International visitor correspondence

Interference with daily tasks...

Curators can’t proofread foreign language

How to attract new visitors?

Many museums are seeking ways to carry out plans with low budget

Why do museums need multilingualization?

Admission Free
Light up by candle
Jazz concert

Night Museum
4h x 400 people!

400 visitors in 4-hour “Night Museum” event! (which is unusual)

Why do museums need multilingualization?

Need “mediator” who can intermediate between curators and translators

Never Enough
All about budget!

How much background information should we provide?

potenrial visitors

Need to find the best strategy that suits your museum

Nobunaga went to capital-Kyoto

- Nobunaga went to Kyoto to unify Japan
- Nobunaga died by rebellion after his arrival in Kyoto

Nobunaga went to Kyoto?

Nobunaga went to Kyoto?

Museums need...

budget personnel

Curators can’t proofread foreign language

“We got our translation...”

“Incorrect translation” pointed out by foreign visitors

Jazz concerts

How to attract new visitors?

How to attract new visitors?

2 historical messages for Japanese,
- Nobunaga went to Kyoto to unify Japan
- Nobunaga died by rebellion after his arrival in Kyoto

信長が上洛した
Nobunaga went to Kyoto?

Nobunaga went to Kyoto?

Nobunaga went to Kyoto?

Nobunaga went to Kyoto?

Nobunaga went to Kyoto?

Nobunaga went to Kyoto?

Nobunaga went to Kyoto?
Museum Archives & Exhibitions

Are Mangas “high-culture”?

Preservation

Collection

Originally “low-culture”

Concept, Policy

Exhibition

Message

Visitor

Museums exhibit objects with their own messages?

No Value Gap b/w Museum & Visitors

Yes

Visitors

Museum

GAP

How to deal with these GAP?

Visitor’s Literacy

Eg: Exhibition “August 6”

How can we (museum) reinterpret our value or core idea?

What did visitors think?

Value Gap b/w Museum & Visitors

sharing the thoughts among visitors

Equal relationship between museums and visitors

Interactive exhibition - exhibit visitor’s thoughts

What to consider

In the case of “Books”, people can understand as they like, but “Museum exhibition” tends to be not accepted as an “interpretation”

Museums are not recognised as “media”

links to “Visitor’s Literacy”

How much does each museum present its concept & policy?

Experience

Visitors

OUTPUT

How to correspond to visitors?

How to deal with these GAP?

ég. "August 6"

What did visitors think?

Equal relationship between museums and visitors

Value Gap b/w Museum & Visitors

links to “Visitor’s Literacy”

How much does each museum present its concept & policy?

Experience

Visitors

OUTPUT

How to correspond to visitors?

ég. "August 6"

What did visitors think?

Equal relationship between museums and visitors

Value Gap b/w Museum & Visitors

links to “Visitor’s Literacy”

How much does each museum present its concept & policy?
Looking forward to a happy relationship with local community

Aging population who have supported their community & museums

Museum archived school's materials, they were designated as "Important Cultural property"

Where is the ownership of these objects?

Let’s think together!

Expand curators’ daily tasks

(M) Archives school materials

(M) Support schools

(School of Blind and Deaf of Kyoto Pref.)

One success story

Procrastination

Difficult to digitalize all objects

More personnel needed

Materials get lost!

Materials get lost!

Expanding the Archives

Expand curators’ daily tasks

Take Action: for archiving and utilizing disappearing materials

Support schools

New museum supporters

Even museums have many objects/documents which aren’t yet be managed enough...

Materials get lost!

One success story

...one success story

3000+ Item

Museum archived school’s materials, they were designated as "Important Cultural property"

Where is the ownership of these objects?

Let’s think together!

Take Action: for archiving and utilizing disappearing materials

Museum archived school’s materials, they were designated as "Important Cultural property"

Even museums have many objects/documents which aren’t yet be managed enough...

Materials get lost!

Difficult to digitalize all objects

More personnel needed
What can museum do for Aoyama Family who feel homesick?

“Aoyama Family

who moved from Tokyo to Kyoto

What can museum do for Aoyama Family who feel homesick?

“People Card”

“Activity Card”

Museums play a role of “Information Hub” in local community

Museum invited local residents to the “construction tour”

Museum doesn’t have to restrict itself to provide community information (without strict selection)

Thinking outside the “Museum box”

How to interpret information in museum?

Recognized as... Religion or Culture?

Jizobon local festival

New residents

“CONNECT”

Local residents

Museum doesn’t have to restrict itself to provide community information (without strict selection)

Thinking outside the “Museum box”

How to interpret information in museum?

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Jizobon local festival

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Recognized as... Religion or Culture?
Engage the "General public" who lives nearby the museums

Mrs. Yoshida who lives near the museum, might not visit the museum at all!

How to engage with her?

What should a museum be able to provide?

With whom and how to connect continuously?

"General public" not special not specific

Museums are also a special/unusual place for public

The most distant people

Neighbors are involved in research and exhibition by a relay system (first person, Mrs. Yoshida introduces second one...)

It is meaningful that museums develop a new network through their research and study
チームB

“Yoshida-Collection Exhibition”

“People Card”

近所の
吉田さん

“Activity Card”

EXHIBITION

What? Which?
What contents should be included?
Even the inside of the fridge?

Donation

how to receive?

M

Can't accept everything due to capacity of museum storage

Cannot accept...

(M) Cohesion of the collection is important!

Motive of Exhibition

Providing learning opportunities or Raising Money

Recorded information of the community as paintings

Parents were artists

Parents

What should we keep or discard?
what is our criteria when we select for the museum collection?

What to keep, what to throw away?

How much money can you make from this exhibition?

from old family

Parents

Story telling

告訴

How much money can you make from this exhibition?

Recorded information of the community as paintings

Like as Eg. Special exhibition “Seoul Style 2002: Life as it is with the Lee Family” — thorough collecting and displaying all materials from Lee Family

コメントから参加者の意見：
It's a great chance to know the situations other museums are facing.