

# NEWSLETTER

2010/1

INTERNATIONAL COMMITTEE  
FOR LITERARY MUSEUMS ICLM

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## Dear colleagues, dear friends,

ICLM is preparing for the 22nd General Conference of ICOM to be held in Shanghai, China, November 7–12, 2010. For the seminar we shall be holding during our Annual Conference we have chosen 'Translations' as a subject to be dealt with; it may be of interest for literary museums that are based on written works of art. At the same time, the subject chosen well matches the motto of the General Conference: 'Museums for Social Harmony,' as translations are texts that help to understand other peoples' cultures if you don't understand their languages. Translations connect.

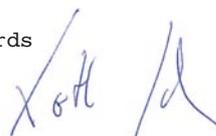
Another form of connecting is the **International Museum Day**. ICLM's proposal, made in the ICOM Advisory Committee 2010, to take 'Museums and Memory' as motto for IMD 2011 and to cooperate with the UNESCO Memory of the World Programme, had been accepted by ICOM. In a workshop we organized in September this year more heritage partners joined in, associations like IFLA, ICA, CCAA, ICOMOS. After the workshop had been held, a general feeling prevailed that this might be a good step towards global cooperation for cultural heritage and others should follow. Please, read the report, starting on page 2.

This Newsletter also contains exemplary reports on projects active members of ICLM have carried out or are still working on. Among them the very interesting Riwaya Museum Project in Bethlehem, whose founding curator is our colleague and former ICLM President Erling Dahl.

Three years of work as Chair of ICLM are ending. I want to thank all that helped to make them successful years (for as such they appear to me): the active members, my colleagues on the Board, especially the Secretaries Jean-Paul Dekiss and Fredrikke Hegnar von Ubisch, and Vladimir Tolstoy, and all that were active without being elected Board members like Maria Gregorio, Csilla Csorba, Erling Dahl, and Galina Alexeeva.

And I want to thank ICOM for its support. Stronger than the impact of a low budget and really moving were the inspiring encounters, conversations, and discussions I had within the ICOM family and with partners of ICOM.

Looking forward to meet some of you in Shanghai, best regards

  
Lothar Jordan, Chair



## International Museum Day 2011: Museums and Memory

### Winning new partners for ICOM

A report on the preparatory workshop held in Berlin, 20–21 September 2010 – by Lothar Jordan

**In 2011, ICOM's International Museum Day (IMD) will for the first time be held in cooperation with the UNESCO Memory of the World Programme (World Documentary Heritage) – following a proposal by ICLM made in the Advisory Committee in Paris in June 2009. Other NGOs from the cultural heritage sector such as CCAA (audio-visual archives), ICA (archives), ICOMOS (monuments and sites) and IFLA (libraries) are ready to join the action. This is one of the outcomes of a workshop ICLM organized together with the AMGR (Museums Association of the Greater Region [see box p. 4]) in Berlin, 20–21 September, 2010, supported by ICOM (Paris) and the Museums' Association of the Saarland, Germany. Taken the number of individual institutions that are ready to gather under this umbrella, IMD 2011 might become one of the biggest joint heritage actions ever carried through.**

#### The objectives

In 2011, the International Museum Day (IMD), celebrated on and around May 18, an ICOM initiative with a tradition of more than thirty years, will be dedicated to 'Museums and Memory,' directing public attention to the basics of collective memory, to the values of our heritage, and to the fragility of its carriers. The tasks that ensue from these issues are close to the goals of the UNESCO Memory of the World Programme on documentary heritage (i.e., to facilitate its preservation, to assist universal access to it, and to raise awareness worldwide of its significance) so that universal cooperation might be helpful in reaching the goals we share. But an even wider cooperation on Memory seems to be significant; for archives, libraries, and institutes working on monuments and sites also share these tasks. So in our workshop we attempted to connect international heritage associations for the benefit of IMD 2011.

The workshop aimed at

- developing ideas and naming measures towards a cooperation of different heritage institutions on the occasion of a special event, which is IMD 2011, with a special subject to deal with, which is 'Memory,'
- elaborating some IMD 2011 highlights which are internationally interesting and of a cooperative character,

- drawing up drafts of a strategic lines for further cooperation between IMD 2011 partners.

#### Hosts and participants

The workshop was hosted by the Representation of the Saarland to the Federal Republic of Germany. Its house is surrounded by places of memory, e. g. the Brandenburg Gate; the strip where the Berlin wall had divided East and West; and Eisenman's Holocaust memorial.

ICOM was excellently represented by its President Alissandra Cummins, who made the opening speech, bringing together the traditions of ICOM with visions of a better global cooperation of the organisations working for memory and heritage; and by Nadine Amorim, ICOM's Director of Com-

munication and Network Promotion from the ICOM Secretariat in Paris. She informed participants about the success of the last IMDs, when 30,000 museums were joining in that action, about the preparations the ICOM Secretariat had already made, and about the ICOM timetable for cooperation and for coordinating IMD 2011. National Committees were represented by ICOM South Africa and ICOM Italy. The importance ICOM's IMD and the cooperation with ICOM and other heritage NGOs may have for UNESCO's Memory of the World Programme was mirrored by top representatives of the Programme, including Roslyn Russell (Australia), the President of its peak body, the International Advisory Committee, its Rapporteur Helena R. Asamoah-Hassan (Ghana), and Joie Springer, Senior Programme Specialist, from UNESCO headquarters. The German National UNESCO Commission was also represented.

It was very inspiring to realize that ICA (Danièle Neirinck), CCAA (Kurt Deggeller), IFLA (Helena R. Asamoah-Hassan: IFLA was her second hat in this workshop) and ICOMOS (Jörg Haspel) were interested in sending representatives to our workshop, all of them colleagues who are active, open-minded and future-oriented.



Joint ventures for cultural heritage. On the left side of the table: Global NGOs. CCAA (Kurt Deggeller), ICA (Danièle Neirinck); ICOM (Nadine Amorim, Alissandra Cummins, Henry [Jatti] Bredekamp, Maria Gregorio and ICLM representatives). IFLA was represented by Helena R. Asamoah-Hassan (second last on the right side).

On the right: AMGR and its regional partners; UNESCO Memory of the World representatives.

The ICLM partners from the Espace culturel Grande Région like its President Helga Knich-Walter (Saarbrücken) who, representing the host, gave a warm welcome speech, Guy Dockendorf (Director General Culture of Luxembourg), M.G. Grewenig (Director General of the World Cultural Heritage Site „Völklingen Iron Works“), Frank Thinnès (web expert, Luxembourg) and, last but not least, co-organizer Rainer Raber, took an active and inspiring part in the discussions.

For me, it was a pleasure to organize this workshop together with Rainer Raber and to chair it so that ICLM could help making IMD 2011 a catalyst for global cooperation in the field of heritage and communication.

### Contents

A main point of the discussions was how to manage the cooperation of the different organisations. All of them welcomed the concrete opportunity for working together on the basics of collective memory and offered to use their communication networks for promoting IMD, its subject, and joint ventures. The concrete outcomes (plus other useful information) can be gleaned from ICOM's website and from those of our partners.

A proposal was accepted that 'Global Priority Africa' should be an important facet of IMD 2011. Henry (Jatti) Bredekamp (South Africa) and Helena R. Asamoah-Hassan opened this discussion with reflections on African expectations and initiatives. Other regions should be active too, looking e.g. for partnerships with African museums or giving information to their visitors.

The AMGR and the Association Espace culturel Grande Région offered to arrange special events for IMD 2011. Concrete projects that could be highlights in 2011 and/or be best practice models were presented from ICLM's side by Erling Dahl and Maria Gregorio. Erling Dahl, former President of our committee, introduced the Riwaya Museum Project in



ICOM: President Alissandra Cummins and other members of ICOM

Bethlehem, a museum project taking place inside the Peace Centre: a Palestinian, narrative museum presenting the spiritual and intangible heritage of Bethlehem and Palestine. (see Erling Dahl's article in this ICLM Newsletter). The IMD 2011, he said, should be an important day for that museum. Maria Gregorio (ICLM and ICOM Italy) announced different plans for IMD projects in Italy. In the Region of Marche, museums, libraries and archives will celebrate the anniversary of the Italian Unification focusing memory on protagonists, pathways, methods and forms of the region's cultural institutions in the past 150 years. - The Region of Tuscany launches the "Custodians of the Ark" project asking museums to exhibit a number of private collections aimed at constructing an ideal ark of memories saved. - In the town of Cesena (Emilia-Romagna) the ancient Biblioteca Malatestiana, included in the UNESCO Memory of the World - World Register, will join forces with the literary house museum dedicated to Renato Serra bringing to the attention of the public the documents as the most precious tools for the country's historical and cultural memory.

The last part of the workshop was dedicated to outlooks concerning IMD but other heritage days as well, organized by different councils and associations. The wish prevailed that the global players in heritage and memory should look for new ways of cooperation within their own fields of action, but also with and for UNESCO, without losing their own profile.



The UNESCO "Memory of the World" representatives, from right: Joie Springer (UNESCO secretariat), Roslyn Russell (Chair of the Int. Advisory Committee [peak body]), Helena R. Asamoah-Hassan, MoW Bureau [and IFLA representative], Joachim-Felix Leonhard (German National UNESCO Commission/Chair German MoW Committee).

### Excursions

As the workshop had a strict timetable and left little time for other activities there were only limited opportunities to visit places of interest. These included a visit to the 'Museums' Island' in Berlin and to Sanssouci Castle in Potsdam, which is a World Cultural Heritage site.

### Spirit of cooperation

The workshop was performed in a spirit of cooperation between the bodies of ICOM, with the President, the Secretariat, National and International Committees present; of cooperation between ICOM and the UNESCO Memory of the World Programme, of ICOM and the other NGOs of cultural heritage; and of collaboration between ICLM and AMGR, the event's organizers.

This may be appreciated as a good sign of a spirit of cooperation and collaboration dominant among cultural heritage institutions, especially in times of financial crises; and it thus could carry a highly symbolic meaning for societies around the world: indicating community spirit as a part of the heritage we all share.

### What can we do?

Use the website of ICOM and the material its Secretariat offers (nadine.amorim@icom.museum). It is very helpful.

Look for partners in other regions of the world, in other international

and national committees. Look for new partners.

There are many ways to unite in working for IMD, not only the big highways. If you arrange an event for IMD 2011 at your museum, try to include local libraries and archives, invite their representatives to the museum. This will help to show the public rather easily that IMD 2011 is a cooperative action. Museums (along with libraries and archives) keep and safeguard important parts of the collective memory, the memory of groups and individuals. That is why society and politics ought to safeguard and foster museums.

Present new projects, e.g web projects on your collections, on IMD 2011.



#### **The Greater Region – Association ‘Espace culturel Grande Région’ – AMGR**

„The Greater Region“ is the name an ensemble of neighbouring states and provinces has given itself that work together closely, namely Luxembourg, the German states Saarland and Rhineland-Palatine, the French region Lorraine, and the French (Wallonia) and German speaking parts of Belgium, all in all more than 11 million people. Their links are manifold. For our workshop we cooperated with the Association Espace culturel Grande Région/Association Cultural Space Greater Region, and especially with the Association des Musées de la Grande Région/Museums’ Association of the Greater Region (AMGR).

AMGR was ICLM’s partner in organizing this workshop, and AMGR’s President, Rainer Raber, our co-coordinator. This innovative international structure was and is a friendly partner for the International Museum Day 2011.

Highlight documents and install links to the UNESCO Memory of the World Programme.

Communicate IMD to the public, to your neighbours and inside your museum.

## **The Riwaya Museum Project in Bethlehem**

Erling Dahl

In the year 2000 Bethlehem and Palestine was given a new institution by the Swedish government: A brand new building fronting the Church of Nativity at Manger Square in Bethlehem. The new building is housing a Peace Centre and replaced the old police and prison building that for years had spread fright and bad feelings among the inhabitants.

When tearing down the old building and preparing for the new one, the

excavations brought up a lot of archaeological material and historical remains. It was decided to take care of the items, to preserve the ground and keep the lower floor as it was and decide later what to do with it.



Church of Nativity at Manger Square. Peace Centre to the left.

The Ministry of Tourism and Antiquities was responsible for the items and the site, and through UNESCO they applied to Norway to be the donor for establishing an archaeological museum/information centre based on the material found on the site.

The Norwegian Government took upon the task to support and follow the project. It should be a co-operation between the Ministry, The City of Bethlehem, UNESCO, dept. Ramallah, and The Norwegian repr. Office to Palestine. UNESCO, Ramallah, should be co-ordinator and responsible for

contracts, payment etc. It was agreed on that UNESCO should appoint an international consultant being responsible for the development of the rebuilding and interior of the site (an architect), and Norway should appoint a curator responsible for developing the museum concept. The architect Tiziano Aglieri Rinella (Italy) and museum director Erling Dahl jr. (Norway) was appointed. Due to war and difficult political conditions, the work could not start until 2006.

It was meant to be an archaeological museum, and the architect had started to plan for an exhibition presenting the sites and artefacts excavated. When Erling Dahl jr. arrived in Oktober 2006, he learned to know that all the artefacts had disappeared – stolen and sold. There were only the sites – a church/monastery ruin with mosaics (ca 600 A.C) and two cisterns (ca 900 A.C) left.

The project could have been closed there, but Erling Dahl jr. asked the stakeholders for the permission to develop an alternative concept. It was approved, and after some days of discussions and research in Bethlehem and Palestine, he presented a



On 15 June 2009 the funding stone was placed in the museum. (From left): Kōichirō Matsuura, UNESCO Director General (1999–2009); Victor Batarse, Mayor of Bethlehem; Giovanni Fontana, UNESCO officer in Ramallah.



new concept. The museum should of course present the archaeological sites, but the rest of the space should be used to present "the spiritual and intangible history of Bethlehem and Palestine."

From being a museum of artefacts it should be a museum of stories - a narrative museum. The idea is not new. It is according to the new philosophy of museums: To be a place of common activities and an operator in society has turned museums to be an active institution. The traditional historic, archaeological, ethnological etc museum is a memory of the past. The new museums are based on the facts and knowledge of the past, but present the knowledge in a contemporary context and challenge the audience to choose the direction into the future through the interactive presentation and through activities. (Ref. Kennet Hudson: "Museums of Influence" 1999).

The concept was organized around central themes. They are:

- **The history of Bethlehem.** Movies, photos, maps, texts and collected stories presented with multimedia equipment. Some of it will be interactive. "Stations" with databases.
- **Mother and child.** Mother child-stories of Palestinian women throughout history (from Maria up till today), and videos showing

Palestinian "mother and child" of today in Palestine and abroad (Diaspora).

- **Pilgrimage. Migration.** Virtual/interactive maps. Interactive "wall" where visitors can see and hear pilgrims from all over the world. (see bottom left)
- **Water as the source of life. The Landscape.** The area of the cisterns - desert like. Projections of Palestinian landscape. Stories about the relations between man and landscape.(see bottom right)
- **The Puddle.** Play-zone with the interactive water puddle.
- **Hikaye.** Presentation and activity area based on the oral story tradition called Hikaye - wedding stories. Interactive presentation of collected stories. Studio for recording new stories.
- **Gestures of Work and Tradition.** Different kind of handcraft not just traditional handcraft, but also what happens today (ex. Electronic equipment building). Movies show the process in pictures and sound.



- **Archaeology and mosaics.** Presenting the actual site. Projections of important archaeological sites in Bethlehem and Palestine. See the ongoing work of restoration and conservation. In addition there will be a department for education and activities -

all closely linked to the main idea of collecting and presenting the intangible heritage of Bethlehem and Palestine.

The plan is approved, and the German/Italian company Studio Azzurro (specialists in exhibition development and production and in developing virtual and interactive equipment) was appointed by UNESCO to develop the design of the exhibition and lead the production together with Palestinian colleagues. It has been a long - and not always easy - process up till today, and there are still many things to sort out - practically and politically.

The goal from the Norwegian point of view is to contribute to build an institution that can give the people of Bethlehem and Palestine new strength in (re)building self confidence and identity. The only way of doing that is through accept and respect for their history, culture and the way they are, and through strong involvement with both professionals and common people. The day the museum will be opened, the Bethlemites and Palestinians should say: "This is our museum. It is made by us."

### Epilogue

Going through the museum and exhibition it should be more obvious than at any other place that the history - yes, all history - is there just in front of us. We have to study this history to understand where we are coming from, and based on these studies we can put up our own milestones and lighthouses of ideas, preferences and skills. That will make it easier to choose our own direction when turning to the future - which we can't see





because it is behind us. Those who haven't taken time to study the past, will easily be like a cork drifting on the wild water of the future – an easy bite for the political, religious, criminal or other sharks hunting along the shores of future.

Therefore it will be natural to involve young people - not only as visitors or

participants of the activities, but also as "voices" of the presentations because they are the link between the past and the future. It will also give an indication on what we want with the museum. The intangible heritage shall be made tangible through activity and participation, so it can be kept as intangible heritage in the future. The museum is an institution where the past is made contemporary for the purpose to be able to handle the future.

Erling Dahl jr. is International Consultant of the Riwaya Museum, Bethlehem, and Member of the ICLM

Memory of the World Working Group. He was President of ICLM from 2002–2007.



## 'Displaying Word & Image', Belfast 4–6 June 2010

A conference report by Christa-Maria Lerm Hayes

The fifth IAWIS (International Association of Word and Image Studies) focus conference, entitled 'Displaying Word & Image', was hosted by the University of Ulster in Belfast from 4th–6th June 2010. Over sixty speakers from all continents travelled to Belfast for the event, the aim of which was to bring together word and image, as well as literary scholarship, art history and theory, art practice, curatorial practice, museology, and visual culture, in order to address the interrelationship between word, image and display.

It was intended to bring the interdisciplinary competencies together that are central to the practice of all ICLM members. Ensuing publications (planned with the Word and Image Journal, as well as the Lieven Gevaert Research Centre, University of Leuven) will hopefully prove to be useful for the ICLM community.

The conference was launched by the convenors, ICLM member Christa-Maria Lerm Hayes who had given an outlook on this event for ICLM members during the ICLM Annual Conference 2009 in Budapest, and Karen E. Brown, at Belfast's City Hall, followed swiftly by the first academic sessions held in the university. Over the three days the session topics counted:



Davide Cascio  
Polyhedra (a room in which to read Joyce's *Ulysses*); 2004  
Cardboard, wood, neon, plastic flowers; 300 x 300 x 300 cm  
Collection Museo Cantonale d'Arte Lugano  
Courtesy: the artist, Associazione Borgovico33, Como, Museo Cantonale d'Arte, Lugano  
Photo: Piotr Bugno

- Imag(in)ing Oscar Wilde
- Beyond "Exhibition as Text": performing narratives of identity and memory
- Framing and reframing through the Visual: Assessing Curatorial Narratives in the 19th and 20th Centuries
- Liberateure: Displaying the meaning of the book
- Con-texts: Displaying Photographs
- Musing in the Museum
- Open Session / Performance
- The Museum and the City: Placemaking, Branding, Identity
- How Does the Art Exhibition Function as a Mediator of Literature?
- Revisiting the Canon: famous artworks in the hands and eyes of writers and artists in the nineteenth century

Contributors came from mostly academic and museum backgrounds and included some artists. This enabled new dialogues concerning historical, theoretical and practical issues surrounding word & image and display. An exhibition of works from the Literature library in Warsaw enhanced the experience, and collaboration with the local Golden Thread Gallery ensured that dialogue shifted between the university and gallery space.

A Plenary Lecture, 'Other Stories', was given by Professor Willie Doherty,

University of Ulster, on his artwork that has continuously re-negotiated word and image in a Northern Irish context for thirty years. Together with tours of the Cathedral Quarter, Naughton Gallery, Ulster Museum, and the murals in Belfast, this lecture familiarized delegates with Northern Irish visual culture.

On Saturday evening the keynote speech was presented by Professor W.J.T. Mitchell, University of Chicago, on the topic of 'Idolatry: Nietzsche, Blake, Poussin'. He admirably blended traditional art-historical and icono-

logical investigation with topical thoughts on the current situation in Gaza and the Northern Irish context. His observations on the second commandment were poignant and relevant to everybody concerned with word and image, as well as their display. It clearly transpired that our field is far from a safe, "anoraky" pursuit, but points the finger where interpretation is required, in order to understand and heal.

## ICLM Publications

The publications or copied material of the earlier ICLM meetings are listed at the end of Wolfgang Barthel's "Thirty Years of ICLM. A Summarizing Report", in: "Literature and Composer Museums and the Heritage: Collections/Events, Media. Proceedings of the ICLM Annual Conference 2007". Ed. by the Board of ICLM. Frankfurt (Oder): Kleist-Museum 2008, pp. 77-89.

### **Text Picture Object Relations. Proceedings of the ICLM Annual Conference 2005.**

Edited by the Board of ICLM. Frankfurt (Oder): Kleist-Museum 2006. (= ICLM Publications, 1). 48 p. ISBN 3-938008-11-3 Price: 10 €; for ICLM members 5 €.

### **Museums and Young Visitors and Other Subjects. Proceedings of the ICLM Annual Conference 2006.**

Edited by the Board of ICLM. Frankfurt (Oder): Kleist-Museum 2007. (= ICLM Publications, 2). 152 p. ISBN 978-3-938008-17-1 Price: 15 €; for ICLM members: 7,50 €.

### **Literature and Composer Museums and the Heritage: Collections/Events, Media. Proceedings of the ICLM Annual Conference 2007.**

Ed. by the Board of ICLM. Frankfurt (Oder): Kleist-Museum 2008. (= ICLM Publications, 3). 89 p. ISBN 978-3-938808-25-6 Price: 10 €; for ICLM members: 5 €.

These titles can be ordered: ICLM.Jordan@gmx.de

### **Literary and Composer Museums and Research. Proceedings of the ICLM Annual Conference 2008.**

Edited by the Board of ICLM. Paris: ICOM; and Firenze: Edizioni Polistampa 2009. 158 pages. ISBN: 978-88-596-0643-7. 15,00 €, ICLM members: 10,00 € Can be ordered at ICOM (Paris) nadine.amorim@icom.museum plus postage

### **In preparation: Writers' and Composers' Travels Proceedings of the ICLM Annual Conference 2009.**

Edited by the Board of ICLM. Paris: ICOM; and Budapest, Petöfi Irodalmi Múzeum 2010 (= ICLM Publications, 5) ISBN 978-963-9401-72-3 Ca. 72 pages. 10,00 €. ICLM members: 5,00 € Can be ordered at ICOM (Paris) nadine.amorim@icom.museum or at the Petöfi Literary Museum Budapest muzeuminfo@pim.hu plus postage

### **Esporre la letteratura. Percorsi, pratiche, prospettive.**

Edited by Axel Kahrs and Maria Gregorio [ICLM]. Preface by the President of ICLM. 330 pages. Bologna: CLUEB 2009. ISBN 978-88-491-3051-5. Language: Italian. 29,00 € In cooperation (with ICOM Italy)

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## ICLM Annual Conference



## 2010 in Shanghai



## November 8 – 10



## Museums for Social Harmony: “Translations in Literary and Composer Museums”

### Monday, 8th November

- 15:00** ICLM Board Meeting
- 16:00** Opening of the ICLM Annual Conference with addresses
- 16:30** The Literary Museums in China.  
Fu Guangming
- 17:15** Teatime
- 17:45** The International Museum Day 2011: Museums and Memory Ideas from ICLM. A Brainstorming
- 18:00** Information and reflections concerning the work for the UNESCO Memory of the World Programme
- 19:00** Reception at the LuXun Museum.  
And we can all look forward to a show of Shanghai Opera (pingtan).

### Tuesday, 9th November

#### The excursion day

- 10:00** Visit to the LuXun Museum.  
LuXun was the most important writer in the history of modern Chinese literature.
- 13:00** Lunch nearby the LuXun Museum
- 14:15** Visit to the exhibition “Bajin vs Shanghai” at Bajin’s former residence.  
The exhibition ‘gives a better understanding between Bajin’s career, writing and the history of Shanghai.
- 16:00** Guided tour around the old Shanghai zone which keeps the old memory of the city with its architecture and lifestyle including some traces of the western coffee culture
- 19:00** Dinner by the Chinese hosts

### Wednesday, 10th November

#### The ICLM Seminar 2010: Translations in Literary and Composer Museums

- 9:00** International Seminars of  
Leo Tolstoy’s Translations at  
Yasnaya Polyana.  
Galina Alekseva
- 9:30** Translations in Literary Museums  
– Some Challenges –  
Lothar Jordan
- 10:00** Aspazia and Europe  
Arija Vanaga
- 10:30** Coffee break
- 11:00** Bing Xin’s translation works &  
Bing Xin museums translation.  
Wang Bing Gen
- 11:45** Translations as a Touchstone of Literary  
Museums  
Huang Qiaosheng
- 12:30** ICLM General Meeting with elections  
\*\*\*\*\*
- 13:30** Lunch
- 14:30** Joint Board Meeting  
of ICLM and CCLM