

**COMMONWEALTH ASSOCIATION OF MUSEUMS
Conference and Workshops**

RETHINKING MUSEUMS

June 1–5, 2010

Mumbai, India

Organised by

Chhatrapati Shivaji Maharaj Vastu Sangrahalaya
Commonwealth Association of Museums
National Council of Science Museums (Ministry of Culture, Govt of India)

Partners

National Museum, New Delhi
National Gallery of Modern Art, Delhi
Indian Museum, Kolkata
Museum Association of India
Salarjung Museum, Hyderabad
Museum of Man, Bhopal
Department of Museology, M. S. University, Baroda
Meherangarh Fort Museum, Jodhpur
Dr. Bhau Daji Lad Museum, Mumbai
Museum Society of Bombay
Department of Archaeology and Museums, Maharashtra State

Coordinators

Barbara Winters

Assistant Secretary General
Commonwealth Association of Museums
4739 Treetop Heights, Victoria, BC, Canada V8Y 1E3
Phone: 250-658-1078 ; Fax: 250-658-4592
Email: bwinters@uvic.ca or bawinters@shaw.ca

Anupam Sah

India Coordination Office
CSMVS Museum Art Conservation Centre
159/61, Mahatma Gandhi Road, Fort, Mumbai 400023, Maharashtra
Phone: 022-22844484, 22844519 ; Fax: 022-22045430
Email: tmccmumbai@gmail.com , anupamsah1@gmail.com

WORKSHOP INTRODUCTION

The five-day conference is intended to foster dialogue and offer practical sessions on ideas that address new thinking on the relevance of museums to communities and their role in today's world. Museums in India and throughout the Commonwealth represent rich and diverse cultures but struggle to remain pertinent and to engage audiences in the contemporary world. Faced with this dilemma, there is a desire within museums to explore new theory and practices to fulfill their mandate for social service as cultural mediators. Topics to be covered will include audience development and methods of collaboration with diverse communities to create engaging exhibits and innovative educational programmes, in both in-house and outreach format, which tackle important social issues.

The workshop will:

- Offer keynote speakers and plenary sessions to look at new ideas and methods through which museums can build audiences and can play a vital role in addressing contemporary issues of significance to all the communities they serve.
- Present and offer the opportunity to discuss case studies of good practices and innovative programmes from museums working with contemporary development (social, economic, environmental, educational) and cultural heritage both tangible and intangible.
- Offer group field visits to selected museums in Mumbai for working sessions in which common issues and museum practices can be discussed.
- Through group work, identify resources and directional frameworks to develop an implementation plan that will be widely disseminated for practical use to advance the work of museums.

RETHINKING MUSEUMS : CONFERENCE SCHEDULE

DAY 1 Tuesday, June 01, 2010 :

VENUE : CSMVS

1.1 0900-1015 Registrations, pre-workshop questionnaire

The registration form shall contain all the various participants' details so that they can be compiled as a base directory to be circulated to all at the end of the conference.

A questionnaire shall be circulated to all the participants before the conference. The objective of the questionnaire is to help the participants crystallize their thoughts for the theme of the conference. It will help the organizers to tailor the group sessions accordingly. Some of the sample questions are:

- How many persons visit your museum annually?
- What is the most popular section of your museum? Why do you think it is popular?
- Does your museum presently have any community engagement programmes?
Does your museum collaborate with community groups in the development of its programmes?
- Can you please list ways in which your museum contributes to society? Do you feel your museum can play a larger role in addressing contemporary social issues?
Please list some points how it can do so.

Short answers to this questionnaire will be requested for by May 10, 2010

1.2 1015-1115 Welcome Address, Inauguration, Overview of programme

Welcome address: Mr. B.G. Deshmukh, Chairman, CSMVS. Senior most service officer; former Cabinet Secretary to the Prime Minister of India

Address by Mr. Jawahar Sircar, Secretary Culture, Government of India

Introductory remarks by Mr. Michael Gondwe, Vice-President, Commonwealth Association of Museums

Inauguration by lighting of the lamp

Inaugural address by His Excellency the Hon'ble Governor of Maharashtra

National Anthem. Led by choir of the 'Happy Home for the Blind'

1.3 1115-1210 Group photograph followed by tea

1.4 1210-1300 Keynote Address – “Rethinking Museums” : Dr. Saroj Ghose
Former Director General, National Council of Science Museums, India.
Former President ICOM

1.5 1300-1400 Lunch followed by Introduction to Museums Resource Bank

To assist the growth of museums in developing countries, and to serve the needs of the museum community, a display section on associations, lighting, design, technology, architecture, and other aspects of museum work will be offered to showcase resources available in these various fields. During free time participants can browse and build contacts and gain exposure. This section will be open throughout the conference.

1.6 1400-1515 Session I
Topic: Museums in Communities: Innovative roles museums can play

Speaker 1 : *The Crafts Museum Experience (Tentative title)*
Dr. Jyotindra Jain
Member Secretary, Indira Gandhi National Centre for the Arts, New Delhi

Speaker 2 : **Dr. Sitharamam Kakarala**
Director, Centre for the Study of Culture and Society, Bangalore
Member, Commonwealth Group on Culture and Development

Speaker 3 : *Museums for the 21st Century*
Mr. Vinod Daniel
Head: Cultural Heritage and Science Initiatives Branch, Australian Museum, Sydney

Each speaker will be given 15 minutes for her/his lecture. The speakers then will be invited to be seated together as a panel and for the next 30 minutes the participants can ask questions, or present their own views on the subject. The ensuing discussion will be focused on the topic. A rapporteur will note the proceedings, which will also be audio/video recorded for reference. Each session will be chaired/moderated by an experienced professional well versed with the subject.

1.7 1515-1530 Tea

1.8 1530-1645 Session II
Topic : Networking with Museums, Case Studies

Speaker 1 : **Museums of Malawi: how culture is used to promote health and save lives**
Michael Gondwe
Education Coordinator, Museums of Malawi
Vice-President, Commonwealth Association of Museums

Speaker 2 : **The Raghurajpur Project : Museums as a lever for development**
Mr. Anupam Sah

Speaker 3 : **Integration of challenged visitors** (to cover visual, physical and mental challenges)

1.10 1645 Visit to the CSMVS Museum

1.11 1930 Dinner at Museum Lawn

DAY 2 Wednesday, June 02, 2010 : SECTORS DEVELOPMENT
VENUE : CSMVS

The filled up questionnaires will be tabulated by the workshop coordinators and the resulting answers will be presented to the audience. This will present an overview of the audience expectations and status of their present thoughts on the theme of the conference.

2.1 1000-1015 **Questionnaire summary: presentation of "issues and questions" raised in the pre-workshop questionnaire**

2.2 1015-1115 **Session III**
Topic: Good Practices linked to the 'larger role' of museums in society: "Engaging the Community"

Speaker 1 : **Patricia Allan**
Curator, World Cultures, Glasgow Museums

Speaker 2 : **Dr. Shobita Punja**
Director, Heritage Education and Communication Services, INTACH

Speaker 3 : **Speaker. Prof Gorakshkar**
Past Director, CVMVS; Past President, CAM

2.3 1115-1130 Tea

2.4 1130-1300 **Session III**
Topic: Museum Practices : Museum redevelopment, Accessibility and museum communication, Museum education, Visitor evaluation, Conservation, Museum training, and Use of collections.

Speaker 1 : **Museum Redevelopment at CSMVS**
Dr. Sabyasachi Mukherjee
Director. Chhatrapati Shivaji Maharaj Vastu Sangrahalaya, Mumbai

Speaker 2 : **Merchandising Museum**
Mrs. Maureen Liebl

Speaker 3 : **Dr. Ganga Rautela**
Director General, National Council of Science Museums

Speaker 4 : **Museum Education**

1300-1400 Lunch

2.5 1400-1530 Session IV
Topic: Rethinking Museums

Methodology:

The session will discuss through group work the following questions with reference to participants' own institutions experiences, for example:

- (a) What is the problem in reconnecting to communities and build audiences?
- (b) List what you think are the reasons for the above problems and, therefore, the specific issues or problems that need to be addressed.
- (c) What could be new or even effective old approaches or methods to address the problem?
- (d) What will the requirements be to implement this methodology?
- (e) How can these requirements be arrived at?

2.7 1530-1600 Tea

2.8 1600-1800 Session IV
Topic: Rethinking Museums

Group presentations continued

Group 2 -, Group 3 -, Group 4 -; Group 5 – Group 6...

2.8 1930 Cultural function at National Centre of Performing Arts followed by dinner

DAY 3 Thursday, June 03, 2010 : Field Session: Museum Improvement Strategies
VENUE : Dr. BHAU DAJI LAD MUSEUM

3.1 1000-1130 Introduction and guided tour of the Dr. Bhau Daji Lad Museum

3.2 1130-1145 Tea

3.3 1145-1300 Topic : *Renewal strategies (conceptual as well as physical)*
Plans for programming strategies, audience development, community outreach, education, etc.

3.4 1300-1400 *Lunch*

3.5 1400-1545 **Presentations of the strategies and discussions.**
Reference may also be made by the session leaders with the questionnaires and issues raised at the previous sessions

3.6 1545 *Tea followed by visit to the zoo*

3.7 1900 EVENING DINNER

DAY 4 Friday, June 04, 2010 : Field Session: Museum Improvement Strategies
VENUE : NEHRU SCIENCE CENTRE

4.1 1000-1130 **Introduction and guided tour of the Nehru Science Centre**

4.2 1130-1200 *Tea*

4.3 1200-1300 ***Nehru Science Centre strategies***
Audience building, innovative technology; communication with the visitor; engaging with youth

4.4 1300-1400 *Lunch*

4.5 1400-1500 **Science Lecture–Demonstration Activity**

4.6 1500-1600 **Moderated discussion : Activities for engaging youth.**

4.7 1600-1630 *Tea*

4.8 1630-1730 **Extra mural sessions by experts in other related sectors such as Child Psychology, Social Anthropology, Engaging marginalised and underprivileged children**

4.8 1730 **Break**

4.9 1800-1920 Science Odyssey

4.10 1930 Dinner

DAY 5 Saturday, June 05, 2010 : RECOMMENDATIONS

VENUE : CSMVS

5.1 1000-1115 Group work : Finalisation of recommendations

5.2 1115-1130 Tea

5.3 1130-1300 CAM INFORMATION SESSION

5.4 1300-1345 VALEDICTORY FUNCTION

5.5 1345 Lunch

5.5 Afternoon Free

5.6 1900 Dinner
