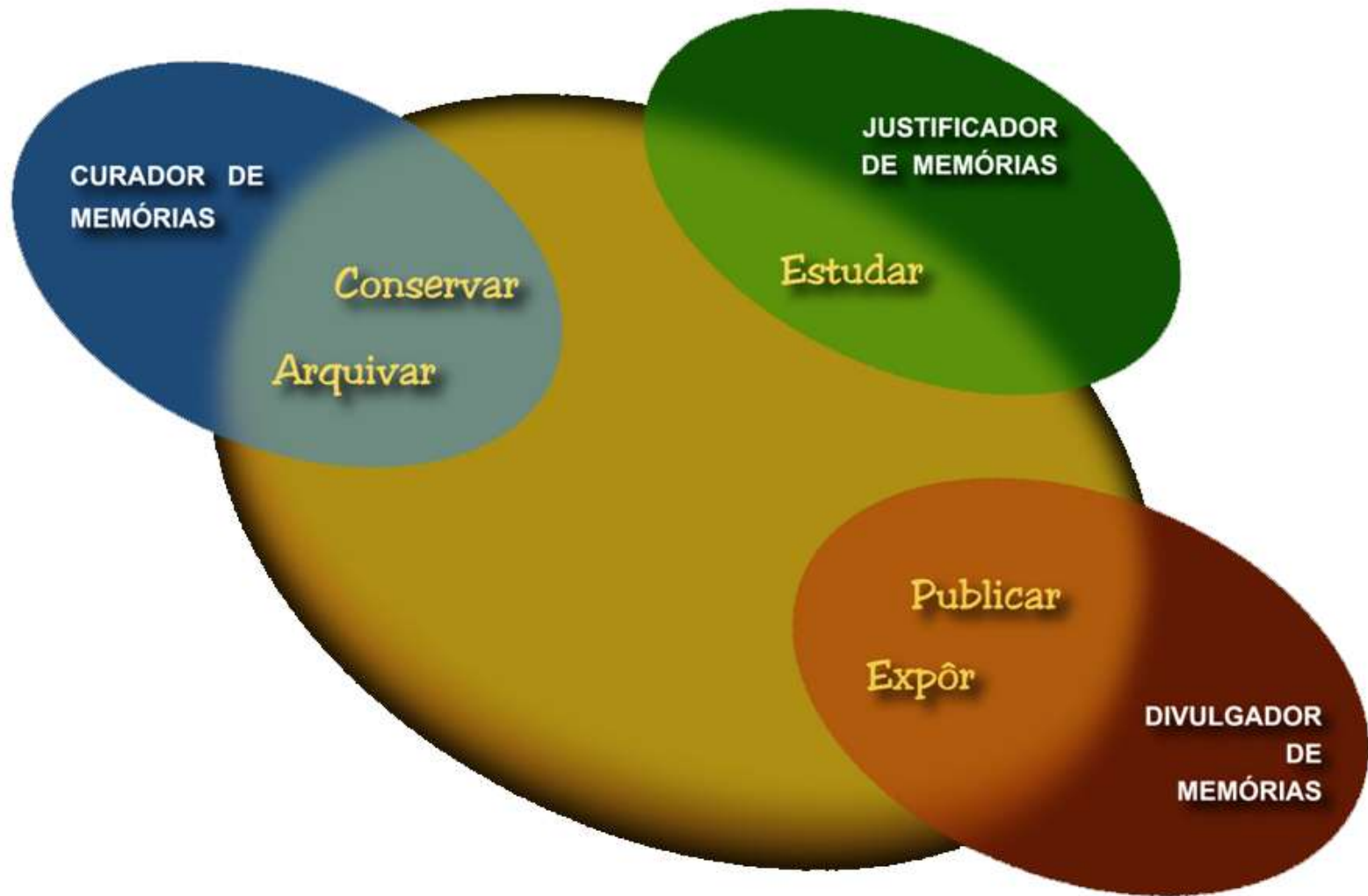


# **As funções sociais do museu na sua dimensão comunitária**

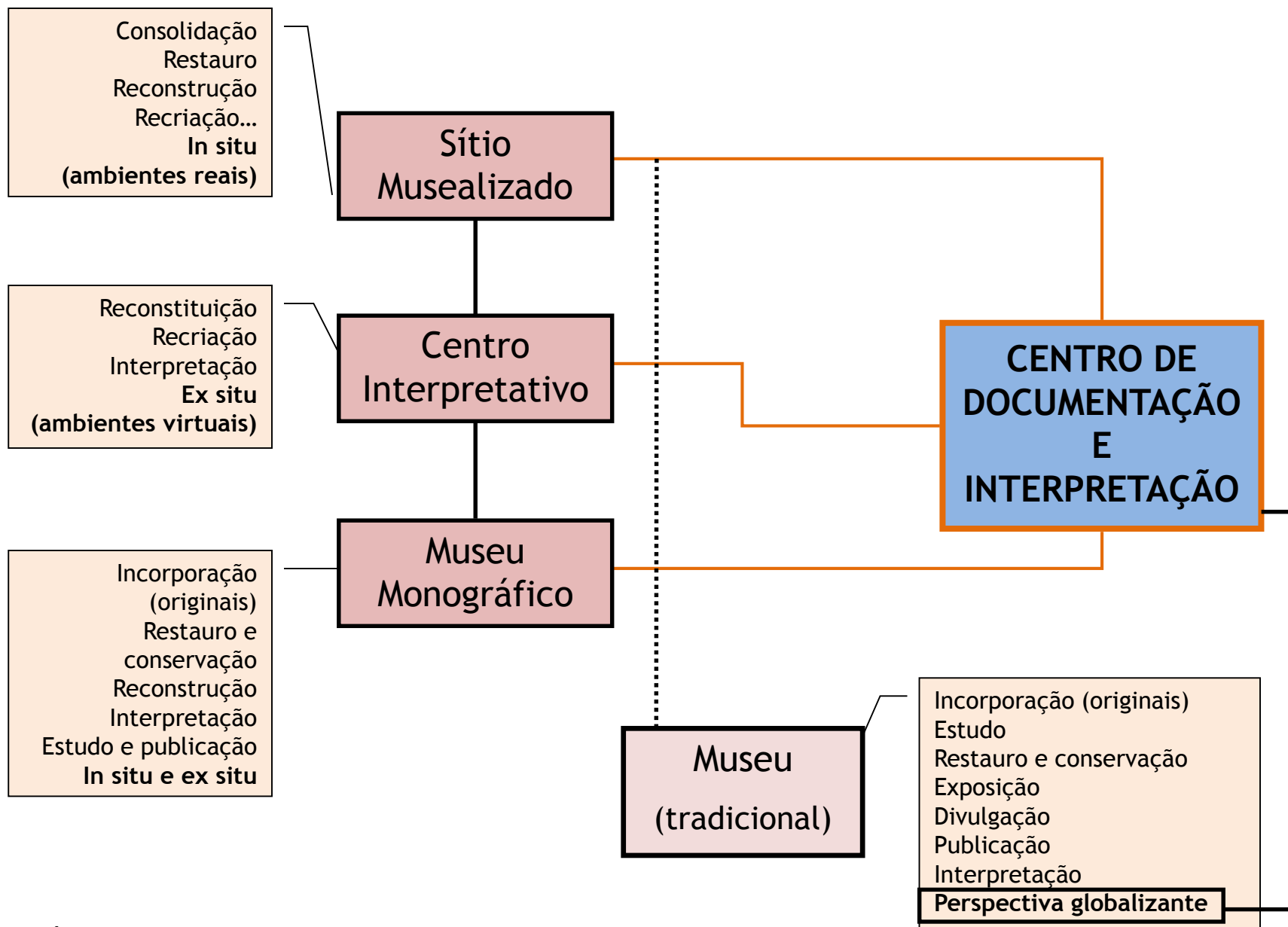
**The social functions of the museum in its  
community dimension**

**Las funciones sociales del museo en su  
dimensión comunitaria**

# As funções sociais dos museus









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

GLAM, standing for “Galleries, 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.

[illegible]



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)

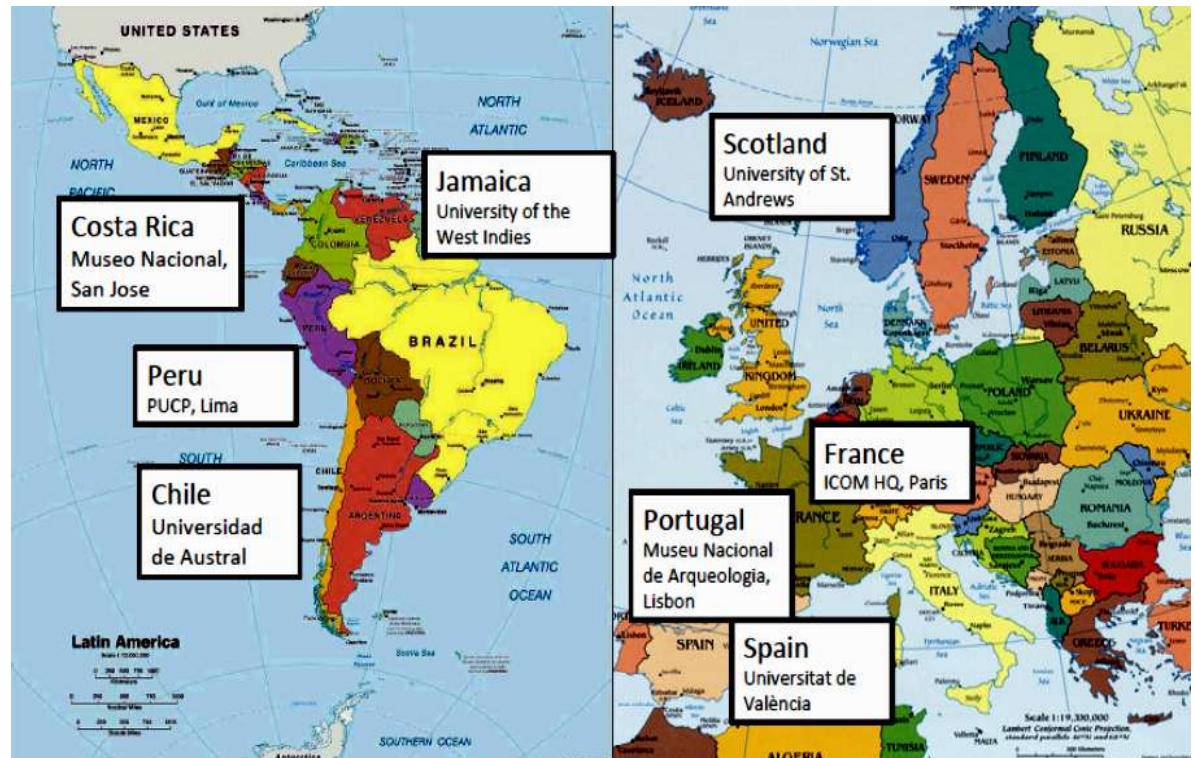
Museo Nacional (Costa Rica)

Univ. West Indies (Barbados)

PCUP (Peru)

Univ. Austral (Chile)

ICOM Paris



## Objectives:

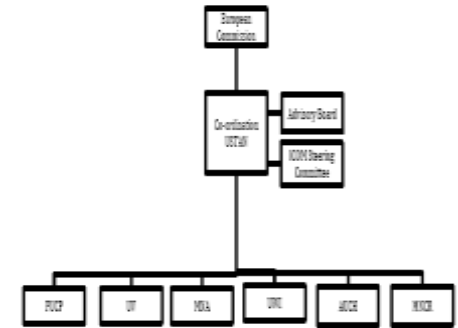
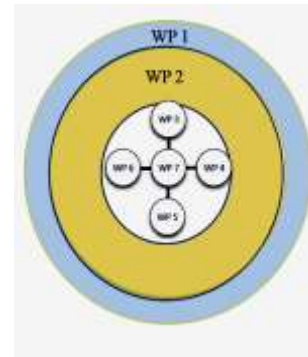
- 1 - To increase the knowledge by researching the concepts and experiences of sustainability in museums and communities in the two regions; special focus on heritage technologies and histories of migration
- 2 - To enhance sustainable development and social inclusiveness in remote rural and island locations
- 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:

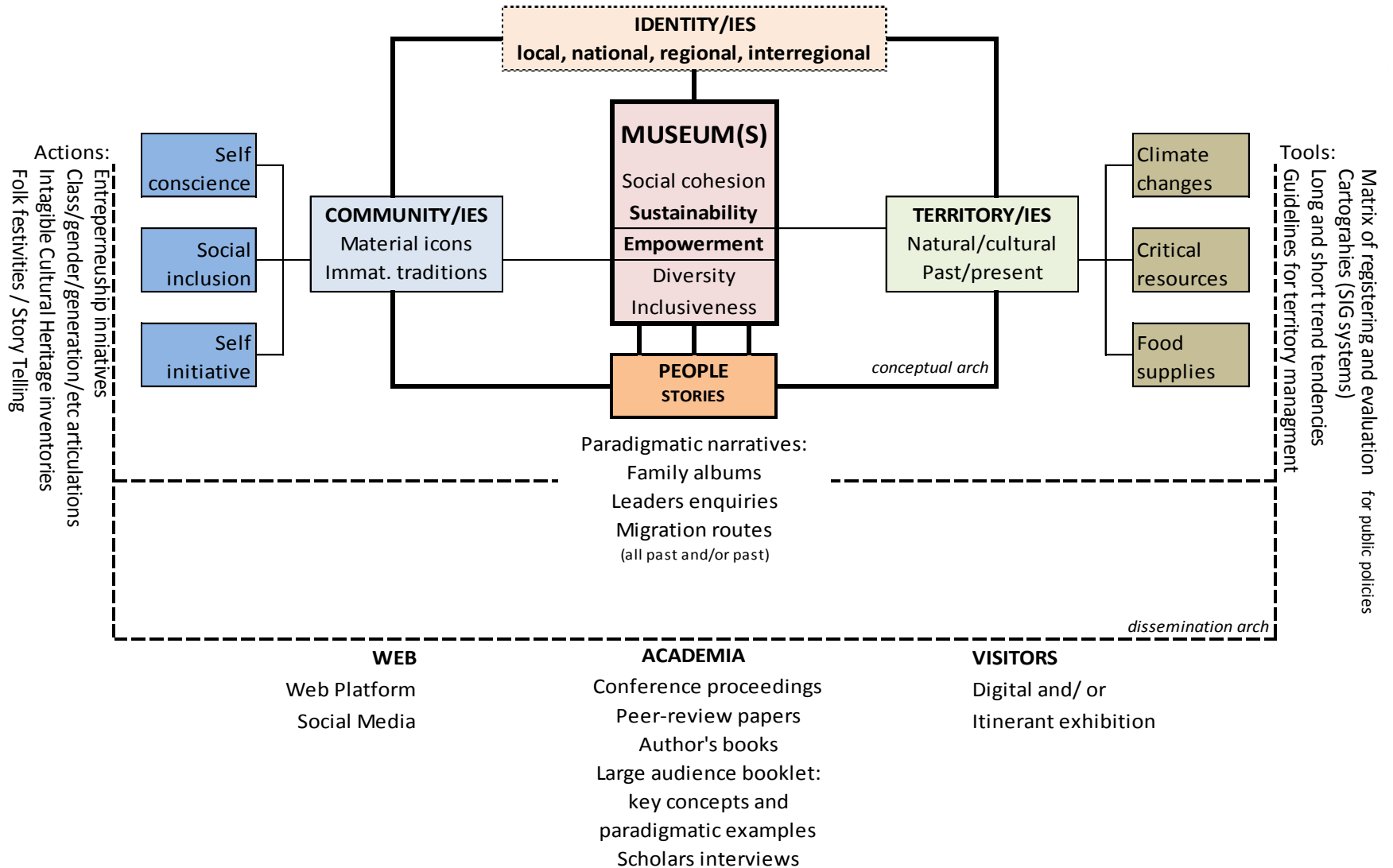
- a) "Technology and Innovation for Bi-Regional Integration" (including the creation of an ambitious multi-media Web Portal);
- b) "Museum Education for Social Inclusion and Cohesion" (including a bi-regional museum youth exchange);
- c) "Investment and Entrepreneurship for Sustainable Museums" (including 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 for Regional Integration)	UACH
WP4	Peru Case Study	PUCP
WP5	Spain Case Study (Innovation and Entrepreneurship)	UV
WP6	West Indies Case Study (Exhibiting Migration)	UWI
	Scotland case study: Education for Social Inclusion and Cohesion	
WP7	Communication, Dissemination and Exploitation	MNA



## Community and Sustainable Museums in EU and LAC



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

