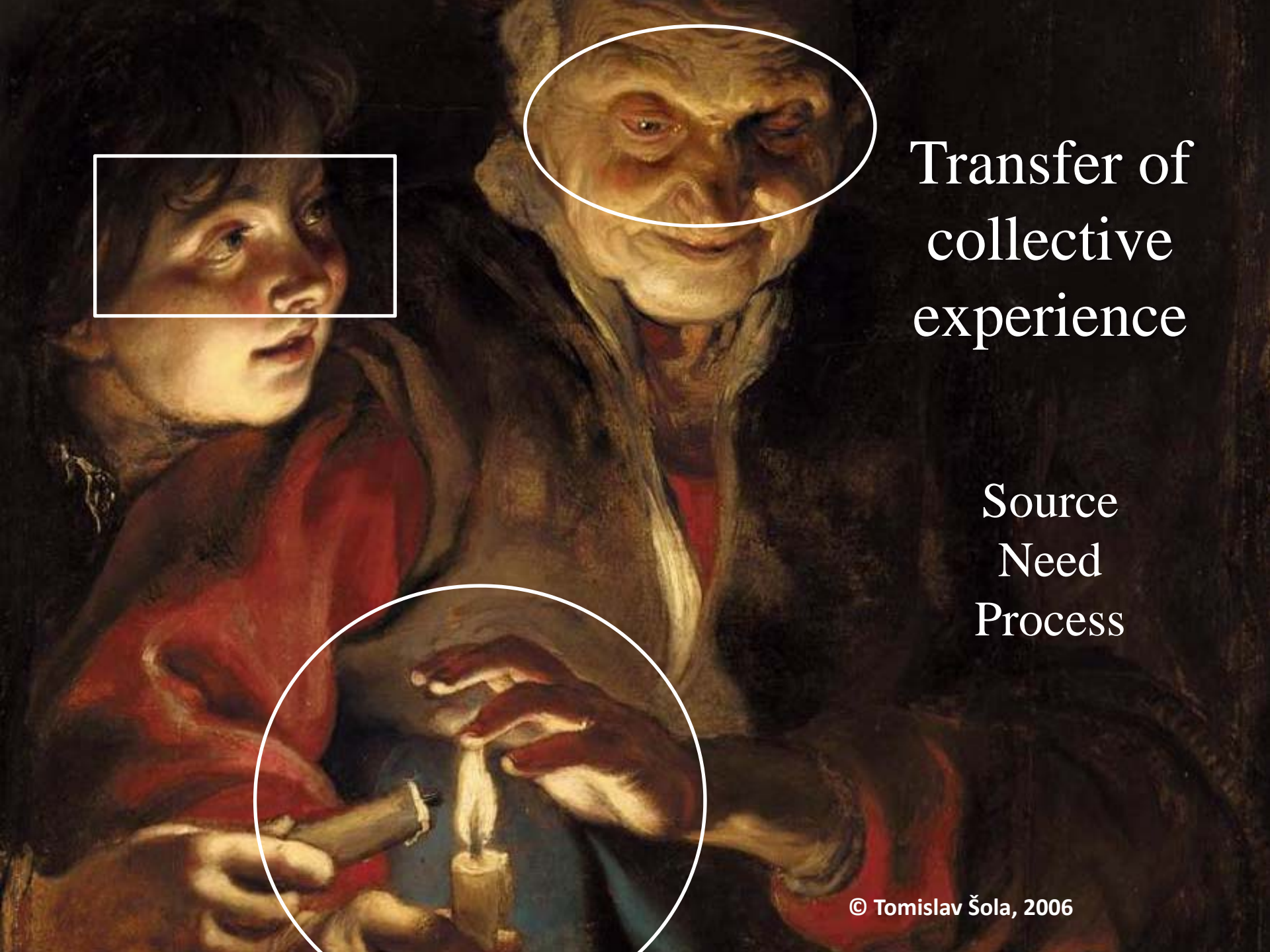




6. Public memory sector

200 years
of Western museum history
is long enough to inspire
and too short to oblige.
Therefore: PM sector



Transfer of
collective
experience

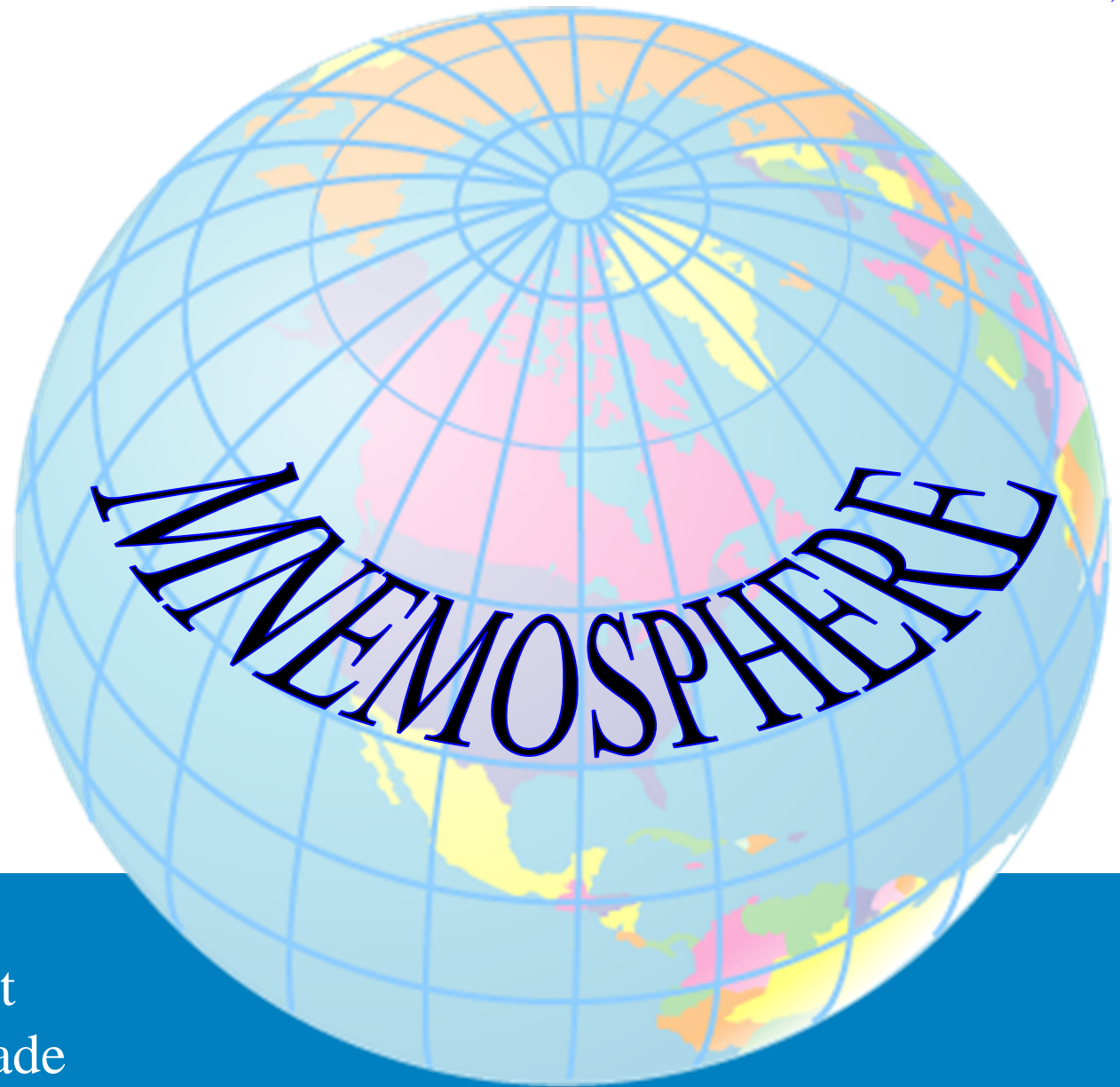
Source
Need
Process

Newer institutions in public memory domain

- Visitor centres
- Visitor attractions
- Theme parks
- Trails
- Science centres
- Interpretation centres
- Exhibition centres
- Amusement/heritage parks
- Heritage tourism actions
- Wider cultural phenomena like events, festivals...
- Digitally-born actions & institutions
- Hybrid institutions
- Non-collecting museums
- Pop-up museums
- Temporary museums

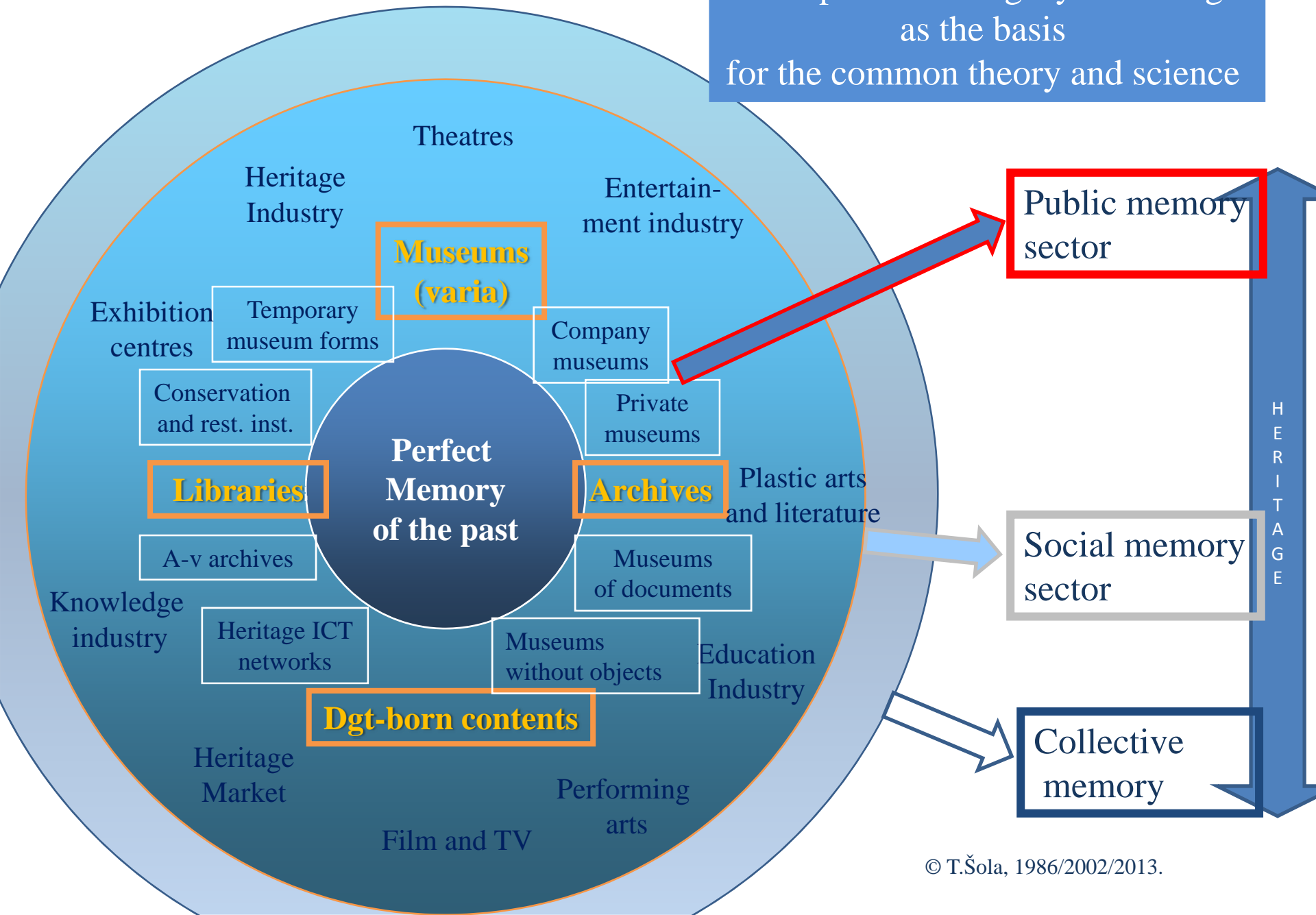


The global memory environment

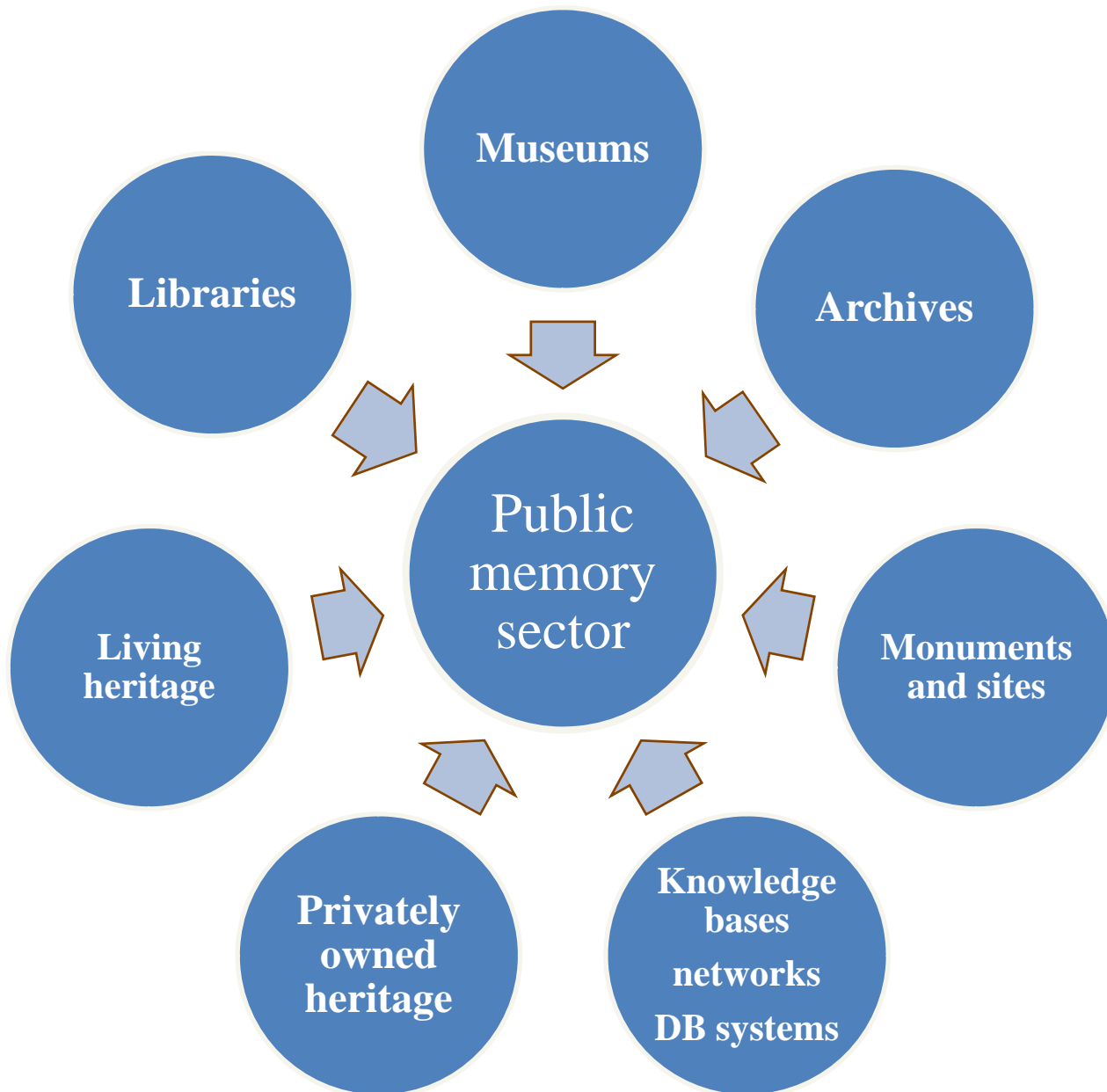


The global
memory environment
consisting of man made
electric impulses & social actions,
- a pulsating shell of a giant, primitive, hypermnesic brain.

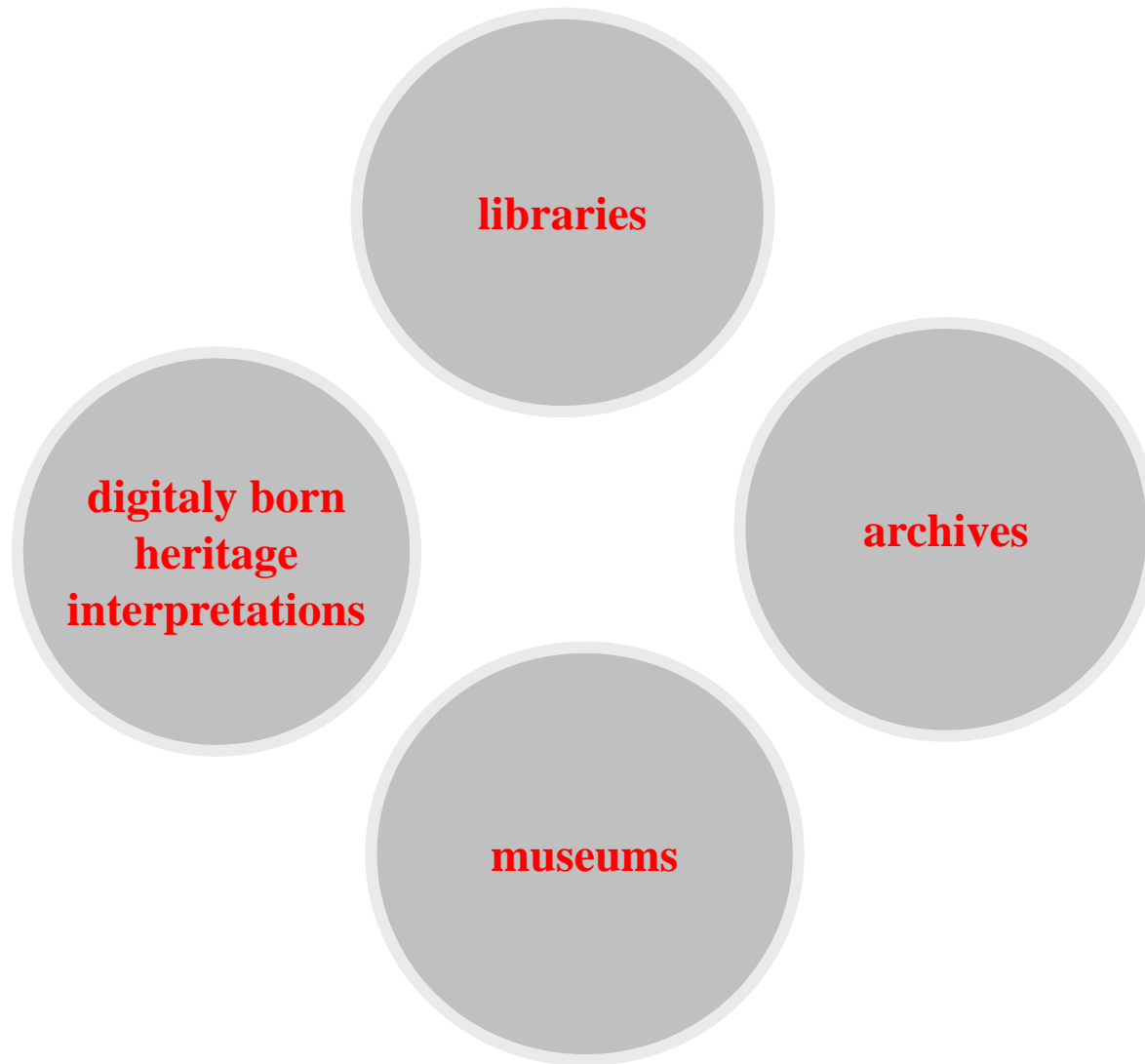
Concept of the integrity of heritage
as the basis
for the common theory and science



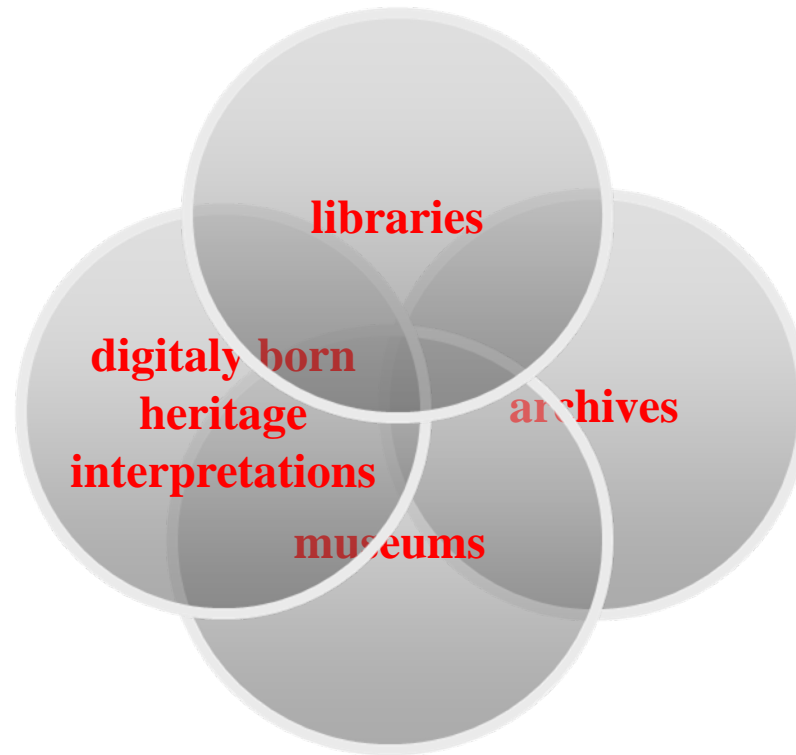
The forgotten whole of heritage or the PUBLIC MEMORY sector



Memory institutions - the usual state



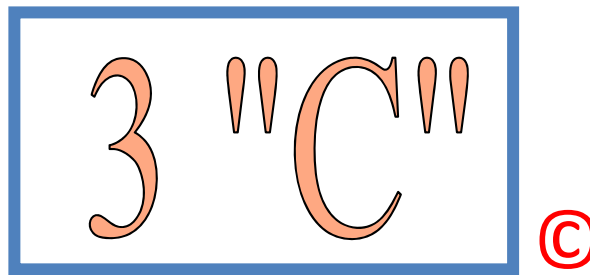
Memory institutions



Four main reasons for convergence



Concept
ICT
Users
Mission



Collecting

Recognition
Documentation
Cataloguing
Research

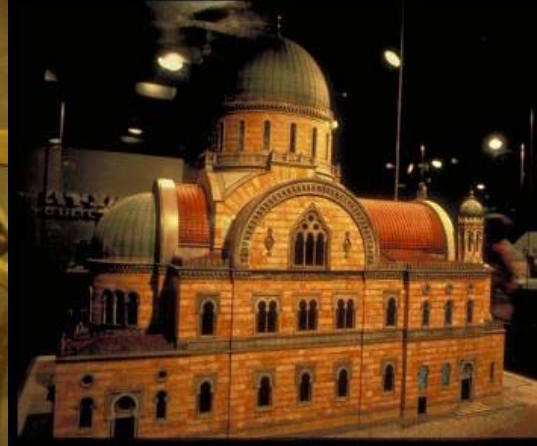
Care

Conservation
Restauration
Storage
Security
Management

Communication

Access
Interaction
Discovery
Participation
Creation
Evaluation









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HIVE



INTERNET ARCHIVE



INTERNE





Jewish Museum, Daniel Libeskind



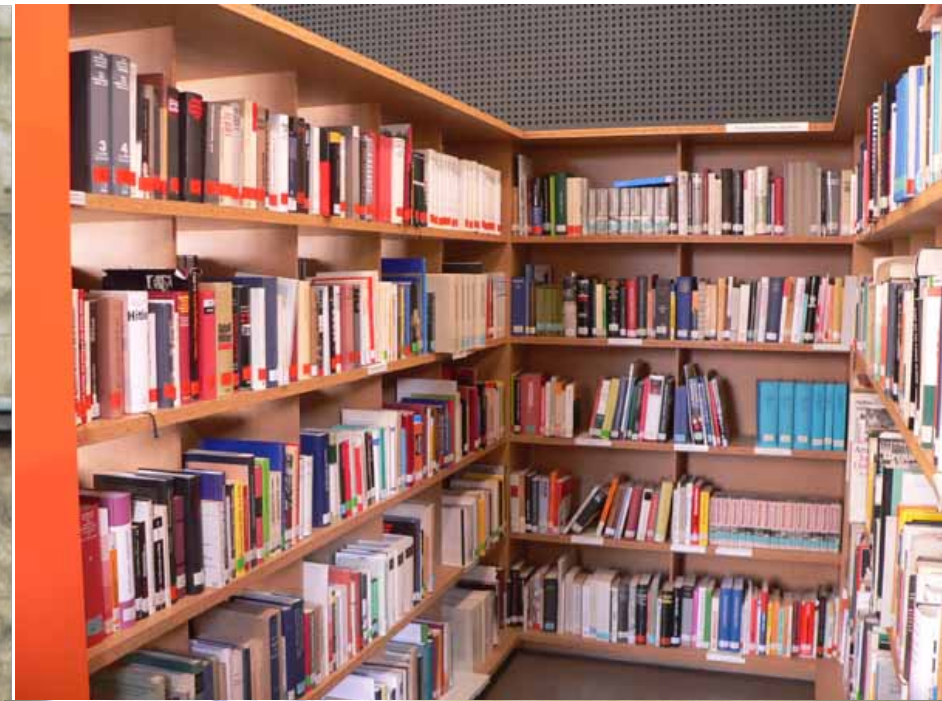
Knjižnica u Seattlu, Rem Koolhaas







NS Dokumentationszentrum

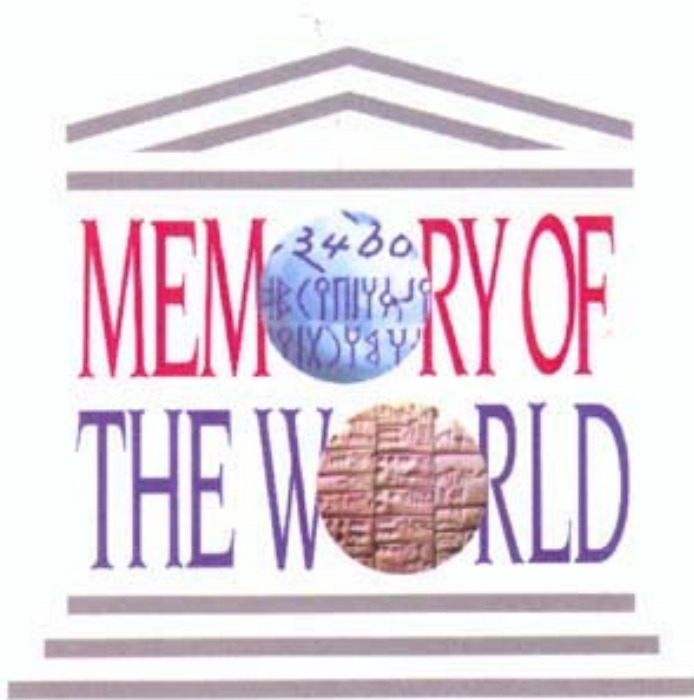












E-Heritage

UNESCO's programme aiming at preservation and dissemination of valuable archive holdings and library collections worldwide



Transfer of collective experience

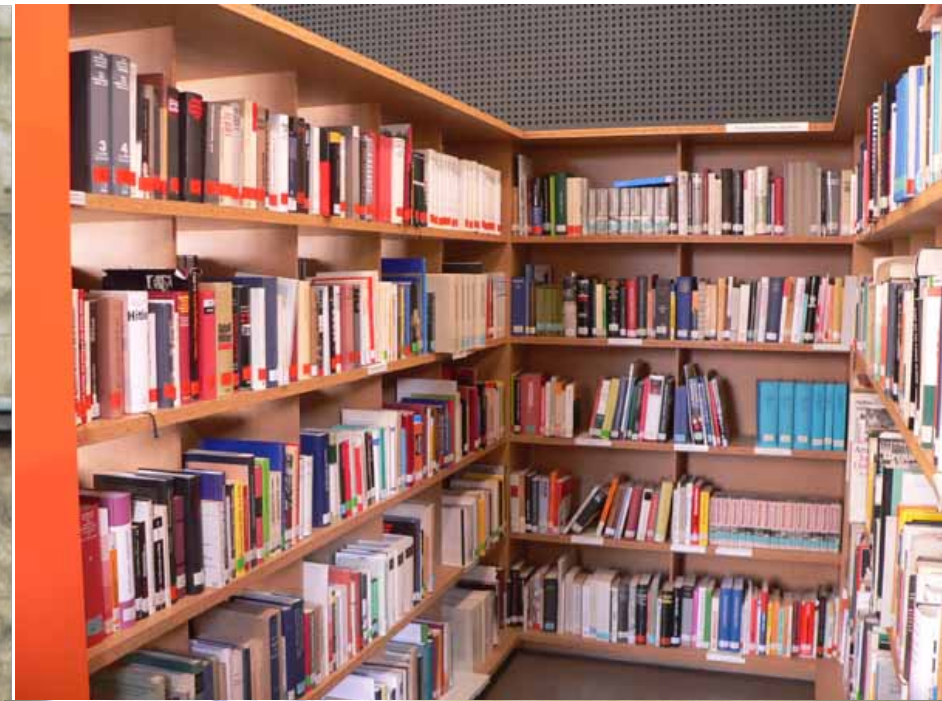
Source
Need
Process

Wisdom,
Basic social project,
PMIs





NS Dokumentationszentrum



German Emigrants' Museum









Does it sound mad to want to try and build
an **online catalogue of every book ever
published**, anywhere in the world?

The Open Library



EUROPEANA

The circles of re-distribution, re-introduction, re-vitalisation

- The heritage system as network (public+private)
- Giving on loan to other public institutions
- Giving back to cultures, places, institutions

The context:

- ICT
- Competition
- 3 C – new understanding of heritage as PM
- Mission (value system, identity, societal project)
- Place in developmental strategy
- Re-affirmation of the true nature of heritage institutions (avoidance of market, open society)

A public service is a service
which is provided by government
to people living within its jurisdiction,
either directly (through the public sector)
or by financing provision of services.

The term is associated with a social consensus
(usually expressed through democratic elections)
that certain services should be available to all,
regardless of income.

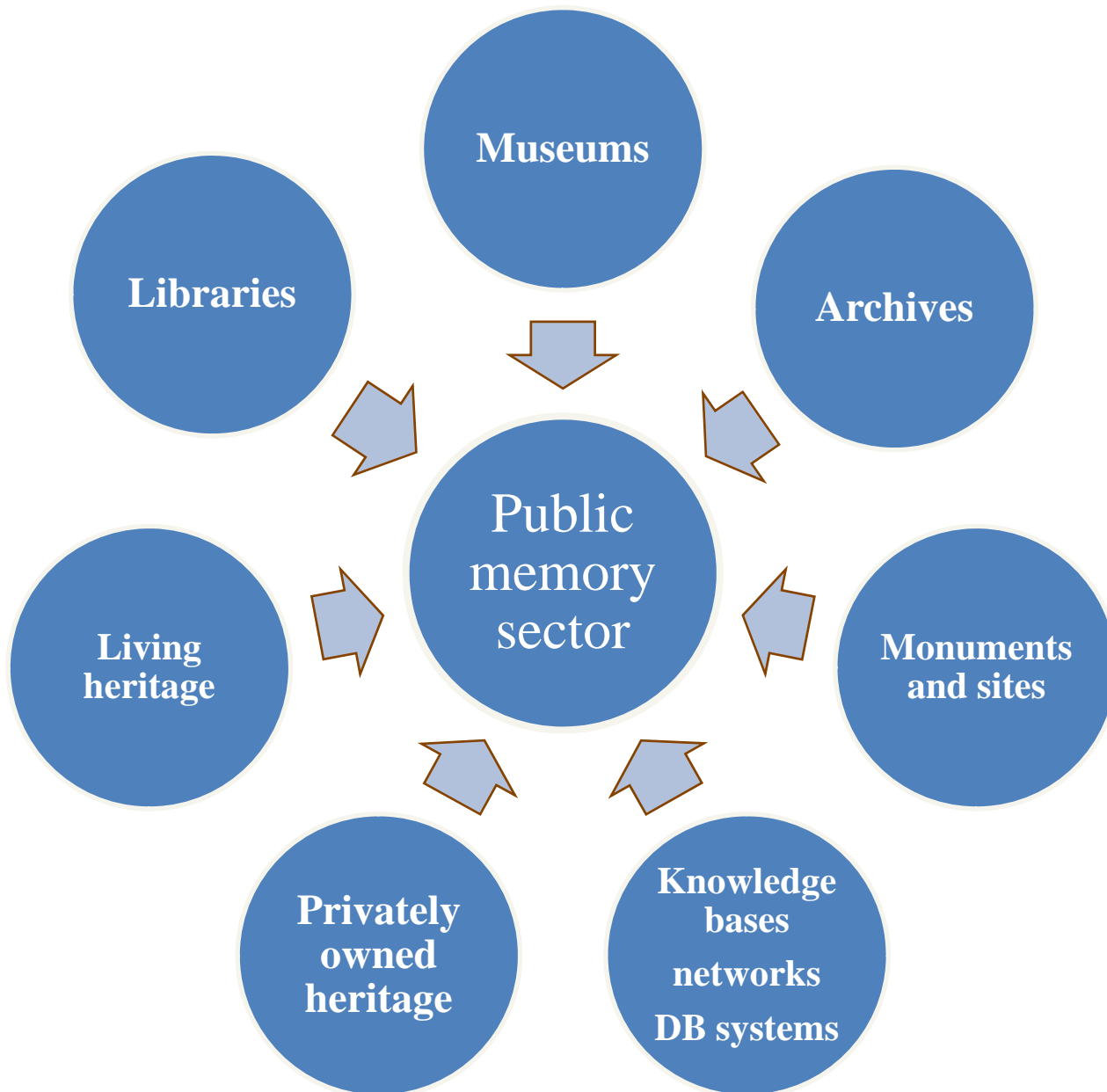
Public services sector

- Electricity
- Education
- Emergency services
- Environmental protection
- Fire service
- Gas
- Health care
- Law enforcement
- Military
- Postal service

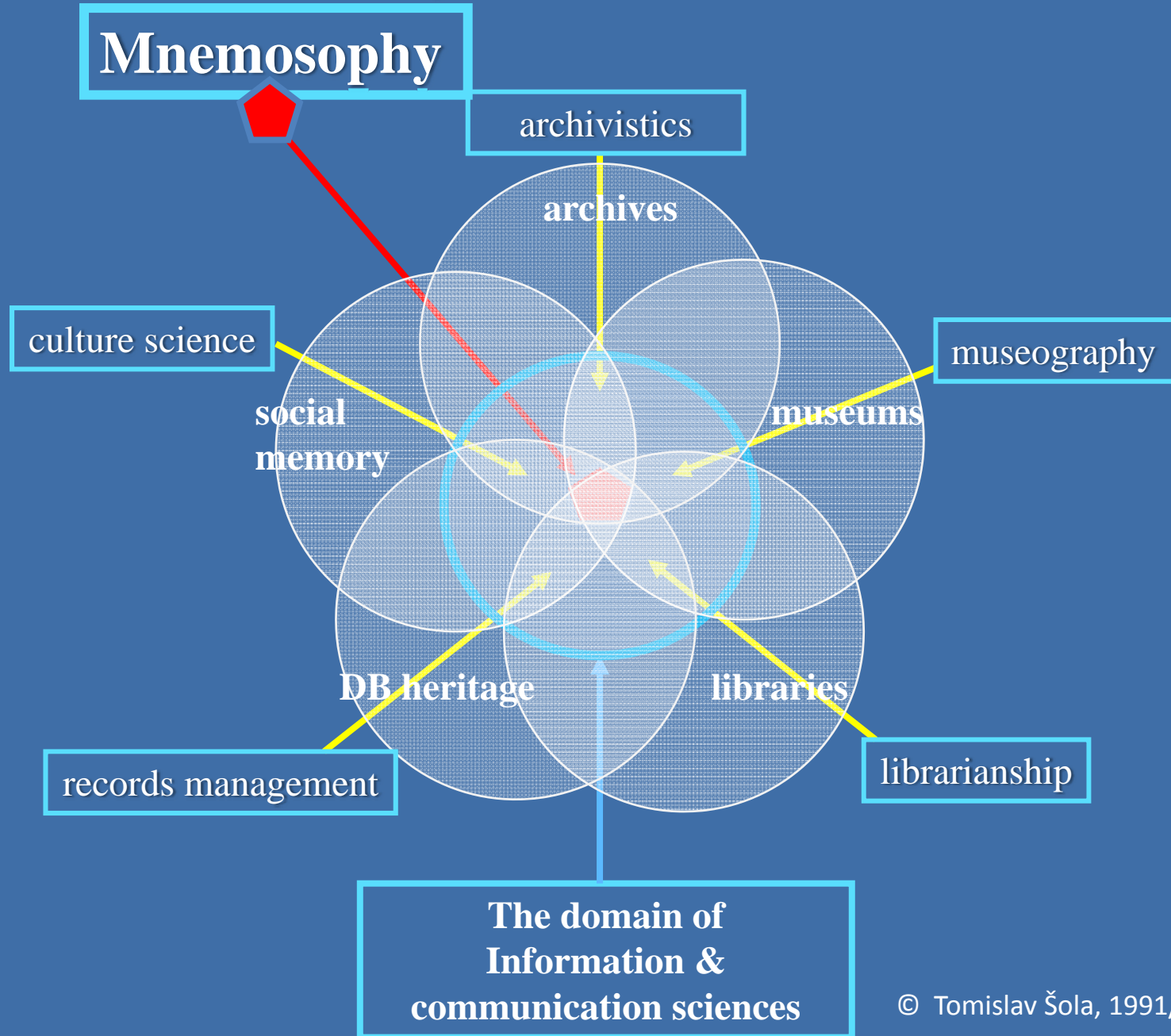
- Public broadcasting
- **Public library**
- Public security
- Public transportation
- Public housing
- Social services
- Telecommunications
- Town planning
- Waste management
- Water supply network

Why not Public museums, or Public archives or simply
Public Memory Service?

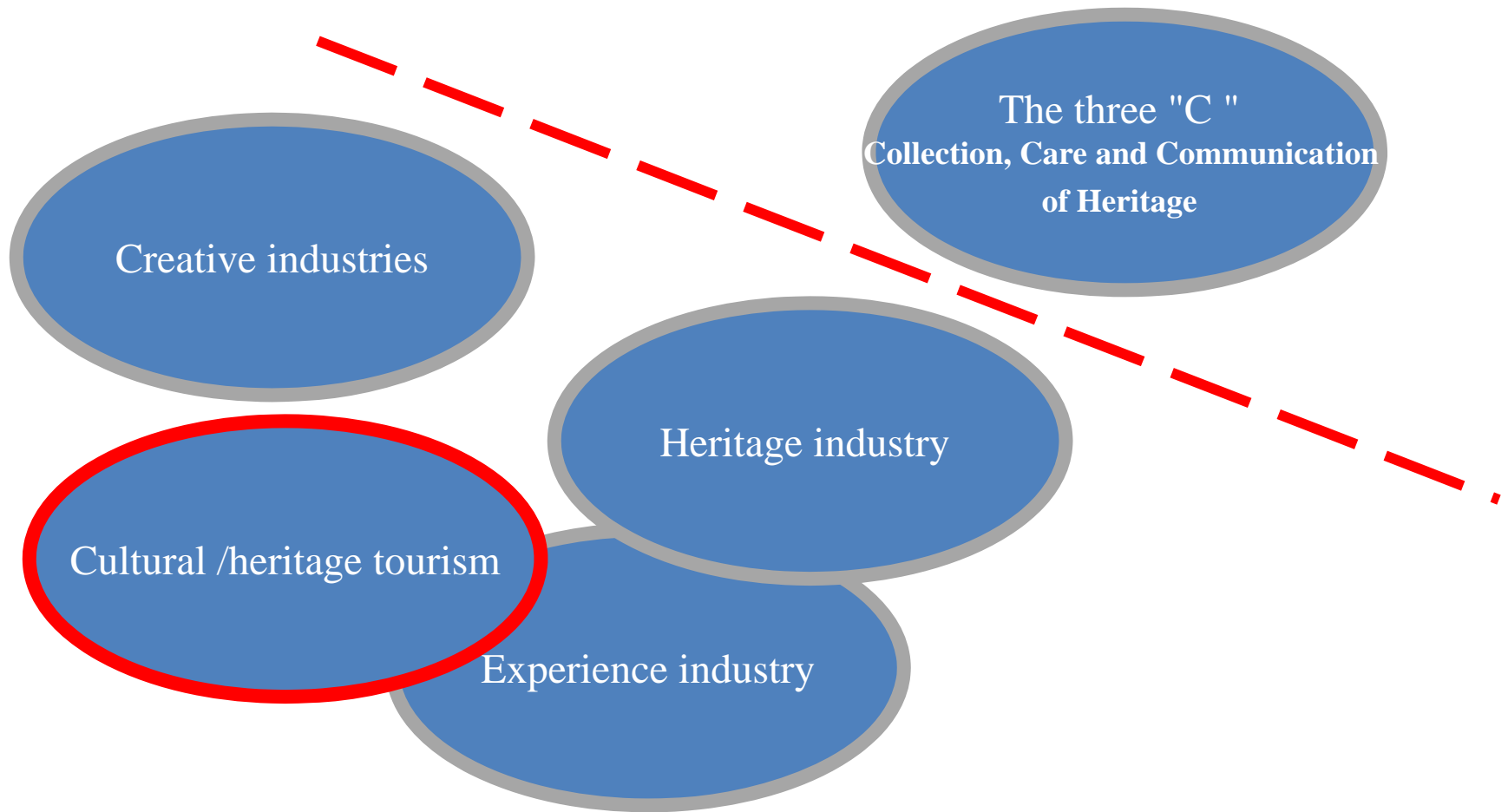
The forgotten whole of heritage or the PUBLIC MEMORY sector



Public memory institutions and their science



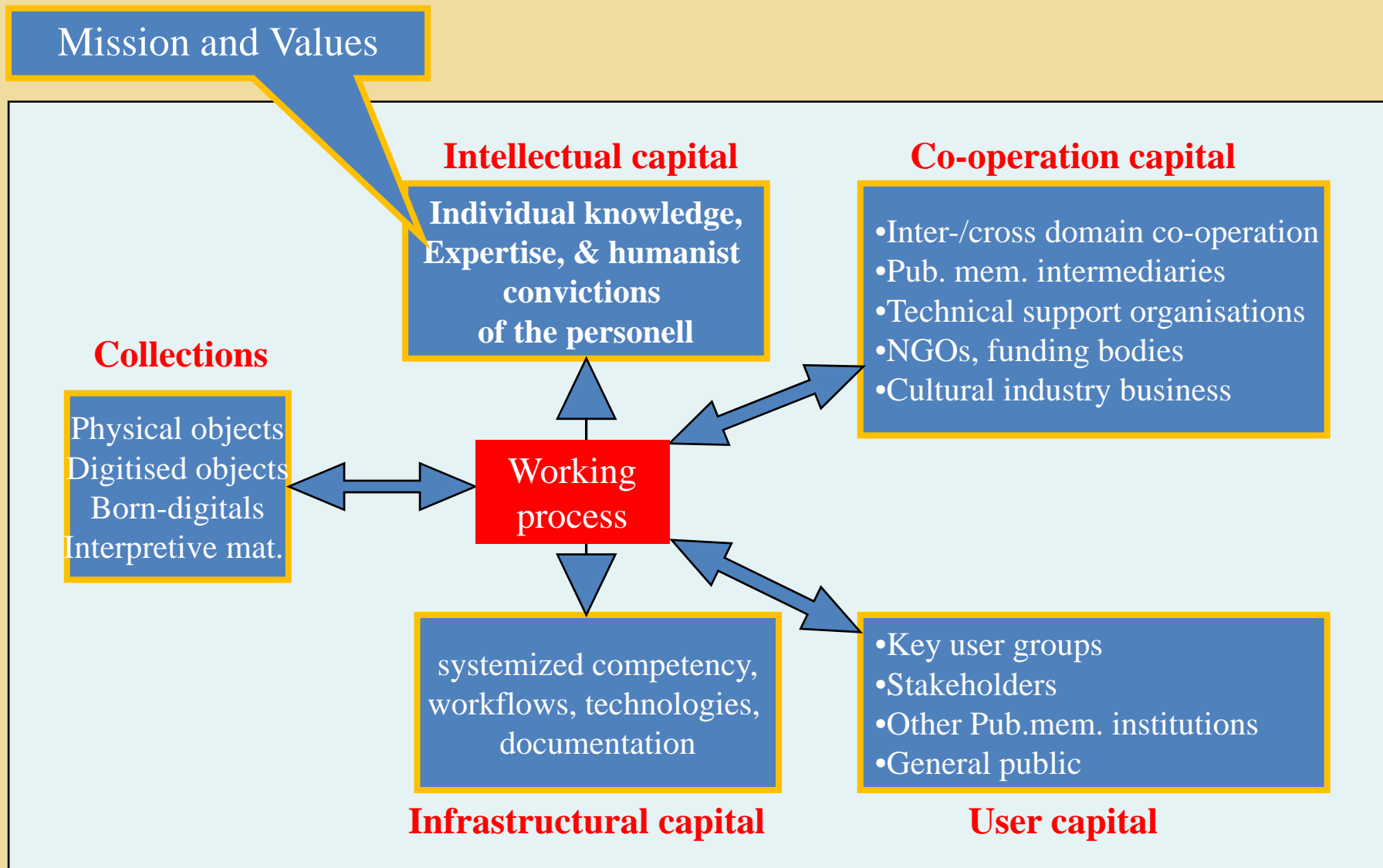
The non - profit nature of heritage or the first premise



The Public Memory Management Sector

- Unique accumulation of evidence, information and knowledge
- True meaning only if the potential is used for the common good.
- Institutions and collections as means/tools of selected, collective memory: wisdom instead of mere information and knowledge.
- Immense power of unbiased communication: possibly decisive means of democracy.
- Public institutions are best equipped to provide help to citizens when about the basic qualities and rights of civil society.
- Decidedly non-for-profit institutions as unalienable public institutions

The Public Memory Institutions



Redefining memory institutions:

The shifts implied

- **Core concept:**
from specific, specialist notion of heritage to the inclusive, total heritage (this is why we have had attempt at "special institutional theories")
- **Spread and applicability:**
from museum institution to any institution or quasi regular activity containing the critical quality of a working process upon uses and consequences of collective and social memory
- **Use and rationale:**
from education or contribution to development, to guiding society by counter-activity and participation in the operating societal value systems

Concept of the integrity of heritage
as the basis
for the common theory and science

