

AVICOMNEWS 1-2022

Editorial



Dear members and friends of AVICOM,

After a long time you will receive our e-newsletter again. This time it is published in pdf format for the following reason: When sending the last newsletter via a mailing portal, so many wrong addresses were reported that the portal did not allow further mailing. I take this as an opportunity to ask you to inform your ICOM National Committee immediately of any changes to your email address. Your NC will then forward your change to the ICOM General Secretariat.

Much has happened during the three-year term of our Executive Board, which began at the last ICOM General Conference in Kyoto in 2019 and ends this year. It has been a time that has presented you and all of us with unprecedented challenges. The long period of the pandemic has affected museum operations all over the world. Museums had to close, had to change their work. And many museums whose funding depends on visitor numbers have been closed down.

During this time, AVICOM's special task has been to advise museums on how to maintain contact with the public, with their visitors, during the period of their closure. Countless museums have expanded their previously used digital formats or developed new digital formats for this purpose: In order to communicate interactively with the public and here also with special target groups, websites have been further developed and social media have been used to an unprecedented extent. Digital exhibition formats and museum educational offers were created everywhere. With the digitisation of the museum - and this is the good news - museums have also sustainably prepared themselves for the future.

AVICOM has not only observed these developments with great pleasure, but has also accompanied them concretely - with expert conferences and a large-scale scientific study of websites and social media use of over 150 museums worldwide. Both are briefly reported on in this newsletter. More detailed information can be found on our website avicom.mini.icom.museum. The results of the research project, which is being carried out as part of ICOM's Solidarity Projects together with ICOM International Committee MPR (Museum and Public Relations), will be presented in detail at this year's ICOM General Conference in Prague and published later.

After the pandemic, another catastrophe has shaken the museum world: day after day, the Ukraine war shows us how human rights are violated by the most brutal means, how the Geneva and Hague Conventions no longer mean anything. The deliberate destruction of cultural property, including many museums, is once again a means of destroying human and cultural identity. Our solidarity goes to all the people who have to experience this, goes to our colleagues in the cultural institutions, historical sites and museums of Ukraine. AVICOM is currently observing how Ukrainian colleagues are using digital media - if they are still usable - to report on their situation and maintain contact with their audiences.

Dear members and friends of AVICOM, thank you all very much for having decided to become members of our committee, which is now one of the „strong“ International ICOM Committees with more than 500 members. I thank you and our Executive Board as well as our „AVICOM Ambassadors“ for your/their active engagement and look forward to seeing you again at the General Conference in Prague - on-site if possible, but gladly also off-site.

Stay healthy and cheerful!

Yours sincerely,

Dr Michael H. Faber, President of AVICOM

MuseumDigit Conference 2021 with AVICOM FAIMP Festival 2020 Award Ceremony

23-24 November 2021
Hungarian National Museum
Budapest



Showcasing digital innovations, trends, groundbreaking ideas and projects from the international and Hungarian fields, MuseumDigit is a top conference for museum professionals organised by the National Centre for Museological Methodology and Information, a department of the Hungarian National Museum, Budapest. Held for the ninth time on 23-24 November 2021 in Budapest, MuseumDigit 2021 presented speakers on pioneering digital projects, sustainability, inclusion, creative collaborations and change-making in museums. The organisers dedicated a special section to multimedia evolution in museums featuring experts from AVICOM:

Ildikó Sz. Fejes, Treasurer of AVICOM, and János Tari, Ex-Chairman of AVICOM, showed rich and diverse multimedia solutions from the award-winning multimedia productions of the previous F@imp Festivals (link: <https://www.youtube.com/watch?v=XdeAZwHQs14&list=PL8XI-SVw5I-5xnvdqbPoJeMT3liVb9EHk&index=10>).

Anna Maria Marras, AVICOM Board Member, presented case studies on the changing use of various online platforms and gave an overview of successful media campaigns and user-friendly media practices by museums (link: <https://www.youtube.com/watch?v=N6TlbEnKa4E&list=PL8XI-SVw5I-5xnvdqbPoJeMT3liVb9EHk&index=11>)

and content designers of the Studio Louter (NL), Denise Schipper and Sarah van Kerkvoorde introduced us to their Emotion Design method used in designing their award-winning exhibitions, the 'Shifting Image – In Search of Johan Maurits' at The Mauritshuis and the playful 'Family Exhibits' of the National Museum of Qatar. These projects won two gold prizes at the Faimp Festival on 23 November (link: https://www.youtube.com/watch?v=9FK7n_2aKZ0&list=PL8XI-SVw5I-5xnvdqbPoJeMT3liVb9EHk&index=7).

The Award Ceremony of AVICOM's FAIMP Festival 2020 has been postponed due to the pandemic in 2020. The event took place in the splendid Great Hall of the Hungarian National Museum, followed by an elegant and, at the same time, friendly reception.

28 participants attended the competition from 11 countries (Belgium, China, Croatia, Czech Republic, Greece, Hungary, Italy, the Netherlands, Qatar, Russia and Spain). The winners were represented by representatives of museums, cultural institutions and embassies.

At the awards ceremony:

A total of 16 multimedia projects were won, including films, exhibition plans, online content and game-based initiatives in 6 categories (augmented reality, creative and interpretive exhibition installation, digital interactive, short film, medium film and special), with the winners in bronze, silver and gold awarded a prize.

AVICOM's grand prize, the Claude Nicole Hocqard Prize, was presented to the Qatari National Museum for "Family Exhibitions".



Ildikó Sz. Fejes

**New design! Our website of F@IMP
(Festival of Audiovisual and Innovative Museum Media Productions)**

Have you already visited the newly designed festival website faimpavicom.org? There you can find out everything about the ongoing festival, whose ceremony will take place on Thursday, 25 August 2022 at the National Museum of Technology in Prague.

Due to the Corona pandemic, the 2021 and 2022 festivals have been merged. Around 65 entries from all over the world have been submitted. You can view the entries on the website. All ICOM members are cordially invited to the ceremony in Prague. If you would like to attend, please send a short message to: avicom@icom.museum.

Inclusion and accessibility in museums.

Technologies and social media as tools to reduce barriers and to promote the inclusion of different parts of society.

Online Tandem Workshop AVICOM & Museu Nacional / UFRJ Rio de Janeiro 24-26 August 2021

The question of which digital technologies and which social media can be used to overcome barriers and involve diverse groups of society in museum work was the topic of a tandem workshop of AVICOM and the Museu Nacional in Rio de Janeiro in August 2021.

The background to this workshop is the reconstruction of the Museu Nacional, which burned down completely in 2018 and lost an estimated 90% of its collections in the fire. The reconstruction offers a unique opportunity to involve the public already in the conceptual planning and building of the collections. This is not least about the inclusion of indigenous cultures, the population in the favelas, but also people with specific physical and mental needs.

The tandem workshop, this was also unique, was essentially co-designed by representatives of these target groups: e.g. a representative of the indigenous population, who is an employee of the Museu Nacional, a favela resident and teacher, a blind person, a person with motor disability.

The contributions were not only translated simultaneously, but also into sign language.

The results have been incorporated into the Museu Nacional Conference in June 2022.

Michael H. Faber



24/08: Conversation with colleagues in the museum field

09:00h(BRT)/14:00h(CET)	Opening the Zoom conference.
9:05h(BRT)/14:05h(CET)	Amanda Cavalcanti: Presentation of the workshop
9:30h(BRT)/14:30h(CET)	Michael H. Faber: Introduction: "General rules of cooperation in the sense of accessibility".
9:40h(BRT)/14:40h(CET)	Eberhard "Dino" Frey speech: Rebooting the chances for pathbreaking concepts.
10:00h(BRT)/15:00h(CET)	Discussion.
10:15h(BRT)/15:15h(CET)	Break.
10:30h(BRT)/15:30h(CET)	Michael H. Faber: Museum without borders.
11:15h(BRT)/16:15h(CET)	Discussion.



25/08: Conversation with different individuals from Brazilian society

Moment 1 - Inclusion through dialogue

09:00h(BRT)/14:00h(CET)	Presentation: Amanda Cavalcanti.
9:10h(BRT)/14:10h(CET)	Participant 1: Clementino Junior – black movement.
9:25h(BRT)/14:25h(CET)	Participant 2: Tarisson Nawa – indigenous movement.
9:40h(BRT)/14:40h(CET)	Participant 3: Francisco Valdean – Maré's Itinerant Museum of Image.
9:55h(BRT)/14:55h(CET)	Discussion (questions from the audience).
10:25h(BRT)/15:25h(CET)	Break.



25/08: Conversation with with different individuals from Brazilian society

Moment 2 - accessibility as a fundamental quality of museums

10:45h(BRT)/15:45h(CET)	Presentation: Amanda Cavalcanti.
10:55h(BRT)/15:55h(CET)	Participant 1: Felipe Monteiro.
11:10h(BRT)/16:10h(CET)	Participant 2: Isabel Portella.
11:25h(BRT)/16:25h(CET)	Participant 3: Marcia Costa.
11:40h(BRT)/16:40h(CET)	Discussion (questions from the audience).



26/08: Creation of a collaborative document based on the discussion held during the workshop.

09:00h(BRT)/14:00h(CET)	Opening: Dr. Michael Faber and Amanda Cavalcanti.
09:10h(BRT)/14:10h(CET)	Presenting the Accessibility Policies of Museu Nacional - Guilherme Machado.
09:30h(BRT)/14:30h(CET)	Creation of the collaborative document with guiding principles aiming at inclusion and accessibility measures.
10:30h(BRT)/15:30h(CET)	Identification of the topics that need further discussions and elaboration of a joint Work Plan.

The COVID 19 Challenge: Museums and their digital engagement in times of crises

ICOM MPR, ICOM AVICOM and ICOM Germany have successfully raised funding for project support by means of the ICOM Solidarity Fund

The two ICOM International Committees specialized in media presence and strategic communication, together with ICOM Germany, realize their comprehensive project for the covid19 crisis by means of the ICOM Solidarity Fund:

The aim of this collective endeavour is, on the one hand to work out, in dialogue with leading representatives of museums worldwide, the status quo of digital presence - even better of integrated hybrid presence - in an exemplary way (Project part: ICOM MPR). On the other hand, with the help of best practice examples, to develop useful recommendations for action - especially for small and medium-sized museums (Project Part: ICOM AVICOM). The national committee ICOM Germany is supporting this project with its large network of museum specialists.

It is beyond doubt that the entire pandemic situation is challenging, also for museums and in the aftermath of the crisis. Ultimately it will not be until the middle term that we shall see how the once mega-trend of city tourism develops, on which the majority of museums depended to varying degrees. At the same time, it has become obvious that an elaborate digital presence in the future orientation of strategic communication is an absolute necessity.

It will be interesting to see which houses are already working on the basis of a truly integrated hybrid strategy, and what experience in the light of the development of a digital sceneography has been gained so far. It must be our aim to consolidate these important developments.

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123		o one hundred and seven pages (555)												
124		o one hundred and eight pages (560)												
125		o one hundred and nine pages												

Please vote!

Dear members of AVICOM,

In these days you will receive the documents for the election of the new Board from our General Secretary Anna Maria Marras. In this document, prepared by our long-time Election Officer Bob Haroutunian, the candidates for the main offices are presented and you will also find the link to the online election tool.

I hereby cordially invite you to elect the new Executive Board of our Committee from 1 to 31 July 2022, whose term of office will begin in autumn 2022 for a period of three years.

After several terms for which there was only one candidate per office, this time two AVICOM members each have applied for the positions of President, Vice-President and Secretary General. Almost all of them have already successfully served on our Board. Also among the candidates for the office of Treasurer as well as for serving as board members, some look back on successful board work.

Thus we have a well-staffed list of candidates. The multiple candidacies for the above positions finally allow you to vote for „your favourites“ again. This is important for a democratic election process.

When electing your preferred candidates, you will certainly take the following important aspects to heart: There should also be a balance between nations on the new Board. Different continents should be represented. A too clear dominance of a certain nation could lead to the disadvantage of others in the future activities and especially in the decision-making of the Board.

Cooperation on the Board must continue to be characterised by global thinking and action. Fairness, objectivity and political neutrality must continue to determine the work of the Board if it is to be successful. Political, ethnic and cultural exclusions must have no place in AVICOM and its Board if we are to continue to act according to ICOM's principle: Museums have no borders.

Please participate actively in the election. The new Board should be supported by many votes. On behalf of the current Board, I would like to thank you very much for your participation in the election!

Yours,
Michael H. Faber

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