



PRESS RELEASE

Embargoed until 19 August 2009, 9.30am

ASEAN MUSEUM DIRECTORS SEEK WAYS TO BETTER ENGAGE THEIR COMMUNITIES AT REGIONAL SYMPOSIUM

19 August 2009 – The second ASEAN Museum Directors' Symposium (AMDS), jointly organised by the National Heritage Board (NHB) and the Asian Civilisations Museum (ACM) will take place at ACM on 19th and 20th August 2009.

The symposium, which will be graced by Dr Balaji Sadasivan, Senior Minister-of-State for Foreign Affairs, picks up from the first AMDS held here two years ago and is aimed at forging an integrated approach to museum programming, sharing of ideas and expertise and forming a directors' network to facilitate more cross-border collaboration among museums in the region.

Following the success of its inaugural gathering, this year's AMDS will see a 50% increase in the number of papers presented by representatives from public as well as private museums. Eighteen papers covering issues ranging from identifying and working with source communities to audience engagement will be presented by speakers from 12 countries.

The symposium welcomes representatives from museums both large and small across ASEAN. Two first-timers include Dr Cristina Lim-Yuson of the Museo Pambata Foundation in the Philippines who will be sharing her unique outreach programme of working with street children while Ms Tara Gujadhur of The Traditional Arts & Ethnology Centre (TAEC) in Laos will discuss how her centre is working with various ethnic groups to develop exhibitions through a cultural-mapping process which includes interviews with village chiefs and elders.

More than 120 people comprising directors and curators from ASEAN museums, members of Singapore's Museum Roundtable, as well as museum professionals from global cultural organisations such as the International Council of Museums (ICOM) and the Newcastle Region Art Gallery (Australia), students and members of the public will be attending the symposium.

Mr Michael Koh, Chief Executive Officer of NHB, said: "This is an important platform for our fellow museum and heritage colleagues to engage in an exchange ideas and

knowledge. Through such ASEAN-wide cooperation we can improve our museological standards, better engage our respective communities and promote the love of museums and heritage throughout the region and beyond.”

The theme this year shifts the focus onto “Museum-Community Partnership: The Role of ASEAN Museums in the 21st Century.” The Symposium will discuss the following:

- National Strategies adopted/aligned to engage stakeholders within the community
- Audience engagement and accessibility
- Case studies of working with source communities such as oral history interviews and other forms of data collection

The ASEAN delegates will be joined by key speakers from global cultural organisations including Ms Alissandra Cummins, President of ICOM, and Mr Ron Ramsey, Director of Newcastle Region Art Gallery, Australia. Details of the speakers and programme can be found at **Annex A** and **B** respectively.

The Symposium illustrates the formation of an integrated ASEAN museum network, which will pave the path for future memorandums of understanding, enhanced cultural exchanges and deeper levels of integrated programming. This network fosters stronger cultural relations among neighbouring countries and enables museums to tap into the many resources available in the region.

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About National Heritage Board

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List of Speakers and Topics of Presentation

Names and Designation of Speakers	Topics of Presentation
Ms. Alissandra Cummins President, International Council of Museums (ICOM)	Keynote Address
Mr. Ron Ramsay Director, Newcastle Region Art Gallery	Keynote Address
Dr. Thongsa Sayavongkhamdy Director-General, Department of National Heritage, Ministry of Information and Culture, Laos	Engaging communities in conserving cultural heritage and preserving and nurturing cultural traditions in Lao PDR.
Ms. Cora Alvina, Director National Museum of the Philippines	Working with and for the People: The National Museum of the Philippines Branch Museums – Three Examples.
Ms. Nu Mra Zan Director, National Museum, Yangon	Museum – Community Partnerships. A case study on Community Engagement in Myanmar
Ms. Thangamma Karthigesu Director, Education and Outreach Division, National Heritage Board, Singapore	Engaging the Disengaged: Building Bridges of Understanding Through Heritage.
Ms. Retno Sulistianingsih Director, Museum Nasional, Indonesia	Museum Marketing Strategies
Ms. Jean Wee Director, Preservation of Monuments Board, National Heritage Board, Singapore	The 24 /7 Community Museum
Ms. Cristina Lim-Yuson Director, Museo Pambata, Manila	Museo Pambata's Children's Advocacy Program
Ms. Jullada Meejul Head of Knowledge and Networking, National Discovery Museum Institute, Bangkok	National Discovery Museum Institute: a turning point for Museum and Community Policy
Dr. Nguyen Duy Thieu Vice-director, Vietnam Museum of Ethnology, Hanoi	Introducing and Maintaining Cultural Diversity Together with Communities: the Experience of the Vietnam Museum of Ethnology
Mrs. Vu Phuong Nga Researcher, Department of Southeast Asian Studies, Vietnam Museum of Ethnology	
Mr. Pudarno bin Bincheng Curator of Ethnography, Brunei Museum	Tasek Merimbun Heritage Park and Merimbun Community: Brunei Museum's Role in Heritage Revival and Tourism
Mr. Leonardus Nahak Head of Education, East Nusa Tenggara Regional Museum, Indonesia	Museum and Multi-ethnic Society

Names and Designation of Speakers	Topics of Presentation
Mr. Ly Daravuth Director, Reyum Arts Centre, Phnom Penh	
Ms. Sam Thida Deputy Director, National Museum of Cambodia	MuSEA - Cultural Heritage for Sustainable Development - a Program of Museum Cooperation in Southeast Asia
Mr. Ipoi Datan Director, Sarawak Museum	Museum and community partnerships: The Sarawak Museum Experience
Ms. Tara Gujadhur Director, Traditional Arts and Ethnology Centre, Luang Prabang	Engaging communities in a developing country context -- a private museum's perspective in Lao PDR

Programme

19 August 2009 (Wednesday)	Event
8.00am - 8.45am	Registration
	Opening session Ngee Ann Auditorium, ACM
9.00am - 9.15am	Welcome Address Professor Tommy Koh, Chairman, National Heritage Board (Singapore)
9.15am - 9.30am	Opening Address by Guest-of-Honour Dr. Balaji Sadasivan, Senior Minister-of-State for Foreign Affairs (Singapore)
9.30am - 10.15am	Keynote Address Ms Alissandra Cummins President, International Council of Museums (ICOM)
10.15am - 10.45am	COFFEE BREAK
	Session 1: National Strategies and Community Partnerships Chairperson: Mr Michael Koh Chief Executive Officer, National Heritage Board (Singapore)
10.45am - 11.05am	Speaker: Dr. Thongsasay Sayavongkhamdy Director-General, Department of National Heritage, Ministry of Information and Culture, Laos
11.15am - 11.25am	Speaker: Ms Cora Alvina Director, National Museum of the Philippines
11.25am - 11.45am	Speaker: Ms Nu Mra Zan Director, National Museum, Yangon
11.45am - 12.05pm	Speaker: Ms Janet Tee Deputy Director, Muzium Negara, Malaysia
12.05pm - 12.25pm	Question & Answer session
12.25pm - 12.45pm	Summary by Convenor Ms Alissandra Cummins
1.00pm - 2.30pm	LUNCH
	Session 2: Access and Audience Development Chairperson: Dr. Kenson Kwok Director, Asian Civilisations Museum (Singapore)
2.30pm - 3.15pm	Keynote Address Mr Ron Ramsay Director, Newcastle Region Art Gallery

3.15pm - 3.35pm	Speaker: Ms Thangamma Karthigesu Director, Education and Outreach Division, National Heritage Board (Singapore)
3.35pm - 3.55pm	Speaker: Ms Retno Sulistianingsih Director, Museum Nasional, Indonesia
3.55pm - 4.25pm	TEA BREAK
4.25pm - 4.45pm	Speaker: Ms Jean Wee Director, Preservation of Monuments Board National Heritage Board (Singapore)
4.45pm - 5.05pm	Speaker: Ms Cristina Lim-Yuson Director, Museo Pambata
5.05pm - 5.25pm	Speaker: Ms Jullada Meejul Head of Knowledge and Networking, National Discovery Museum Institute, Bangkok
5.25pm - 5.50pm	Question & Answer session
5.50pm - 6.10pm	Summary by Convenor Mr Ron Ramsay
20 August 2009 (Thursday)	Event
	Session 3: Working with Source Communities Chairperson: Ms Loh Heng Noi Director, Heritage Conservation Centre (Singapore)
9.00am - 9.20am	Speaker: Dr. Nguyen Duy Thieu Vice-Director, Vietnam Museum of Ethnology, Hanoi & Mrs Vu Phuong Nga, Researcher, Department of Southeast Asian Studies, Vietnam Museum of Ethnology
9.20am - 9.40am	Speaker: Mr Pudarno bin Bincheng Curator of Ethnography, Brunei Museum
9.40am - 10.00am	Speaker: Mr Leonardus Nahak Head of Education, East Nusa Tenggara Regional Museum, Indonesia
10.00am - 10.20am	Speaker: Mr Ly Daravuth Director, Reyum Arts Centre, Phnom Penh
10.20am - 10.50am	COFFEE BREAK
1.50am - 11.10am	Speaker: Ms Sam Thida Deputy Director, National Museum of Cambodia
11.10am - 11.30am	Speaker: Mr Ipoi Datan Director, Sarawak Museum
11.30am - 11.55am	Speaker: Ms Tara Gujadhur Director, Traditional Arts and Ethnology Centre, Luang Prabang
11.55am - 12.20pm	Question & Answer session

12.20pm - 12.40pm	Summary by Convenor Ms Tan Huism, Deputy Director, Curatorial and Collections, Asian Civilisations Museum
12.45pm - 1.45pm	LUNCH
1.50pm	Bus to Peranakan Museum
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4.45pm - 5.05pm	Speaker: Ms Cristina Lim-Yuson Director, Museo Pambata
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12.20pm - 12.40pm	Summary by Convenor Ms Tan Huism, Deputy Director, Curatorial and Collections, Asian Civilisations Museum
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PRESS RELEASE

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The symposium, which will be graced by Dr Balaji Sadasivan, Senior Minister-of-State for Foreign Affairs, picks up from the first AMDS held here two years ago and is aimed at forging an integrated approach to museum programming, sharing of ideas and expertise and forming a directors' network to facilitate more cross-border collaboration among museums in the region.

Following the success of its inaugural gathering, this year's AMDS will see a 50% increase in the number of papers presented by representatives from public as well as private museums. Eighteen papers covering issues ranging from identifying and working with source communities to audience engagement will be presented by speakers from 12 countries.

The symposium welcomes representatives from museums both large and small across ASEAN. Two first-timers include Dr Cristina Lim-Yuson of the Museo Pambata Foundation in the Philippines who will be sharing her unique outreach programme of working with street children while Ms Tara Gujadhur of The Traditional Arts & Ethnology Centre (TAEC) in Laos will discuss how her centre is working with various ethnic groups to develop exhibitions through a cultural-mapping process which includes interviews with village chiefs and elders.

More than 120 people comprising directors and curators from ASEAN museums, members of Singapore's Museum Roundtable, as well as museum professionals from global cultural organisations such as the International Council of Museums (ICOM) and the Newcastle Region Art Gallery (Australia), students and members of the public will be attending the symposium.

Mr Michael Koh, Chief Executive Officer of NHB, said: "This is an important platform for our fellow museum and heritage colleagues to engage in an exchange ideas and

knowledge. Through such ASEAN-wide cooperation we can improve our museological standards, better engage our respective communities and promote the love of museums and heritage throughout the region and beyond.”

The theme this year shifts the focus onto “Museum-Community Partnership: The Role of ASEAN Museums in the 21st Century.” The Symposium will discuss the following:

- National Strategies adopted/aligned to engage stakeholders within the community
- Audience engagement and accessibility
- Case studies of working with source communities such as oral history interviews and other forms of data collection

The ASEAN delegates will be joined by key speakers from global cultural organisations including Ms Alissandra Cummins, President of ICOM, and Mr Ron Ramsey, Director of Newcastle Region Art Gallery, Australia. Details of the speakers and programme can be found at **Annex A** and **B** respectively.

The Symposium illustrates the formation of an integrated ASEAN museum network, which will pave the path for future memorandums of understanding, enhanced cultural exchanges and deeper levels of integrated programming. This network fosters stronger cultural relations among neighbouring countries and enables museums to tap into the many resources available in the region.

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About ASEAN Museum Directors' Symposium

The first ASEAN Museum Directors' Symposium was organised by the National Heritage Board in 2007, in conjunction with the 40th anniversary of ASEAN. This event was the first regional gathering of over 40 museum leaders representing public and private museums in the region and beyond. Presentations addressed the theme "*Making Museums Matter*", with topics ranging from cross-border collaborations to the relevance of museums today and their impact on social development. The symposium established a forum where regional museum directors could share their experience and network. A post symposium publication was produced, which comprises the opening speeches and papers that were presented. The second symposium will build on the regional relationships that were developed between museums two years ago.

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National Heritage Board
DID: (65) 6332 3962
Email: david_miller@nhb.gov.sg

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List of Speakers and Topics of Presentation

Names and Designation of Speakers	Topics of Presentation
Ms. Alissandra Cummins President, International Council of Museums (ICOM)	Keynote Address
Mr. Ron Ramsay Director, Newcastle Region Art Gallery	Keynote Address
Dr. Thongsa Sayavongkhamdy Director-General, Department of National Heritage, Ministry of Information and Culture, Laos	Engaging communities in conserving cultural heritage and preserving and nurturing cultural traditions in Lao PDR.
Ms. Cora Alvina, Director National Museum of the Philippines	Working with and for the People: The National Museum of the Philippines Branch Museums – Three Examples.
Ms. Nu Mra Zan Director, National Museum, Yangon	Museum – Community Partnerships. A case study on Community Engagement in Myanmar
Ms. Thangamma Karthigesu Director, Education and Outreach Division, National Heritage Board, Singapore	Engaging the Disengaged: Building Bridges of Understanding Through Heritage.
Ms. Retno Sulistianingsih Director, Museum Nasional, Indonesia	Museum Marketing Strategies
Ms. Jean Wee Director, Preservation of Monuments Board, National Heritage Board, Singapore	The 24 /7 Community Museum
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