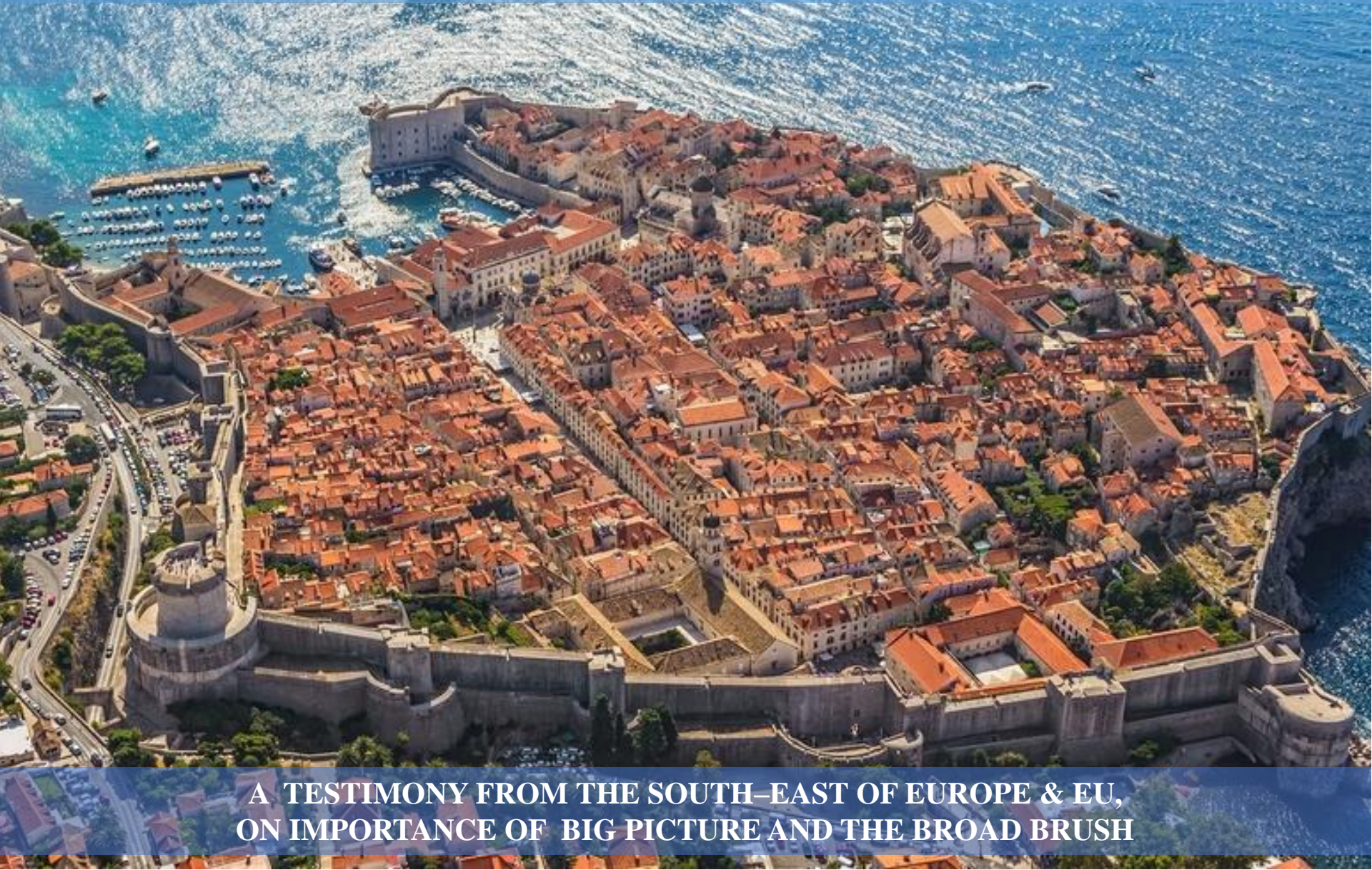


# PUBLIC MEMORY AND DEMOCRACY IN EUROPE

Sandnessjoen, 18 April 2018

Tomislav S. Šola



A TESTIMONY FROM THE SOUTH-EAST OF EUROPE & EU,  
ON IMPORTANCE OF BIG PICTURE AND THE BROAD BRUSH





**Education:** Architecture, History of art,  
English, Journalism, Museology...

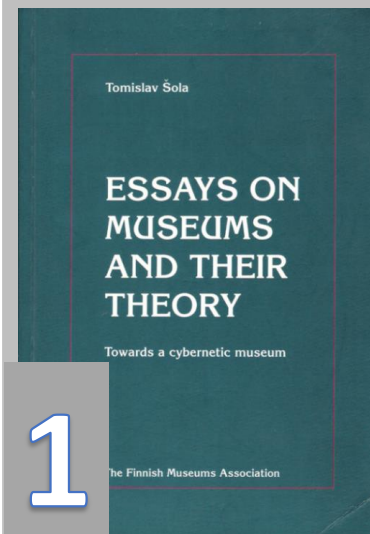
„**Museology**”: with G H Riviere and  
Kenneth Hudson (Zagreb, Paris, Ljubljana)

**Career:** curator, director, editor, professor,  
consultant, conference organizer, writer.....

ICOM, EMYA, Europa Nostra  
The Best in Heritage

<https://www.mnemosophy.com/>





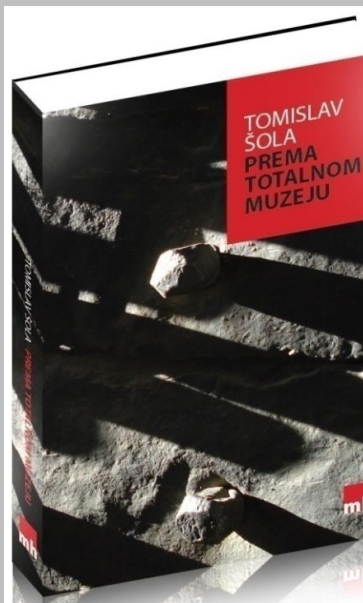
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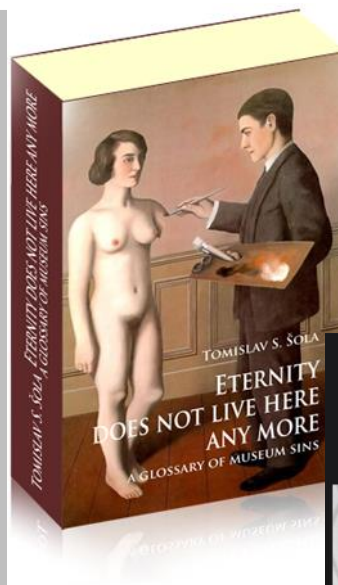
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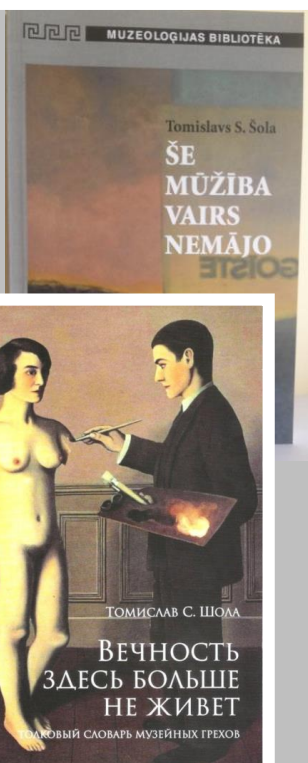
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The world around us,  
the context of our concern?







**Donald Trump Is a 24-Hour Reality Show We Can't Turn Off**

...calm, and so...  
...mysterious calm, and so...  
...Nobody heard what Big Brother was saying...  
...a few words of encouragement, the so...  
...uttered in the din of battle, not distin...  
...but restoring confidence by the f...  
...Then the face of Big Brother faded...  
...and instead the three slogans of the Party st...  
...capitals:

**WAR IS PEACE**

**FREEDOM IS SLAVERY**

**IGNORANCE IS STRENGTH.**

...of Big Brother seemed to persi...  
...screen, as though the impa...



# **velvet totalitarianism....**

**CONSTANT WARS AS CHAOS  
MOCK DEMOCRACY  
MEDIA MANIPULATION  
FISCAL SLAVERY  
INSECURITY AND FEAR  
MERCANTILISATION OF CULTURE, EDUCATION..  
PAUPERISATION  
POLLUTION  
UGLIFICATION  
HYPOCRISY  
GREED „IDEOLOGY”  
CHAOS OF THE CHANGING WORLD ORDER**

**.....**

**&tc.**

**In brief:**

**„Everything goes” turned into  
”Nothing matters”**

**Happily enough, in the de-valuated world**

**MUSEUMS ARE ABOUT VALUES !!!**

**.....**

**Museum is created where there is a dying heart of an identity, a  
value, a quality that deserves continuation**





ENDLESS TAKING  
BRINGS MISERY AND RAGE









# The Rich world's prayer



"And may we continue to be worthy  
of consuming  
a disproportionate share of this planet's resources"





What is public memory  
and why would it be important?

Some 200 years  
of heritage protection history  
is long enough to inspire  
and too short to oblige.  
Why not finally a PM sector  
and finally a profession?

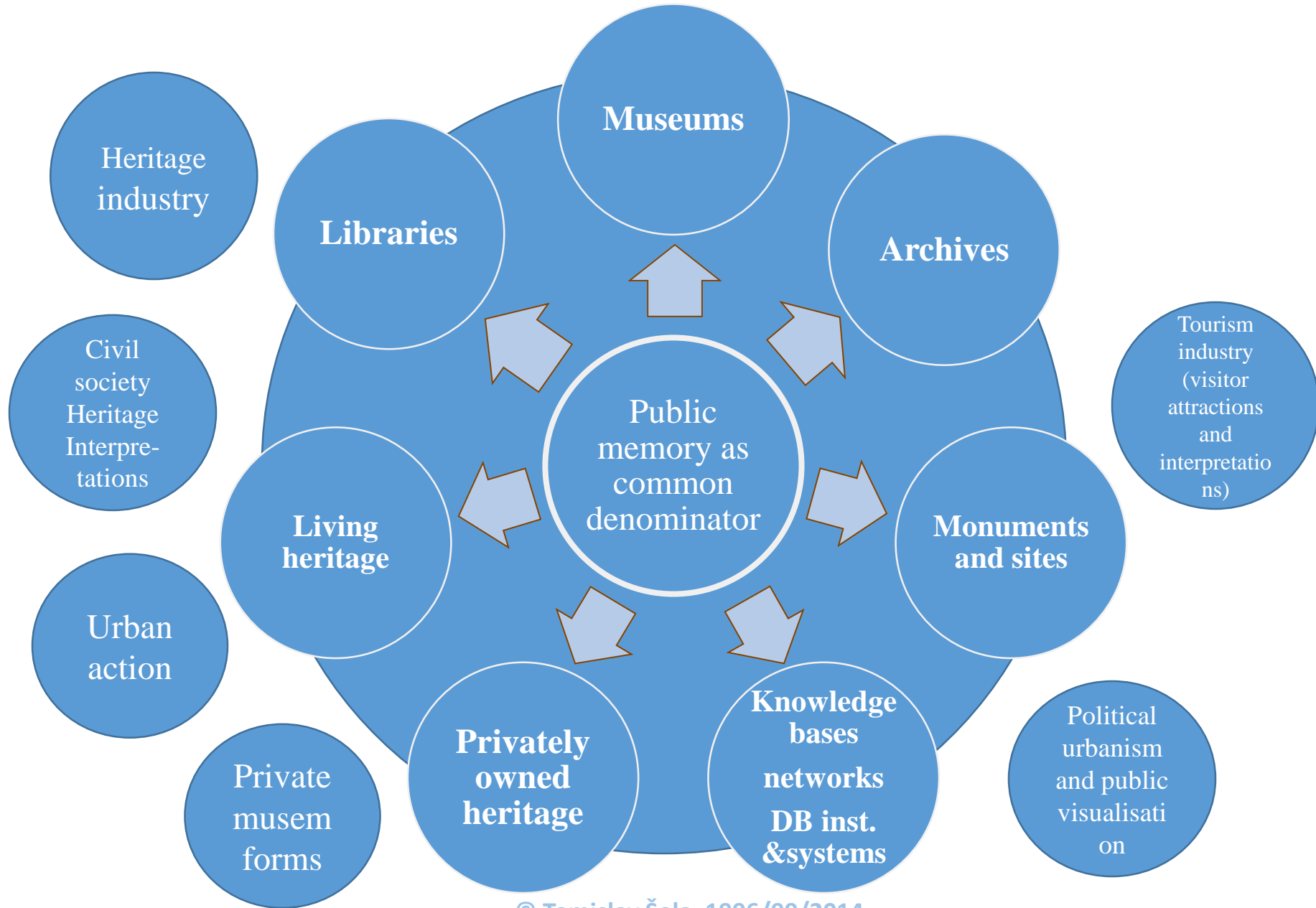


# Five main reasons for convergence



**Concept**  
**Working process (3C)**  
**ICT**  
**Users**  
**Mission**

# WHY the invention of „GLAM” (galleries, libraries, archives, museums) again underplays both, - the facts and the potentials





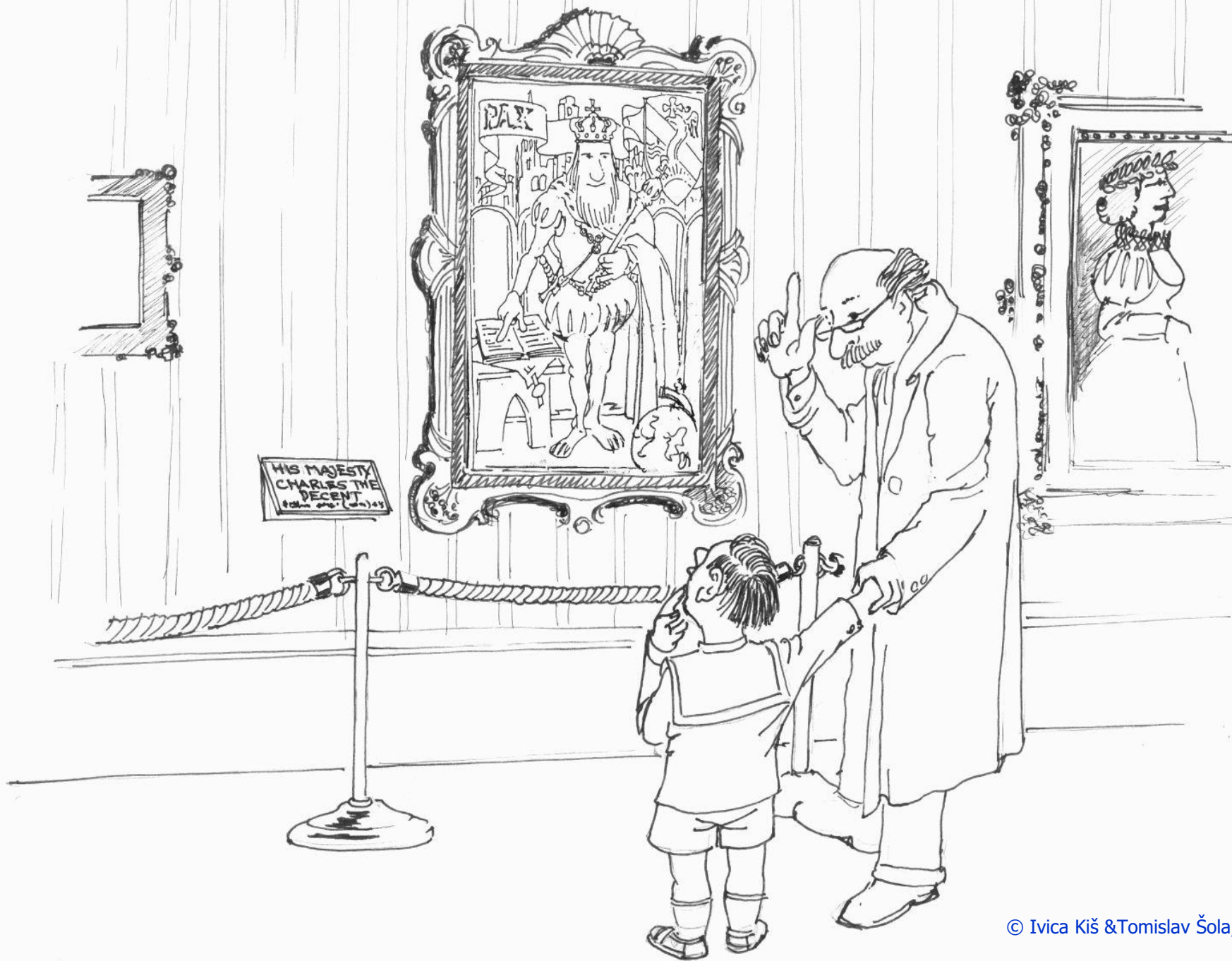
# „Museum-facts by AAM”:



- **Museums Are Economic Engines**
- **Museums Are Community Anchors**
- **People Love Museums**
- **Museums Serve the Public**
- **Museums Partner with Schools**
- **Museums Are for Everyone**
- **Museums Are Trusted**
- **Museums Save Species**

<http://www.aam-us.org/about-museums/museum-facts>

Impeccable and proper wording. Good start. The rest is infinite striving for the content:  
**OWN SCIENCE, AUTONOMOUS PROFESSION...**







**Mr. Lowry, director of MOMA.  
\$1.8 million a year in salary.  
Rent-free \$6 mil. Apartment.**

**Over his tenure,  
the full admission price tripled,  
from \$8 to \$25**





FIRST SHELL AND THEN BP: MAKING THEIR WAY TO THE TYMPANUM







At the May auctions, the Museum will be offering these works:

Artist	Title	Auction, date
William Bouguereau	<i>L'Agneau Nouveau-Né</i>	European Art, May 22, 2018
William Bouguereau	<i>Les deux soeurs (La Bourrique)</i>	European Art, May 22, 2018
Alexander Calder	<i>Double Arc and Sphere</i>	Contemporary Art Evening, May 16, 2018
Frederic Edwin Church	<i>Valley of Santa Isabel, New Granada</i>	American Art, May 23, 2018
Charles François Daubigny	<i>Paysans allant aux champs (Le Matin)</i>	European Art, May 22, 2018
Adriaen Isenbrant	<i>The Flight into Egypt</i>	Master Paintings, May 22, 2018
Adriaen Isenbrant	<i>The Temptation of Adam and Eve</i>	Master Paintings, May 22, 2018
John La Farge	<i>Magnolia</i>	American Art, May 23, 2018
Henry Moore	<i>Three Seated Women</i>	Impressionist & Modern Art Evening, May 14, 2018
Alberto Pasini	<i>Faubourg de Constantinople</i>	European Art, May 22, 2018
Rembrandt Peale	<i>George Washington</i>	American Art, May 23, 2018
Francis Picabia	<i>Force Comique</i>	Impressionist & Modern Art Evening, May 14, 2018
Norman Rockwell	<i>Blacksmith's Boy – Heel and Toe</i>	American Art, May 23, 2018



Future will require „licensing”  
beyond usual registration & accreditation  
assuring:

- **Encouraging functional unity of PM sector**
- **Promoting creation of PM profession**
- **Insisting upon non-profit status**
- **Supporting only public commitment**



Why are museums  
(also) about democracy ?



# Democracy depends upon:

- Availability of unbiased information
- Rule of justice and law  
(equal chances, right to difference)
- Secularity of society
- Choosing the decision makers by their competence
  
- Humanist definitions of heroism
- Quality interpreters of reality  
(schools, culture, heritage)
- Self-knowing and self-respect
- Plausible system of values

... so the heritage is, also, - of the people, by the people, for the people

# The qualities of democratic society

Can you stand  
for these qualities?



**Culture and heritage  
can contribute  
to prosperity  
by  
promoting, generating, and acquiring recognition for**

**POLITICAL AND SOCIAL LITERACY**

**BECAUSE, DEMOCRACY BASED UPON  
MANIPULATED, SEDUCED AND ILLITERATE  
MASSES  
IS A STAGED SPECTACLE, A DANGEROUS  
ILLUSION**



IDENTITARIAN MOVEMENT IS OUR FAILURE



## Three stages of modern society

- **Information society**


Drowning in data but thirsty for information  
(80s)

- **Knowledge society**

Drowning in information, but thirsty for knowledge  
(90s)

- **Wisdom society**

Drowning in knowledge, but **starved** for wisdom  
(2000)



**(our future) PM profession is  
about the noble alchemy  
of turning knowledge into wisdom**

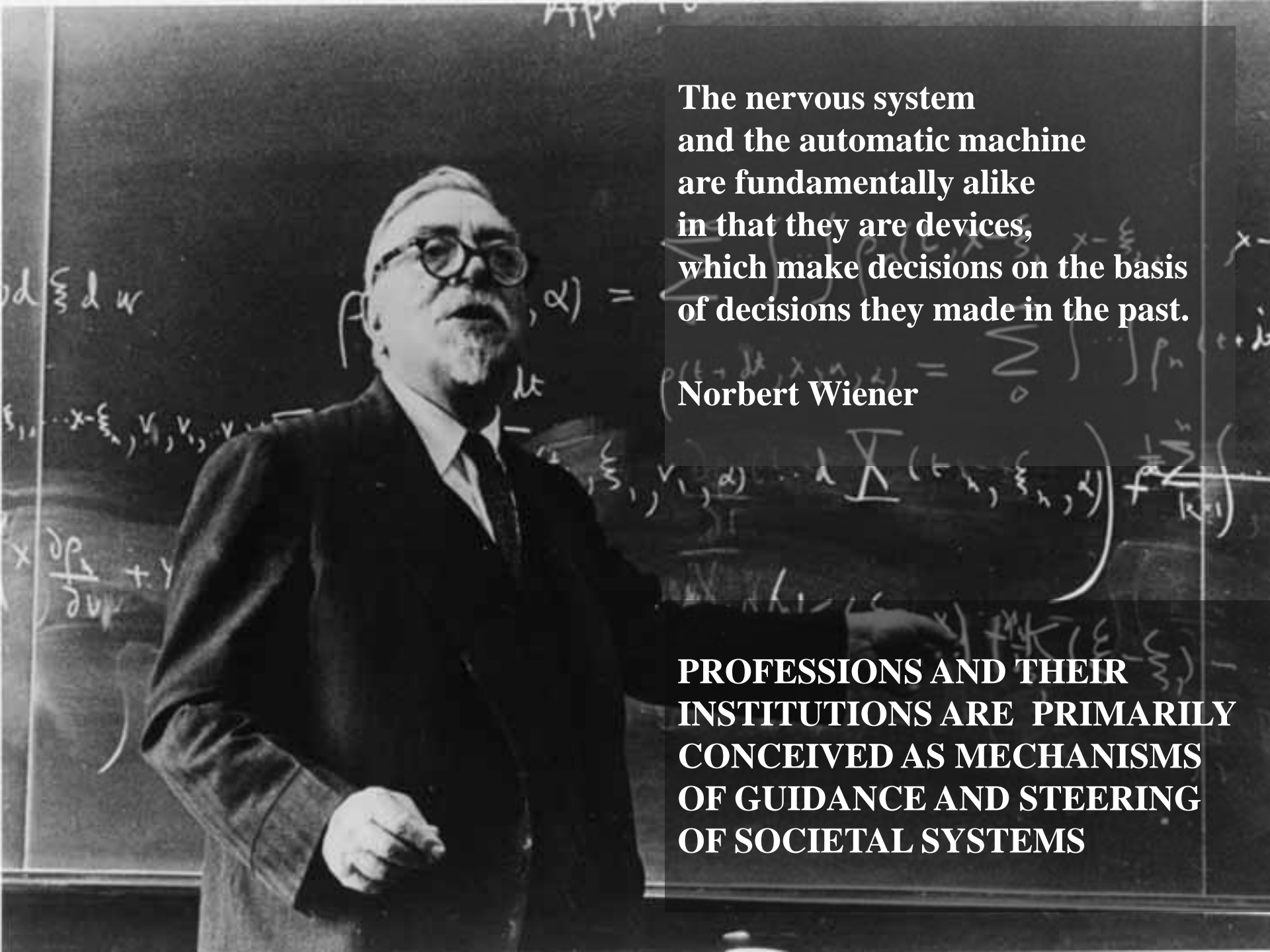
**Ideally, heritage is wisdom**



# Recognising threats – offering counter-actions contributing to solutions (some examples)

- |                                          |                                       |
|------------------------------------------|---------------------------------------|
| 1. All sorts of Illiteracy               | 1. Educate users, citizens, voters..  |
| 2. Terror of pharmaceutical industry     | 2. Educate patients                   |
| 3. Biochemical degradation of food       | 3. Promote healthy diet and living    |
| 4. Uncritical, indifferent consumption   | 4. Educate hedonists for noble life   |
| 5. Lack of trans-generational experience | 5. Reintegrate old persons            |
| 6. Poor quality of childhood             | 6. Celebrate childhood                |
| 7. Rudeness, imbalance, violence         | 7. Affirm qualities of arts & harmony |
| 8. Pollution, ugliness                   | 8. Praise nature and beauty           |

**Any threat has its opposing potential,  
We are part of social cybernetics.**

A black and white photograph of Norbert Wiener, an older man with glasses and a beard, wearing a suit and tie. He is standing in front of a chalkboard filled with mathematical equations. He is gesturing with his right hand towards the board. The text is overlaid on the right side of the image.

**The nervous system  
and the automatic machine  
are fundamentally alike  
in that they are devices,  
which make decisions on the basis  
of decisions they made in the past.**

**Norbert Wiener**

**PROFESSIONS AND THEIR  
INSTITUTIONS ARE PRIMARILY  
CONCEIVED AS MECHANISMS  
OF GUIDANCE AND STEERING  
OF SOCIETAL SYSTEMS**





## „POST-TRUTH AND POST-FACT SOCIETY ?????

We always had fake news. What has changed is:

- increasing quantity of fake, decreasing quantity of correct news
- absence of shame
- new legitimacy of lying: spin doctoring, trolling

**BUT, HONESTLY, COULD YOU IMAGINE  
A BETTER CHANCE FOR MUSEUMS?**



The faces of Europe  
or about sustainable strategy  
for its future



# **The Three Faces of Europe**

## **The Mother Europe**

that of culture, - caring mother embracing her lost children

## **The Aunt Europe**

that of politics, kind, concerned, confused,  
never fully trusting its straggled nephews.

## **The Step-mother Europe**

that of economy, - avaricious and ruthless,  
with no nationality or cultural background.

# The Mother Europe, that of culture, is...

1. ....the poorest of the three I
2. ....the one of democracy and rule of law, of security and common wealth F
3. ....usually discussed without context in a self-congratulatory circle
4. ....the only stable, durable structure of united Europe

**Europe cannot survive mere economic integration**

**Europe looks best in Bruxelles and from Bruxelles Holly bureaucracy!**

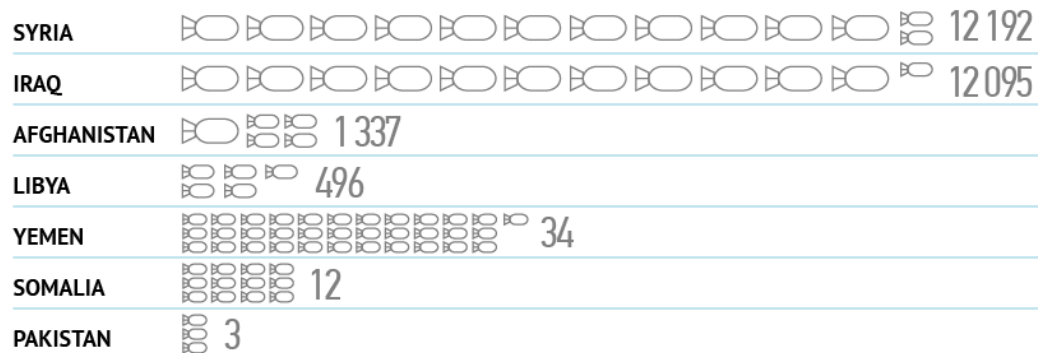




European Union is surely European dream  
but is it really THE European project any more?

# Countries the US bombed in 2016

In 2016, the US dropped 26 171 bombs on 7 countries\*



\*For comparison: In 2015, the US dropped 23 144 bombs

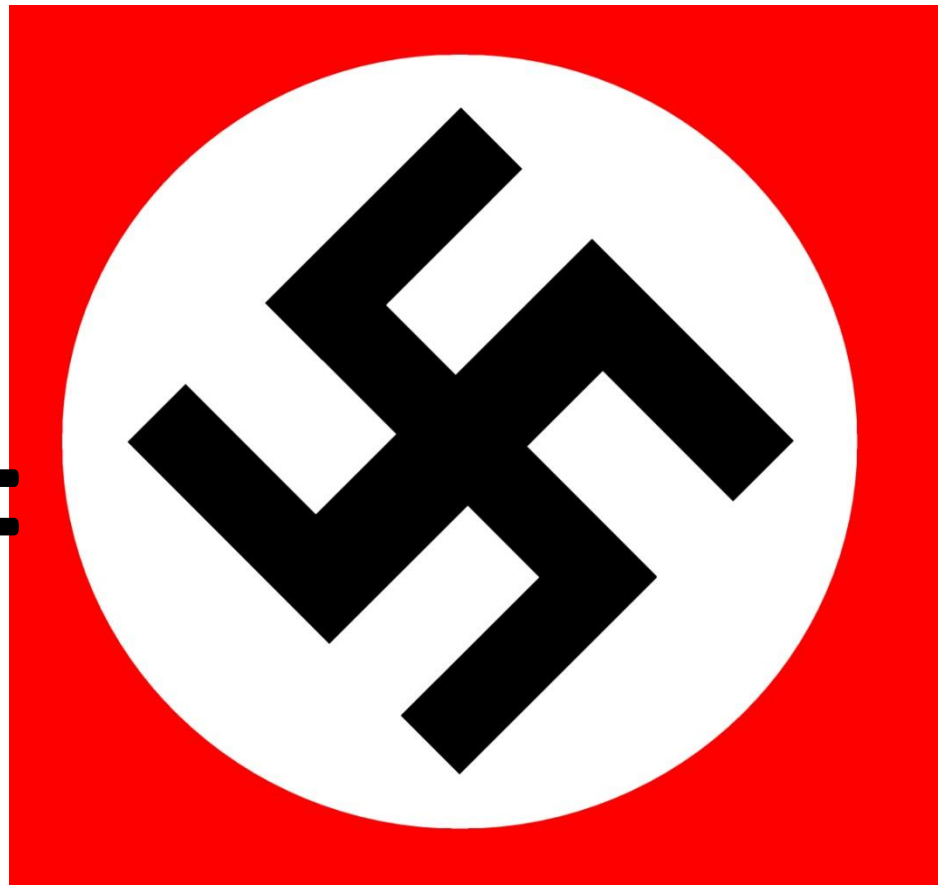
Source: [blogs.cfr.org](https://blogs.cfr.org)



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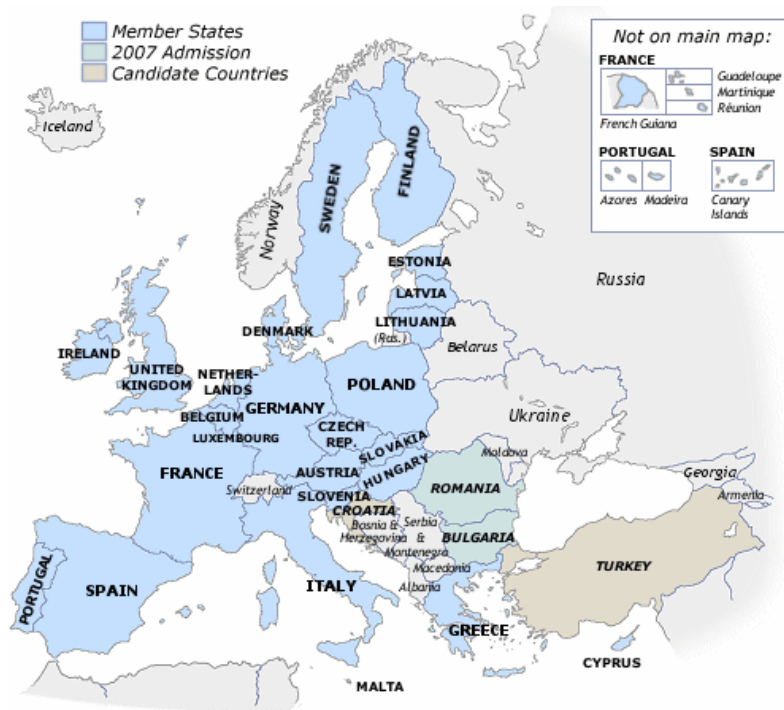
Hitler 'Outreads' Harry Potter in Latvia





# Identity of Europe

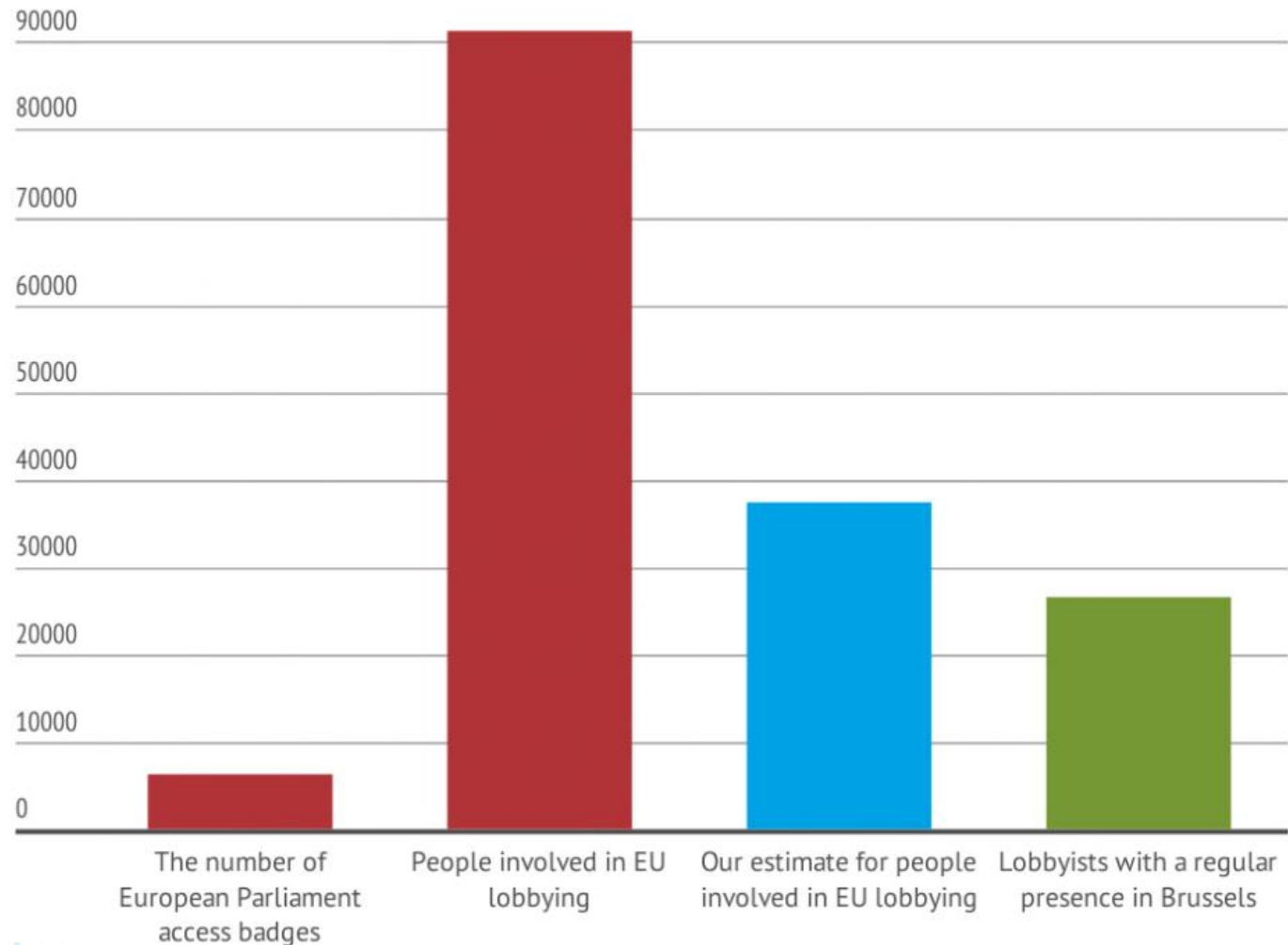
## Politics and economy & Culture and identity



**Do you know the difference between: European Council, Council of European Union and Council of Europe?**



# LOBBYING IS MOCKING DEMOCRACY



# **CASE STUDY:**

treatment prescribed  
to a feverish transitional countries:

- Enforced privatisation
- Total deregulation
- De-industrialisation
- Banks takeover
- Usurious loans
- Financialisation
- „Grocery racism”
- Speculative investors
- Depopulation

**IS THIS A CONSPIRACY THEORY?**

So, Eastern Europe has become a supply zone to the rich countries!



**Since the early 1990s, some 18 million  
of eastern Europe's young, most talented workers  
have left their countries**



**Any trace in museums?**

**What consequences upon identity & self appreciation?**

# Europe should have the strategy for heritage

- Harmonized PM sector (legislation, network)
- Spaces of functional synergy of PM sector
- Innovative, global activities, events and institutions
- Network of micro-museums
- „European contribution” spaces
- Obligatory, innovative, education for PM sector
- Major contribution to world's heritage movement

IS CULTURE REALLY  
EXPENSIVE ?







or  
MILITARY  
INDUSTRIAL  
COMPLEX  
HAS BETTER  
ARGUMENTS ?





By knowledge, one can manage a corporation.  
To manage society, one needs wisdom.

©Unknown Croat, 2018

# MNEMOSOPHIA

Dedicated to Kenneth Hudson and Georges Henri Rivi re

... succeeding Heritology as the Science of Public Memory - by Tomislav  ola

[One-Slide Lectures](#)

[About](#)

[The Vault](#)

[Solutions](#)

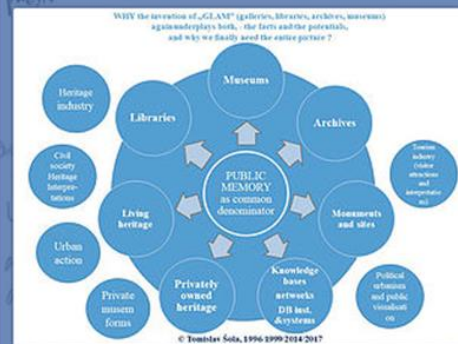
[More](#)

## One-Slide Lectures

The increasing speed, superficiality and deconcentration reduce our attention to blips of pictures and clippings of text. That is reality I am adjusting to by inventing One-Slide Lecture format. For a glimpse and quick reading, they would each demand some three minutes.

Any pictorial material claimed by the copyright owner will be swiftly removed

Why GLAM invention is not only late but also insufficient



It is a century long stor...

[Read More](#)

MNEMOSOPHY - an essay on the science of public memory



A PREFACE TO THE RUSSIAN...

[Read More](#)

Festivalization, Intangibility and Heritage Occupations



Every heritage is immater...

[Read More](#)

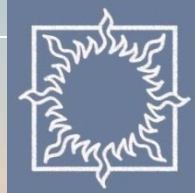
From Occupation(s) to a Heritage Profession

Public Memory Transfer for a Social Humanity

Why Knowledge is Not Enough and Can be



Conferences are about cracking the code of success!  
Benchmarking experience and insight



# The Best in Heritage Projects of Influence

26-28 Sept 2018





**Takk og se deg i Dubrovnik neste september!!**