3.
Making the world
a better place

Highways to future?

Wisdom as contemplative understanding of the nature of the world

- Providing legitimity for all genuine interpretations of the reality
- Fostering that the understanding is primamriy spiritual in its character, reaching wider than quest for knowledge supportted by physical evidence;
- Respecting the unthinkable, unphatomable dimensions of the equation that contains answers to questions about the ultimate nature of life;
- Comprising that the human intelligence and evidently limited reach of human senses even if extended daily beyond expectations, fall short to comprehend the infiniteness offered to us in both, micro and macro direction;
- Assuring that the science may assist us in our constant quest and ability to embetter the human condition, but also that it can be used agains reason and ethics (which are our basic understanding of the divine);
- Providing opportunities and attitudes for creative interpretation and expression the way best demonstrated by arts, in fact doing it in constant confluence as returning to the primary inclusiveness without compromising the scientific accuracy or relevance;

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Why are we here?

We are here

to do good.

What others

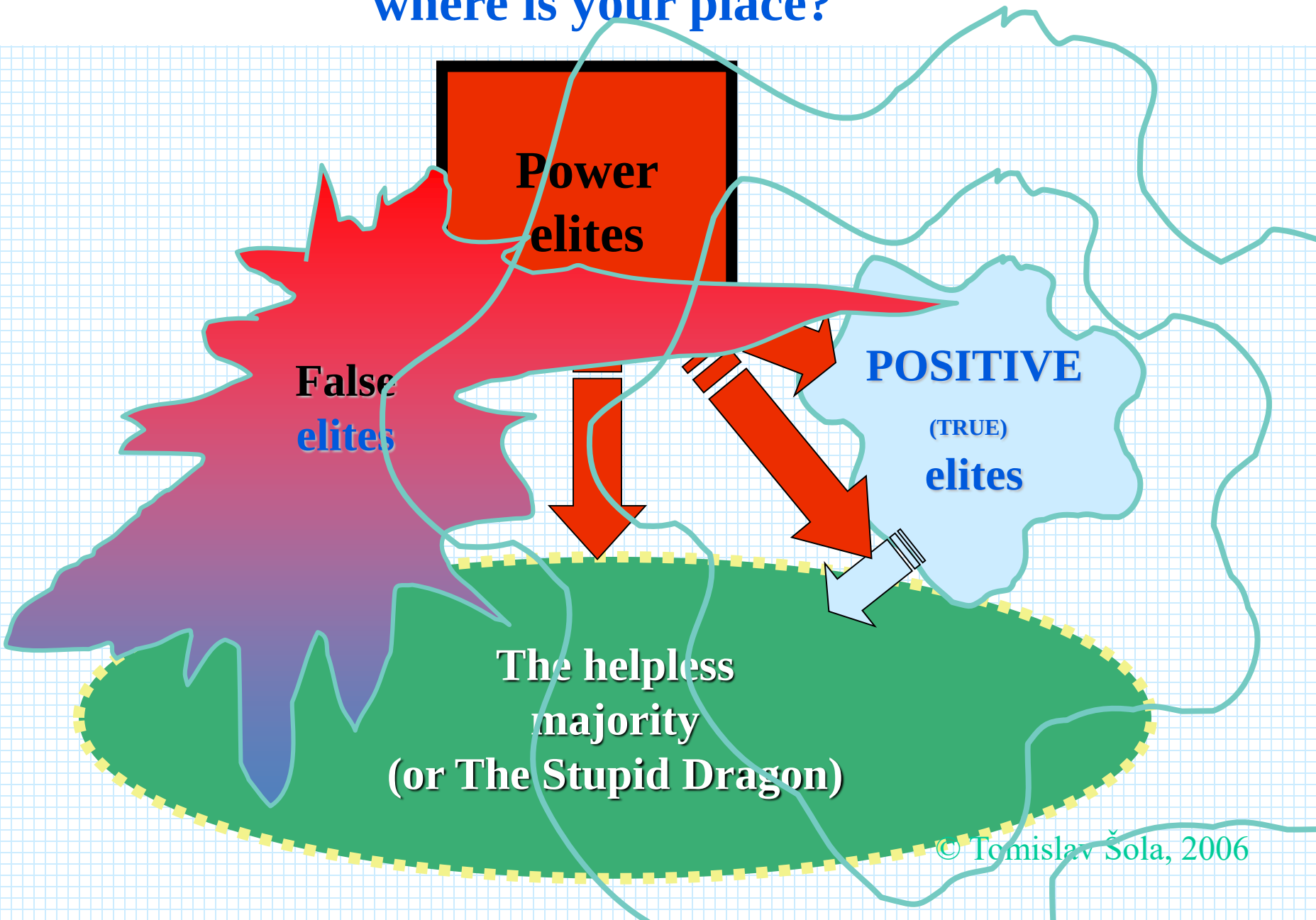
are doing here,

- I would not know.

Wystan Hugh Auden,
English and American poet

THE QUALITY OF OUR REALITY DEPENDS UPON
THE FRAME OF REFERENCE, MINDSET, COMMUNITY POLITICS

Basic societal forces and taking sides: where is your place?



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Innovative answers

may redefine collecting….

- Whose past we document and communicate?
- Whose interests are reflected in collections?
- Product or process? object or concept? …
- Who is the owner?
- Who finances?
- Profession or occupations?
- Possesiveness or giving?
- PM system or selfish isolation?
- Mission or synecure?

….from treasure to interpretive inventory ?

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The Ultimate Inferiority of knowledge

- Internet is the apotheosis of knowledge.
- We have finally arrived into the knowledge society.
- Knowledge grows endlessly

- We are drown in the ocean of the useless information and buried under mountains of knowledge
- We have less and less wisdom
- We are lost like never before

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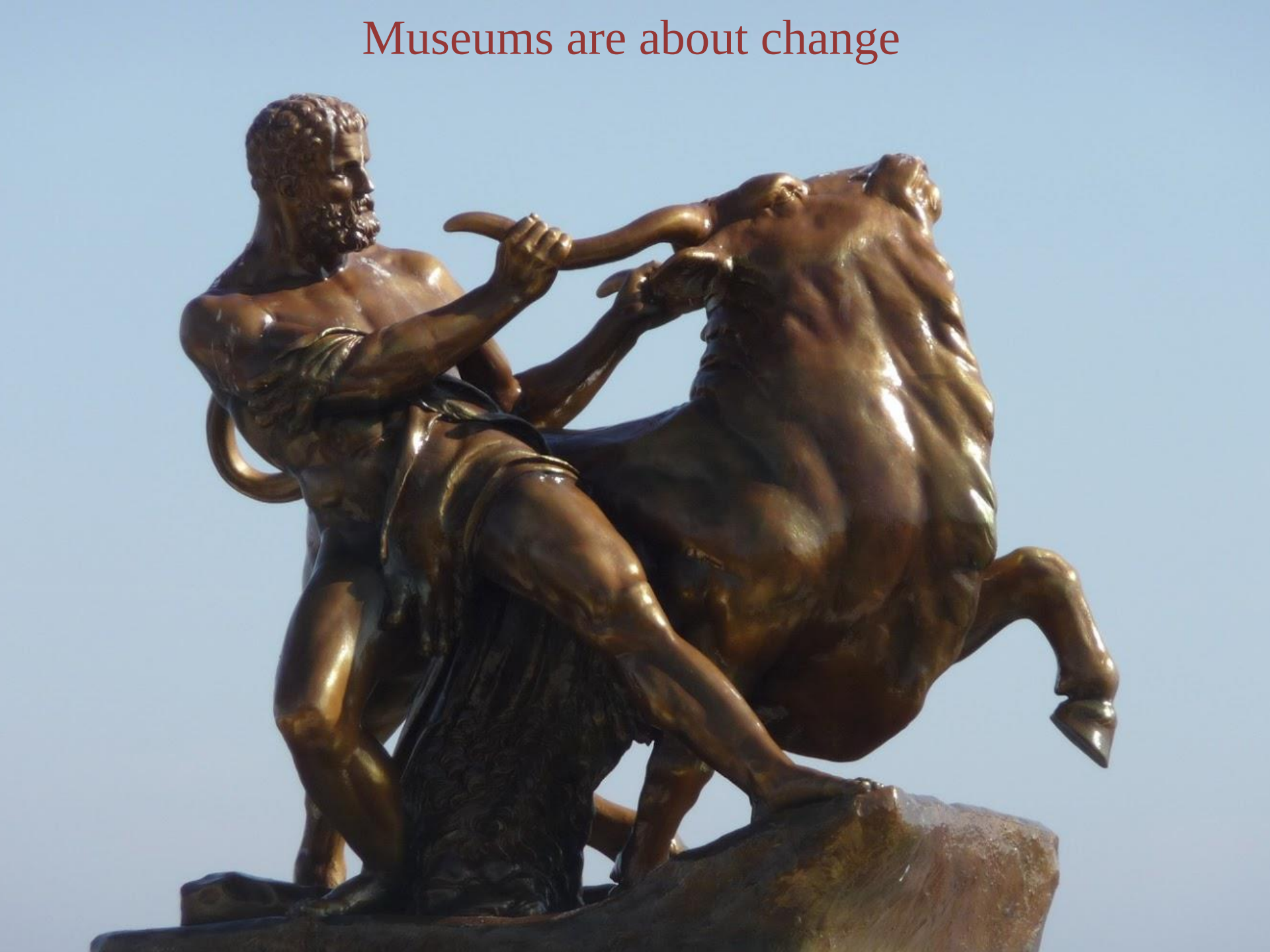
Dr. Aribert Heim,
known as Doctor Death,

Dr. Joseph Mengele,
known as the Angel of Death

Museums are about change

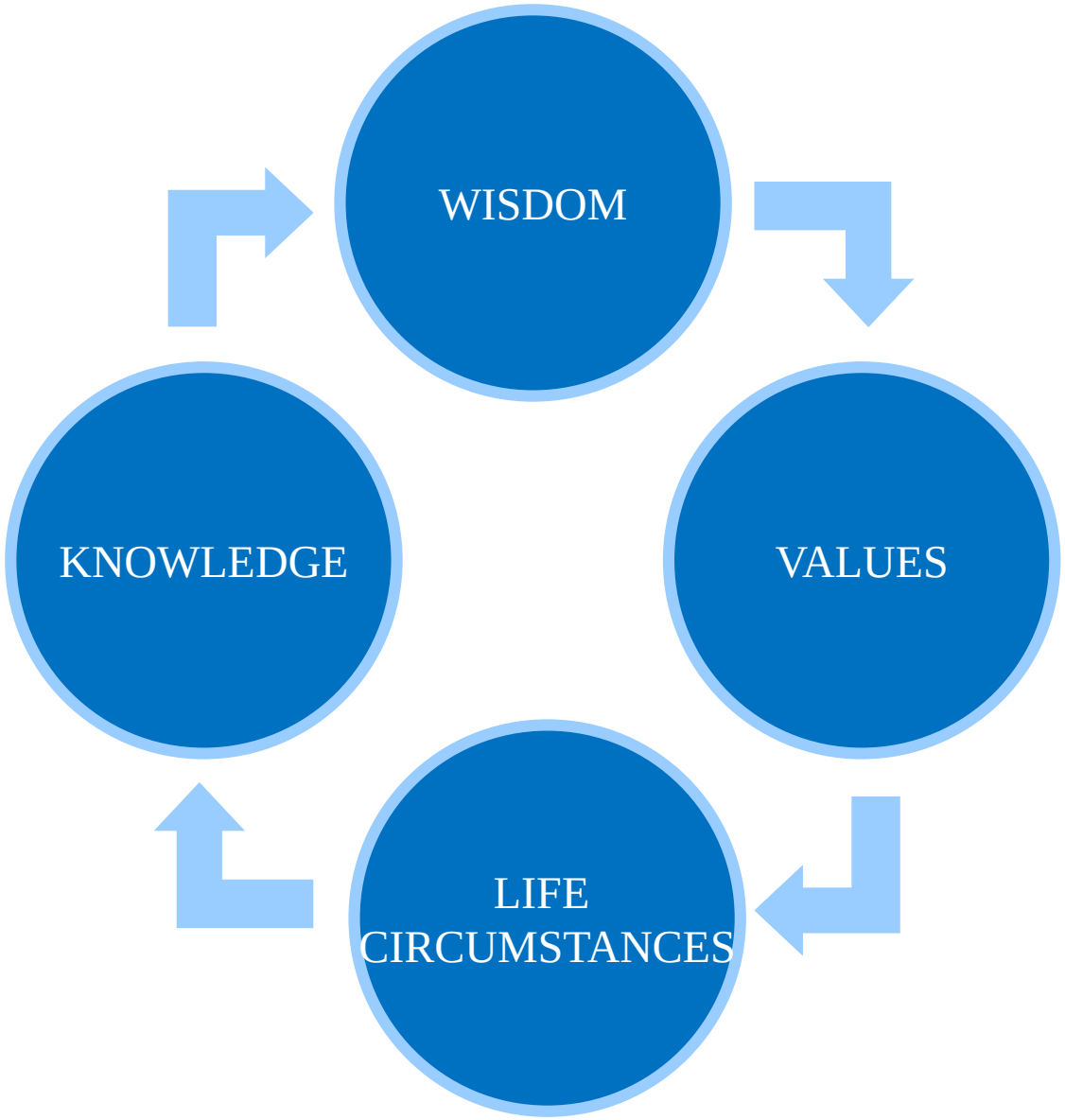


The best you can do for yourself is always dependent upon whether you:

- Know yourself
- Estimate yourself
- Like what is good in yourself
- See the wrongs of yourself
- Decide what is best for your development and prosperity

Museums (PMIs) should be central to this strategy of knowing oneself

Heritage is about values and quality



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HERITAGE INSTITUTIONS AND IDENTITY

GIVING BACK - REINFORCING - CONTINUING

- REINFORCEMENT OF THE CULTUARL IMUNE SYSTEM
  (by self assurance, pride, awareness)
- ENCOURAGEMENT OF CULTURAL CREATION
  (assistance and to living cultural production by organisational and financial support, heritage institutions, heritage action /revitalisation, reinforcement, recognition/)
- AFFIRMATION AND SUPPORT OF QUALITY IN CULTURE AND LIFE
  (by education of the cultural consumer, public promotion of its status and values; training, education)
- PUTTING HERITAGE INTO THE BASIS OF THE DEVELOPMENT STRATEGIES
  (controlled growth, ideology of quality, harmonisation and balance)
- PROMOTION OF PHILOSOPHY OF SUSTAINABILITY
  (against excessive profit orientation)

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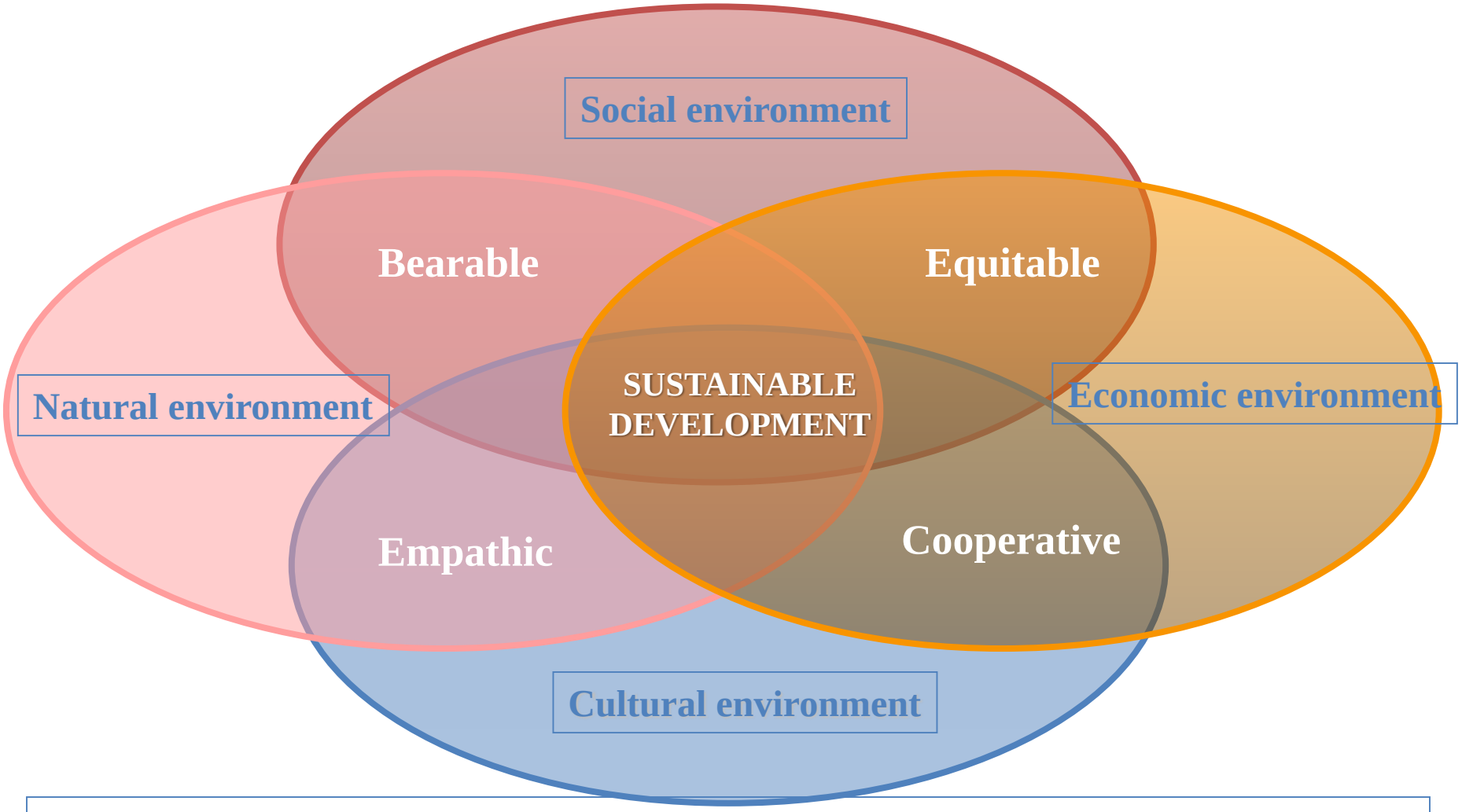

The qualities of sustainable development

made possible only through quality public memory
and establishing value system upon the efficiently communicated narratives

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The duality of development

CHANGE Mechanisms of action	ADAPTATION Mechanisms of regulation and correction
CIVILIZATION	CULTURE
SCIENTIFIC RESEARCH	INTERPRETATION/COMMUNICATION
SCIENTIFIC AND TECHNOLOGICAL DEVELOPMENT	DEVELOPMENT OF CULTURE AND ARTS As a form of opposition and appropriation
DEVELOPMENTAL DECISIONS	TRANSPARENCY / PUBLIC INSIGHT
ECONOMIC/POLITICAL SYSTEM As increase of material values	SOCIO-CULTURAL SYSTEM As maintenance of moral coherence and responsible choices
PRODUCTION	COMPREHENSION
PROFIT	ETHICAL PRINCIPLES / RIGHTFUL CLAIMS
Pragma	**Wisdom**

ANYTHING THAT RESTORES THE BALANCE
AND FIGHTS
THE FORCES OF PAUPERIZATION OF THE WORLD
IS LEGITIMATE AND GOOD.

Heritage institutions are
containers of human adventure
of enormous experience
that can be more than knowledge,
i.e.
usable wisdom able
to recognize, preserve, guard, and continue the values
they are entrusted with

© Tomislav Šola, 1996

The time of
of your action
is NOW!

Museums
are about
present

They need past
to understand
the present,
to use it,
to love it.

MUSEUMS ARE ABOUT CHANGE,

how to oppose it,
how to serve it,
and how to
thrive upon it.

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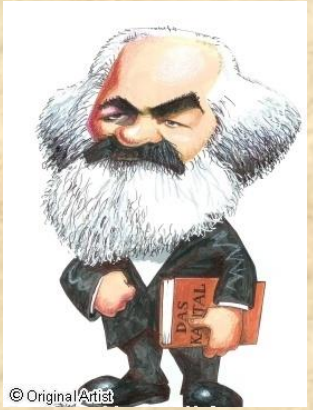
11th thesis on Feuerbach

Philosophers have hitherto only interpreted the world in various ways; the point is to change it.

But 100 years later, we see that philosophers were much a standard reaction....

The Reformist Manifesto



MUSEUMS HAVE ALWAYS ANALYSED THE WORLD, WHEREAS THE POINT IS HOW TO CHANGE IT

i.e. how to serve the world towards the harmonious continuity and survival.

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Marx:
THE CIVIL SOCIETY IS LINKED TO THE STATE AND REPRESENS BOURGEOISIE

(Theses to Feuerbach)

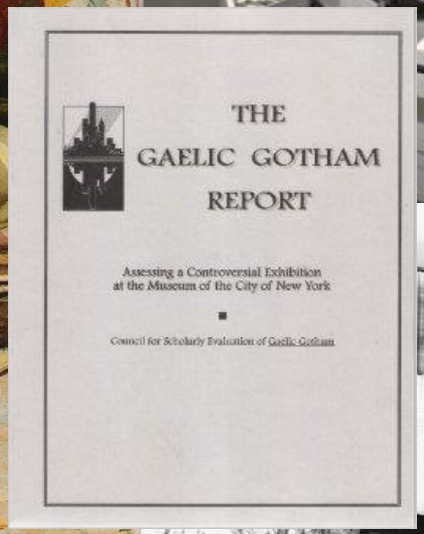
10
The standpoint of the old materialism is civil society; the standpoint of the new (materialism) is human society or social humanity.

DISPLAYS

OF POWER

Memory and Amnesia in the American Museum

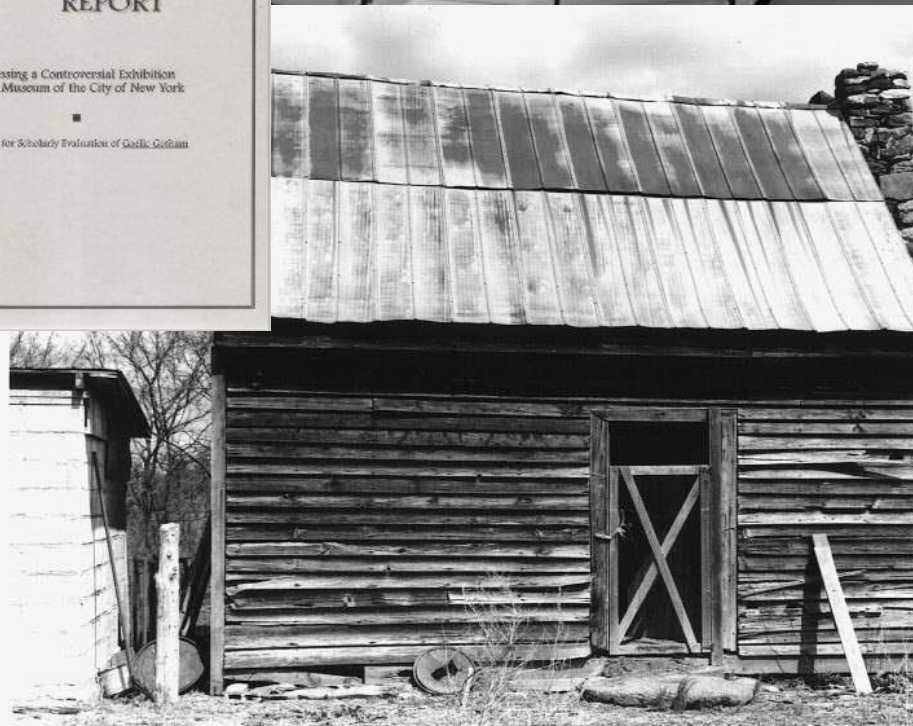
Steven C. Dubin

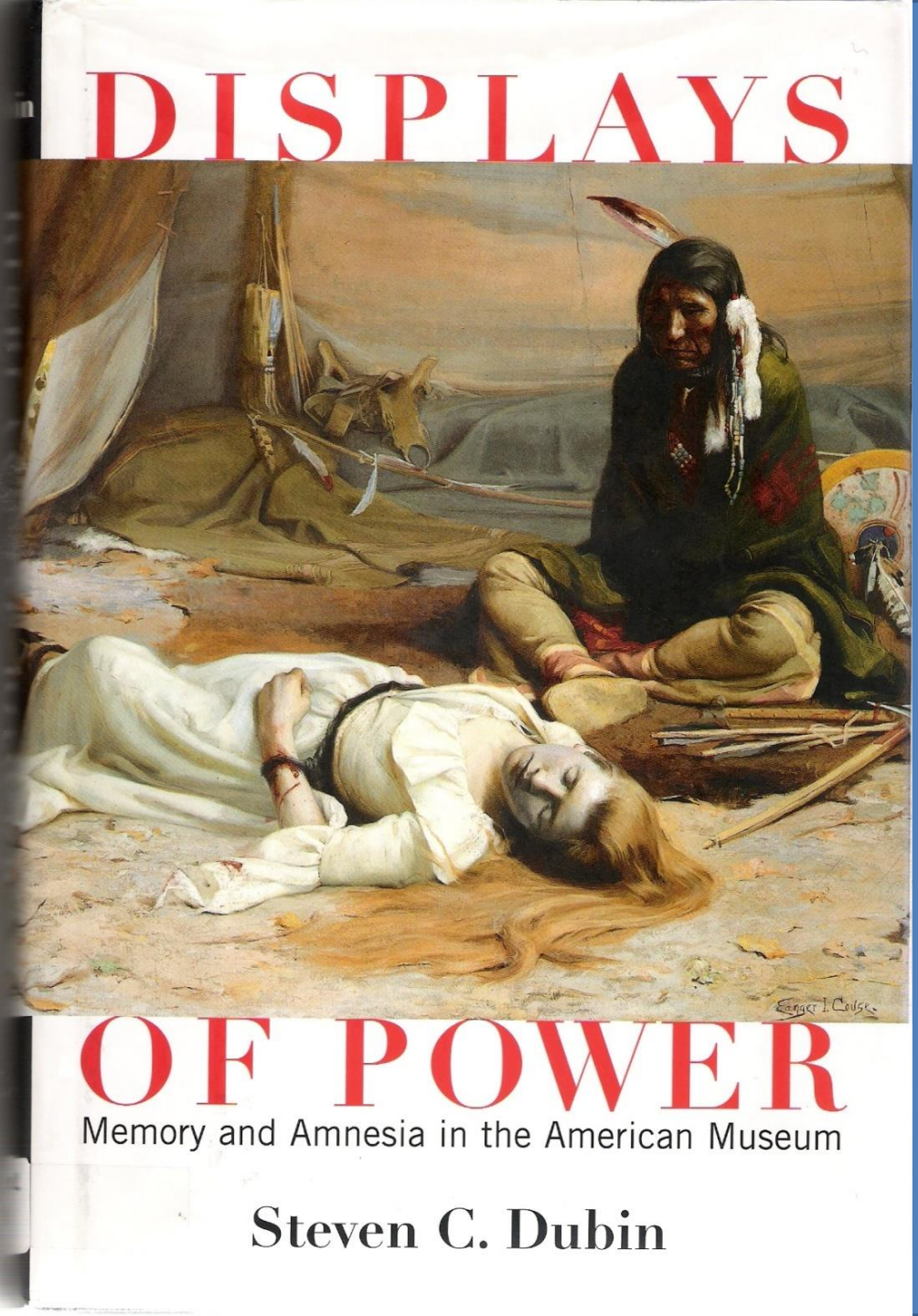


THE
GAELIC GOTHAM
REPORT

Assessing a Controversial Exhibition
at the Museum of the City of New York

Council for Scholarly Evaluation of Gaelic Gotham



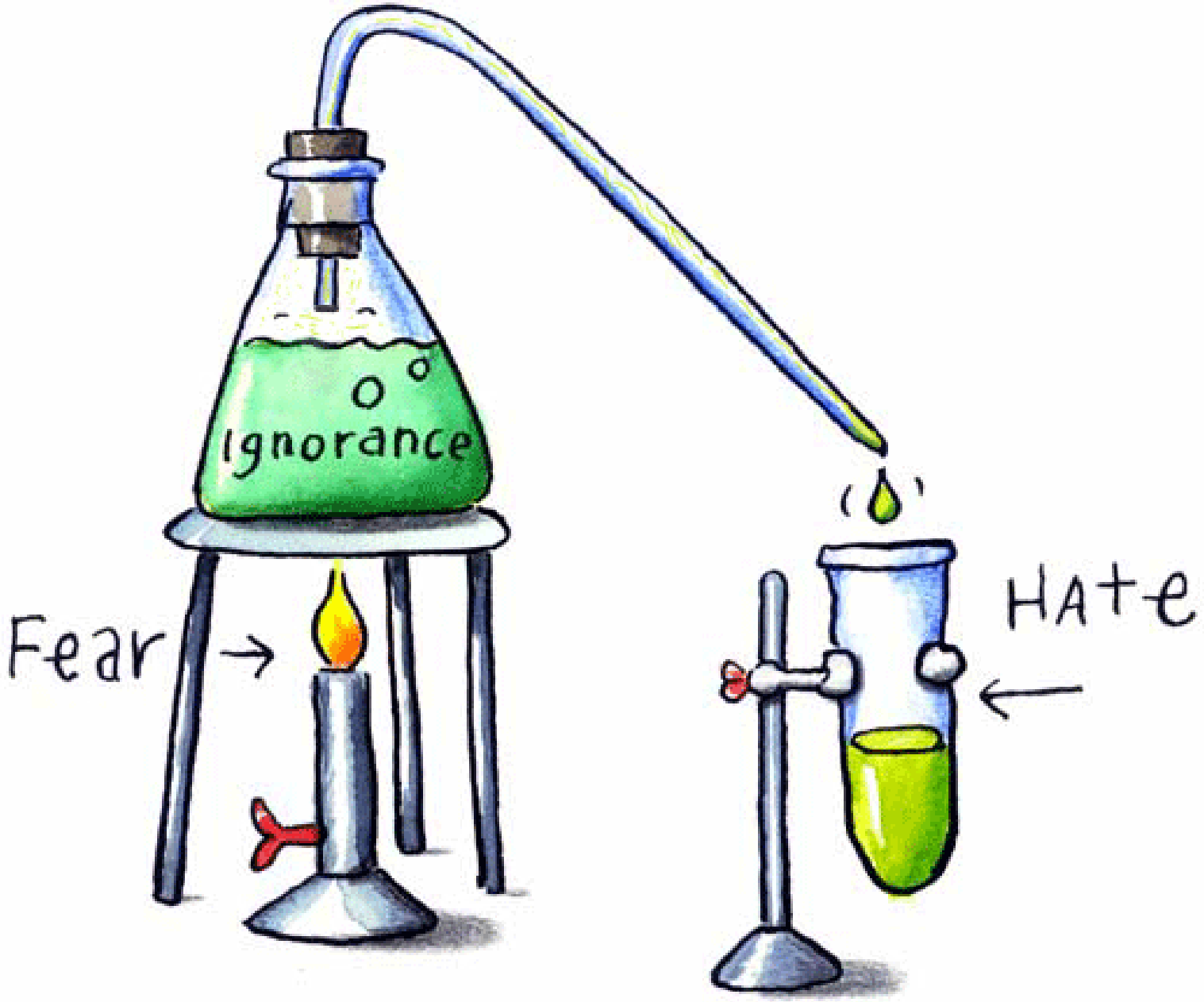


- Harlem on My Mind
- Daddy Grace
- The Cultural Landscape of Plantation
- The Tiger's Share
- ILGO poster
- Men Laying Tracks at BRoadway and 14th Street
- Gaelic Gotham
- Sexsualschema
- Freud's Couch
- Freud Toy
- The Captive
- Fight For the Water Hole
- Enola Gay
- Natural Born Killers
- America's Concentration Camps
- Necktie Workshop in Division Street Tenement, N.Y.
- Sensation

Governor-General of the Dutch East Indies

SOS Azulejo Project, Portugal

Imagine a good, big exhibition:
THE AGE OF GREAT GREED.
How many visitors would you expect ?



When was the last time you took up any of the three themes ?

Knowing problems – Finding solutions

1. Political illiteracy	1. Educate voters
2. Manipulated consumers	2. Train and culture consumers
3. Aimless wanderers' culture	3. Spread and inspire passion difference
4. Uncritical, indifferent consumption	4. Educate hedonists
5. Lack of inventiveness, unemployment	5. Inspire and teach entrepreneurs
6. Poor quality of family life	6. Educate family members
7. Lack of social discipline, solidarity	7. Educate society members
8. Lack of criteria in evaluation of services	8. Teach values of professionalism
9. Rudeness and imbalance, violence	9. Teach ethics of quality and harmony
10. Ugliness	10. Inspire beauty and virtues

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Historia est magistra vitae.

Possible exhibitions and...

- **Left or right? (If you want to be unsympathetic to all)**
- **Modern slavery (If you want to be despised by sponsors)**
- **Our side of the counter: being a consumer**
- **Satisfying the needs or flattering the wants**
- **Little history of quality**
- **Living happily ever after – why is family so important?**
- **Women's lives – history of suffering.**
- **Who needs beauty and truth?**
- **Corporations and their managers**
- **The welfare state: reality or folly**
- **The long history of usury**
- **Being somebody else**
- **Hypermnesia – the ocean of knowledge**
- **Turning into supply zone! (if you want to lose position)**
- **The geopolitics as destiny (If you want to stop your career!)**
- **The Faces of Reality**
- **Europe – a history to be re-written (our contribution...)**
- **The Mooncakes (an economuseums; if you're not too elitist)**
- **The Lost Memory Museum (if you want to be the centre of the world)**
- **Etc.**

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Qualities of democratic society that public memory can contribute to

The meaning of
public memory
is
WISDOM
needed
for the quality of life

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PEACE
IS NOT ABSENCE OF WAR,
IT IS VIRTUE,
A STATE OF MIND,
A DISPOSITION FOR
BENEVOLENCE,
CONFIDENCE,
- JUSTICE.

Baruch Spinoza

Culture and heritage
can contribute
to prosperity
by
promoting and generating

CIVIC AND SOCIAL LITERACY

because
the main condition of prosperity
is undisturbed,
own peace
and real democracy

Societal project / social contract

© Tomislav Sola, 2005

Development
by a (mere) shift in prevailing values,
by setting in order:

- **Dwellings** (flats, apartments, neighbourhood, streets, squares, gardens)
- **Environment** (natural and built /roads, community, parks/)
- **Administration** (information, “papers”, legal relations)
- **Social atmosphere** (so that able, diligent, moral and responsible do what they are after: others invent excuses, enemies, impose agression, extreme ideologies..)
- **Minds** (general values, feelings, orientations, motives, social discipline)

© Tomislav Šola, 2006

Poetical advice for developing sustainable heritage tourism

- **First, develop your own culture as the sense of what is beautiful, good, tasty and comfortable.**

- **Then surround yourself with scents, sounds, colours and flavours that the Absolute has created specifically around you, for your pleasure, and then also with those we create ourselves by pursuing this divine art.**

- **Then, surround yourselves with people, - noble, diligent, amiable, civil, and then also with objects and facilities that only the inspired people know how to create.**

- **So when, in harmony with nature, you create an ambiance that pleases your spirit and flatters your body, - the chances are they will equally satisfy your guests.**

In the long run, - only the country that is good for its inhabitants will be good for its tourists.

© Tomislav Šola, 2004

All say you need corporations and great investment to develop tourism. None says that good taste and wisdom could do the most.

Basic comfort
Own identity
Correctness
Good organisation
Cleanness
Live tradition

Worthier
than
the luxury of crystal, brass, marble and managerial mystifications

There is hardly any tourism which is not cultural

© Tomislav S. Sola, 2012

The qualities of democratic society i.e. of social humanity

Can you stand for these qualities?

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Can we persuade corporative capital into sustainable development?

It is like asking,

a serial killer to reduce killings,
a brigand to rob only when in the need,
or persuading a glutton to eat only when hungry
....

The GREED
is imune to any argument
beyond its own character.

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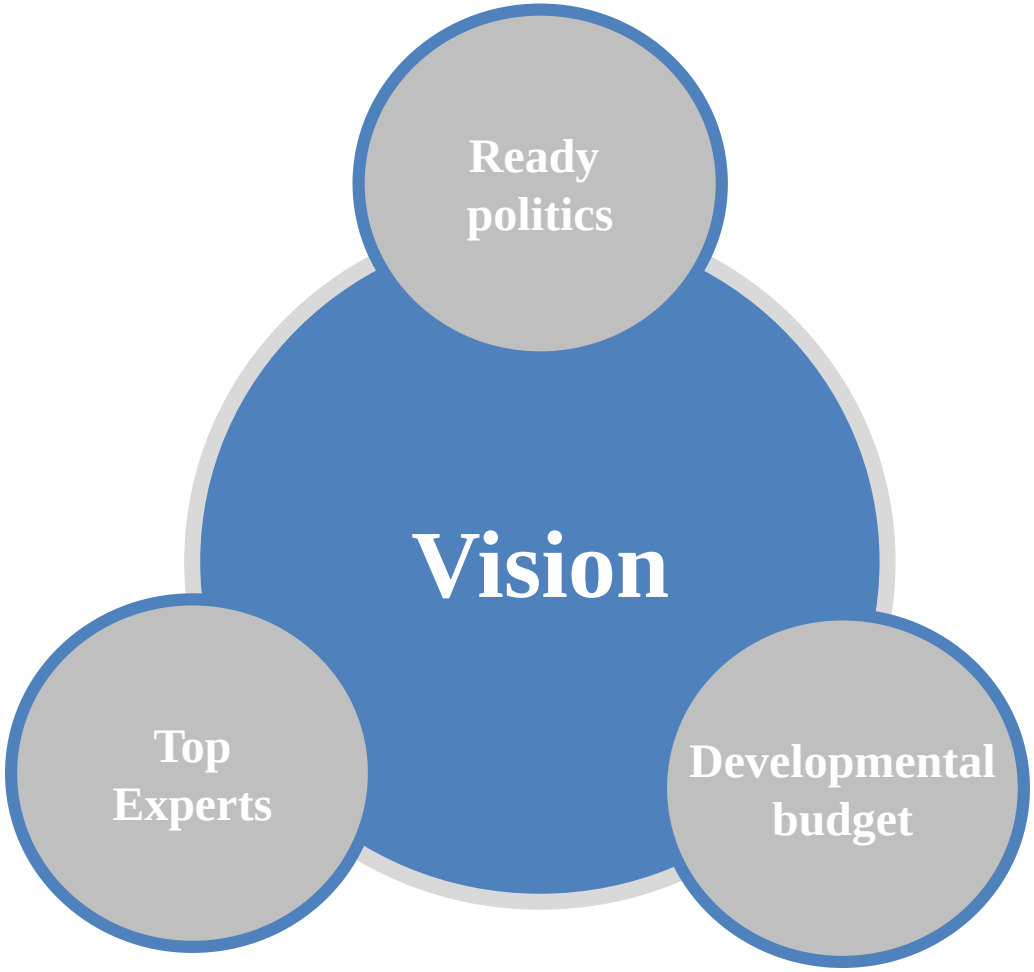
Basis for development



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Museums in England generate £2.64bn of income a year;
They employ almost 40,000 people;
For every £1 of public sector grant received,
the museum sector generates an estimated £2.20 of direct economic output

spin–off effect

- a collateral or derived product or effect, by-product;
- a number of such products or effects upon community or particular businesses: the *spin–off* from the museum or heritage great discoveries, sensations, exhibitions, new institutions;
- something that is consecutive or derivative of an earlier work, product, activity or establishment: an exhibition of long acquisitions, special events due to long-time nourished connections and cooperations

=

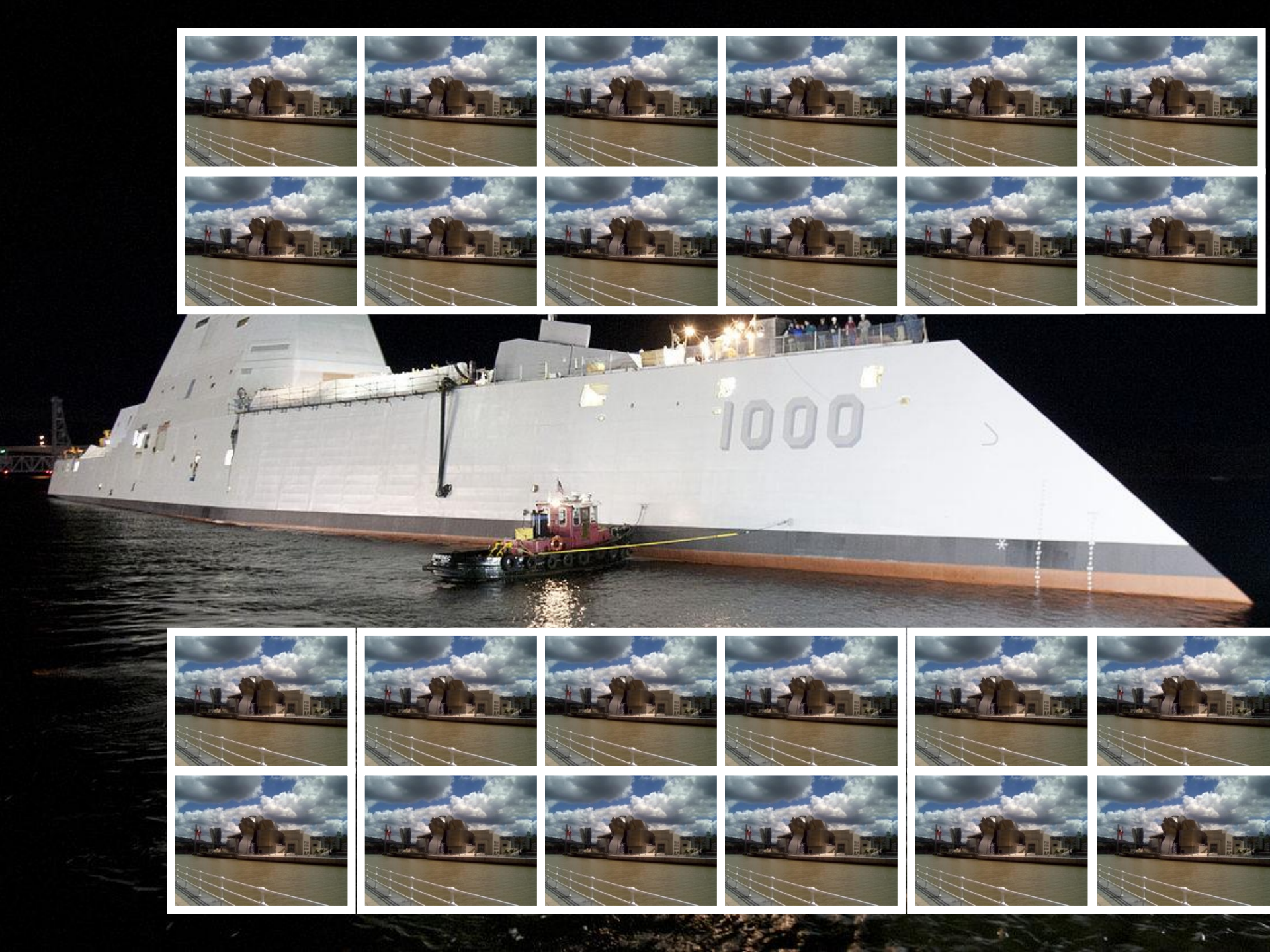
Average annual expenditure for culture in EU states is around 0,6% of GDP
or 1-2 % of total state budget against 3 to 5 times more for military expenditure

“The culture is expensive.
In the times of scarcity we cannot afford it”.

All the decisions about the expenditure of public money are made upon the criteria of the governing value system.

A nice show!

60 million bucks, please!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Myth about Siziphus only means
that our ideal goals will always remain
in front of us, - **nothing else**!

The world can be changed for the better!