

Report -2 of the working group on

SPORT IN MUSEUMS

6th October 2017, Baku Azerbaijan

The second workshop on Museums and collections of Sports held in Baku, Azerbaijan on October 6th with the participation of;

- **Ioannis Papaioannou,**
Senior Researcher in Sports & Olympic History and Curator in Qatar Olympic and Sports Museum,
- **Isabelle Vierget-Rias,**
Cultural Attaché in French Embassy in Qatar,
- **Raifa Al Abdullah,**
Historical Pieces Restoration Researcher in Qatar Olympic and Sports Museum,
- **Canan Cürgen,**
Director of Beşiktaş JK Museum in Istanbul, Turkey,
- **Zeynep Toy,**
Researcher in the curatorial team of Beşiktaş JK Museum,
- **Burçak Madran,**
ICMAH Secretary

The meeting has been started by the presentation of the aims of creating a “sports museum” working group by Burçak Madran. A short summary was given about the first workshop.

Raifa Al Abdullah and **Ioannis Papaioannou** made a presentation of 1-2-3 Qatar Olympic and Sports Museum concept and gave a detailed vision on the on-going project. The summary of his presentation is;

“The 3-2-1 Qatar Olympic and Sports Museum is a project with the aim to facilitate the Sporting Legacy of an entire nation. It will offer a vast and amazing experience, crammed with interactive and unforgettable exhibits, inspiring objects and unique activity areas.

The museum is designed to educate and entertain, delivering state-of-the-art sport from around the world.

From oral histories on the roots of Qatari sport to the thrill of Formula One, the museum collects, displays and celebrates it all whilst demonstrating to the world that sport and Qatar are intrinsically linked. As a local hub and a global magnet, it will be as fascinating for a local family to visit again and again as it will be for an international tourist or visiting dignitary.

Showcasing the Sports Legacy is also about communicating the spectacular world of Sports to society. Presenting the events, the energy of the fans, the volunteers, the emotions in a complete and diverse way. The 3-2-1- Qatar Olympic & Sports Museum is a platform of communication and interaction between the world of Sports and society through major partnerships with national and international organizations. It has the capacity to host, broadcast and deliver a variety of subjects whilst located at the Sports Heart of Doha, where all major sports activities are taking shape.”

The presentation was supported by visual materials that gave a general perception on the physical project.

Canan Cürgen realized the second presentation. The content of her speech on Beşiktaş JK Museum is;

“Sports museums, where sports activities are culturally represented and the cultural memories shaped by national and international achievements are transferred to future generations, can be seen as places where the development of sports activities are recorded and exhibited. Special collections are prominent when the histories of sports museums are considered. Later, this role has been developed by institutions, associations or sports clubs dedicated to a specific branch, possessing objects and archives about their own activities. This way, museums emerged, which systematically and meticulously collecting documentation regarding sports culture. The historical origins of sports museums root in the ‘sports exhibitions’, with tangible and intangible sports heritage in exposition, collected by sports clubs and associations, which are prestigious institutions in their societies.

Predicated on basic domains of gymnastics, such as athletics, wrestling and fencing, Beşiktaş JK Sports Club was founded in 1903. The history of the Club is earlier than the foundation of Turkish Republic; hence the collection of the museum, specifically on the culture and history of sports, can be read in parallel to the historical transition from Ottoman Empire to modern Turkish Republic. Our museum accommodates its unique collection principally through its football history and it aims to reflect Beşiktaş JK’s story as well as its values. Long-term mission of the museum is determined to sustain football heritage and culture for our visitors and for the future generations as well. As every type of museums, contemporary sports museums with an universal conception of sport include educational activities. Beşiktaş JK Museum takes on responsibility also for improving people’s life and contributing to education and learning by the power of sports. From the beginning of our journey, the goal was passing beyond a

football museum and becoming a sports history museum. Today, we are offering the visitors a unique experience by providing our exceptional collection within an interactive environment. Museum is fully accessible for disable people and all the facilities are children-friendly.”

The second workshop was more about the practical side and field of sports museums. The museological and museographical needs of the sports museums were discussed. The on-duty participants shared their experiences and their expectations from an international working group on sports museums.

The existent networks, especially those related to Olympic museums are exposed and some involved groups on history, sociology and technics of sports as well as university programmes which could be related to sports museums’ content and practice were mentioned.

It is also discussed how to enlarge the communication group, how to create a network and which benefits may a museological working group may propose to the sports museum in the world.

The propositions and the expectations are followings:

1. To create an all sports communication platform on World Wide Web.

(Ioannis Papaioannou’s proposal)

This digital platform will contain the database of all museums of sports and all museums which have sports collections. For the beginning this will contain the names, geographical settings, the typology (club, Olympic, a sport branch etc.) of the museum and the contact person information.

There will be two sort of access;

- Free access to the general information of the museum and to its link, to the events and organisations information, to the articles and news.
- Membership access to the database and to the personal communication tools, to the specific information such as service providers lists for sports museums, designers, curators, conservation providers, material providers, collectors etc.

The platform will be developed not only for the communication but also for reaching practical provisions for sports museums.

The practical application of such a platform was also discussed. This digital organisation may take place under ICOM/ICMAH but should be a separate web page. The future workshops and online communication of the working group may define the content. Once the site map will be decided, it is possible to mount a project and to search for sponsorship to create the programming of the web site.

2. To prepare the specialized guides on museology and museography.

(Burçak Madran's proposal)

A practical issue in the management of sports museums is identified as the duality between sports men and the museologists who are working in the museums. Each group needs orientations for different aspects of the sports museums such as content, curatorship, collection identification and management, events and activity organisations, preparing exhibitions etc.

Within a working group formed of different professional profiles it is possible to write and illustrate small guide books free access on internet which will be very useful for sports museums' staff.

3. Training the staff (Ioannis Papaioannou's and Burçak Madran's proposal)

Another need in sports museums is to give an academic recognition to the staff. Two ideas were launched:

- Collaborating with universities to create programmes and certificates on different issues related to the sports museums works.
- Organising seminars on behalf of ICOM's training possibilities which are specialized on sports museums.

The practical difficulties of such organisations were also discussed and it is accepted that in short term, this is not a preliminary occupation. But it is also decided to put this approach on the report.

4. To obtain a complete list of sports museums and museums with considerable sports collections worldwide. (Confirmation of the first workshop)

During the workshop a preliminary list of museums provided digitally by Marie Grasse and Burçak Madran's search on ICOM database for personal and institutional members from sports museums were examined. The list sent by Marie Grasse is about 58 museums and ICOM members are only 2.

It is decided to complete the list with more information. ICMAH secretary take in charge of creating a common list for all sports museum workshop participants to add new entries.

5. To have an official body for unifying works on sports museums (Confirmation of the first workshop)

The possibilities of having a concrete project and an official body to develop the sports museum working group were discussed.

A first proposition is to create in mid-term a subcommittee of sports museum under ICMAH. The legal procedures, the practical issues are to be searched and discussed.

At the end of the workshop it is decided to enlarge the working group, to reach interested people and institutions as soon as possible. It is also maintained that at least 2 more workshops to discuss about the theoretical and the practical aspects of this initiative should be organized during 2018.

The propositions of participants as well as the location of these workshops are to be proposed.

To do list

The participants of two workshops reached 14 persons. ICMAH secretary will;

- Open a "drop box" to share internally related documents and lists,
- Create a common form after the list which came from Marie Grasse,
- Collect the propositions of names and institutions who may potentially participate to the working group and contact them to invite,
- Write a SAREC project to obtain limited funds for the organisation of workshops and/or primary documentation preparations (one or two museological guides for instance)
- Maintain the synergy of participants.

