

# Welcome address

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Is there a museum's pecking order?



# Museum Rotterdam's case study

- Suppose you are in charge of a city museum of Rotterdam, a port city, a transnational city of more than 170 nationalities.
- This museum was housed in a 17<sup>th</sup> century building which is suitable for a patrician kind of history, but not the stories of such a city.
- It had to reinvent itself, in order to become of meaning for the city, knowing that the traditional museum population becomes a minority?
- But how? Considering that government subsidy decreased with almost 40%.

- Schielandshuis: the old museum premises (closed in 2013)



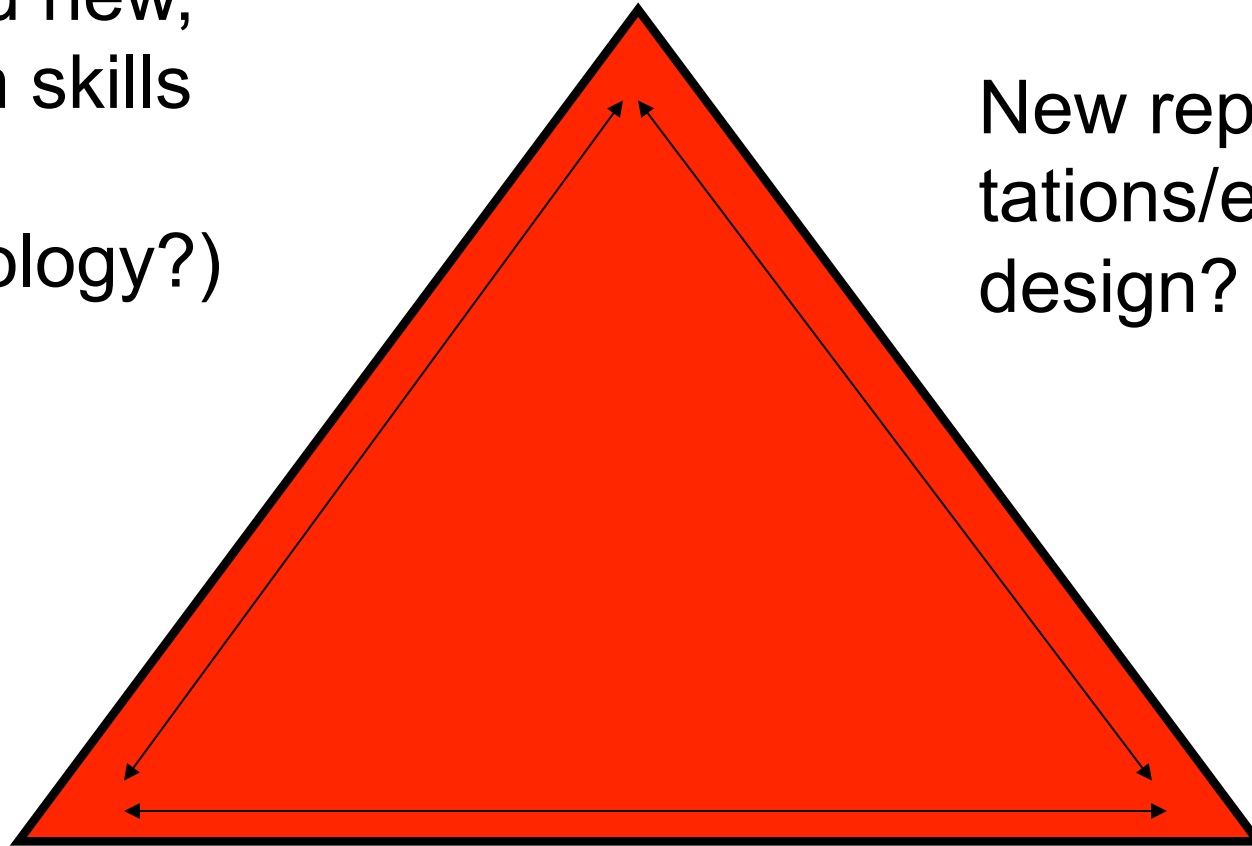
# Where does the city museum fit in? Is there a convincing model?




- Is ICH bonding heritage?
- Bonding heritage combination of CH+ICH+mental heritage (more relevant in superdiverse contexts?)
- Mental heritage recognises the cumulative effects of the past, passed over by generations and influence new generations (relevant for cohort studies on migration)

We need new,  
museum skills  
(urban  
anthropology?)

New represen-  
tations/exhibition  
design?



Urban communities to be explored



the future:  
improving the city

the present: social  
interaction (collection and  
connection)

the past: collection based (reification of a  
forgotten past?)

# City Museum functions: a combination of:

- City Museum to be considered as an institution based on traditional museum values, collecting and presenting
- City Museum as a participative institution, based on Simon's pyramid = collecting and participation
- City Museum of the 21<sup>st</sup> century: more than cultural domain, attracting new stakeholders (curator as urban consultant relevant for future of the city); collecting and participation and consultation

# Where does ICH fit in?

- Is this a solution for reinventing city museum?
- Where is our “museum business model”; how do believers try to convince non-believers.
- Are we not focusing on the wrong ideas?
- In what way does ICH interacts with superdiverse city?