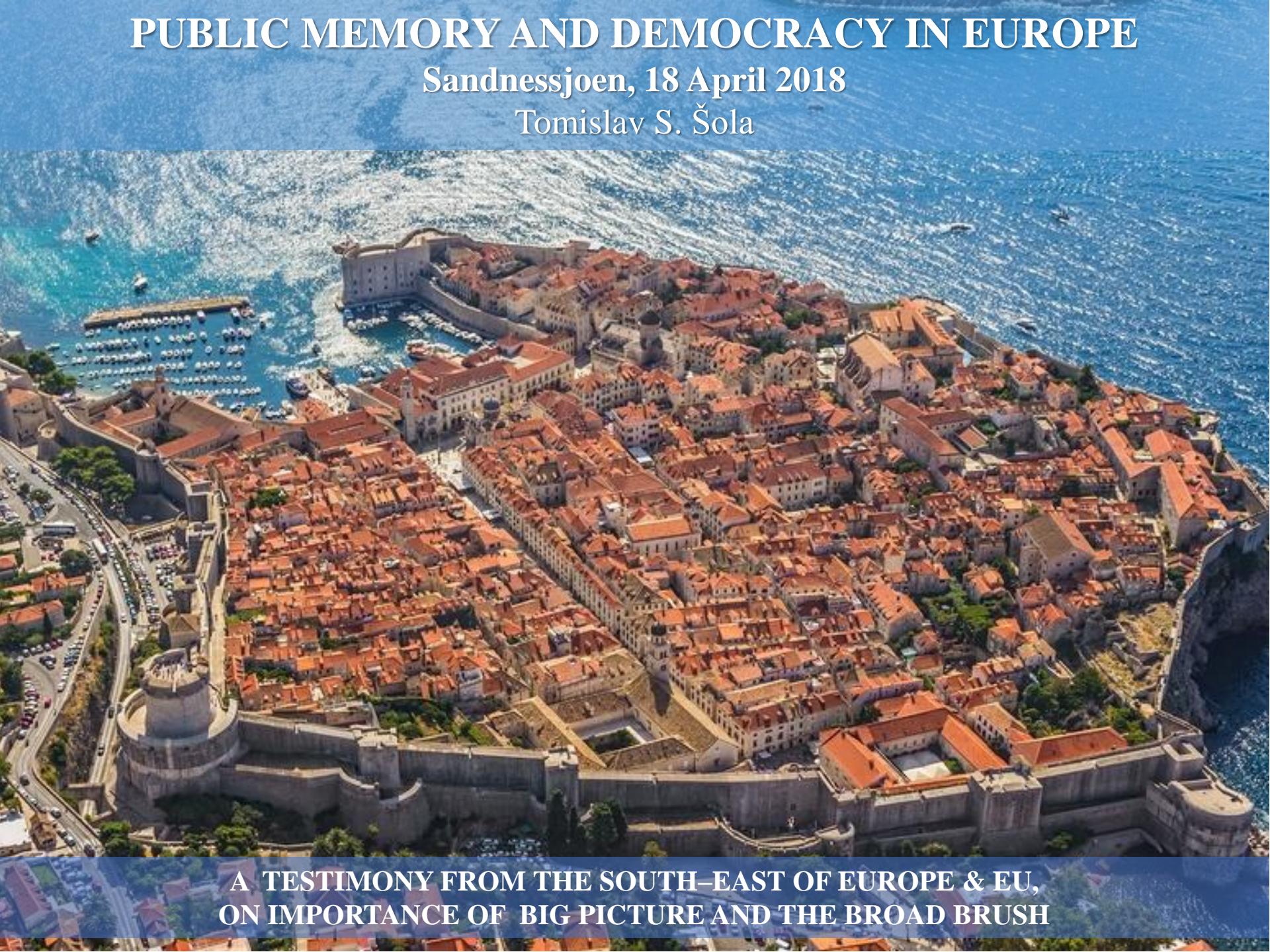


PUBLIC MEMORY AND DEMOCRACY IN EUROPE

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/>

Tomislav Šola

ESSAYS ON MUSEUMS AND THEIR THEORY

Towards a cybernetic museum

1

The Finnish Museums Association



TOMISLAV ŠOLA

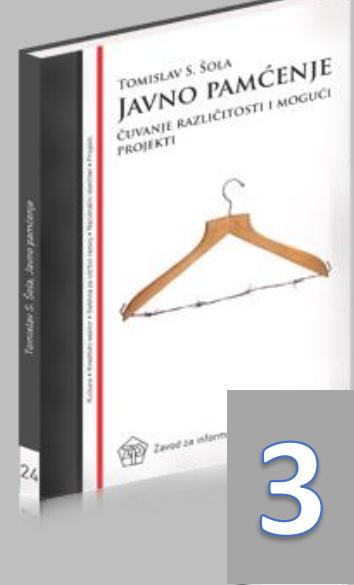
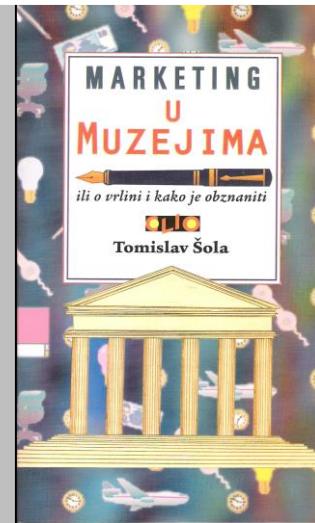
MARKETING U MUZEJIMA



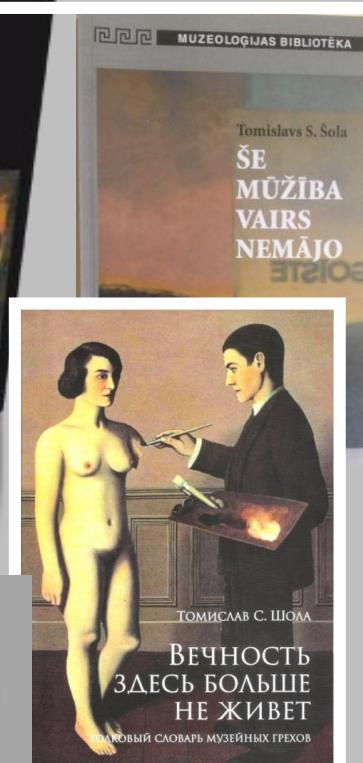
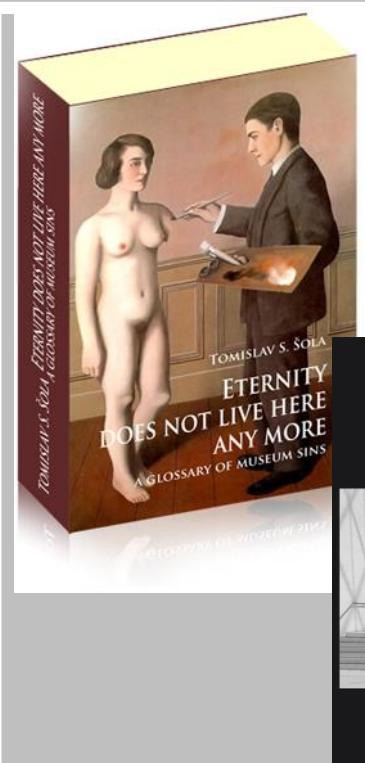
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3



6

4



The world around us,
the context of our concern?





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

merely a few words of encouragement, the words that are uttered in the dim of battle, not distinctly individually but restoring confidence by the spoken. Then the face of Big Brother fades and instead the three slogans of the Party stand in capitals:

WAR IS PEACE

FREEDOM IS SLAVERY

IGNORANCE IS STRENGTH.

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"

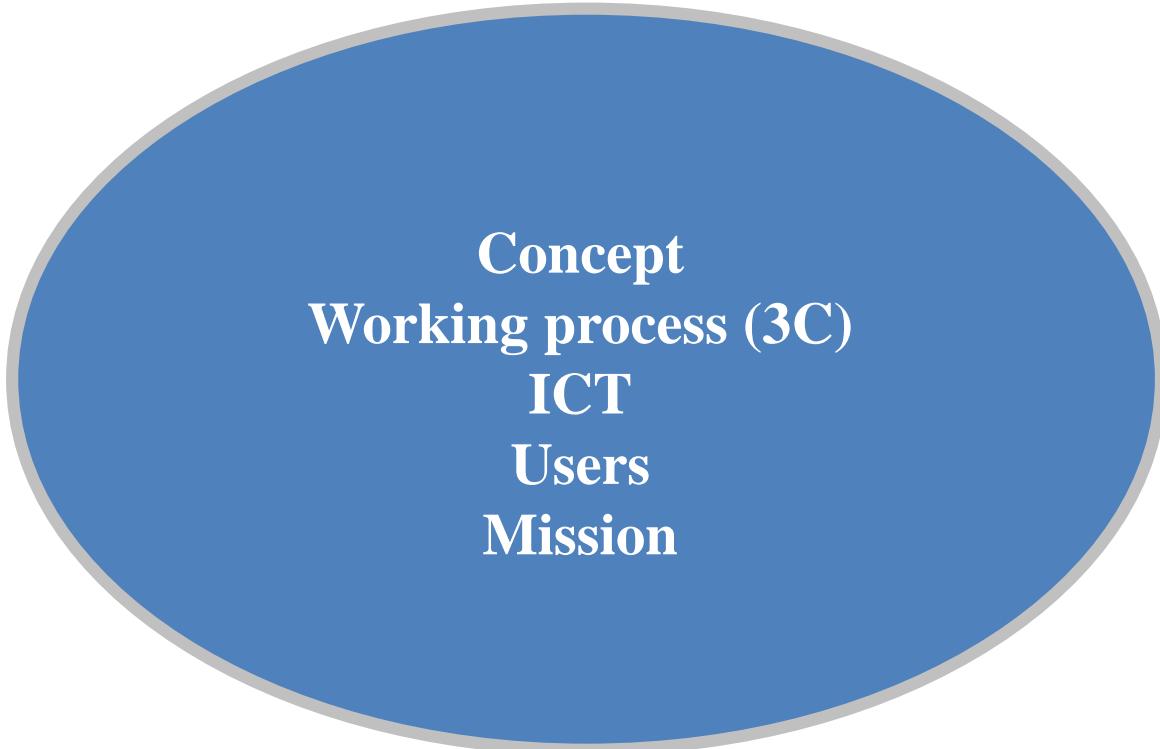


What is public memory
and why would it be important?

Some 200 years
of heritage protection history
is long enough to inspire
and too short to oblige.

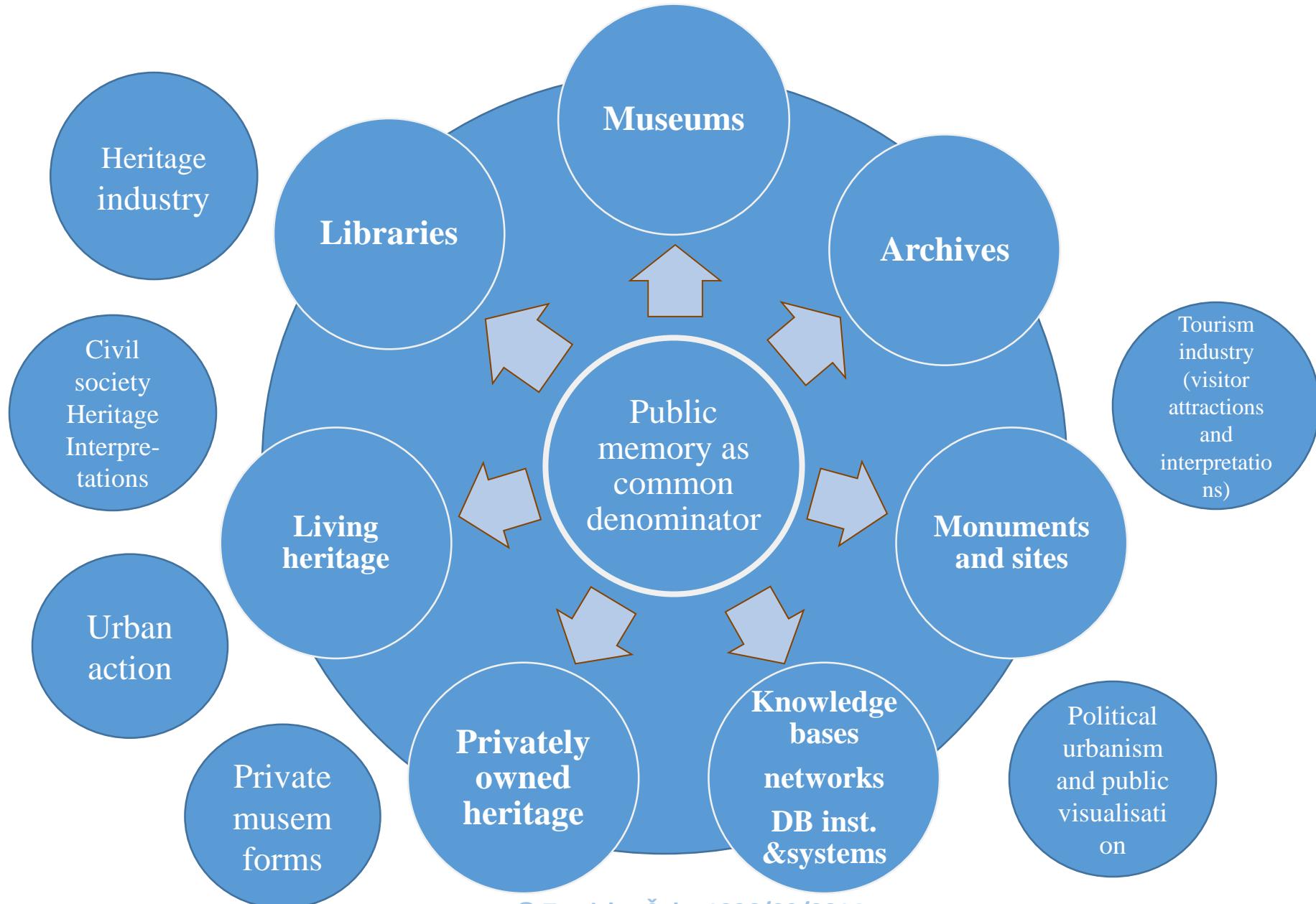
Why not finally a PM sector
and finally a profession?

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...





A photograph of a man in a dark suit and glasses, kneeling on a light-colored wooden floor in a museum gallery. He is looking at a large painting of a dollar sign. The painting is framed in dark green and features a large white dollar sign on a white background. In the background, another man in a striped shirt and tie is standing. A small tag is visible on the man's suit.

**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

New Orleans

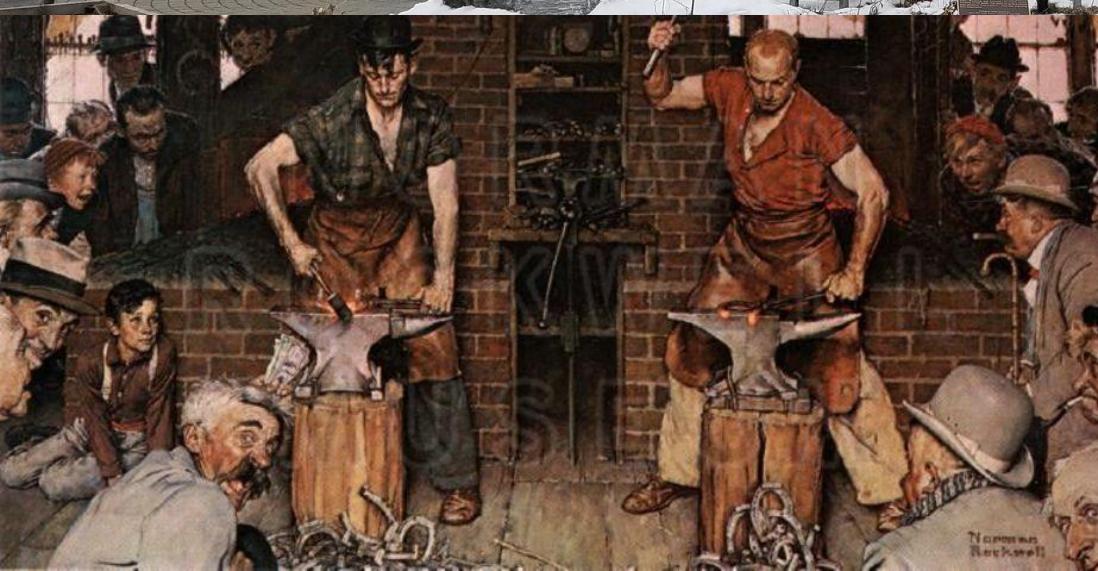
Boscastle

Manila

Maldives

Hebden Bridge

Sinking
cities



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 Francois 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 nowledge into wisdom

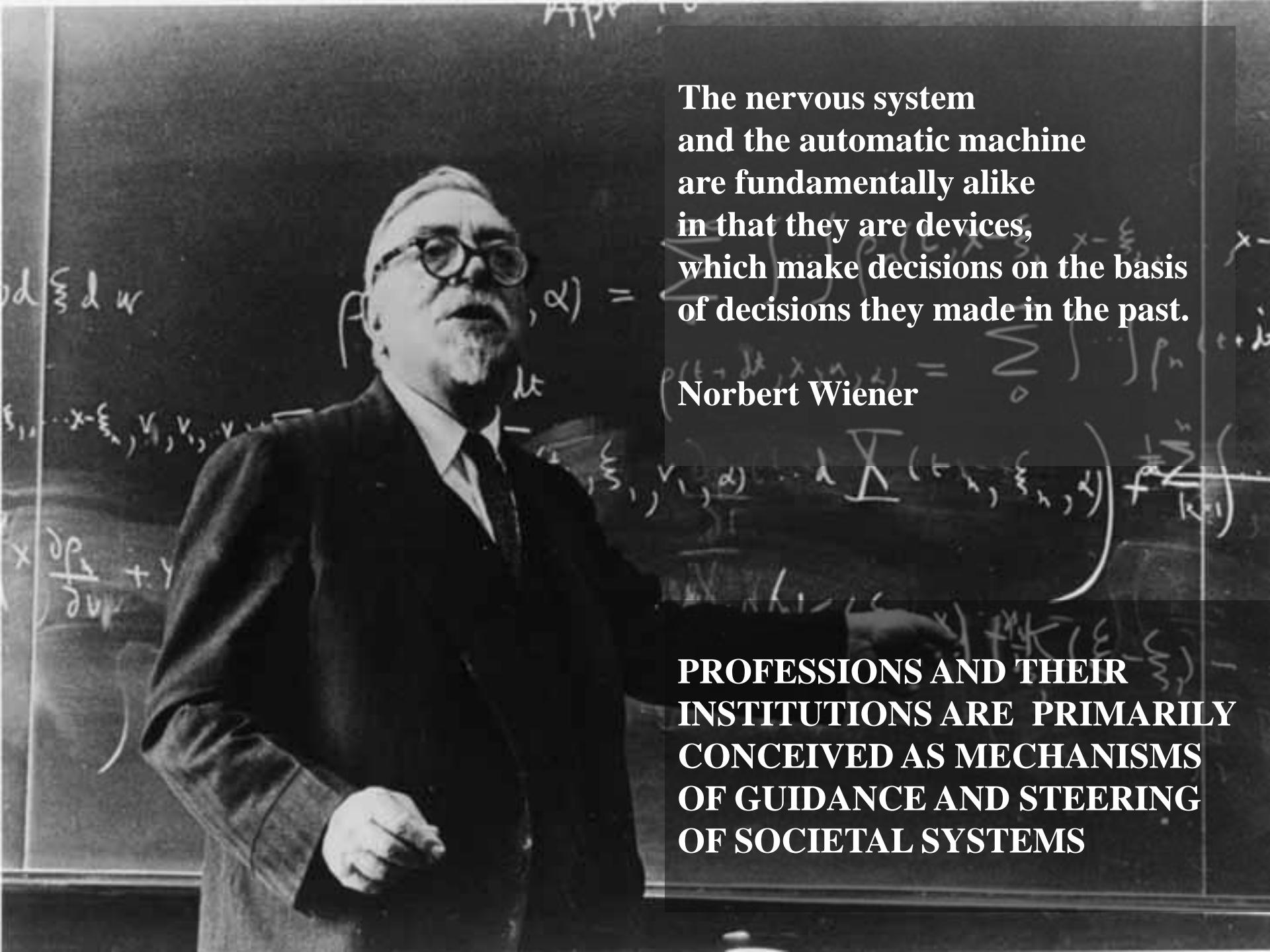


Ideally, heritage is wisdom

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 portrait of Norbert Wiener, a man with a beard and glasses, wearing a suit and tie. He is standing in front of a chalkboard covered with mathematical equations and diagrams. The equations include terms like α , ξ , v , μ , and Δ .

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



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, - carring 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

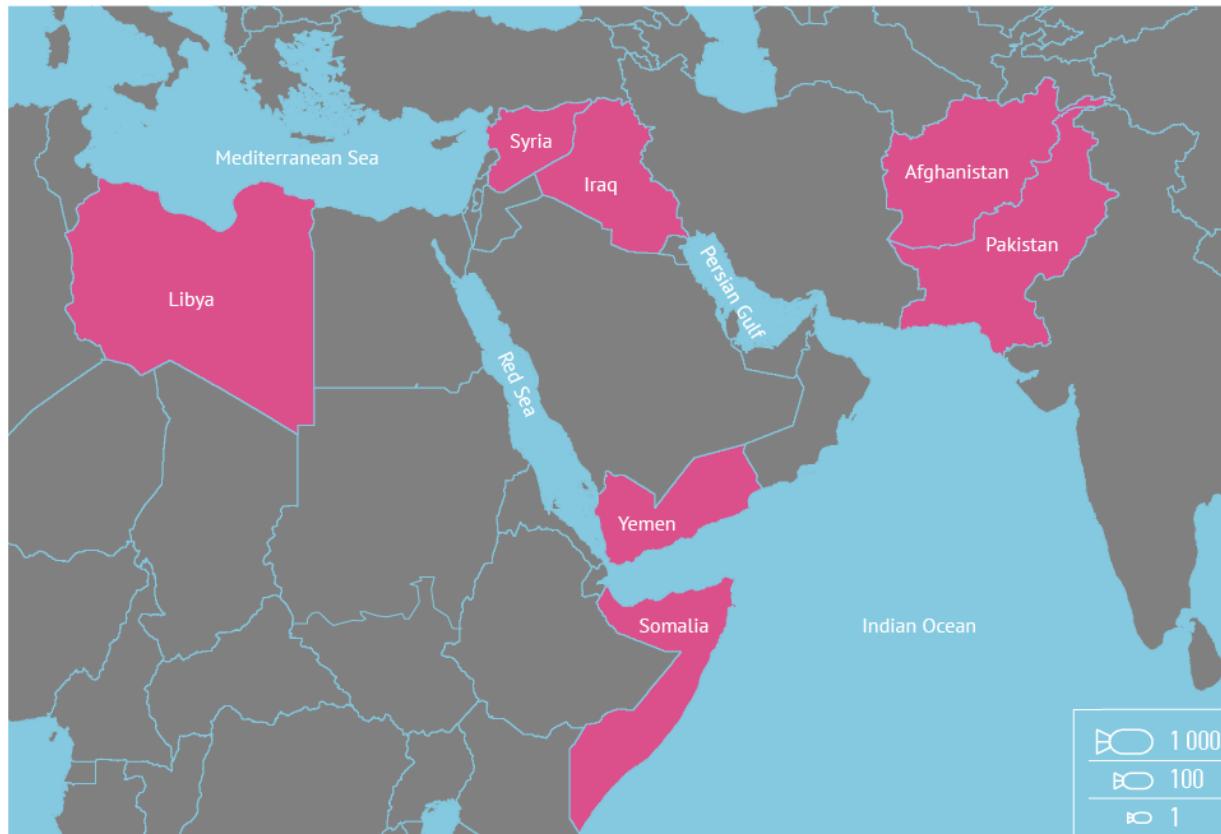
Europe looks best in Bruxelles and from Bruxelles Holly bureaucracy!



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*



SYRIA	12 192
IRAQ	12 095
AFGHANISTAN	1 337
LIBYA	496
YEMEN	34
SOMALIA	12
PAKISTAN	3

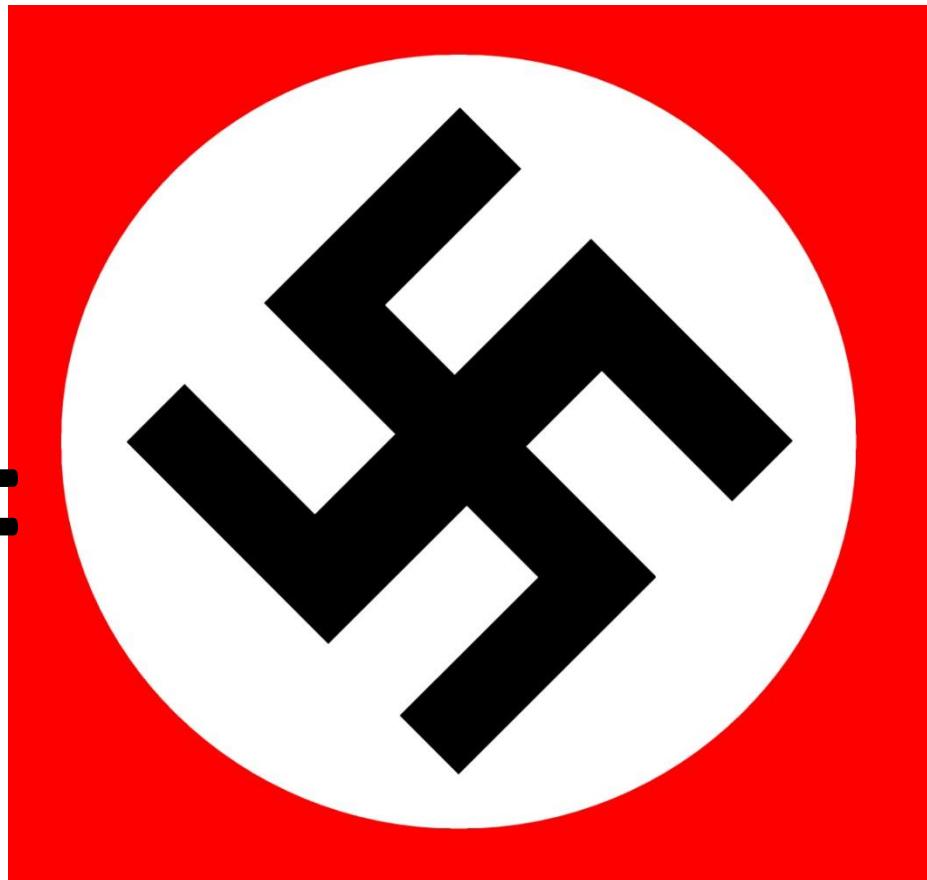
*For comparison: In 2015, the US dropped 23 144 bombs

Source: blogs.cfr.org

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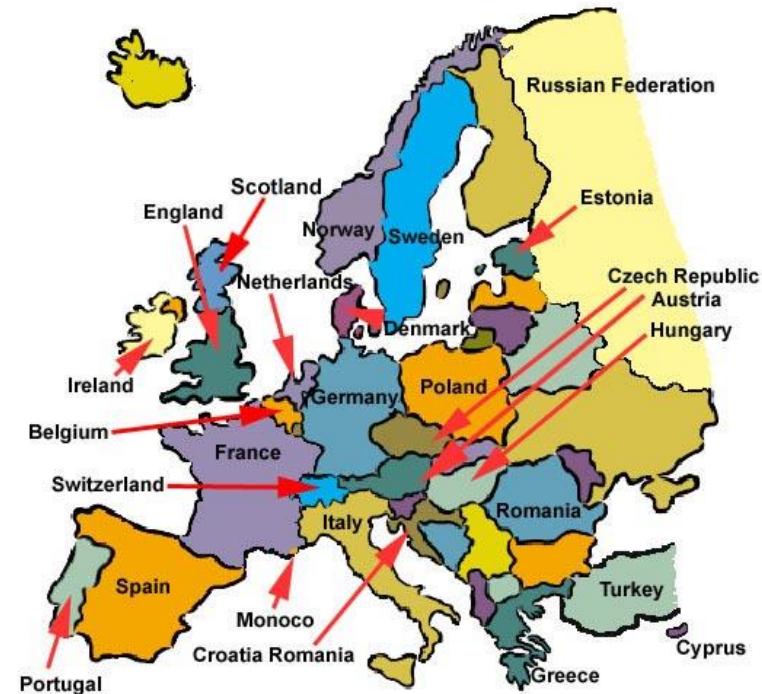


Hitler 'Outreads' Harry Potter in Latvia



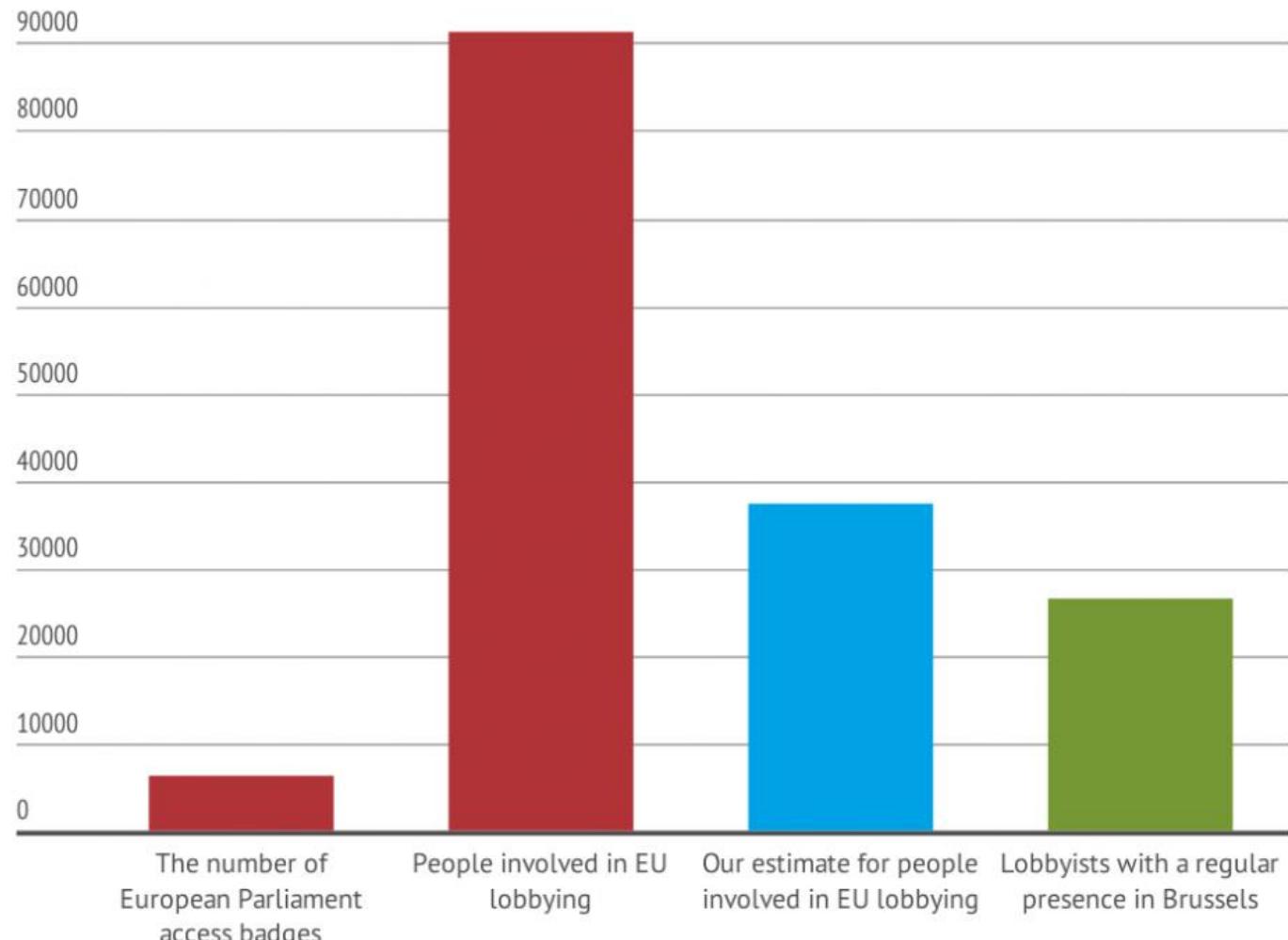
Identity of Europe

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.

MNEMOSOPHIA

One-Slide Lectures

about

The Vault

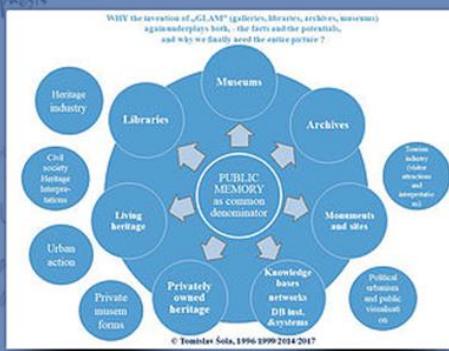
Solutions

• 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.

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](#)

From Occupation(s) to a Heritage Profession

Public Memory Transfer for a Social Humanity

Why Knowledge is Not Enough and Can be



Every heritage is immater..

[Read More](#)

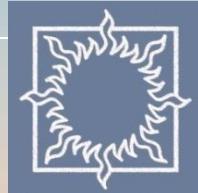
RIDICULE

ABSORPTION
the amount
appropriated
for the cost
practices

DESTRUCTION

Conferences are about cracking the code of success!

Benchmarking experience and insight



The Best in Heritage Projects of Influence

26-28 Sept 2018

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Takk og se deg i Dubrovnik neste september!!