

## **PROJECT: *Museums***

### **DESCRIPTION OF THE APPLICANT**

The Ministry of Culture and National Heritage (MCNH) is a specialized body of central public administration, with legal personality, which elaborates and ensures the implementation of the strategies and policies in the field of culture and national heritage. MCNH aims in his work to meet several general objectives such: support cultural heritage and diversity, both nationally and internationally; support the circulation of cultural goods and the mobility of the specialists in the field of culture by promoting intercultural dialogue and cultural diplomacy; promoting multiculturalism and stimulate cross-border cultural cooperation. In order to accomplish its role and overall objectives, one of the main duties of MCNH is to initiate and promote partnerships with international cultural organizations for the diversification, modernization and optimization of public services and facilities offered by cultural institutions.

MCNH has a significant experience in long term international partnerships and successfully implemented and implements projects funded by different mechanisms like:

PHARE – Integrated information management system for the protection of movable cultural heritage and movable cultural property,

CEB - Restoration of historical monuments in Romania and Projects on building, strengthening, rehabilitation and modernization of buildings of particular cultural interest in Romania (total value – 250 millions Euros),

EEA Financial Mechanism - Restoration of Gabroveni Inn and Restoration of the 5th Gate-the Vanubian Citadel/Fortification in Alba Iulia (total value – 4 millions Euros).

For 2012, MCNH intends to develop an application to be submitted under Strand 1.1: **Multi-annual cooperation projects** of the EU Culture Programme 2007 - 2013.

The main points of this initiative are:

### **OVERALL OBJECTIVE**

Empowering creative techniques and innovative approaches in the field of modern museology through European cross-border cooperation and practice sharing.

### **SPECIFIC OBJECTIVES**

- Development and promotion of the trans-national mobility of specialists working in the museum field,
- Promotion of open and respectful exchange and interaction between museum experts and cultural organizations at European level,
- Increasing the general and specific abilities and skills of European museum's personnel

## ARGUMENT

This project is meant to enhance the road towards the "Unity in Diversity" concept of European citizenship by creating the conditions for specialists working in museums to meet on a common ground in order for them to create and develop **innovative methods** to address to the public their **cultural offer**.

The project addresses the need to improve and diversify the skills of professionals working in the museum field, in order to strengthen the role played by the museum institution in local community life. Through the exchange of best practices and the transfer of know-how between the partners involved in the project it will be achieved a development of new competencies at European level in the field of museums.

Museums must **radically change their approach** of public relations so as the public to perceive the museum as a complementary institution to a cultural center. In order to achieve this, it is recommended a better training of the staff working in public and private museums by upgrading the curriculae and adapt them to the requirements of a market economy, so as to guarantee the quality of education.

This project is designed to be only the prime step of an wider approach concerning the cooperation between states in the field of museology. Since it has been detected that within museums from European Union area the practices of storytelling and interpretation have not yet been integrated in the current practice of museum's specialists, the project proposes to lay the foundations of the cooperation by first approaching these 2 techniques.

## Proposed **ACTIVITIES**

A1. The management of the project

A2. Deployment of Workshops committed to the creation of a **toolkit dedicated to the practices of storytelling and interpretation**

A3. Selection of key museums in participating countries for pilot actions for **testing the new approach** and the implementation

A4. **Annual Symposiums** dedicated to innovative practices in the museum

A5. Publicity, exploitation and dissemination of the activities and results of the project

A6. Monitoring and evaluation process

## **RESULTS:**

- Workshops where there will be exchange of best practices between specialists in museum field
- 1 Toolkit for implementing the practices of storytelling and interpretation in museums current activities
- pilot actions at national level
- 1 itinerant exhibition, rehased through storytelling and interpretation practices, in 27 countries

- 2 annual Symposiums dedicated to innovative practices in the museum
- 1 website created

**DURATION: 5 YEARS (01.05.2013- 30.04.2018)**

**INITIAL BUDGET ESTIMATE: 5 MILLION EUROS**

For further reference or if you are interested in becoming co-organiser or associated partner:

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