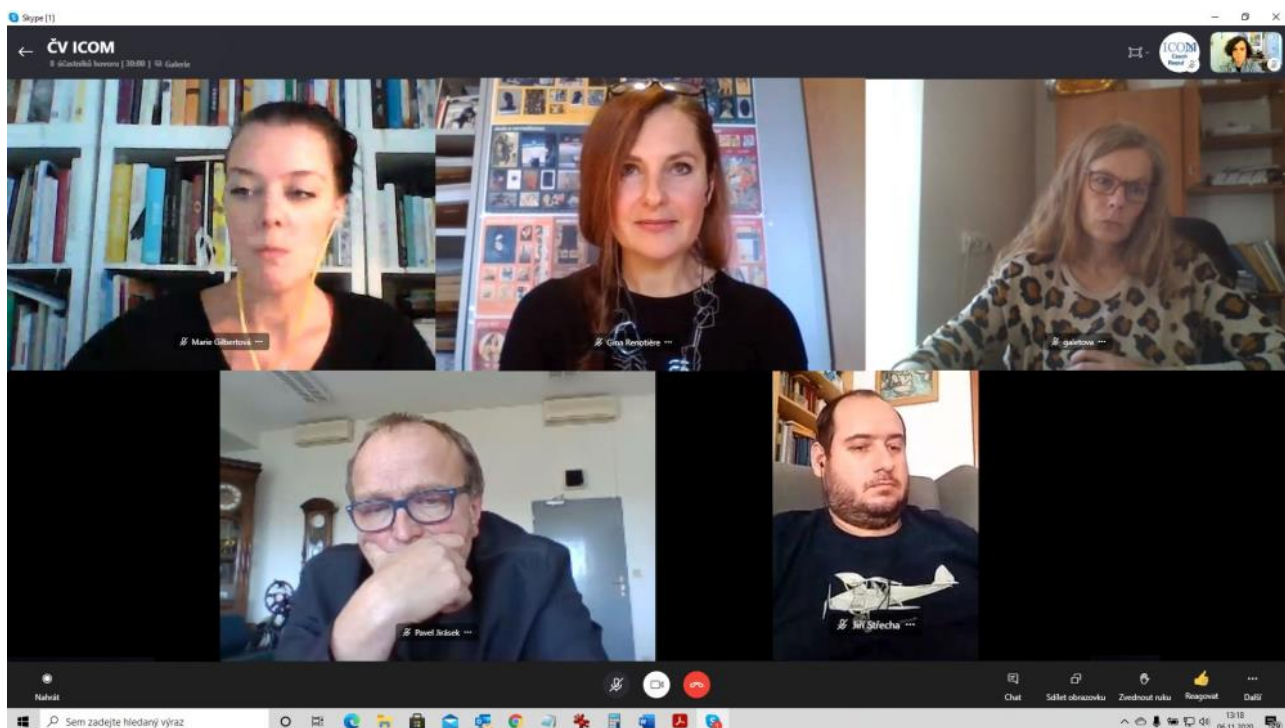


ICOM international council of museums Česká republika

ICOM international council of museums Czech Republic

ICOM CZECH REPUBLIC ANNUAL REPORT 2020



THE REPORT ON CZECH ICOM ACTIVITIES IN 2020

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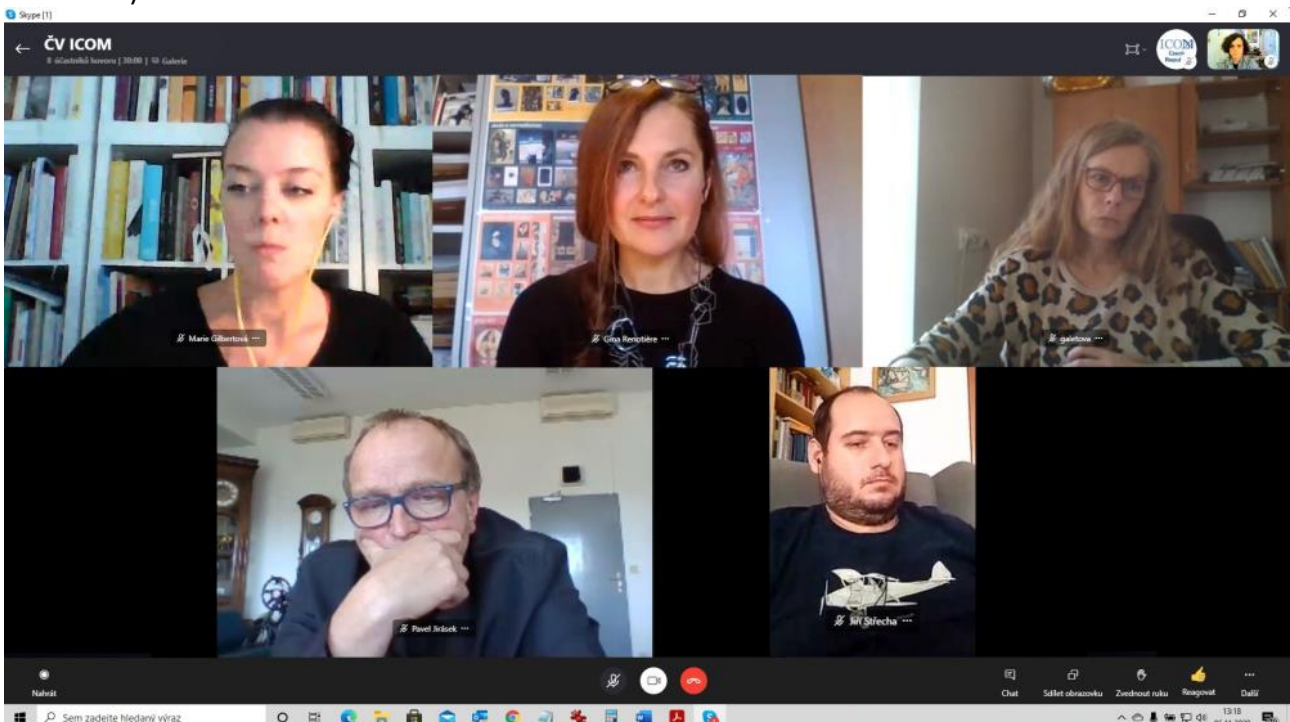
1. MEMBERSHIP AND ORGANISATIONAL AFFAIRS

The members of the ICOM Czech Republic Board at the beginning of 2020: Martina Lehmannová (Chairperson), Dagmar Grossmanová (Secretary), Lubomír Anděl (Treasurer), Pavel Jirásek, Zdeněk Freisleben (Board members)



On 1st July 2020, Martina Lehmannová resigned from the post of the Chairperson as she had begun to work for ICOM Czech Republic as the Managing Director of the newly established Secretariat. The Chairperson became Pavel Jirásek.

The ICOM Czech Republic extraordinary Plenary Session took place on 16th September 2020 to elect members to the new Board now consisting of: Gina Renotière (Chairperson), Martina Galetová (Secretary), Pavel Jirásek (Treasurer), Marie Rosenfeld Cohen, Jiří Střecha (Board Members).



1. 1. ICOM Czech Republic Plenary Session

1.1.1. The Regular Plenary Session – theme: Museums in the 21st century (a museum definition)

The representatives of institutional members and individual members met on **26th February 2020 at the ICOM Czech Republic Session** in the historical building of the National Museum in Prague. The Meeting was attended by honoured guests Jasna Gaburová, the Chairperson of the Slovak Committee of ICOM; Elke Kellner, the Managing Director of ICOM Austria; Vlastislav Ouroda, the Deputy for the management of the Cultural Heritage Division and the Contributory Organisations of the Ministry of Culture; Magda Němcová, the Head of the Separate Division of the Protection of Cultural Heritage of the Ministry of Culture; Irena Chovančíková, the Chairperson of the Czech Association of Museum and Galleries; Jana Součková, the Chairperson of the Czech Committee of the Blue Shield; Jiří Hruza, the Chairperson of the Galleries Council of the Czech Republic. The speakers especially devoted their opening speeches to the 26th ICOM General Conference Prague 2022 preparation, and Deputy Vlastislav Ouroda expressed support from the Ministry of Culture for this special event.



The special theme that was addressed at the Session was the issue of **Museums in the 21st century and a museum definition**. The museum definition had been a big theme at the 25th ICOM General Conference Kyoto 2019. The proposed definition had not been adopted there. A completely new proposal will be discussed within the 26th ICOM General Conference Prague 2022. In order to provide Czech museum professionals who had not been able to go to the General Conference in Kyoto, ICOM Czech Republic had invited Jette Sandahl who had presented the proposal for a new museum definition and the outcomes of the Working Group for the definition in Kyoto. Jette Sandahl had written the speech “Museum Position in the 21st Century” for the Plenary Session that was delivered in English and interpreted into Czech.

Jette Sandahl: Position of museums in the 21st century.

Jette Sandahl once worked as the Director of the Programme Department for Exhibitions and Accompanying Events of the National Museum of Denmark; the Director of the Department for Public Relations in the Te Papa Tongarewa Museum in New Zealand. She was the founding Director of the National Museum of the World Culture in Sweden, and the Women’s Museum in Denmark. Finally, she worked as the Director of the Museum of Copenhagen. She has held many positions in the museum line with an international coverage. Currently, she is chairing the ICOM Working Group, whose task is to prepare such a museum definition that complies with the museum needs and the position in the 21st century.



The position of museums in the 21st century

At the present time, museums are undergoing many changes to which they must react. They must reappraise their attitudes and approaches to tackle complicated challenges of the 21st century. Over the last few decades, the effort to revise the museum definition has been re-exerted to reflect needs and new obligations in a better way, to back opportunities and add to responsibilities. To change the museum definition requires comprehension of historical and epistemological roots and values, and investigation into the current social changes and global problems.

Information on the ICOM General Conference Prague 2022 preparation

The participants of the Plenary Session were acquainted with all activities regarding the arrangements for the ICOM General Conference Prague 2022, including the venues, suggested speakers, as well as the list of activities that are to be performed in 2020 and 2021. The participants will be also provided information on the Secretariat establishment. As to the General Conference preparation, it was necessary to amend the ICOM Czech Republic *Statutes*.

1.1.2. Extraordinary Plenary Session – election to the Board

The ICOM Czech Republic extraordinary Plenary Session took place on 16th September 2020, where the new members of the Board were elected: Gina Renotière (Chairperson), Martina Galetová (Secretary), Pavel Jirásek (Treasurer); Marie Gilbertová and Jiří Střecha (Board Members). Also the presentation on the 26th ICOM General Conference Prague 2022 preparation was on agenda along with the *Manual of the Uniform Visual Style of the Conference*, single stages of preparations and the cornerstone of programme. The extraordinary Plenary Session was streamed.



1.2. Membership

The number of the ICOM Czech Republic members changed between 1st January and 31st December 2020, it increased from 444 to 464:

- 87 institutional members (same as in 2019),
- from 357 to 377 individual members.

1.3. Publishing and storing information on the ICOM Czech Republic activities

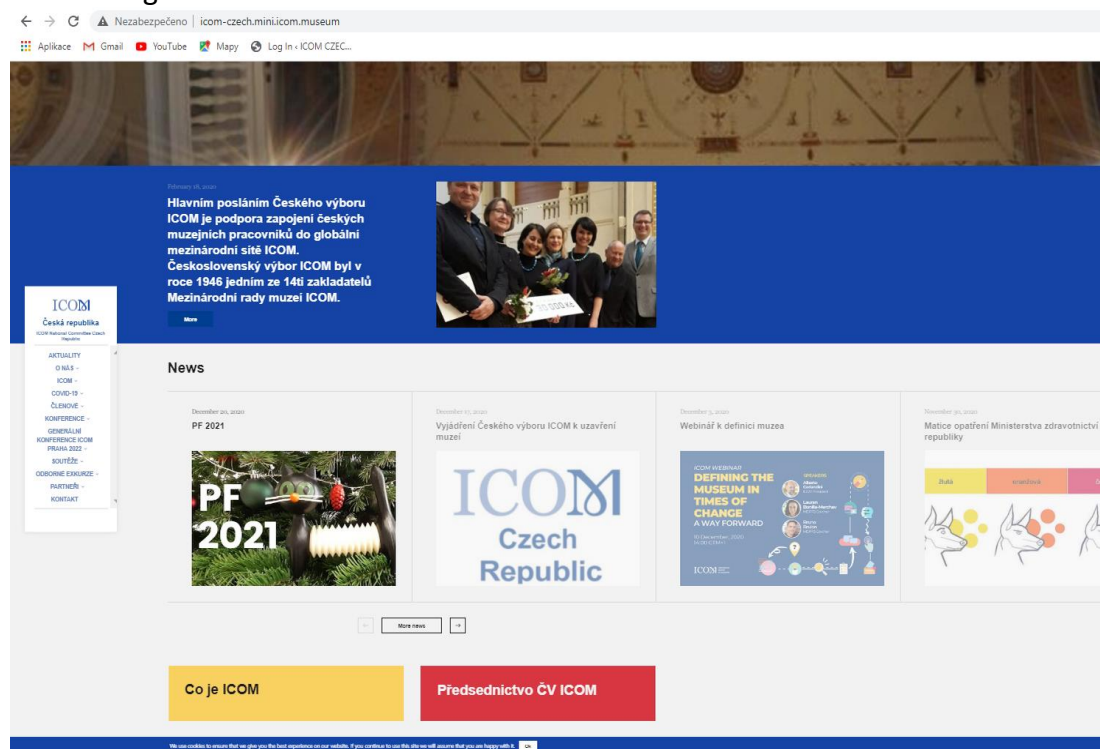
Information on the ICOM Czech Republic activities had been published on <http://network.icom.museum/icom-czech> until March 2020.

During 2020, we launched the website <http://icom-czech.mini.icom.museum/>. All pieces of information used from 2012 were transferred to the new web.

Extra attention had been devoted to single member institutions, whose presentation was added to by 50 monographic passwords and images. The text translated into English is available in the web English version.

Also a new column providing information on the ICOM General Conference Prague 2022 has been set up for the new website.

ICOM Czech Republic has promptly reacted to the COVID-19 pandemic break-out with a new column containing recommendations on how to act in the new situation.



The Secretariat members has also administered the websites and prepared material for designing the General Conference websites, which will be launched in the first quarter of the year 2021.

The establishment of the ICOM Czech Republic Secretariat was also the opportunity to develop the social media that ICOM Czech Republic had lacked. ICOM Czech Republic set up its own Facebook page, Instagram and Twitter late in July 2020, and before the end of 2020 these media reached this number of followers: FB: 298; Intagram: 158; Twitter: 38.

The ICOM Czech Republic Archive is housed in the Moravian Museum, the Department of the History of Literature, Hudcova 321/76, Brno to be continuously added to.

2. COOPERATION WITH ICOM BODIES

2.1. ICOM Czech Republic cooperates with the ICOM Secretariat in Paris on a regular and friendly basis, except for adopting new members – because time lags are permanently occurring while issuing new membership cards, moreover, this nearly stopped in 2020 due to the COVID-19 pandemic.

In 2020, the so-called mini-websites used by the ICOM National and International Committees along with ICOM Czech Republic (see 1.3) were modified.

2.2. ICOM – Advisory Council

The ICOM Advisory Council Session (Chairs of the ICOM National and International Committees, Affiliated Organisations and Working Groups) takes place annually in Paris at the beginning of July, in the UNESCO building, or within the ICOM General Conference. In 2020, the Session of the Advisory Council could not be held in its tradition form due to the COVID-19 pandemic. Therefore, the ICOM General Secretariat arranged a virtual meeting held on 22nd, 23rd and 25th July 2020. There were three presentations on the ICOM General Conference Prague 2022 within that virtual meeting, namely the plenum of Chairs of International Committees and the plenum of Chairs of National Committees, followed by a discussion on how to pay membership fees, a museum definition and moving the General Secretariat.

2.3. ICOM Cooperation with ICOM International Committees

The COVID-19 pandemic is the cause of why the ICOM International Committees cancelled their conferences or transferred them into the virtual environment. Since ICOM had not consumed all financial resources that are annually used to support the International Committees, it issued an extraordinary appeal, the so-called **Solidarity Project** to support activities of the International Committees in the “new reality.” A few of them grasped this opportunity and prepared new grant applications.

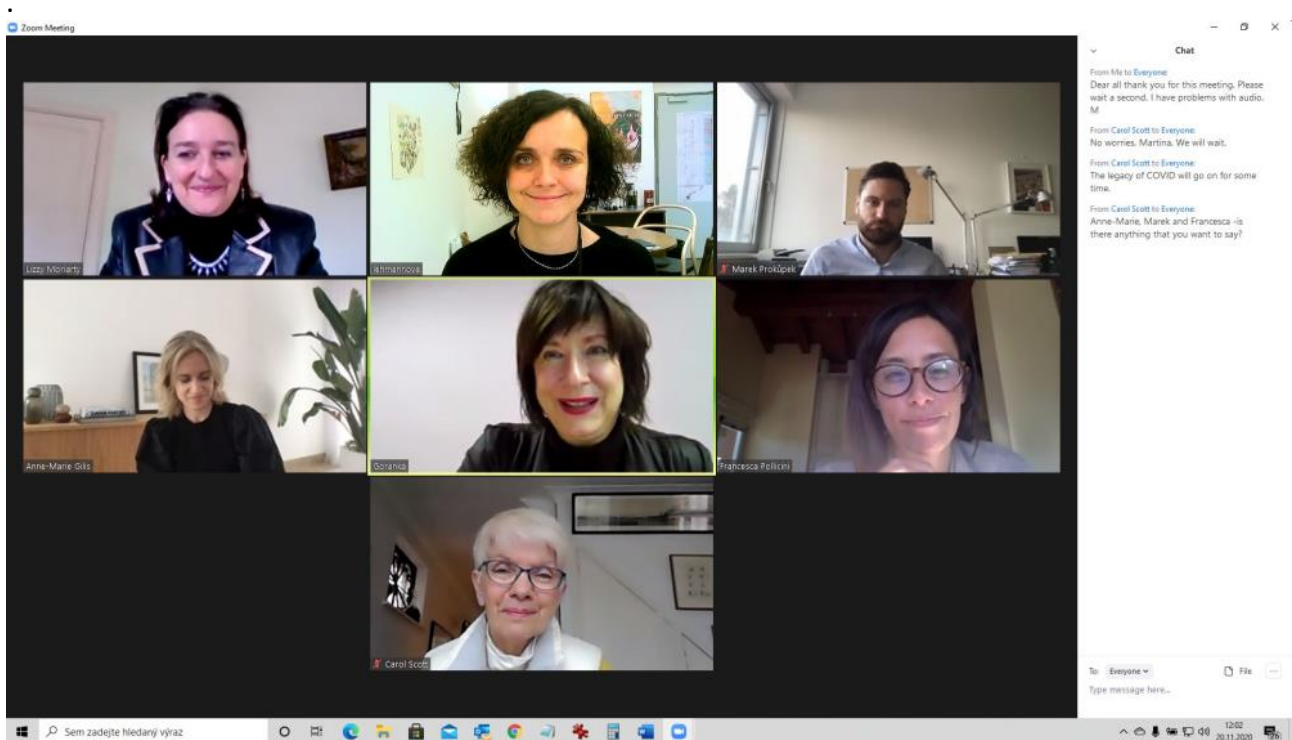
ICOM Czech Republic participated in planning two projects.

The International Committee for the museum management **INTERCOM** has designed the project **Global Museum Leadership Study and Knowledge Platform**. The joint project was carried out by the International Committee for Museology, ICOFORM; the ICOM National Committees: Czech Republic, India, Zambia, and the Regional Alliance ICOM SEE as well as the National Committees of countries from South-Eastern Europe. The project aimed to support additional education of the museum managers so they would be able to face unexpected challenges relating to the COVID-19 pandemic in addition to, e.g. geopolitical instability, demographic or climate changes. It is necessary for museums to be operated by such personalities who will not take coming changes as an obstacle but a challenge. The project is designed for two years that means for 2021-2022. A survey of the situation in different countries in the world will be conducted via questionnaire in March 2021 to be followed up by a workshop in August. The data will be analysed in October and November to be the base for another project in 2022 that will be designed in December. The outputs will be presented within the ICOM General Conference Prague 2022. The project application was a success.

Another project that we joined is aimed at education. It is the project **H.E.L.P. – Heritage Education New Web Formats and Free Licenses Opportunities for Dissemination, Co-creation and Open Data**. The project leader is ICOM Italy and is co-carried out by ICOM Czech Republic, ICOM Portugal and the members of the Working Group for Sustainable Development.

The project is supposed to support museums in their effort to create innovative, participative and inclusive methods of how to include visitors online, and to support work with open licences – particularly, as to education, it is possible to get inspired by OER Open Education Resources (<https://bit.ly/3n2Bi19>) at UNESCO’s recommendations concerning open data. The project aims to strengthen building up the museums capacities in accord with the ICOM’s recent activities, e.g. suggestions on “How to reach your public remotely,” the webinar on the digital transformation, the conference “When Museums Go Online,” and the like. The main aim of the project is to lead museums through the process of self-image and back their digital projects aimed at educating cultural heritage based on open licences. This one-year project is planned for 2021. The first thing that will be held is consultation with selected institutions from cooperating countries; the acquired information will be the base for a webinar for a wide plenum of participants.

This project was also a success.



Some ICOM International Committees voted members to their Boards; Marie Szadkowská, the Head of the Centre of Modern Architecture Heritage, The City of Prague Museum, was elected to the Board of the International Committee for Historic House Museums **DemHist**. Congratulations!

2.4. Cooperation with ICOM National Committees

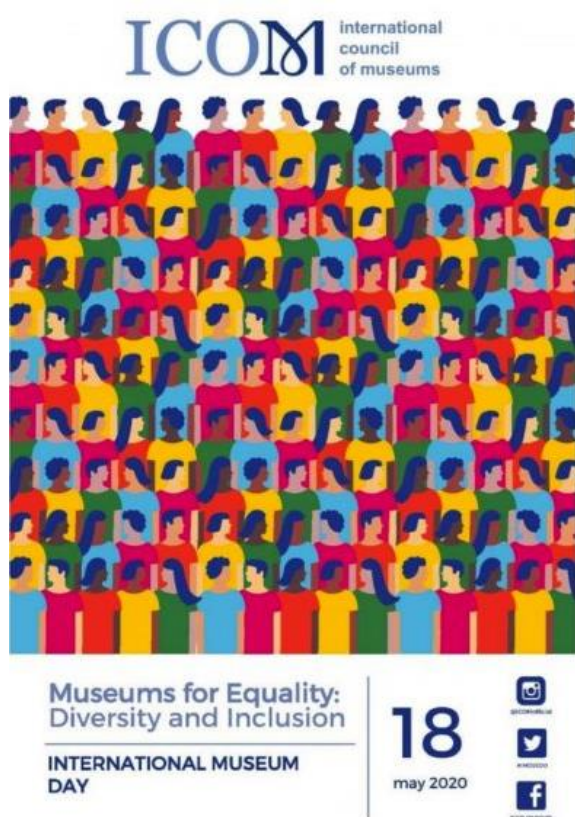
We cooperated with National Committees within a common communication, but mostly with neighbouring countries, Slovakia, Austria and Poland. The ICOM Czech Republic representatives presented the ICOM General Conference preparation at the ICOM Slovak Republic Plenary Session.

2.5. International Museum Day 18 May

Due to the COVID-19 pandemic, the International Museum Day did not take place in its traditional form. The given theme **Museums for Equality: Diversity and Inclusion** practically faded due to effects of the situation.

On 18th May, the Supreme Audit Office published a report on the inspection in state museums and ICOM Czech Republic reacted to that by a contradicting viewpoint.

The theme for 2021 is **The Future of Museums: Recover and Reimagine**.



2.6. System of membership fees remittance to the ICOM General Secretariat

The ICOM General Secretariat accepted ICOM Czech Republic's comments on inconsistency in paying membership fees. At the turn of 2020, all ICOM members were sent a detailed questionnaire on the system of paying membership fees. The deadline of reply was on 15th January 2021; the questionnaire will be analysed in 2021.

3. CONFERENCES ORGANISED OR SUPPORTED BY ICOM CZECH REPUBLIC

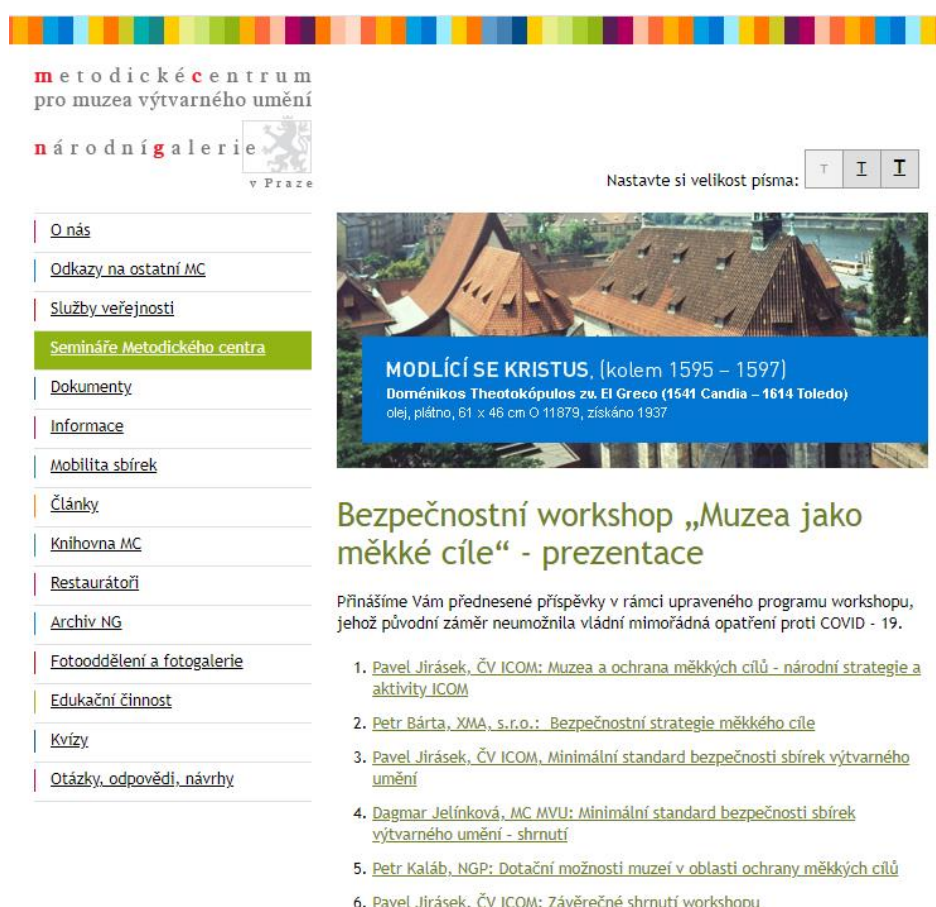
The COVID-19 pandemic completely paralysed the field of organising national, but first of all, international conferences. Therefore, the planned support for attendance of Czech museum professionals at international conferences dropped. Museum took on a challenge to organise virtual conferences, webinars and online workshops.

3.1. Online workshop “MUSEUMS AS SOFT TARGETS”

The Methodical Centre for Visual Arts Museums, the National Gallery in Prague and ICOM Czech Republic co-organised online workshop “MUSEUMS AS SOFT TARGETS” dŮr on 14th October 2020. The participants (40 followers) were informed about the national strategy and the ICOM activities as to issues of museums as soft targets, activities of the Centre in the field of minimum standard of collections safety with emphasis on visual arts collections, or possibilities of grant programmes to improve the situation of museums in this sphere.

The part *Management of Personal Safety* dealt with principles of the personal safety management, crisis communication, tension de-escalation and work with aggressive visitor, rules of first aid and possible tools to facilitate the medical help in museums. Next, the attention was devoted to issues of soft target protection, defining a relevant threat, precise specification of places and times, work with risk-based method, functions of crisis staff, formulating strategies of safety, searching for effective means and investments to increase safety, outlining evacuation procedures and possible reactions to threatening phone calls, finding a suspicious package or meeting an active shooter.

The presentations are available on: : <http://www.mc-galerie.cz/seminare-metodickeho-centra/bezpecnostni-workshop-muzea-jako-mekke-cile---prezentace/>



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Kvízy
Otázky, odpovědi, návrhy

MODLÍČ SE KRISTUS, (kolem 1595 – 1597)
Doménikos Theotokópulos zn. El Greco (1541 Candia – 1614 Toledo)
olej, plátno, 61 x 46 cm O 11879, získáno 1937

Bezpečnostní workshop „Muzea jako měkké cíle“ - prezentace

Přinášíme Vám přednesené příspěvky v rámci upraveného programu workshopu, jehož původní záměr neumožnila vládní mimořádná opatření proti COVID - 19.

1. [Pavel Jirásek, ČV ICOM: Muzea a ochrana měkkých cílů - národní strategie a aktivity ICOM](#)
2. [Petr Bárta, XMA, s.r.o.: Bezpečnostní strategie měkkého cíle](#)
3. [Pavel Jirásek, ČV ICOM, Minimální standard bezpečnosti sbírek výtvarného umění](#)
4. [Dagmar Jelínková, MC MVU: Minimální standard bezpečnosti sbírek výtvarného umění - shrnutí](#)
5. [Petr Kaláb, NGP: Dotační možnosti muzeí v oblasti ochrany měkkých cílů](#)
6. [Pavel Jirásek, ČV ICOM: Závěrečné shrnutí workshopu](#)

3.2. Webinar JOURNEYS OF OBJECTS OF COLLECTION IN THE (AGRICULTURE NATIONAL) MUSEUM

ICOM Czech Republic also participated in organising the international conference **Museum as a Tool of the Rural Life, Agriculture and Forestry Presentation**, which was supposed to cover the issues of the country, farming, forestry or food (processing) industry, and how they relate to most museums and their collections. The Conference organised by the National Museum of Agriculture together with the Slovak National Museum, the National Open-Air Museum, the National Stud at Kladruba nad Labem, ICOM Czech Republic, the Czech Association of Museums and Galleries, and the Czech Academy of Agricultural Sciences had been postponed at the last minute due to spreading the COVID-19 pandemic, therefore, the international seminar devoted to museum acquisitions and collections building up was held instead on 5th November 2020.

The professionals from the National Museum of Agriculture prepared the webinar **Journeys of Objects of Collection in the (Agriculture National) Museum** devoted to a journey of objects of collection from acquisition to the public presentation. The model illustrations showed building a new museum branch, interesting ways of acquisition or arranging a huge exhibition project.

Programme:

- Introduction - Mgr. Gina Renotière, Ph.D. (ICOM Czech Republic Chair)
- Ways of Museum Construction: New depository/exposition object of the National Museum of Agriculture in Ostrava – Mgr. Ivan Berger
- Public collection as a journey of objects of collection to museum – Mgr. Jitka Sobotková, Ph.D
- Sub-collection of rural houses models: Houses from Carpathian Ruthenia in a Czech museum? – PhDr. Pavel Novák, Csc.
- Plants doctors: Assets and pitfalls of an exhibition staging with expert partners – Mgr. Martin Kopeček
- Moderator – PhDr. Pavel Douša, Ph.D



3.3. International Conference ETHICS AND AESTHETICS OF RESTORATION IN EUROPEAN CONTEXT

The conference “Ethics and Aesthetics of Restoration in European Context” organised by the Higher Professional School of Restoration in Brno and the National Heritage Institute, and supported by ICOM Czech Republic held on 12th November 2020 was a great success. A different approach of intervention during the phase of an initial idea was illustrated through examples of conservation or restoration of items of collection from different countries. A piece of work was viewed from to what extent it should be preserved in its authentic form with evident traces of appropriate or insensitive use, and to what extent it should remain intact and fully functional.

The contributions that were presented within the Conference and are available online:

- Zoe Allen the Victoria and Albert Museum (UK), The Two Make a Pair
- Jürgen Huber from the Wallace Collection (UK), To Infinity and Beyond. The Past, Present and Future of Conservation at the Wallace Collection
- Florian Bayer from the Esterházy Privatstiftung (AT), On the restoration of three historic chairs from the early Esterházy period. Between pragmatism and conservation
- Bertrand Rondot from the Chateau Versailles (FR), The restoration of the Dauphin’s Armchair: how to display a ruined piece in a palatial setting

Sředi škola umění a designu a Vyšší odborná škola Brno

UCHAZEČI STUDENT OBORY UČITELÉ AKCE HISTORIE PARTNEŘI DOKUMENTY **PROJEKTY** GALERIE

NĚMECKO-ČESKÝ PROJEKT RESTAUROVÁNÍ CHÓROVÝCH LAVIC
MEZINÁRODNÍ KONFERENCE ETIKA A ESTETIKA RESTAUROVÁNÍ

MEZINÁRODNÍ KONFERENCE ETIKA A ESTETIKA RESTAUROVÁNÍ V EVROPSKÉM KONTEXTU/INTERNATIONAL CONFERENCE ETHICS AND AESTHETICS OF RESTORATION IN THE EUROPEAN CONTEXT

Termín/Date: 12. 11. 2020
Místo konání/Venue: VOŠ restaurátorská, Francouzská 101, Brno
Zahraníční hosté/International Speakers:
Zoe Allen, Victoria and Albert Museum
Jürgen Huber, Wallace Collection
Florian Bayer, Esterházy Privatstiftung
Bertrand Rondot, Chateau Versailles

Zoe Allen - The Two Make a Pair

Přehrát po... Sdílet

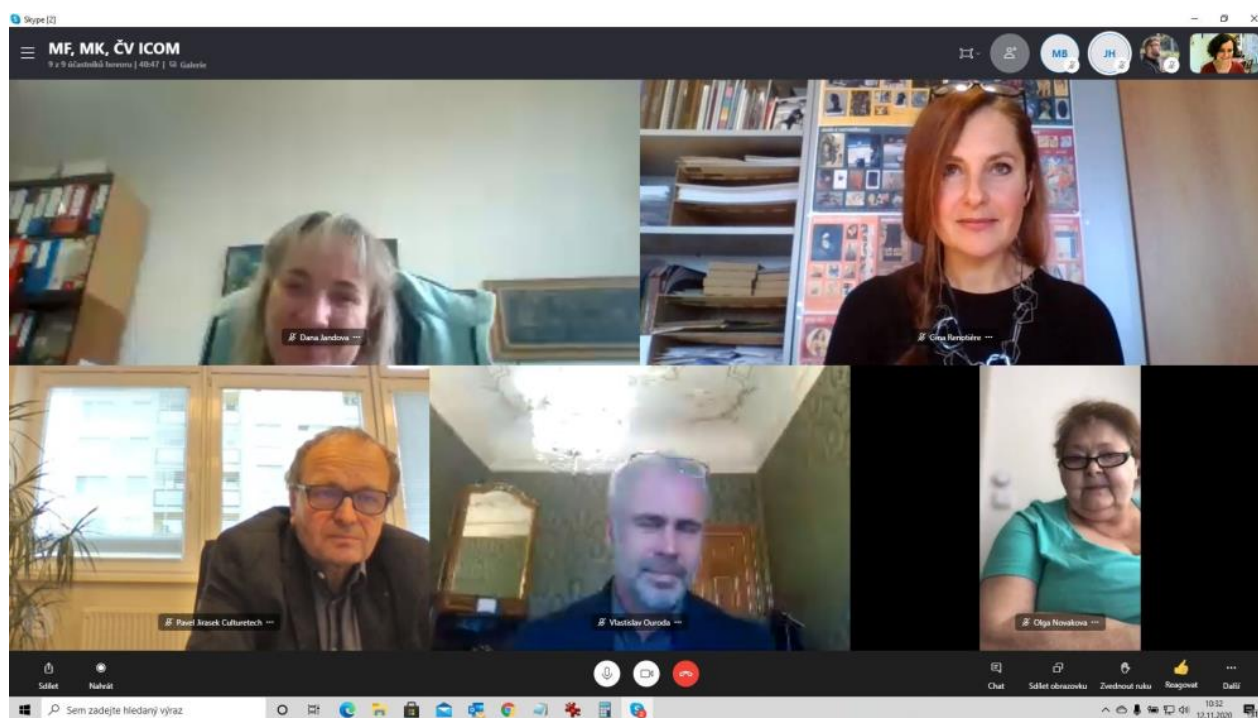
Přeji vám dobrý den, jmenuji se Zoey Allen a pracuji v oddělení konzervování nábytku

DALŠÍ VIDEO 0:06 / 23:16 YouTube

4. ICOM GENERAL CONFERENCE PRAGUE 2022 PREPARATION

The ICOM summit session is the **General Conference**. It is a triennial conference that ICOM organises in important cities of the member countries (Kyoto, 2019; Milan, 2016; Rio de Janeiro, 2013 ...). It is always the great honour for a host country, nevertheless, it also an important PR tool of promoting museum work in the country among world professional community. The General Conference is regularly attended by 3,500 museum professionals from worldwide. The General Conference in Kyoto, Japan, 2019, was attended by 4,500 delegates, so based on this interest, we had expected from 6,000 to 7,000 attendees in Prague, however, due to the impacts of the COVID-19 pandemic we reduced the number to 4,500 delegates.

The host city will become the “city of the world museums” for seven days. Therefore, long-year investment in museums and galleries in the Czech Republic will be yielded in the international field. Museums and museum communities are an important promotional tool that affects the broad public. The General Conference is mostly attended by museum managers, or representatives of ministries or leading international organisations caring for the national heritage. The Conference will add to creating a positive image of the Czech Republic in the international sphere.



4.1. Support from the public administration

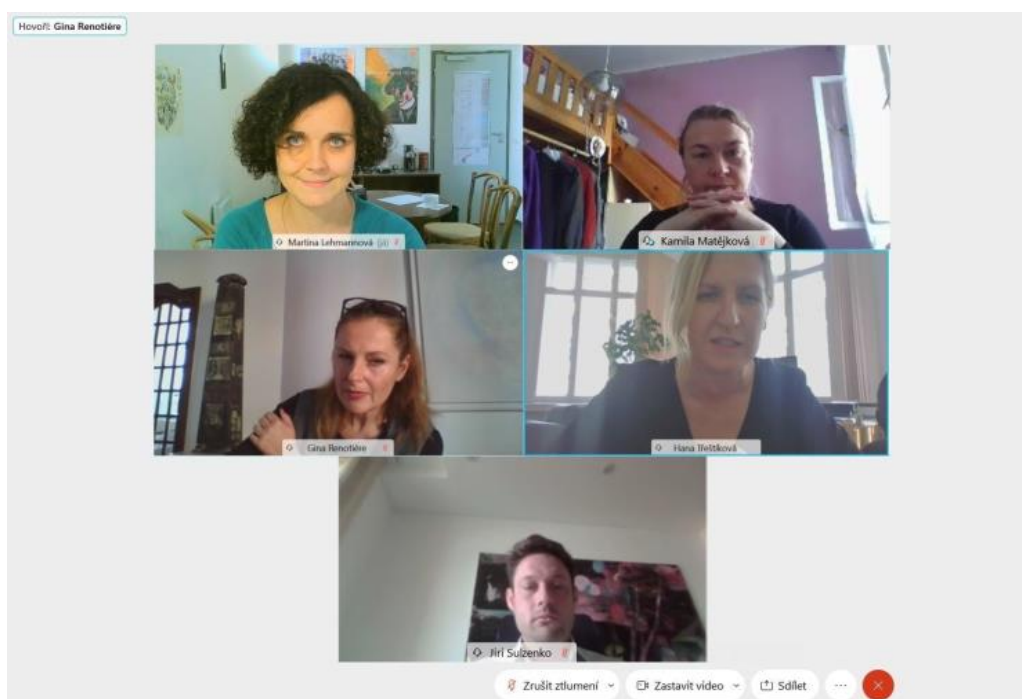
We very much appreciate the support of the Ministry of Culture to the preparations of ICOM general conference Prague 2022 in 2020 by granting a financial subsidy from the program Cultural activities in the field of protection of movable cultural heritage, museums and galleries of the Czech Department of ICOM for the project Preparation of the General Conference of the International Council of Museums "ICOM Prague 2022 ". ICOM Czech Republic has been conducting talks with the Ministry of Culture since the beginning of the idea to host the ICOM General Conference. The first talks were held in 2015, even that time we enjoyed support from the Ministry of Culture, which culminated in 2018 during the bid for hosting the General Conference in 2022. We really appreciate that the Ministry backed the arrangements in 2020 through the financial subsidy from the programme Cultural activities in the field of movable cultural heritage,

museums and galleries protection of the Separate Division of the Cultural Heritage Protection for the project “The ICOM General Conference Prague 2022 Preparation.” Thanks to this subsidy, it was possible to establish the professional Secretariat and launch a professional stage of preparations before 1st July 2020.

The ICOM Czech Republic representatives took part in many talks with Minister of Culture, Lubomír Zaorálek; Deputy for management of Division of Cultural Heritage and the Department of Contributory Organisations of the Ministry of Culture, Vlastislav Ouroda; and officers from the Separate Division of Museums and the Separate Divisions of the Cultural Heritage Protection.

Together with Vlastislav Ouroda and officers from the Separate Division of Museums, we had talks with the Ministry of Finance; the Ministry for the Regional Development; the Ministry of Industry and Trade; the Ministry of Foreign Affairs; the Ministry of Interior; and the Ministry of Defence. We also talked to officers from the Office of the Government about a possibility to involve the ICOM General Conference into the programme of events organised on the occasion of Presidency of the Czech Republic in the Council of the European Union.

The partner that is also important to us is the City of Prague. We talked to the Director of the Culture and Tourism Department, Jiří Sulženek; the talks were followed up by meeting Councillor Hana Třešíková.



The interest in organising the ICOM General Conference was seen e.g. by offers of single Ministries' aegis. The event has been already backed by the aegis of the Ministry of Culture; the Ministry for Regional Development; the Ministry of Education, Youth and Sports; the Ministry of Industry and Trade; the Ministry of Defence and the Office of the Government. We expect aegis from the Ministry of Foreign Affairs; The Ministry of Agriculture; the Ministry of Interior; and the City of Prague.

4.2. Cooperation with member institutions

ICOM Czech Republic held a range of talks with the representatives of member institutions leading to drafting and concluding partial agreements on cooperation during the ICOM General Conference Prague 2022 preparation (Moravian Museum, The City of Prague Museum, National Gallery Prague, National Pedagogical Museum, National Museum, National Technical Museum, National Museum of Agriculture, Museum of Czech Literature, Postal Museum, Museum of Decorative Arts in Prague, Jewish Museum in Prague). The talks will go on.

We have started negotiations with institutions where we are planning accompanying programmes (opening ceremony evening, closing ceremony evening), a museum night (a visit to member institutions in the centre of Prague with an accompanying cultural programme – concert, fashion show, and the like), off-site meetings (one-day visits to museums in Prague organised with ICOM International Committees). Talks about excursions will be mostly scheduled for 2021; we have already arranged a train from the National Technical Museum to take 320-400 participants to Brno or other destinations in Moravia. Next, we have also talked to the Museum of Glass and Jewellery in Jablonec nad Nisou, and exchanged information with the Moravian Museum, and National Open-Air Museum

The plan for preparing accompanying events was introduced to all participants at the ICOM Czech Republic extraordinary Plenary Session on 16th September 2020.

4.3. Cooperation with non-museum organisations

Other talks were held with the representatives of the Association of Regions, CzechTourism and Prague City Tourism. The CzechTourism and Prague City Tourism are among the important partners since the mutual cooperation and support may result in increase in quality of the ICOM General Conference, as well as it can support the restoration and development of cultural tourism in the Czech Republic that has suffered damage due to the COVID-19 pandemic.

As to the sphere of media cooperation, we have started talks with the staff of the Czech Radio and the Czech Television.

4.4. Visual style

The uniform visual style and the unique logo of the Conference have been created for the needs of visual communication. The logo contains many meanings. You can match a certain meaning to each letter:

“I” refers to the ICOM logo that is used worldwide. Right “I” interlinks the long line of ICOM existence, and the unique moment of the General Conference.

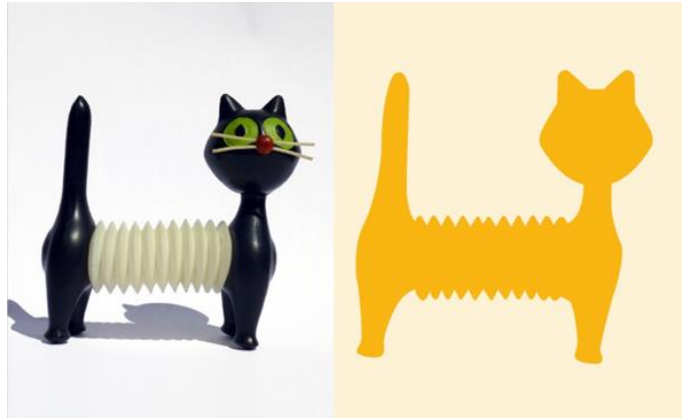
“C” refers to the present day.

“O” can be seen as a reference to unique Czech Cubism, the floor plan of the Star (Hvězda) Summer Palace or the shape of benzene core (well, our museums are also devoted to chemistry☺)

“M” refers to mobility, which is an important part of the museum existence; it marks paths that lead our visitors to museums as well as to ourselves when we meet at professional events such as the ICOM General Conference.

The logo for ICOM Prague 2022 features the letters 'I', 'C', 'O', and 'M' in a stylized, colorful font. The 'I' is orange, the 'C' is green, the 'O' is yellow, and the 'M' is purple. To the right of these letters, the words 'PRAGUE 2022' are written in a bold, black, sans-serif font. The entire logo is set against a light gray rectangular background.

ICOM
PRAGUE
2022



We haven't limited the graphic concept merely to the logo, but we wanted to point out what is the most important thing that museums care for – objects of collection. The iconic shapes of the Venus of Dolní Věstonice (Czech: Věstonická Venuše), Thonet or Cubist chairs, squeaky cats designed by Libuše Niklová, airplanes *Sokol* and many more objects have been transformed into colourful silhouettes that will be composed according to the actual needs. Museum professionals from worldwide will get acquainted with the unique shapes of items from our collections, and while attending the General Conference in Prague in 2022 they will see them in reality.

We have discussed the graphic concept with the ICOM General Secretariat professionals; it has been approved by the ICOM Board members, who appraised it positively as progressive, playful, helpful and easy to remember – and very “museum.”

The author of the logo graphic concept is COLMO studio.

4.5. Communication strategy

Two strategic documents were produced during 2020 for the reasons of promotion:

The **Social Media Plan** presenting the strategy of GC promotion on social media was created after taking up the General Conference Facebook and Instagram. It shows particular spheres of themes and their forms presented on the social media. The spheres of themes are as follows: museums,

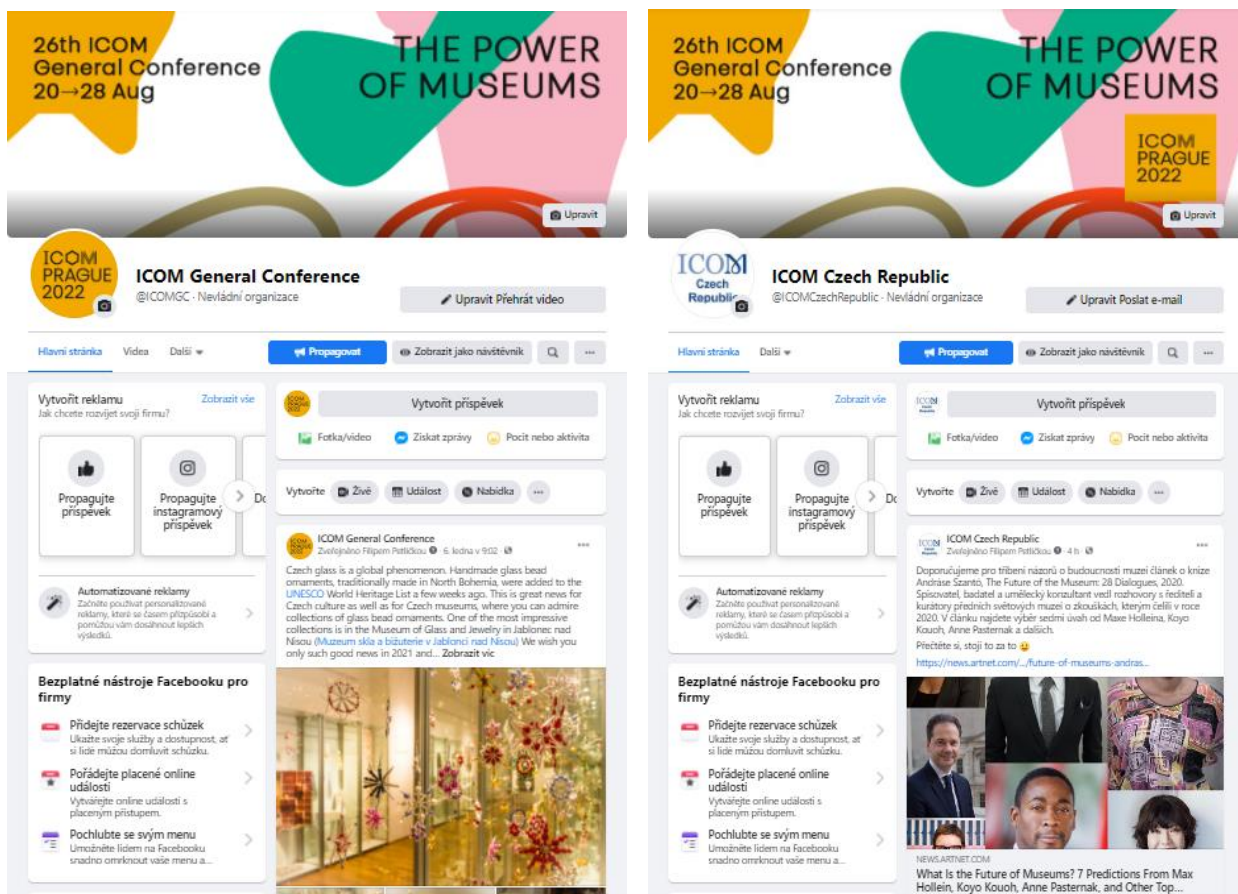
objects of collection, the Czech Republic, Prague and other cities/towns, outcomes of partial talks with stakeholders, the contents of the Conference and the like.

Next, it was the **Communication Strategy** that deals with the basis, procedures, tools and contents of the communication for the ICOM General Conference Prague 2022 preparation. It is devoted to questions of values typical of museums, whose presentation should be emphasised during the course of preparations. The communication strategy for ICOM Czech Republic was developed by Simona Juračková, a long-time member of ICOM Czech Republic and ICOM MPR.

4.6. Social media

At the end of July 2020, the ICOM Czech Republic Secretariat took over the passwords to enter the social media set up for the ICOM General Conference Milano 2016 and used for Kyoto 2019. **We have managed to increase the number of followers by 1,229 during half a year, from 8,470 to 9,699.** It is the information on member museum institutions that is a great success as well as about interesting items from our collections. Special attention is devoted to promotion of preparatory work via the media by a form of short records from meetings with officers from the Ministry of Culture, the Ministry of Finance, the City of Prague, and the like. **The contributions about the member institutions have 200-250 likes on average, 20-30 shares and the complete reach oscillates between 10,000 and 20,000 addressed people to one contribution. FB is in English. The appealed group is museum professionals worldwide. It is a priceless way of the Czech museum management promotion.**

We have also taken over Instagram where the viewer ratings increased from 1,882 to 1,995; we have opened Twitter for the General Conference that had 260 followers at the end of 2020.



ICOM General Conference
13 tweets

26th ICOM General Conference
20 - 28 Aug

THE POWER OF MUSEUMS

ICOM PRAGUE 2022

ICOM General Conference
@icomgc

ICOM's General Conference is a worldwide-reputed hub for exchange about the topical issues museums tackle today and the most innovative solutions.

Prague, Czech Republic [icom.museum](#) Uživatel se připojí červec 2020

34 Sledování 222 Sledujících

Tweety Tweety a odpovědi Média Lajky

ICOM General Conference @icomgc · 11. 9.
What power the museums have? To educate us for example!
#ICOMPrague2022 @Czechicom @icomOfficial

DID YOU KNOW THAT SUGAR CUBES WERE INVENTED IN CZECHIA IN 1843?
The Power of Museums: to educate us

Jste na Twitteru noví?
Zaregistrujte se a získáte svou vlastní časovou osu.
[Zaregistrovat se](#)

Mohlo by se vám líbit

- ICOM Czech Republic** @Czechicom [Sledovat](#)
- INTERCOM** @intercom_icom [Sledovat](#)
- The International C...** @icom_icmc [Sledovat](#)

[Zobrazit více](#)

Trendy pro vás

Podobné: Zdravý životní styl, ideje
Soubory cookie Informace o reklamě Více
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Instagram [Přihlásit se](#) [Zaregistrovat se](#)


ICOM PRAGUE 2022


icomgc [Sledování](#)
Příspěvky (212) Sledující (1 996) Sleduji (47)


ICOM General Conference
Official account of the ICOM General Conference, a global exchange hub about the key issues museums tackle today and the most innovative solutions.
icom.museum/en/our-actions/events/general-conference


Plenary Ses... Keynote Kyoto Stati... Workshops


PRÍSPĚVKY **OZNAČENÍ**














4.7. Museum definition

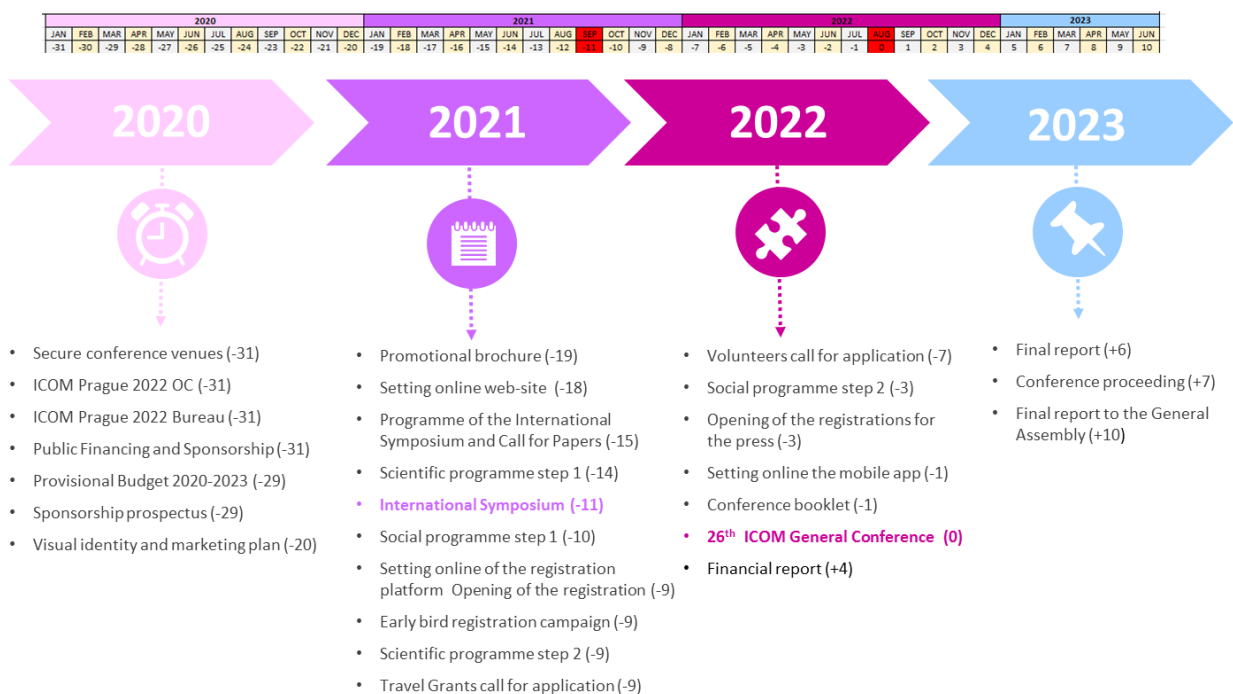
The Secretariat professionals have also joined one of the most important debates of the current museum management – a new museum definition – and prepared a comprehensive document “224 Years of Defining Museums” sent to all ICOM Czech Republic members. The document is available on the ICOM Czech Republic website; and in English on the ICOM website within the Membership-space.

This activity is a follow-up to the speech given by Jette Sandahl within the regular Plenary Session on 26th February 2020.

Next, we established communication with the Department of Museology, Department of Archaeology and Museology at the Faculty of Arts, Masaryk University in Brno. The professionals of this Department are working on a questionnaire to find out the actual level of knowledge of the museum definition and ideas about the needs of its change. The questionnaire will be finished, sent and analysed in 2021.

4.8. International Symposium 2021

The International Symposium preparation and the so-called Tour of Inspection are an inseparable part of the General Conference. The International Symposium aims to introduce themes for the General Conference in 2022. We suppose attendance of 200 persons, 100 from the Czech Republic and 100 from abroad (50 out of them are Chairs of International Committees and the ICOM General Secretariat professionals). The Tour of Inspection aims to acquaint the Chairs of International Committees with single venues of the main programme. In 2020, also call for papers, themes and locations preparation were under way.



5. COOPERATION WITH THE MINISTRY OF CULTURE

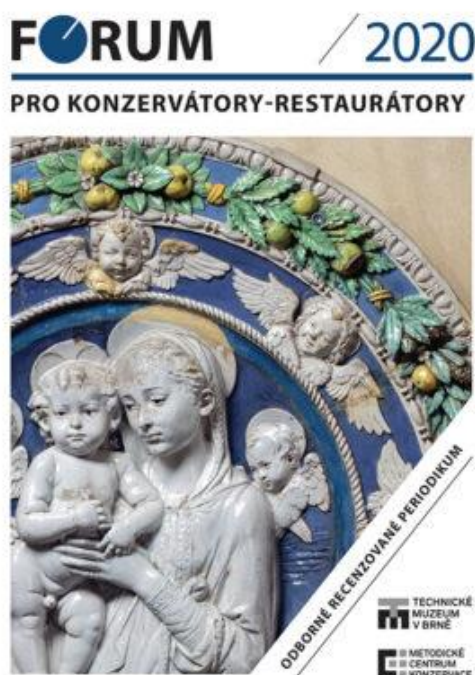
Last year, we could lean on full cooperation with the Ministry of Culture, especially with the Separate Division of Museums, the Separate Division of the Cultural Heritage Protection and the International Relations Department. The permanent support and helpfulness from the Ministry of Culture is vital for the ICOM Czech Republic activities and we truly appreciate that. As we transfer 85% of the membership fees into the ICOM budget, neither existence of ICOM Czech Republic would be possible unless financially supported by the Ministry of Culture, nor the General Conference Prague 2022 preparation could be considered.

We were able to support print of publications:

The Technical Museum in Brno activities gained support from ICOM Czech Republic - publishing the journal ***Forum of Conservator-Restorers (Fórum konzervátorů-restaurátů)*** that is translated into English. The journal publishes outcomes of research in the field of conservation-restoration, it presents examples of a correct practice including information concerning history, ethics and education in the branch of care for museum collections and other items of cultural heritage. Contributions are added to by English abstracts including image captions, which are professionally proofread. Abstracts are filed into the international database *AATA Online Abstracts of International Conservation Literature* gathering the professional literature within The Getty Conservation Institute activities.

The journal is also part of the international database EBSCO. In 2020, it focused more on issues caused by the COVID-19 pandemic, which were dealt with in texts by **Alena Selucká “The Cultural Heritage Protection During the COVID-19 Disease Pandemic”** and **Pavel Jirásek “Temperature Measuring of Museum Employees and Visitors as a Preventive Step to Fight the COVID-19.”**

During 2020, also the bilingual publication ***The Protection of the State Borders in the 1980s. The Fall of the Iron Curtain*** came out. It is the completion of the international cooperation between the Technical Museum in Brno and the Hoebart Museum Horn in Austria. The publication is a joint work of the authors from the Czech Republic, Austria and Germany.



6. COOPERATION WITH PROFESSIONAL ORGANISATIONS

6.1. Cooperation with the Czech Association of Museums and Galleries (AMG)

We truly appreciate the Cooperation with AMG since it is very helpful and active. ICOM Czech Republic traditionally participated in organising prizes *Gloria Musaealis*. The ICOM Czech Republic members contribute to the *Bulletin AMG (Věstník AMG)*: 1/2020, Zdeněk Freisleben, *Ex-position (Ex-pozice)*; 5/2020, Martina Lehmannová, *News from ICOM Czech Republic (Zprávy od Českého výboru ICOM)*. In 2020, there was a meeting of the AMG Board and the ICOM CR Board in the rooms of the Mayrau Open-Air Coal-Mining Museum in Kladno. The participants especially discussed questions regarding collections charging, next the ICOM CR members asked questions to the Boards of National Committees Austria, Germany, Poland, Great Britain, Norway and the Netherlands. The collections in the mentioned countries are not charged, and the colleagues from Germany even pointed out that such a practice might contradict the ethic rules.

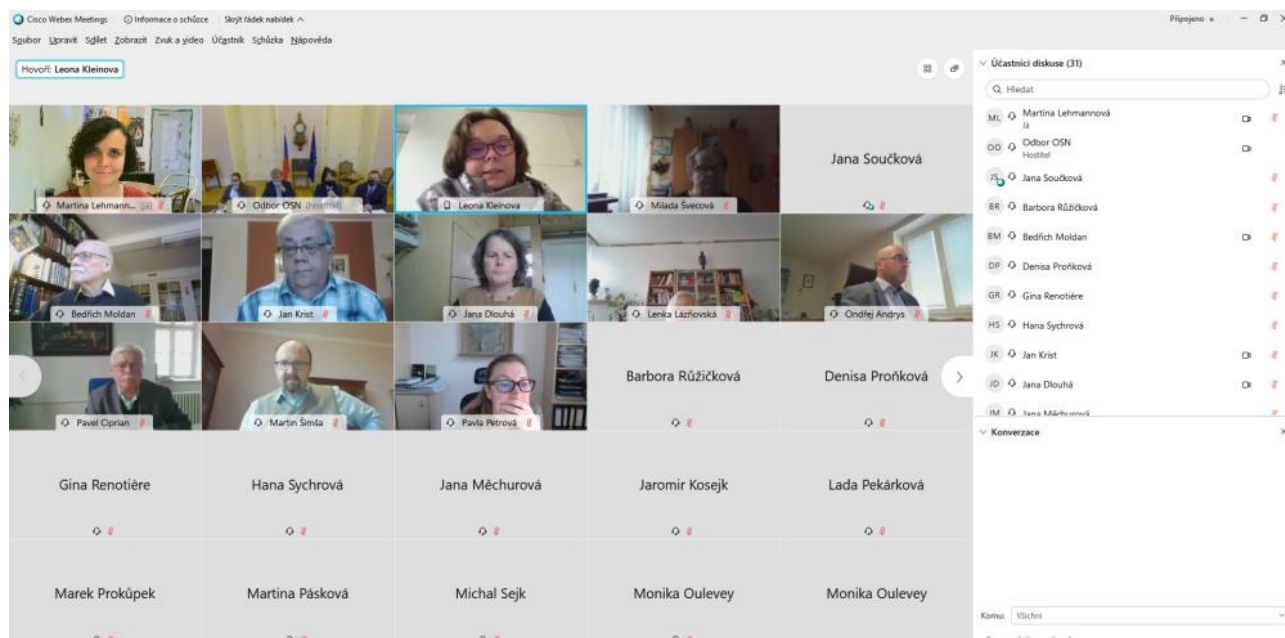
Next, the meeting participants discussed the questions of the 26th ICOM General Conference Prague 2022 preparation. The AMG representatives promised cooperation, and mentioned the possibility to publish the process of preparation within the *Bulletin AMG*.

6.2. Cooperation with the Galleries Council of the Czech Republic

In 2020, we were meeting our colleagues from the Galleries Council within the Plenary Sessions; we discussed details mostly regarding the situation caused by the COVID-19 pandemic.

6.3. Cooperation with the Czechia-UNESCO World Heritage Centre

ICOM CR as one of the partner organisations of the Czech UNESCO Centre participated in regular meetings of the committee and the cultural board. Martina Lehmannová presented information on the ICOM General Conference Prague 2022 preparation at those meetings. Next, we joined the presentation on the COVID-19 pandemic impact on the museum institutions.



6.4. Cooperation with the Czech Committee of the Blue Shield

ICOM CR as one of the Czech Committee of the Blue Shield organisation participates in regular meetings of the CCBS. ICOM CR supports organising the General Conference of the Blue Shield (1-3/9/2021) and cooperated on presenting the event preparation to the colleagues from ICOM Slovak Republic on 30th September 2020.



6.5. Cooperation with ICOMOS Czech Republic

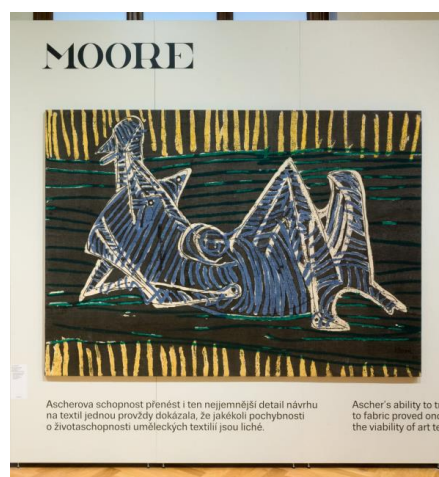
ICOM CR and ICOMOS CR regularly exchange information on activities.

7. GLORIA MUSAEALIS NATIONAL MUSEUM COMPETITION

The awards announcing ceremony of anniversary XVIII Year of the **Gloria Musaealis** National Museum Competition co-organised by the Ministry of Culture, AMG and ICOM CR was on **6th October 2020 in the Municipal House (Obecní dům) in Prague**. Unlike the previous years, it could not be traditionally held on around 18th May, which is the International Museum Day, due to the COVID-19 pandemic. Sixty museums and eighty-seven projects had entered the competition. The most numerous category was the Museum Exhibition of the Year 2019 (40 projects), followed by the categories the Museum Publication of the Year 2019 (30 projects) and the Museum Deed of the Year 2019 (17 projects). ICOM CR has one representative on the competition committee (Radim Vondráček, his substitute is Zdeněk Freisleben)

The ICOM CR prize was awarded to the **Museum of Decorative Arts in Prague for the exhibition “Mad Silkman: Zika & Lída Ascher / Textile and Fashion.”** The exhibition shows an extraordinary deed in the field of international cooperation in research, presentation and social aspects. The brand Ascher had been completely unknown in our country while in Western Europe it had been a synonym for the textile design of the top quality.

The project that is extraordinary due its international extent uncovered a story of two natives of Prague, whose personal and professional lives had taken place in the background of the 20th century history.



8. ICOM Czech Republic's other activities

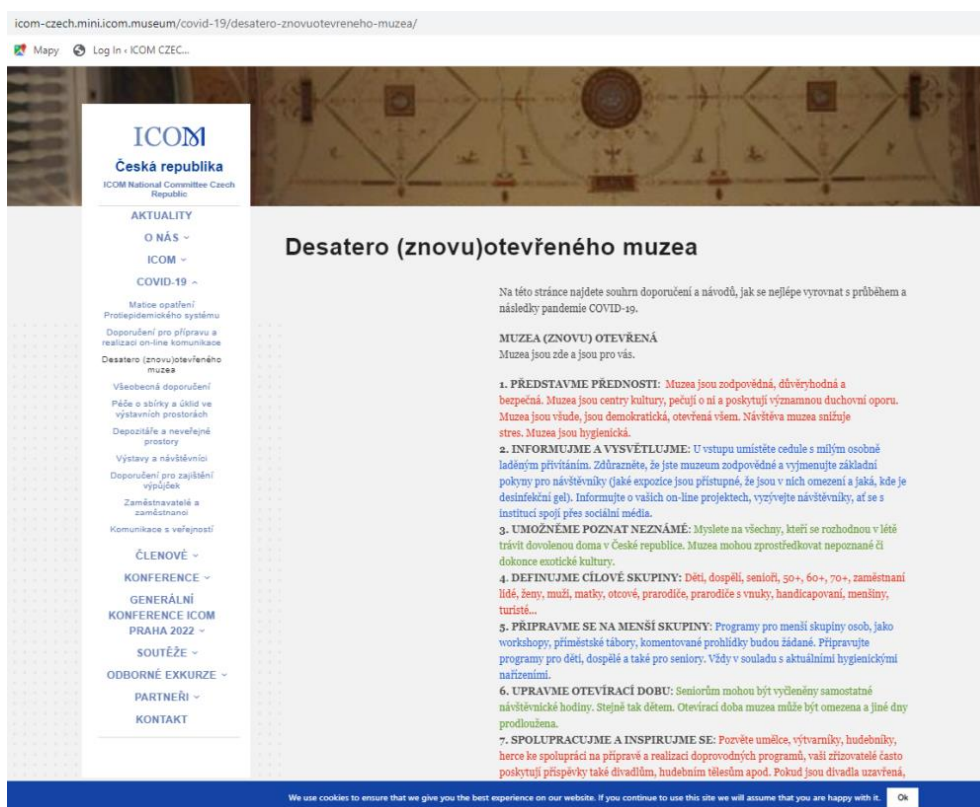
8.1. Recommendations on dealing with the COVID-19 pandemic consequences

Since the COVID-19 pandemic break-out and related social changes, as to the museum sphere it is closing museums, the ICOM CR Board members have been actively cooperating on the methodical material, which could help Czech museums to cope with the pandemic impacts. An extensive column COVID-19 with many recommendations regarding museum re-opening, recommendations for visitors and staff, for on-line communication and the like has been set up on the ICOM CR website. ICOM CR has gone through many recommendations from abroad and practical and proved ideas handed on to our professionals. Next, ICOM CR mediated the Czech experience on the international forum.

The column is available on the ICOM CR website: <http://icom-czech.mini.icom.museum/covid-19/desatero-znovuotevreného-muzea/> and is being permanently up-dated. Additionally to the

Secretariat officers and the Board members, also the ICOM CR members (especially Alena Selucká, Simona Juračková) has participated in the design of the sub-columns:

- Matrix of measures of the Anti-epidemic System
- Decalogue of a (re) open museum
- General recommendations
- Exhibitions and visitors
- Recommendations on loan arrangements
- Employees and employers
- Public relations
- Recommendations on preparation and realisation on-line communication



8.2. Secretariat

Thanks to the subsidy given by the Ministry of Culture, ICOM CR established on 1st July 2020 the professional Secretariat with two officers, who took over activities coordinated by unpaid members of the Board until then. The Secretariat officers were responsible for the communication with the ICOM General Secretariat in Paris, the communication with the Chairs of ICOM National and International Committees. The procedure of preparations was presented on some forums – ICOM Advisory Committee Session, and the Chairs of National Committees meetings, and the like. The Secretariat officers arranged and realised meetings with representatives of the Public Administration, professional organisations, member institutions, and the like. They also administered the website and social media.

The office of the ICOM Czech Republic Secretariat is the Historical Building of the National Museum in Prague; we sincerely thank for helpfulness and renting the rooms.

Compiled by Martina Lehmannová