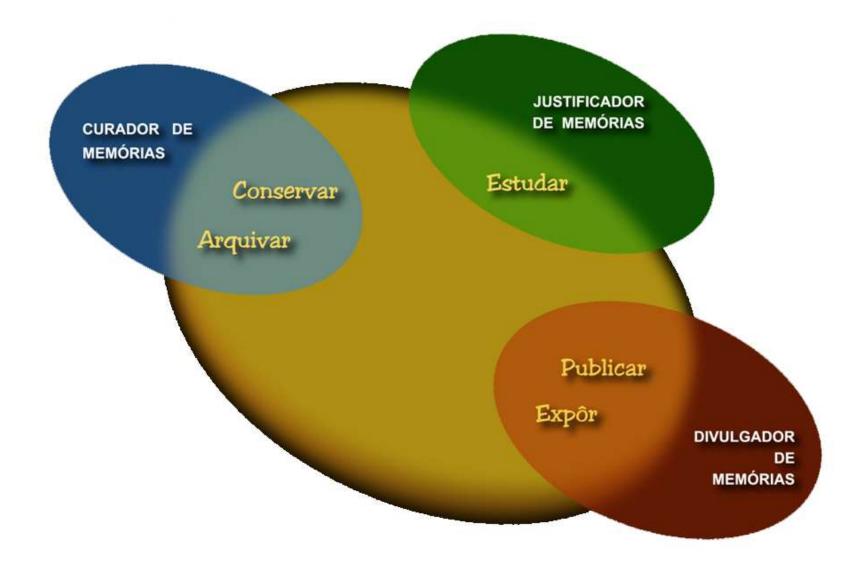
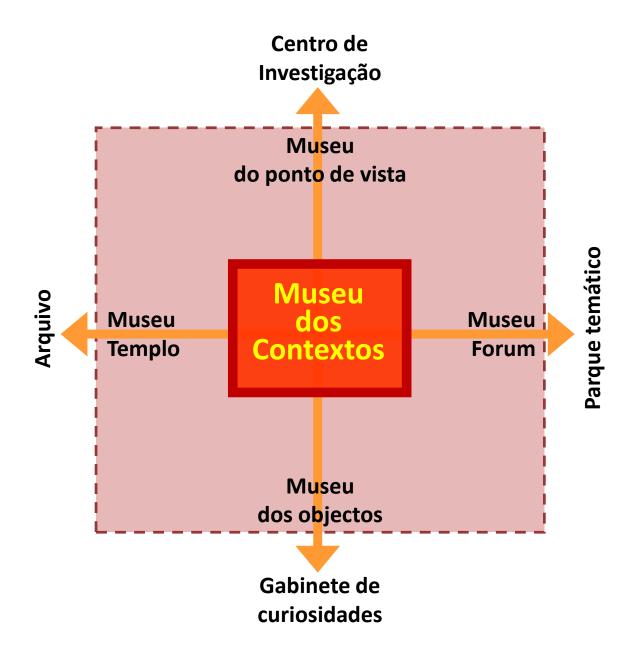
# As funções sociais do museu na sua dimensão comunitária

### The social functions of the museum in its community dimension

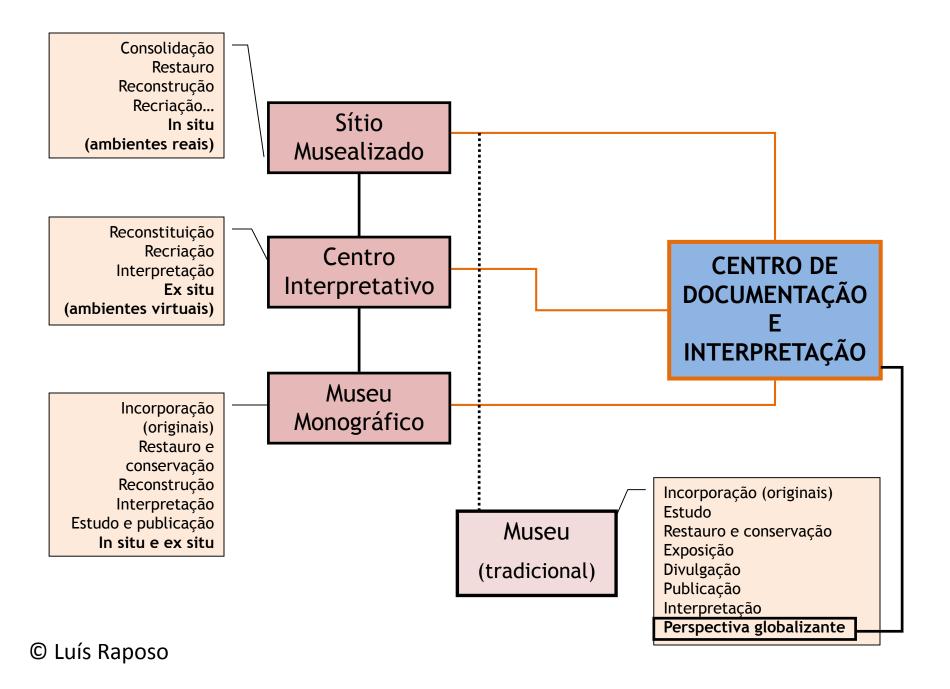
Las funciones sociales del museo en su dimensión comunitaria

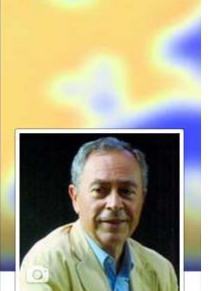
## As funções sociais dos museus





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GLAM / LAM: just industry or a new conceptual frame?

Q

GLAM, standing for "Gallerias, Libraries, Archives and Museums", is basically an economic/industrial approach to take advantage of the potential included in traditional separated institutions, dealing all with research, curation and dissemination of memorial contends. Before GLAM, the same generic goal was already present in LAM, "Libraries, Archives and Museums". "Archives, Libraries, Museums: Coming Back Together?" – questioned Deanna Marcum two years ago.

The focus of both, GLAM and LAM, is however too narrow for the present and immediate future challenge in these institutions. GLAM is basically an industrial or managerial project, devoted to better use and take advantage (and possible profitability) of installed resources. LAM was, at least partially, too much concentrated in digital resources, claiming for the benefits deriving from interchangeable databases and querying software. What Libraries, Archives and Museums (also Galleries in the British sense of the concept) would perhaps need now is not so much to take advantage of their specific memorial corpus, by putting them together, but to audaciously take the path of merging processes, giving rise to higher modalities of interaction, at the limit to new global holistic institutions.

The day will arrive when in a small village, museum, library, archive and... occasional medical appointments, mailing services, fiscal consultancy, daily press, etc... will all be accessible in a single unitary space, within a building or in several buildings around one central place or in an entire quarter.

That's my vision for the future, especially in small depressed communities. Photo: The New Museum concept: Brian Allen illustrative impression.



### PROJECT ACRONYM EU-LAC-MUSEUMS (Programme/Call: H2020 — H2020-INT-SOCIETY-2015)

Project Full Title

### Museums and Community: Concepts, Experiences, and Sustainability in Europe, Latin America and the Caribbean (2016 – 2019)

#### Keywords

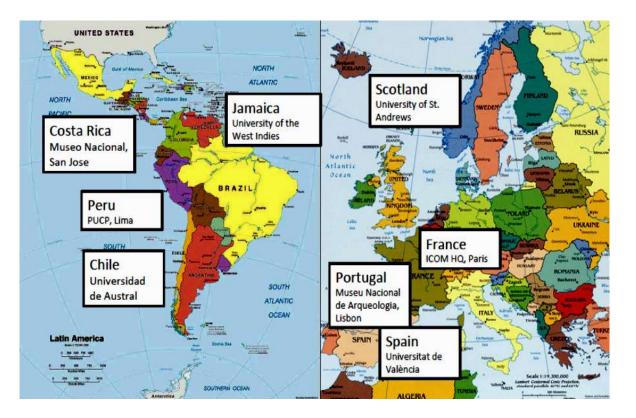
Community museology, sustainability, exhibiting migration and gender, technology and innovation.

Promoters ICOM EU and ICOM LAC

#### Coordinator University of St. Andrews (Scotland, UK)

#### Consortium

Univ. St.Andrews (Scotland, UK) DGPC/MNA (Portugal) Univ. Valencia (España) Museo Nacional (Costa Rica) Univ. West Indies (Barbados) PCUP (Peru) Univ. Austral (Chile) ICOM Paris



#### **Objectives**:

1 - To increase the knowledge by researching the concepts and experiences of sustainability in museums and communities in the two regions; special focus on heritage technologies and histories of migration

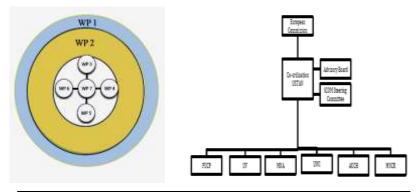
- 2 To enhance sustainable development and social inclusiveness in remote rural and island locations
- 3 To create a common and sustainable vision for community museums
- 4 To make available knowledge
- **5** To ensure evaluation and build long-term sustainable relationships

#### Method and outcomes:

#### Outcomes:

A series of thematic work packages will create parity of esteem, sustainable dialogue and co-operation between academia, museums and communities in each region by pursuing work packages dealing with the cross cutting societal challenges of:

- a) "Technology and Innovation for Bi-Regional Integration" (including the creation of an ambitious multi-media Web Portal);
- b) "Museum Education for Social Inclusion and Cohesion" (including a bi-regional museum youth exchange);
- c) "Investment and Entrepreneurship for Sustainable Museums" (including new innovative designs of integral management), and
- d) "Exhibiting Migration and Gender" (including an international touring fine art exhibition). In so doing, we will push forward the agenda of the EU-CELAC Action Plan in museum practice and theory.



WP Work package title

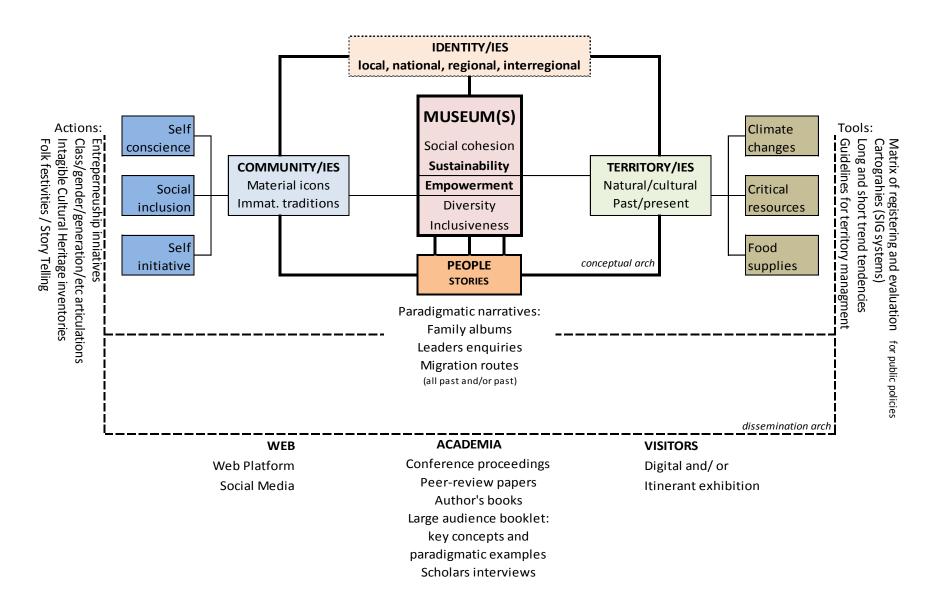
Lead short name

WP1	Project Mangement	USTAN				
WP2	Technology and Innovation	MNA				
WP3	Chile Case Study (Social Inclusion	UACh				
	for Regional Integration)					
WP4	Peru Case Study	PUCP				
WP5	Spain Case Study (Innovation and	UV				
	Entreprenneurship)					
WP6	West Indies Case Study (Exhibiting	UWI				
	Migration)					
	Scotland case study: Education for					
	Social Inclusion and Cohesion					
WP7	Communication, Dissemination	MNA				
	and Exploitation					

EU AGENDA 2020

ICOM Europe and ICOM Latin America and Caribbean Project

#### Community and Sustainable Museums in EU and LAC



#### Gantt Chart showing Timing of WP Tasks and Milestones

	year	the second s	16	1002	1000	201		19933	15272	2018	10.00	100	100	2019		6000	and the second
	quarter	1	п	ш	IV	1	п	ш	IV	1	п	ш	IV	1	ш	ш	IV
WP1	TASK 1.1: Finance/Administration	M5															
	TASK 1.2 Management of consortium	MS															
	TASK 1.3: Management of meetings etc	M5						M28			M42					MS5	
WP2	TASK 2.1: Creation of Web Portal		M10	1	5	2		1				1				1.	
	TASK 2.2: Creation of Detabase	1	MID			1					10	1			10		
	TASK 2.3: Database/Portal Managemen	t.			222	27	4	- 32). 	33	3	20	22	5	90	13	- 33	
	TASK 2.4: Creation of Social Media				M15		1			1				1			
	TASK 2.5: Development of App				M19				1		î.	1					Î
	TASK 2.6: Insertion of QR Codes						d –	10	M29	N.	3	18	1		12	- 5	5
	145x 2.7: creation of exhibition Layout																
	TASK 2.8: 3D Iconic Objects Registering						1	- 11	M33		1						
WP3	TASK 3.1: Technology Strengthening	1			M15	MOD		1		3	2	12			18	- 23	2
5	TASK 3.2. Sustainability Research				M15								1		1		
-	TASK 3.3: Guidelines				M16						bet -	10	MAGE	4	244		10
WP4	TASK 4.1: Di-Regional Research	MS				8421							NO4				
	TASK 4.2: 3D Workshops Completed	- 411		M11								1	T		1.1		
	TASK 4.5. Virtual Museum Toolkit	M4		MIA	345	- 10 C	11 C	- 194	- 100	14	10	18	8		- 3	12	1
	TASK 4.4: Youth Exchange Programme	M3	1/6/7	M12		MIS	8422		#434		10						
	TASK 4.5: Folk Festival Costa Rica											10	MHE				
-	TASK 4.6. Youth Leaders Workshop							MZS						MOZ	23	- 12	8
WPS	TASK 5.1: Design and Testing of O.S.P.			M13		1		- Contraction of				1	T				
	TASK 5.2. Design/Verification of LM.M.				Tel.		MZS	1		1		1	-				
	TASK 5.3: Design of M.E.C.H.								MBE	3	1	1	1		13	5	53
	TASK S.4. Design of S.G.I.	- 2							MIN			1	1	-		-	
-	TASK 5.6: Study of Heritage Resources									S.C.	0.0	10			0		10
	TASK 5.7: Plan for Dissemination												M47		1		
WPG	TASK 0.1: Design / test workplan model			1	1	1		1			1	Ĩ.	T		1		
	TASK 5.2: Models of Intervention		1	ARE	- 10		1	12	1	73	3				Ĩ.	16	0
2	TASK 0.3: implement pilots								MOZ			1		1			
-	TASK 6.4: Workshops								10000	A	1.1		-				-
	TASK 0.5: Facilitating mobility											24	1	1	2	2	1
8	TASK 6.6: Dissemination of results												-	M50	1	M54	1
	TASE 0.7. Evaluation (+chile/valencia)																
WP7	TASK 7.1: Research hub establishment							M31							M53		
	TASK 7.2 Virtual Musuem	2							8/14	1		1	1	1			
	TASE 7.3: Travelling exhibitions								M35			1			1		1
	TASK 7.4. Migration & Diaspora Prog		BA2B			1	1	1		1		1	1	1	1	1	
WPS	TASK 8.1. Communication			ME	1.1	d.		in a		1		Mas		-		M05	
	TASK 8.2: Dissemination / Exploitation	ő.							M36	M40/41		and a	MEL				M50/5
	TASK 8.3. (pr Management	9							-	Contraction of the							