



# **The Role of International Council of Museums for the Safeguarding of Intangible Heritage and Museums Development of Intangible Assets**



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# Introduction



- Traditional definition of the museum : a space in which material evidence of the past is collected, conserved and displayed
- Intangible Cultural Heritage and museums = a new conception of museum, new skills and knowledge
- Museums develop their own intangible values





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# 1. ICOM actions for Intangible Heritage Protection



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# 1.1 Historical implications of ICOM (1)



## a) At the beginning, 1946

Since ICOM's foundation, ICOM definition of museum included the “concept of intangible” such as folklore, ethnological and anthropological understanding, thanks to the French Museologist Georges Henri Rivière



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# 1.1 Historical implications of ICOM (2)



## b) First actions

### 1. *ICOM Handbook of Standards - Documenting African Collections, 1996*

- In the framework of the AFRICOM Programme developed with CIDOC (International Committee of Documentation).
- Objective: to protect the African Heritage by documenting and producing systematic inventories and developing museum activities (research, collecting, exhibitions, educational programmes) also as much as the intangible component is concerned.

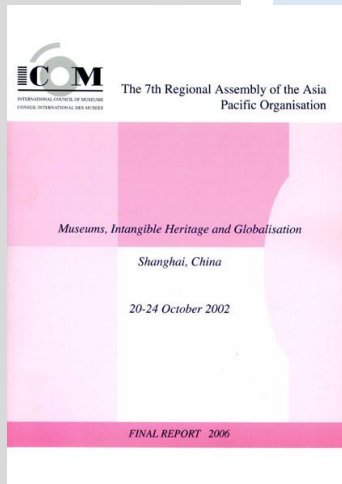


# 1.1 Historical implications of ICOM (3)

## 2. ICOM-ASPAC (Regional Committee for Asia and Pacific) 7<sup>th</sup> Regional Assembly: “Museum, Intangible Heritage and Globalisation”, China 2002

### ■ **Shanghai Charter** as the framework in particular for:

- Developing visitor management strategy
- Establishing criteria and methodologies for the integration of tangible and intangible heritage in museums
- Supporting UNESCO’s effort for safeguarding and promotion of intangible professional bodies.





## 1.2 Turning point : Seoul, 2004



ICOM 20<sup>th</sup> General Conference and 21<sup>th</sup> General Assembly in Seoul in 2004 on “Museums and Intangible Heritage”

■ Resolution ➡ The Seoul Declaration of ICOM on Intangible Heritage:

- Endorsement of the 2003 UNESCO Convention
- Encouragement of the establishment of an Intangible Heritage Fund
- Recommendation to national and local authorities to adopt and implement appropriate laws
- Including intangible heritage into professionals training programmes.







## 1.3 Practical actions, main actors (1)



### a) ICOM International Committees (1)

The International Committees of ICOM play a fundamental role in promoting Intangible Heritage in museums, in particular:

- **ICME:** International Committee for Museums and Collections of Ethnography
- **CIDOC:** International Committee for Documentation  
Publications: *Preserving Cultures: Documenting Non-Material Heritage*, Porto Alegre, Brazil, 17-20 September 2002”
- **ICTOP:** International Committee for the Training of Personnel
- **CECA:** International Committee for Education and Cultural Action
- **ICOFOM:** International Committee for Museology  
Publications: *Museology and Intangible Heritage* (H. Vieregg, B. Sgoff, R. Schiller, 2004)
- **National Committees** also published about Museums and Intangible Heritage: (Belgium, France, Mexico...)



## 1.3 Practical actions, main actors (2)



Organisation des Nations Unies  
pour l'éducation, la science et la culture



### b) Collaboration with UNESCO

Work and expertise for the Third UNESCO Masterpiece of the Oral and Intangible Heritage of Humanity in 2005

- Three cases:
  - Fujara Musical Instrument of Slovakia (+)
  - Bark cloth making in Uganda (+)
  - Lenka pottery of Honduras (-)
- Role of ICOM:
  - Technical and scientific expertise (Documentation, videos, samples...)
  - Resource NGO on the jury for Proclamation: every ICOM recommendation was followed.



## 1.3 Practical actions, main actors (3)



### c) ICOM Programmes

ICOM has included the Intangible Heritage component in its programmes in particular in the Museums Emergency Programme (MEP) and its *Teamwork for Integrated Emergency Management* Course whose aim is to preserve the collections, their inventory, and their intangible heritage in emergency situations.



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## 1.3 Practical actions, main actors (4)



### d) ICOM main publications

#### 1. International Journal of Intangible Heritage : 3 volumes (2006, 2007 and 2008):

- a refereed academic and professional journal dedicated to the promotion of understanding of all aspects of the intangible heritage in the world;

Creation of an new knowledge and irreducible bond between cultures across the world and consolidation of common values by researching, protecting and celebrating both differences and similarities that are the intangible treasure of humanity's heritage



#### 2. ICOM News: n° 4/2003 and n° 4/2004



## 1.3 Practical actions, main actors (5)



### e) International Museum Day

2004 International Museum Day's theme was:  
"Museum and Intangible Heritage"

- Museums actions:
  - **Croatia:** presentation of non-material heritage by examples: the pentatonic scale of Istria, the *Legend of Picoks*, publications of dialect dictionaries
  - **Czech Republic:** Ancient puppet shows
  - **Kenya:** rehabilitation of mural and mosaic, which represent various aspects of Africa's intangible heritage
  - ...



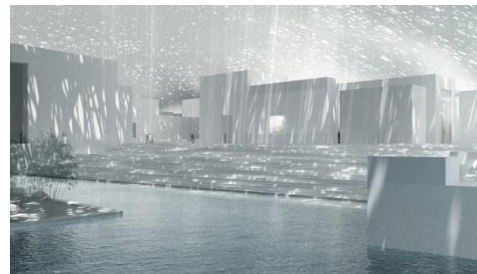
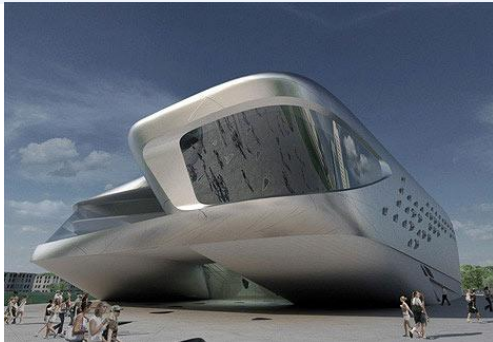
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## 2. Development of Intangible values in Museums



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## 2.1 Museums Intangible assets (1)

Intangible assets: identifiable non-monetary assets that cannot be seen, touched or physically measured, which are created through time and effort and that are identifiable as a separate asset.

- Fundamental intangible assets for museums:

- Trademark/ Brand
- Know-how
- Human capital

- Creation of Franchise: license of brand, loan of pieces of art, assistance and transfer of know-how...



## 2.1 Museums Intangible assets (2)

Difficulties to estimate the values: benchmark, comparison with luxury trademarks, new methods of evaluation

- Objectives:
  - Return on Investments to create a new resource for museums
  - Creating worldwide reference and brand to the visitors
  - Help the creation of new museums
  - Participation to cultural diversity



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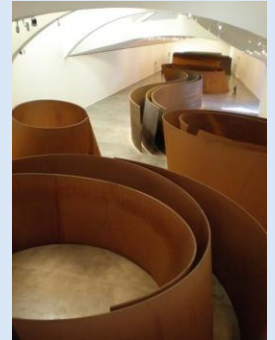
## 2.2 Guggenheim (1)



First museum to develop internationally intangible assets, in creating the Trademark “Guggenheim” as a reference in Modern/Contemporary Art.

“Franchises” around the world:

- Guggenheim Bilbao:
  - Created in 1997 (45 000m<sup>2</sup>)
  - €166 M paid by the Basque Government for the Museum, from which 18 M for the Guggenheim Franchise
  - Around 90 exhibitions in 10 years thanks to the Guggenheim New York collection
  - Over 10 million visitors
  - Impact on the city and the area



## 2.2 Guggenheim (2)



### ■ Deutsche Guggenheim in Berlin:

- Creation in 1997 (510m<sup>2</sup>)
- Collaboration of the Guggenheim Foundation and the Deutsche Bank: a joint venture, which implies joint responsibility in management
- 3 or 4 exhibitions each year



### ■ Guggenheim in Abu Dhabi:

- Opening expected in 2011
- Costs estimated to \$ 200 M
- Architect Frank Gehry (30 000m<sup>2</sup>): building financed by the local authorities
- Creation of its own collection and housing of exhibitions
- Focused on Middle-Eastern Modern/Contemporary Art
- Education programmes



## 2.3 Louvre



- Louvre Abu Dhabi
  - Universal Museum
  - Opening scheduled for 2012
  - Agreement of €1 billion running on 30 years to the benefit of French Museums
  - License of Brand: €400 M for 30 years
  - Loan of artworks: €195 M for 10 years
    - Agence France Museum: Participation of other French Museums to the loans: Orsay, Quai Branly, Picasso...
  - International exhibitions, patronage, communication of know-how...

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LOUVRE





## 2.4 Hermitage



- Amsterdam
  - Creation in 2004, extension in June 2009
  - Exhibition of Hermitage Masterpieces: 225 000 visitors in 2004
  - 1% of the museums income paid to the State Hermitage in Saint-Petersburg
- London: Somerset House
  - Opened in 2005
  - Run by the Friends of the Hermitage
  - Facilitation of the collaboration between the Hermitage and UK
  - 500 000 visitors a year
  - 1£ of every entree ticket transferred to the Hermitage in Saint-Petersburg



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## 2.5 Exhibition Centers



- Guggenheim and Hermitage in Las Vegas:
  - At the Venetian Resort Hotel Casino
  - Created in 2001 for 7 years (ended in 2008)
  - Collaboration between the New York Guggenheim and the State Hermitage Museum of Saint Petersburg: both participating to the loan of collections, study and educative programmes as well as incomes
- The Guggenheim-Hermitage collaboration continued in Vilnius:
  - Opening scheduled for 2011
  - Projected costs \$75 million





## Conclusion



- Intermingling between the vision of Intangible Cultural Heritage and Tangible organisations developing their intangible assets and values.
- Promoting of Cultural Diversity



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