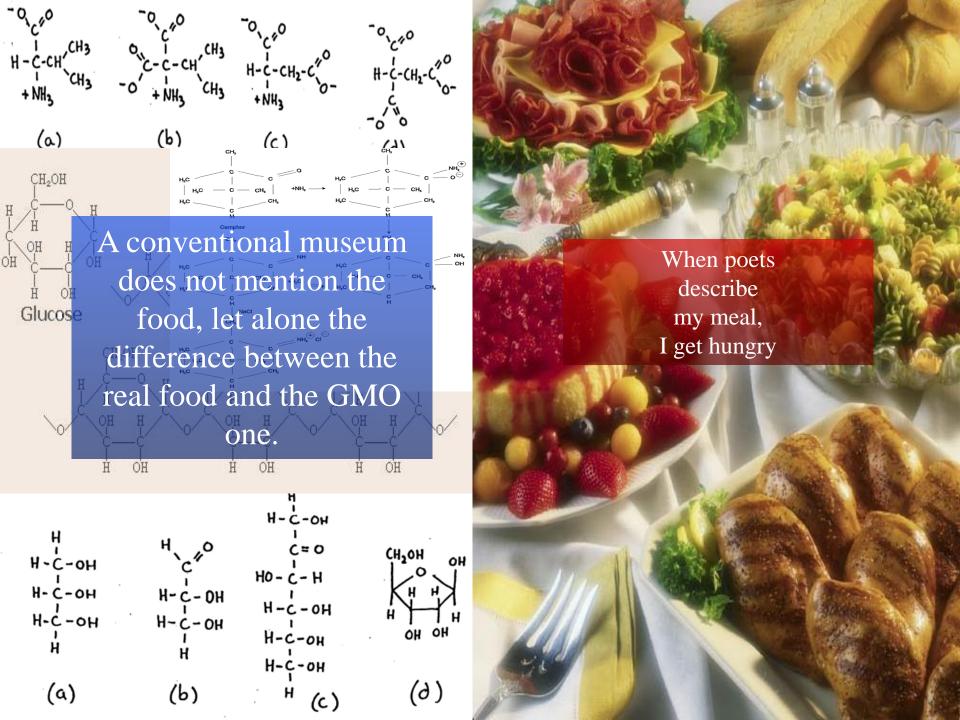
© Tomislav Šola, 1996/99/2014

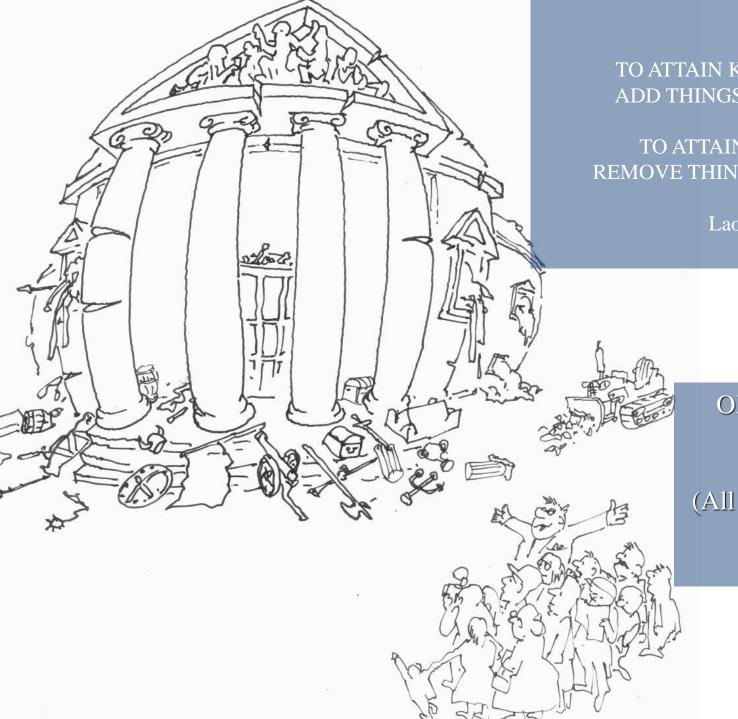


If you see life in a museum, You must be facing the window.









TO ATTAIN KNOWLEDGE, ADD THINGS EVERY DAY.

TO ATTAIN WISDOM, REMOVE THINGS EVERY DAY.

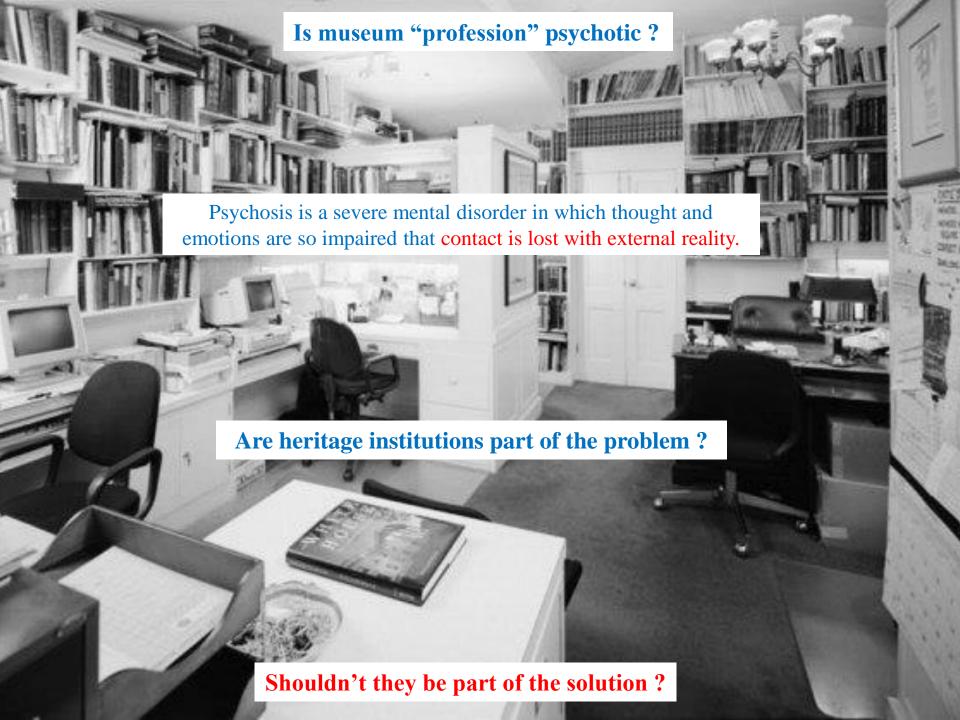
Lao Tse

OMNE NIMIUM NOCET

(All that is superfluous is harmful)

Latin proverb

© drawing by Ivica Kiš, 2000



The Reformist Manifesto

MUSEUMS HAVE ALWAYS ANALYSED THE WORLD, WHEREAS THE POINT IS HOW TO CHANGE IT

i.e. how to serve the world towards the harmonious continuity and survival.

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Heritage is about values and quality

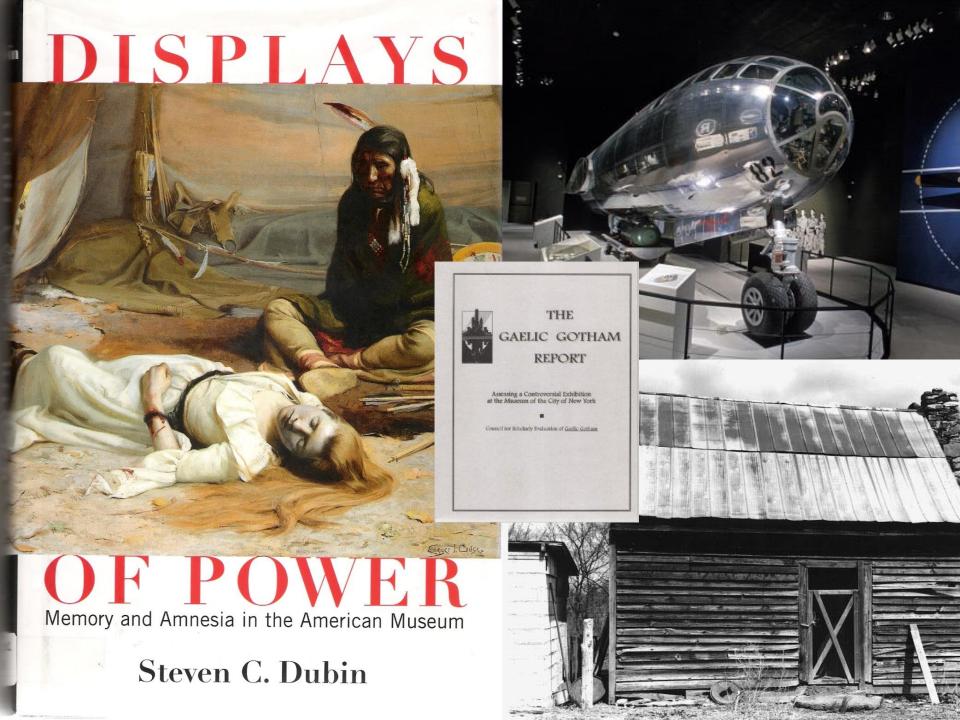
Value system management business

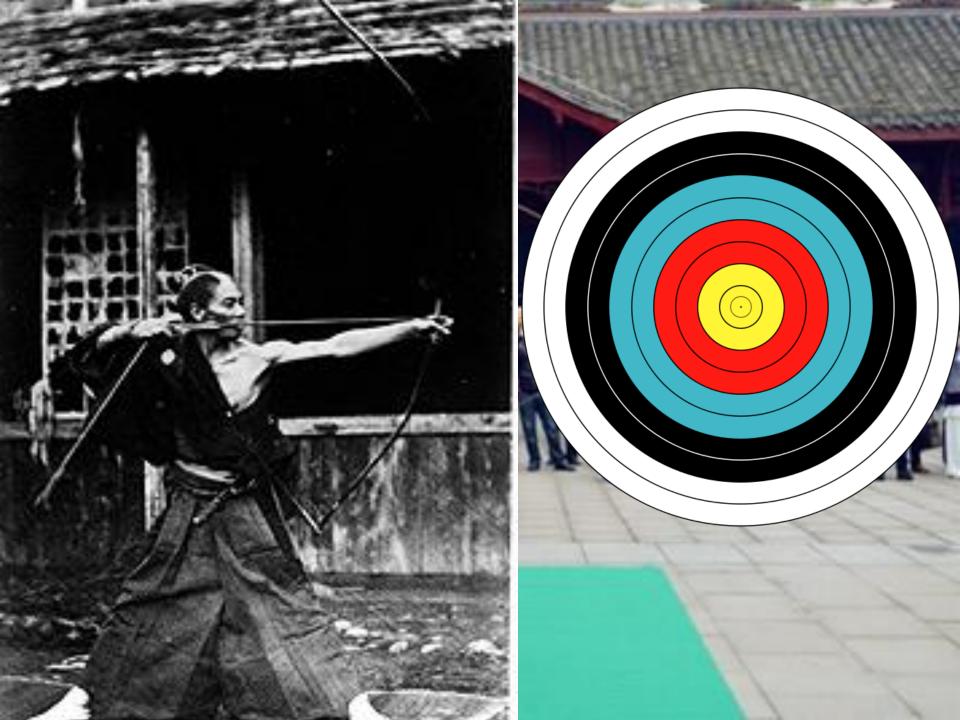
Our first duty for our users is very simple:



Past

Future





4.

Unlike occupations, all professions are respected and prosperous:

own science,

obligatory education, autonomy, ethics, mission,

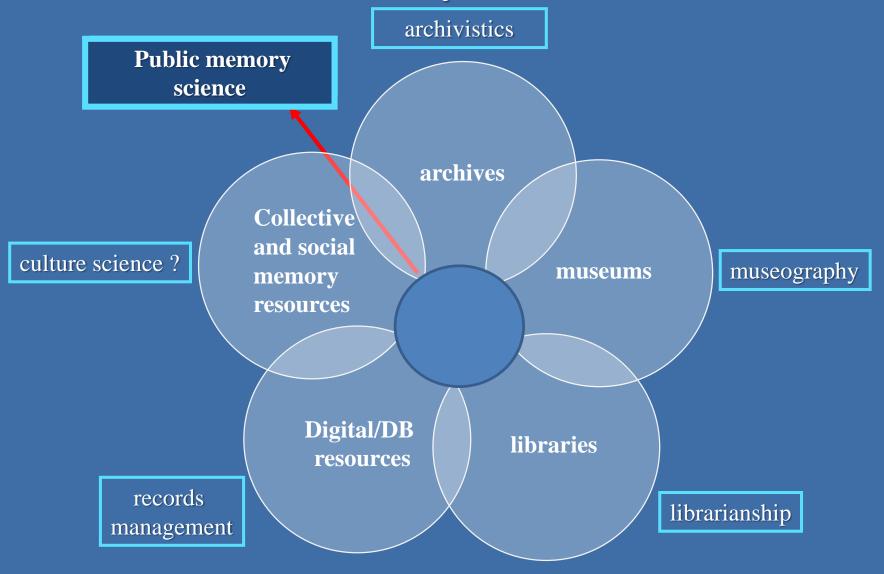
idealist goal, legislation,

licence.

Memory institutions should unite into a heritage sector, PM sector, to form a powerful accountable **PROFESSION**



Public memory and its science



Training for the public memory profession Occupation: curator of an archaeological museum

- +
 Museology / Museography / occupation

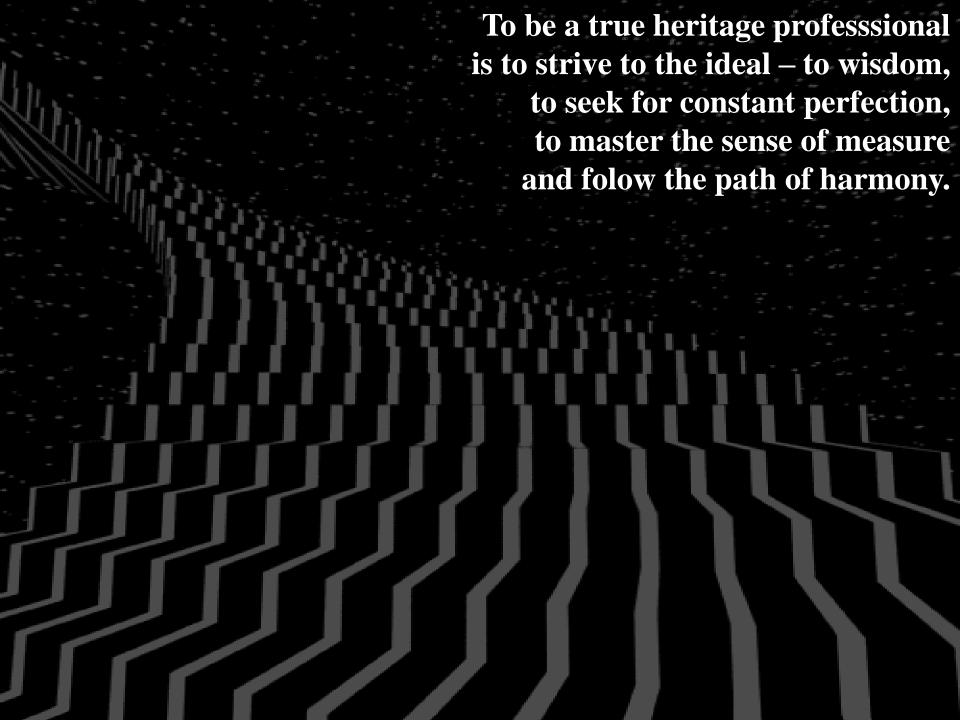
 +
 Internship in a museum Moccupation

 +
 Science of PM
- == SCurator PMI professional

Ways of improving

- 1. By buying devices (machines, equipment). -----Technology
- 2. By buying knowledge (methods, techniques). ---- Training

3. By changing mindset, the way of reasoning, *weltanschauung*, world-view, changing attitudes, by new understanding and a different sensitivity. ----- Education







- Return what does not belong to you
- Return yourself to the places where the collections come from
- See what you can do in reinforcing or sustaining the value systems they belonged to.
- Be a pace-maker to dying hearts of identity.
- Do not resurect anything: leave it to the industries of heritage, entertainment and tourism.

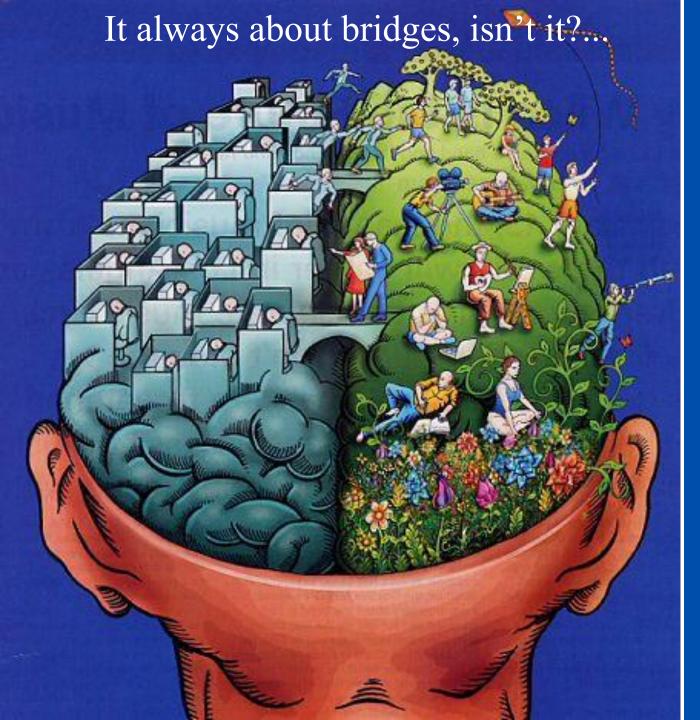


The age of museums was the age of subdoing, of conquest and of taking.

The age of heritage is that of recognition, of returning and of giving.

China should have its own solutions

- Harmonized PM sector (legislation, network)
- Spaces of functional synergy
- Set of original, innovative, international activities, events and institutions
- Network of micro-museums
- Obligatory, innovative, education for PM sector
- Contributing to world's heritage movement



A good museum is like a good brain: reliable, amuzing and honest

© Tomislav Sola, 2014





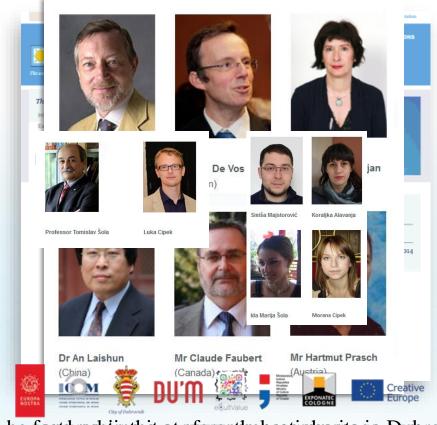
THE BEST IN HERITAGE

Dubrovnik, Croatia



The Best in Heritage Project:

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45 award schemes

110 Juries

350 laureates

Selection of 24 candidates 5 continents

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THE BEST IN HERITAGE CONFERENCE:



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.. In the charming ambiance of neo-baroque theatre "Marin Držić" ..



.. Featuring 24 presentations, with q&a sessions and discussions ..



.. Followed by rich cultural and social programme ideal for networking.





All presentations avaliable on the website









Conference publications with abstracts and keynotes

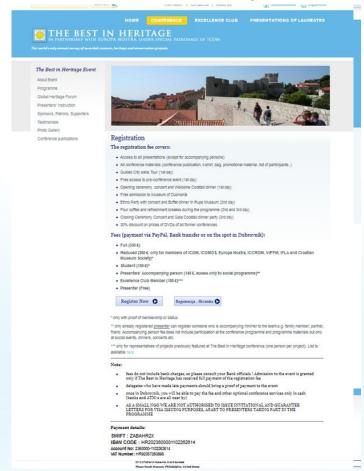


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velvet totalitarianism is setting upon the world....

constant wars mock democracy mottled media haze instead of truth work-overload fiscal slavery job insecurity social insecurity egotism dehumanized education greed as "ideology" widening social gap the culture of throwism anything-goes mindset &tc.

"nothing matters" as the way of "karaoke world" a de-valued world.