

Report on activities of the UNESCO Chair of Museology and World Heritage

1st meeting of the Chair's Board
28 April 2016, Masaryk University Brno

Introduction

This report covers an unusually long period from July 2014, when the Chair's management has changed, until the end of the first phase of the running project of activities of the Chair in April 2016. This way it tries to cover the whole period of transformation and revitalisation of activities of the Chair. According to the innovated conclusions of the Chair, which are in accordance with the original foundation agreement between the Masaryk University and the UNESCO Organisation, and the valid UNESCO documents (37 C 4 Medium-Term Strategy 2014–2021, 37 C 5 Approved Programme and Budget for 2014–2017, and Guidelines and procedures for the UNITWIN/UNESCO Chairs Programme)¹, the Chair of Museology and World Heritage is profiled as a centre of thoughts, a place of encounters and exchange of knowledge in the field of museology and related disciplines. It implies a narrow interdisciplinary cooperation between individual bodies of the Masaryk University, cooperation with universities in the Czech Republic and abroad and with other professional institutions conducting museological and archaeological practice, so that it can methodically cover the field of theoretical as well as applied museology and the issue of preservation and presentation of world heritage.

After the initial period of critical analysis of the activities and reflection of possibilities of the Masaryk University towards the potential of institutional functioning of the Chair as well as the needs of museological theory and museum practice in Czech and international context, the Chair has profiled its activity at several basic levels:

- intensive build-up of national and international cooperation;
- specialised courses for students of the Masaryk University;
- organisation, co-organisation and active participation in professional conferences, seminars and colloquia;
- mediation of students' participation in professional activities;
- mediation of volunteer activity of students in museums;
- publication activity;
- activities in the field of mediation of cultural heritage;
- activities targeted at museological care for archaeological heritage.

The activity of the UNESCO Chair of Museology and World Heritage, which is an organic part of the Department of Archaeology and Museology, Faculty of Arts, Masaryk University, is guaranteed by a professor at this Department, whose nomination has been approved in cooperation with the Czech National Committee for UNESCO and the UNESCO Secretariat according to internationally valid rules.² The Activity of the Chair has been realised on the basis of human resources of members of the Department of Archaeology and Museology, who provide

¹ 37 C/4 Medium-Term Strategy 2014–2021 [online]. Paris: United Nations Educational, Scientific and Cultural Organisation, 2014 [accessed 2014-08-21]. Available from [www: <http://unesdoc.unesco.org/images/0022/002278/227860e.pdf>](http://unesdoc.unesco.org/images/0022/002278/227860e.pdf);

Guidelines for UNESCO Chairs are available from [www: <http://en.unesco.org/unitwin-unesco-chairs-programme>](http://en.unesco.org/unitwin-unesco-chairs-programme).

² Guidelines for UNESCO Chairs are available from [www: <http://en.unesco.org/unitwin-unesco-chairs-programme>](http://en.unesco.org/unitwin-unesco-chairs-programme).

professional auspices to individual activities of the project and continuously enhance their professional competences by further academic growth. Wider range comprises human resources from other departments of the Masaryk University and from the cooperating professional organisations, methodical workplaces and museum institutions as well as public administration bodies.

Overview of activities of the UNESCO Chair of Museology and World Heritage for the period 07/2014 – 04/2015

07/2014 – 01/2015 period of reorganisation of the Chair

06/2014	withdrawal of PhDr. Jan Dolák from the position of the Chair Holder
07/2014	revision of activities of the Chair in previous years, analysis of strong and weak points
07/2014 – 10/2014	build-up of a new vision, consultations with Czech National Committee for UNESCO
09/2014 – 01/2015	cooperation with the project of the Centre for Innovation of Archaeology and Museology Teaching at the Department of Archaeology and Museology, Faculty of Arts, Masaryk University in methodical development of Internships in Museum Pedagogy targeted at interdisciplinary cooperation of museum professions, 22 participants/students of the Masaryk University
09/2014 – 12/2014	co-organisation of a course of lectures for students of the Masaryk University titled <i>Special Topics of Museology</i> , 120 participants/students of the Masaryk University (incl. students of the ERASMUS programme)
25 – 26/11/2014	co-organisation of the Muzeo50 international conference and presentation of revitalisation plans in this conference; presentation of a paper on innovation of the activity of the Chair, MRÁZOVÁ, Lenka and DRÁPALA, Daniel: <i>UNESCO Chair at the Masaryk University – vision for the 21st century</i> , 200 participants
11/2014	monograph by a Chair member KIRSCH, Otakar. <i>(Po)zapomenutí nositelé paměti. Německé muzejnictví na Moravě</i> . 1. ed. Brno: PAIDO, 2014. 282 pp. Kultura a edukace, vol. 3. ISBN 978-80-7315-249-9.
12/2014 – 1/2015	elaboration of the document <i>Plan of Activities of the UNESCO Chair of Museology and World Heritage</i> – it contains the planned innovation of activities and enhancement of specialisation of the Chair following the current situation of the department and the needs of museology in the Czech Republic, all in accordance with the original Agreement on Establishment of the UNESCO Chair of Museology and World Heritage at the

	Masaryk University
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02 – 06/2015 period of preparation of the project and start of activity according to the new plan of activities of the Chair

02/2015	addressing the partners of the Chair and formulating the vision of mutual cooperation
9 – 10/02/2015	organisation of the seminar <i>In the first line: Innovative approaches in guiding and lecturing activity</i> , 9–10 February 2015 for the Committee for Public Relations and Museum Pedagogy at the Czech Association of Museums and Galleries, and preparation of a publication output from this seminar, 50 participants/museum experts from the Czech Republic and Slovakia
02/2015 – 06/2015	co-organisation of a course of lectures for students of the Masaryk University titled <i>Special Topics of Museology</i> , 50 participants/students of the Masaryk University
02/2015 – 06/2015	co-organisation of 4 lectures of Czech and foreign experts open to the professional public
02/2015 – 06/2015	cooperation with the project of the Centre for Innovation of Archaeology and Museology Teaching in methodical development of Internships in Museum Pedagogy targeted at interdisciplinary cooperation of museum professions, 12 participants/students of the Masaryk University
02/2015 – 03/2015	constitution of the Chair's Board as an advisory and supervisory body in compliance with guidelines on the activity of UNESCO Chairs, and definition of the basic outline of its functioning
02/2015 – 04/2015	setting up the plan of activity for the period 2015 – 2019 and its submission to the UNESCO Secretariat in Paris in due course by the end of April 2015
03/2015	publication output of the seminar <i>In the first line: Innovative approaches in guiding and lecturing activity</i> on the website of the Chair, website of the Association of Museums and Galleries and portal of the Centre for Presentation of Cultural Heritage JAGOŠOVÁ, Lucie. <i>V první linii... Inovativní přístupy v průvodcovské a lektorské činnosti. Výstupy kolokvia Komise pro práci s veřejností a muzejní pedagogiku AMG ČR (metodický materiál)</i> . Brno: Ústav archeologie a muzeologie FF MU - Oddělení muzeologie a Katedra UNESCO pro muzeologii a světové dědictví, 2015. 23 pp. Available www: <http://www.phil.muni.cz/wune/home/Downloads/2015/V_prvni_linii.pdf> .
03/2015	publication output of a Chair member to the research project on mapping

	of Czech and Slovak museologists KIRSCH, Otakar. Ludvík Kunz a jeho pojetí etnografické muzeologie. Muzeológia a kultúrne dedičstvo, Bratislava: Filozofická fakulta Univerzity Komenského, 2015, vol. 3, No. 2, pp. 9-27. ISSN 1339-2204.
25 – 26/06/2015	co-organisation of a museological seminar titled <i>Museum profession and public: Potential of museum workers with “non-pedagogical” specialisation towards the museum audience</i> , 50 participants/museum workers and museologists from the Czech Republic and Slovakia
06/2015	establishing the cooperation with the PamátkyDnes project focused on innovative methods of making the cultural heritage accessible by film technique

07/2015 – 04/2016 first phase of project realisation and enhancement of the scope of the Chair by further activities

17 – 20/08/2015	co-organisation of the 7th Medieval and Modern Pottery Workshop, Panská Lhota, 23 participants
05/09/2015	mediation of volunteer activity at the Technical Museum in Brno (16th competition „The Young Smith of Těšany“ in the historical building of the smithy at Těšany), capacity 8 participants/students of the Masaryk University fulfilled
23/09/2015	participation in a closed expert seminar titled <i>Measures of preventing illegal export of cultural objects from Iraq and Syria</i> organised by Czech National Committee for UNESCO in cooperation with Czech National Committee of ICOM and Czech Committee of the Blue Shield; a paper titled <i>Archaeological networking as a tool of help for endangered monuments</i> presented by Kubíková, Barbora and Denis Štefanisko, 14 participants (2 Chair workers, 2 professional student speakers, 9 student observants)
09/2015 – 12/2015	co-organisation of a course of lectures for students of the Masaryk University titled <i>Special Topics of Museology</i> , 69 participants/students of the Masaryk University
09/2015 – 12/2015	co-organisation of 8 lectures of Czech and foreign experts open to the professional public
09/2015 – 01/2016	assumption of warranty for the methodical development and organisation of <i>Internships in Museum Pedagogy</i> targeted at interdisciplinary cooperation of museum professions, 14 participants/students of the Masaryk University
09/2015 – 11/2015	proposal and subsequent successful acceptance of the international project

	AKTION ÖSTERREICH - TSCHECHISCHE REPUBLIK Wissenschafts- und Erziehungskooperation/AKTION CZECH REPUBLIC – AUSTRIA cooperation in science and education titled <i>Open Round Table of Museology</i> in cooperation with the Department of History, University of Graz
09/2015 – 04/2016	conceptual development and start of realisation of the website of the Chair in Czech and English language
12/2015	presentation of activities of the Chair by the publication output MRÁZOVÁ, Lenka and DRÁPALA, Daniel: <i>The role of the UNESCO Chair at the Masaryk University in the system of protection, preservation and presentation of cultural heritage</i> . <i>Museologica Brunensia</i> , Brno: Masarykova univerzita, 2015, vol. 4, No. 2, pp. 65-71. ISSN 1805-4722.
od 01/2016	co-participation in preparation, publication and promotion of the professional museological periodical <i>Museologica Brunensia</i>
02/2016 – 06/2016	co-organisation of a course of lectures for students of the Masaryk University titled <i>Special Topics of Museology</i> , 70 participants/students of the Masaryk University
02/2016 – 06/2016	co-organisation of 2 lectures of Czech and foreign experts open to the professional public
02/2016 – 06/2016	warranty for the methodical development and organisation of <i>Internships in Museum Pedagogy</i> targeted at interdisciplinary cooperation of museum professions, 12 participants/students of the Masaryk University
12/03/2016	mediation of volunteer activity at the Technical Museum in Brno (<i>Fabulous Industrial Saturday</i>), capacity 8 participants/students of the Masaryk University fulfilled
03/2016 – 12/2016	cooperation on the project AKTION ÖSTERREICH - TSCHECHISCHE REPUBLIK Wissenschafts- und Erziehungskooperation/AKTION CZECH REPUBLIC – AUSTRIA cooperation in science and education titled <i>Open Round Table of Museology</i> in cooperation with the Department of History, University of Graz, methods and topics of student courses
03/2016	in cooperation with the PamátkyDnes project, 2 bachelor theses have been elaborated on the topic of didactic tool as a means of mediation of cultural heritage; another 3 topics of final and diploma theses were announced
12 – 14/04/2016	active participation in the international conference ‘Phenomenon of cultural heritage in society – history, current situation and perspectives III’ at the Comenius University in Bratislava, 2 papers of specialists, 2 papers in student section KIRSCH, Otakar. <i>Technické muzejnictví a jeho podíl na formování muzeologie v českých zemích v letech 1948–1989</i> .

	JAGOŠOVÁ, Lucie. <i>Profesní standardy v muzejní pedagogice</i> . 2 příspěvky ve studentské sekci: MIKULÁŠKOVÁ, Monika. <i>Proměny konstruktivistické teorie učení v muzejní pedagogice G. E. Heina</i> . VESELÁ, Magdalena. <i>Pracovní list k památce Mariánský sloup v Uničově</i> .
21/4/2016	cooperation with the Faculty of Science in promotion of a professional lecture by a foreign expert
26/4/2016	premiere of the film Jano Köhler / a documentary dealing with restoration works on the 1st Station of the Cross on Saint Hostýn / at Prostějov in cooperation with the PamátkyDnes project
28/4/2016	festive projection of the film Jano Köhler / a documentary dealing with restoration works on the 1st Station of the Cross on Saint Hostýn / in University Cinema Scala, accompanied by a short seminar and discussion on the topic of making the cultural heritage accessible
28/4/2016	1st meeting of the Chair's Board
25 – 29/04/2016	active participation in the professional conference International Congress on the Archaeology of the Ancient Near East (10th ICAANE), 1 presentation by 2 academic workers from the Department of Archaeology and Museology, 2 students Peper by MATEICIUCOVA, I. / WILDING, M. <i>Studying ephemeral prehistoric tell sites in Upper Mesopotamia: The example of Tell Arbid Abyad (Syria)</i>

05/2016 – 12/2016 planned activities

05 – 06/05/2016	active participation in the professional conference <i>Museums and cultural landscape – police and museums</i> , 1 presentation by academic worker from the Department of Archaeology and Museology, 10 participants/students of the Masaryk university
20 – 22/05/2016	active participation in the EDUSPACE festival accredited by the Ministry of Education, Youth and Sports, holding of a workshop for professional public focused on mediation of cultural heritage and principles of museum pedagogy <i>Education as Adventure</i> , capacity 25 participants, and programme for general public <i>Take your body and come, we will go to Špilberk</i> – demonstration of education by experience connected with cultural monument, in cooperation with trainees from Internships in Museum Pedagogy, capacity 30 participants
05 – 12/2016	ongoing cooperation with the PamátkyDnes project – promo of the film Jano Köhler, elaboration of didactic tools to documentaries on cultural

	heritage
07 – 08/06/2016	mediation of volunteer activity at the Technical Museum in Brno (professional conference <i>Textile in Museums</i>), capacity 5 participants/students of the Masaryk University
16/07/2016	mediation of volunteer activity at the Technical Museum in Brno (event for families with children <i>Spick and Span Saturday</i>), capacity 10 participants/students of the Masaryk University
13/08/2016	mediation of volunteer activity at the Technical Museum in Brno (event for families with children <i>Saturday Full of Crafts / smith and wheelwright Saturday</i>), capacity 10 participants/students of the Masaryk University
08/2016	co-organisation of the 8th Medieval and Modern Pottery Workshop, Panská Lhota
03/09/2016	mediation of volunteer activity at the Technical Museum in Brno (17th competition „The Young Smith of Těšany“ / ethnographic festival), capacity 15 participants/students of the Masaryk University
09 – 12/2016	co-organisation of a course of lectures for students of the Masaryk University titled <i>Special Topics of Museology</i> , assumed 70 participants/students of the Masaryk University
09 – 12/2016	co-organisation of 7 lectures of Czech and foreign experts open to the professional public
09 – 01/2017	warranty for the methodical development and organisation of <i>Internships in Museum Pedagogy</i> targeted at interdisciplinary cooperation of museum professions, assumed 15 participants/students of the Masaryk University
09 – 10/2016	<i>Forum of Museology</i> course of lectures for students of Brno museology as a part of the project <i>AKTION ÖSTERREICH - TSCHECHISCHE REPUBLIK Wissenschafts- und Erziehungskooperation/AKTION CZECH REPUBLIC – AUSTRIA cooperation in science and education</i> titled <i>Open Round Table of Museology</i> in cooperation with the Department of History, University of Graz, assumed 20 participants/students of the Masaryk University
09/10/2016	mediation of volunteer activity at the Technical Museum in Brno (event for general public <i>Coffee with Maryša / Women in Moravian countryside</i>), capacity 5 participants/students of the Masaryk University
17 – 21/10/2016	The end of the project <i>AKTION ÖSTERREICH - TSCHECHISCHE REPUBLIK Wissenschafts- und Erziehungskooperation/AKTION CZECH REPUBLIC – AUSTRIA cooperation in science and education</i> titled <i>Open Round Table of Museology</i> in cooperation with the Department of History, University of Graz – several days meeting of Czech and Austrian students and teachers,

	which includes a student workshop, 2 educational excursions, 4 lectures of Czech and Austrian pedagogues and the Open Round Table of Museology on the topic of <i>Theoretical foundation of museology for practical implementation in modern museum work</i> , also open to professional public
11 – 12/2016	preparation of publication outputs of the project AKTION ÖSTERREICH - TSCHECHISCHE REPUBLIK Wissenschafts- und Erziehungskooperation/AKTION CZECH REPUBLIC – AUSTRIA cooperation in science and education titled <i>Open Round Table of Museology</i> in cooperation with the Department of History, University of Graz

Comparison of planned activities and their realisation 07/2014 – 04/2016-04-17

Period	Planned activities	Realised activities
07/2014 – 01/2015 period of reorganisation of the Chair	<ul style="list-style-type: none"> - analysis of previous activity and plan for revitalisation and innovation of activities of the Chair in accordance with existing strategic UNESCO documents <hr/> Activities beyond the scope of the plan	<ul style="list-style-type: none"> - revision of activities - consultations with Czech National Committee for UNESCO <hr/> <ul style="list-style-type: none"> - <i>Internships in Museum Pedagogy</i> course - course of lectures <i>Special Topics of Museology</i> - Muzeo50 international conference - presentation of the Chair by a paper - monograph – publication and support to promo activities - document <i>UNESCO Chair of Museology and World Heritage Intention</i>
02 – 06/2015 period of preparation of the project and start of activity according to the new plan of activities of the Chair	<ul style="list-style-type: none"> - addressing the partners of the Chair and formulating the vision of mutual cooperation - constitution of the Chair's Board and definition of the basic outline of its functioning - elaboration of the project 	<ul style="list-style-type: none"> - addressing the partners of the Chair and formulating the vision of mutual cooperation - constitution of the Chair's Board and definition of the basic outline of its functioning - elaboration of the project of

	<p>of activity for the period 2015 – 2019 and its submission</p> <hr/> <p>Activities beyond the scope of the plan</p>	<p>activity for the period 2015 – 2019 and its submission</p> <hr/> <ul style="list-style-type: none"> - 1 course <i>Internships in Museum Pedagogy</i> - 1 course of lectures <i>Special Topics of Museology</i> - 4 lectures of Czech and foreign experts - organisation of an expert seminar - publication output of the expert seminar - publication output of the research project on mapping of Czech and Slovak museologists - co-organisation of a museological seminar - establishing the cooperation with the PamátkyDnes project
<p>07/2015 – 04/2016 first phase of project realisation and enhancement of the scope of the Chair by further activities</p> <p>07/2015 – 12/2015</p>	<ul style="list-style-type: none"> - 1 monograph on evolution of museological thinking in the Czech lands - 1 course <i>Special Topics of Museology</i> - 2 lectures for professional public - build-up of facilities of the training centre at Brtnice-Panská Lhota - contentual development of the website of the Chair in Czech and English language 	<ul style="list-style-type: none"> - monograph was published in advance 12/2014 - 1 course of lectures <i>Special Topics of Museology</i> - 8 lectures for professional public - build-up of technical facilities of the centre at Brtnice-Panská Lhota - creation and partial realisation of the website of the Chair

<p>01/2016 – 12/2016</p>	<p>Activities beyond the scope of the plan</p> <ul style="list-style-type: none"> - 1 scientific article - 1 profile for the website - 2 courses <i>Special Topics of Museology</i> - 4 lectures for professional public - 1x round table - 1 course <i>Museological Care for Archaeological Heritage</i> - 1 workshop 	<ul style="list-style-type: none"> - co-organisation of a workshop in the centre at Panská Lhota - 2x mediation of volunteer activity at the Technical Museum in Brno - active participation in a closed expert seminar <i>Measures of preventing illegal export of cultural objects from Iraq and Syria</i> - 1 course <i>Internships in Museum Pedagogy</i> - acceptance and cooperation on the international project <i>AKTION CZECH REPUBLIC – AUSTRIA cooperation in science and education</i> - presentation of activities of the Chair by a publication output - in 02 – 05/2016, 2 scientific articles were written - 1 profile was published in advance 03/2015 - 2 courses <i>Special Topics of Museology</i> were held in 02 – 06/2016 and 09 – 12/2016 - 9 lectures are planned for 05/2016 and 09 – 12/2016 - it will take place within the project <i>AKTION CZECH REPUBLIC – AUSTRIA cooperation in science and education</i> on 21/10/2016 - the content is being prepared, realisation is planned for autumn 2016/spring 2017 - 1 workshop realised in advance 08/2015, further realisation
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	<ul style="list-style-type: none">- presentation of electronic publications and updated overview of museological activities in the Czech Republic and worldwide in Czech and English language <hr/> <p>Activities beyond the scope of the plan</p>	<p>planned for 08/2016</p> <ul style="list-style-type: none">- continuously realised during 2016 along with updating of the website <hr/> <ul style="list-style-type: none">- 2 courses <i>Internships in Museum Pedagogy</i>- 4x active participation in a professional conference- active participation in the EDUSPACE festival, 1 workshop for professional public, 1 educational programme for general public- projection and promo of the film Jano Köhler accompanied by a seminar and professional discussion- elaboration of 2 didactic tools within bachelor theses- 5x mediation of volunteer activity at the Technical Museum in Brno- course of lectures <i>Forum of Museology</i>- several days professional meeting of Czech and Austrian students and teachers - student workshop, 2 educational excursions, 4 lectures of Czech and Austrian pedagogues within the project <i>AKTION CZECH REPUBLIC – AUSTRIA cooperation in science and education</i>- co-participation in preparation, publication and promotion of the professional museological periodical <i>Museologica Brunensia</i>
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Short summary of activities in relation to type of activities

For students	lectures courses internships mediation of participation in professional activities mediation of volunteer activities in museums offer of themes of diploma thesis
For professionals	open lectures seminars workshops conferences
active participation in conferences and professional meetings participation in professional museological and archaeological activities cooperation with national and international organisations	
publications	

Conclusion

During the past almost two years of revitalisation of its activity, the UNESCO Chair of Museology experienced a distinct progress towards professional activities, which organically interconnect the academic sphere with professional practice and related student activities. The Chair thus not only participates in research activities, but also provides a platform for development of professional discussion, mediation of contacts and information, and interconnection of students with professional museum practice through the medium of internships and mediation of volunteer activities. The support to publication activity also is regarded as very important. Beneficial is the participation in publication of the professional periodical *Museologica Brunensia*, which due to editorial changes connected with transfer of the periodical to the Department of Archaeology and Museology is positively reflected in its flexibility and accessibility (available in open access mode, increased number of papers in English language). Cooperation with partner organisations has gradually been developed and new cooperation is being established with another professional entities and activities. Problematic is the persisting silence on the side of the UNESCO Secretariat in Paris, which despite urgent reminders by the Czech National Committee for UNESCO and the Ministry of Foreign Affairs did not yet respond to adequate formal steps undertaken by the Chair in compliance with procedural requirements of the UNESCO Secretariat concerning the UNESCO Chairs.³ Despite this formal delay, the Chair successfully develops its activity. During each semester, activities of the Chair are attended by ca. 200-500 participants depending on the type of activities organised. Further links to professional community are offered by the Chair through the medium of its publication and communication platforms.

Elaborated by Mgr. Lenka Mrázová

³ Guidelines for UNESCO Chairs are available from www: <<http://en.unesco.org/unitwin-unesco-chairs-programme>>