The Tallinn Meeting
April 3\textsuperscript{th} - 4\textsuperscript{th} 2017

Estonian History Museum
Purpose

Network of museums in the Baltic is a network between professional museums, following the ICOM standards, dealing with issues concerning Baltic Culture and history.

The aim is to strengthen the cooperation on an institutional level so that the museums in the network can take on common projects for the benefit of all.
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Tallinn and the Estonian History Museum was kindly inviting the board to the yearly board-meeting 2017.

The museum is situated in the middle of Tallinn old town, at Pikk 17 and we met in the Great Gild hall under medieval vaults.

www.ajaloomuuseum.ee

A warm Thanks to our Estonian colleagues for hosting the meeting!
Museums in the network

Aboa Vetus & Ars Nova
www.aboavetussarsnova.fi

Bornholms Museum
www.bornholmsmuseum.dk

Bunge Museum
www.bungemuseet.se

Die Lübecker Museen
https://die-luebecker-museen.de/

Estonian History Museum
www.ajaloomuuseum.ee

Estonian Open Air Museum
www.evm.ee

Fotevikens Museum
www.fotevikensmuseum.se

Gdynia City Museum
www.muzeumgdynia.pl

Gotlands Museum
www.gotlandsmuseum.se

HAMN
www.hamnmuseum.se

Historical Musuem of the City of Gdańsk
www.mhmg.pl

Jamtli
www.jamtli.com

Kunstmuseum Schwaan
www.kunstmuseum-schwaan.de

Langelands Museum
www.langelandsmuseum.com

Länsmuseet Gävleborg
www.lansmuseetgavleborg.se

Medeltidsmuseet
www.medeltidsmuseet.stockholm.se

Museum Lolland-Falster
www.museumlollandfalster.dk

Museum of Coastal Folk
www.rannarahvamuuseum.ee

Museum of the history of Riga and navigation
www.rigamuz.lv

Muzeum Archeologiczno-Historycznego w Elblagu
www.muzeum.elblag.pl

National Museum of Lithuania
www.lnm.lt

Novgorod State Museum
www.novgorodmuseum.ru

Prins Eugens Waldemarsudde
www.waldemarsudde.se

SA Haapsalu & Läänemaa Museum
www.salm.ee

SA Käsmu Meremuuseum
www.kasmu.ee

Saaremaa Muuseum
www.saaremaaamuseum.ee

Sigtuna Museum
www.sigtunamuseum.se

Stiftelsen Nordiska museet
www.nordiskamuseet.se

Stockholm City Museum
www.stadsmuseet.stockholm.se

Tallinn City Museum
www.linnamuuseum.ee

Tartu City Museum
http://linnamuseum.tartu.ee

The Abbey in Ystad
www.ystad.se/kultur/klostret-i-ystad

The State Hermitage Museum
www.hermitagemuseum.org

Vejle Museer
www.vejlemuseerne.dk

Ventspils Museum
http://muzejs.ventspils.lv/

Västerviks Museum
www.vasterviksmuseum.se

Žanis Lipke Memorial
www.lipke.lv

Ålands Museum
www.museum.ax
Program

The meeting had a strong focus on setting the outlines and plan for a common project; Motives for moving with the aim of running a joint project in the European year of Cultural Heritage 2018.

Monday April 3rd
12.00 Lunch at restaurant Korsten http://korstenresto.ee/en/
13.30 Board meeting
15.30 Board meeting continues. Workshopping towards a project-plan.
17.00 Guided tour in the Estonian History museum
19.00 Dinner at Restoran Farm, Müürivahe 27b / Viru 11, Tallinn, www.restaurant.farm

Tuesday April 4th
9.30 Board-meeting, part 2. Continued work with the project
10.30 Conclusions and next step. Responsibilities and time-line.
14.00 End of the meeting
14.30 Guided tour through town and some other museum.

The board, which is the decision-making body of the network, consists of the directors from one museum from each country. The museum representing the country should be selected by each country. The board meets twice a year; once in connection with the yearly network meeting in the autumn, once as a board-meeting in the spring. At the spring – meeting the network-coordinators from each museum should be included. The board decides about the annual budget, the annual coordinator, the location for the coming board-meeting and about new partners and associated partners in the network.
Estonian History Museum. Maarjamäe manor will be opened in beginning of 2018, in the manor and open-air exhibitions; Soviet monuments with stories. Children’s playground as Estonian map with some highlights marked. Good new restaurant. It has been a 10 year project. In October Film-museum opens. In 2019 the status changes to a foundation from present state-museum.

Foteviken, more than 90% of the visitors come from outside Scania. Now they are working on getting the locals back, one way is to buy a year card. Also by offering a childrens’ school – you have to come back several times to become a chief. Started cooperation together with amusement park and zoo. Mentioned in Lonely Planet’s guidebook; 100 places to visit before you die. EU-project Follow the Vikings, half way through it now

Estonian Open Air Museum. No pigs and birds anymore because of diseases, which affects the authentic athmosphere. Animals are very important at museums. 10th year of rural architecture centre. Started a council of craftsmen to give advice to house-owners throughout the country. 16 partners – tradition master builders, small entrepreneurs. A common web-page that is updated by the museum. House owner pay 30 euro/hour + transport. Cost for Extra buildings paid by the museum.

Elblag start a new EU-project for the restauration of the Gymnasium building. Will be finished end of August 2018. Also two new exhibitions. VR technology. 100 years anniversary of Polish independence in 2018. Craft/ethnographic exhibition.

Haapsalu, EU-funding for new exhibition in the castlemuseum. 13th century. Today a very old-fashioned museum. Planned opening 2019. The guests to be double from today’s 20 000. How to make Haapsalu attractive in winter-time?

Coastal Folk Museum. In one year third new manager. Plan to take one of the exhibitions, “Sea without borders” to Finland. Photographs – new exhibition. Open-air museum to be developed as well. Development problems on Naissaar island with a railway. Mixed Estonian-Swedish history.

Ystad, celebrating 750 years anniversary of the abbey. Music events, lectures, masses, programs, medieval events. Concentrated of the building itself. 250 years abbey, then a granary, liquor factory. In the future build a new exhibition based on this knowledge. Trade in the Baltic Sea. The farming and landscaping, crossborder cooperation. City-museum, municipality sees it as an important factor for growth. Problem to attract people all-year, to reach the families and school-children.
• Gotlands Museum. New director from February: Susanne Thedén, she sends her regards and is planning to take part in the autumn meeting at Åland later this year. The Museum was very successful last year being awarded with the big Swedish Tourism Award 2016, thus pointing out the importance of museums within the tourism sector. In 2018 a new cruise-ship harbour will be opened in Visby which means lots of challenges on how to serve thousands of people with high-quality excursions and experiences.

• Gdynia City Museum established in 1983. The history of the city and society. Architecture and design. At least one design- and architectural exhibition each year. A new basic-exhibition with new approaches.

Advantages with the network

Discussions on what benefits the network can give to the member-museums. Is it important to have an international, still regional network of colleagues around the Baltic Sea?

• Networking, seeing places around the Baltic Sea increases your knowledge about the region. This deepens the knowledge about the region and how the local culture and history is influenced and linked to the neighbouring countries. Museums as knowledge institutions need to constantly upgrade awareness of the surrounding world etc. in order to be able to intermediate relevant facts and experiences to the audience.

• The amount of visitors to museums is increasing in all countries at the moment. Museums have become more interesting and more visitors’-focused. Travelling is cheaper. Searching for “soft values” and roots is crucial for many people today. The Baltic Sea Region is a multicultural region with lots of connection of all kinds throughout history. The museums cab serve as nodes and gates into the region, helping visitors to find new perspectives on themselves, their history and origin.

• Fresh air to come out of your small bubble, bigger perspectives. Similar problems, history enabling us to make common programs.

• Hands on things are important in museums, big demand to be part of something.

• The Baltic area is still peaceful. Doesn’t need us with too much talk about NATO.
Previous meetings

- (Stockholm & Vilnius, find the reports at the web-site http://balticmuseums.ning.com/page/projects )

Changes in the network

- Gdynia City Museum
- Museums that have left the network: The maritime museums of Sweden

Economics

Invoices (yearly fee 100 Euro) and Partnership agreement will be sent out during spring from Gotlands Museum. The fees are to cover the costs for the web-page and part of the costs for the board-meeting and Network meeting and conference. The result 2016 looks very good, partly because the hosts in Stockholm and Vilnius generously offered meals and tours on their costs. THANK YOU!

<table>
<thead>
<tr>
<th>Income</th>
<th>SEK</th>
<th>Euro</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member fees*</td>
<td>30 472</td>
<td>35 000</td>
<td></td>
</tr>
<tr>
<td>*Five museums did not pay the fee</td>
<td>30 472</td>
<td>35 000</td>
<td></td>
</tr>
<tr>
<td>Last year's result</td>
<td>7 005</td>
<td>7 004</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>37 477</strong></td>
<td><strong>32 904</strong></td>
<td><strong>42 004</strong></td>
</tr>
</tbody>
</table>

| Costs | | |
| Stockholm meeting | -3 297 | -3 000 |
| Vilnius meeting | -9 085 | -25 000 |
| Post & bank | -388 | -500 |
| Web | -2 830 | -2 500 |
| **Total** | **-15 600** | **-15 813** | **-31 000** |
| **Result** | **21 877** | **~2 289** | **11 004** |

Network coordination 2017-2020.

We need to find a new museum willing to take on the network-coordination for the coming years!

- Gdynia will take on the task as network–coordinator for the coming three years.
- Gotland continues with the book-keeping 2017 for a small fee

Updating of the operational guidelines, see attachment

The Autumn-meeting 2017

Place: Mariehamn, Åland
Date: September 18th-20th or September 27th-29th 2017
Please, announce which date(s) suits you/your museum via this link:
https://goo.gl/forms/JZMoKwfF8k1iH9Ue2
Conference topic
Museums as year-round experience; challenges and possibilities

Attracting visitors to Nordic Museums in the cold season is challenging. Still this season offers unique possibilities experiencing new dimensions such as more space and peace, darkness and coldness. These qualities could be developed into programs and events that seem exotic and exclusive to foreign visitors during a season when travelling and accommodation is at its cheapest. Also winter-weekends means good opportunities offering special activities for families and other local visitors.

Though there are some obstacles to overcome. Open air museums face certain difficulties due to lack of warm locations. The infrastructure in low-season is another problem, since many service-points in smaller communities close down from autumn until spring. Looking outside the box, actively cooperating with partners in other sectors of society could mean more active museums wintertime. This in its turn creating new dynamic in the nearby society as well as contributing to social, economic and cultural development.

At the conference contributions concerning these issues are welcome. Please share your good practices, learnt lessons, plans and visions!

To prepare for the conference and start to share, we’ll use the already existing Web-exhibition “Four seasons in the Baltic” http://balticmuseums.ning.com/page/web-exhibition to tell about each museum during all seasons. Please, feel free to add stories and pictures. Need technical support? Contact network-coordinator Ulrika Mebus ulrika.mebus@gotlandsmuseum.se

The Web-site

It was recommended to use the discussion-forum and Facebook-page more for interaction and information exchange.

Change of the web-platform? It was decided to keep the website for the moment; if we change the web-system Foteviken can fix the adaptation to another platform.

Time and place for next board-meeting

Open for suggestions. It’s usually taking place in the beginning of April.
Common project: Motives for moving - cultural exchange within the Baltic throughout the ages

Project aligned with the European Year of Cultural heritage 2018.

The aims of the European Year of Cultural heritage 2018:

- to promote cultural diversity, intercultural dialogue and social cohesion;
- to highlight the economic contribution of cultural heritage to the cultural and creative sectors, including small and medium-sized enterprises, and to local and regional development
- to emphasise the role of cultural heritage in EU external relations, including conflict prevention, post-conflict reconciliation and rebuilding destroyed cultural heritage

The project idea was already discussed at the Vilnius meeting, read more at pages 10-11 in the report from the meeting:
http://api.ning.com/files/4*70048ZsE4YMieWuy3QH0azcpflq0NLFIdg*dq3YwohN7oPGjlzBlhfN7pfZtXSIdaU2TSrv3CA-d8*P746Oa1ctRQShTl/The_Vilniusmeeting_2016.09.12_14.pdf

The aim is to work towards an application to settle the important criterias and content of the project. Below is a draft as far as it got in Tallinn.

To be further worked on at a meeting in Foteviken, Scania, Sweden June 7th-8th 2017.

Partners, leadpartner

A shared leadership was discussed. Gdynia might be able to take on the leadership of a Creative Europe project, whereas Estonian Open Air Museum can handle the economy. An active steering group is essential, to share the work. Each working-package will have one or two museums that are responsible for them.

There’s still no museum that have taken on the responsibility as a lead-partner.

- Gdynia City Museum
- Estonian Open Air Museum
- Foteviken
- Elblag
- Kloster i Ystad
- Gotlands Museum
- Estonian History Museum
- Museum Lolland Falster
- Bornholm?
- National Museum of Lithuania?
- Open Air museum of Lithuania?
- Reykjavik City Museum?
- University Museum of Stavanger?
- Aboa Vetus & Ars Nova?
- Kunstmuseum Schwaan?
- Museum of Coastal Folk?
- Käsmu?
- Jamtli?
- Ålands Museum?
- Novgorod State Museum?
- National Museum of Montenegro?
- Museum in Latvia?
- ICOMOS in the Nordic and Baltic Countries
- Academia
- Tourism sector

Economics/Funding possibilities
- Creative Europe, call opens in July, closes in October – Andrzej.
  - Transnational mobility - artist and culture.
  - Audience development; engage audience.
  - Development of potential; digitalization, new tecnologies.
  - New business models.
  - To share the knowledge.
- European year of Cultural heritage 8 mio – Björn checks this out
- Swedish Institute – Ulrika checks this out
- Nordic Council of ministers – Ulrika checks this out
- Check every partners possibilities for co-financing with time and other resources (premises etc.)
- Time: First project-partner-meeting 7 June evening -9 June morning in Foteviken (flights to Copenhagen or Malmö)

Timeframe
- Creative Europe: start June 2018 -June 2021

Background/Origin
Throughout the ages people have kept on moving for diverse reasons; trade, war, tourism, work, education, family etc. carrying with them different ideas and ways of life. Art, clothing, religion, shipping, architecture, food, language, literature, music, warfare, governance – all these and many more have been influenced, inspired and reformulated by these contacts.

As museum experts within the Baltic Sea Region we have many issues to share within this realm, whether from historical point of view as well as from the present. The Baltic Sea has since ages been a very important link joining the people in the region and further beyond. At the same time the sea has divided groups of people, during the Iron Curtain period but also today because of insufficient infrastructure and poor knowledge and cooperation between the inhabitants in different parts of the Macro-region.

Museums in their role as knowledge institutions have special responsibility to build understanding and to disseminate the culture, heritage and history of their region. At the same time, looking at the nearby region in a narrow geographic, timely or ethnological way is contra productive since it doesn’t enable one to see the full picture with its multitude of aspects. That’s why museums are important in the interpretation of heritage over time. The richness of heritage is constantly moving. Highlighting this dynamic brings the topic into today’s changing society. Is cultural heritage constant? Can it be “owned” by a certain group? “The Cultural heritage of one is the cultural heritage of all”.

Some things change quickly, some change slow. Are some changes good whereas some are bad? Who’s to judge? It’s always easier to see the changes in the past but harder in our own time. But could the past, and the ones treasuring the past, make us understand our own time better? Migration and communication changes cultures.
Needs to be addressed

The common knowledge of the Baltic Sea Region and its common culture and heritage is poor among the inhabitants in the region. Many people know more about the Mediterranean region than the own region. To address this lack of knowledge and contacts the museums needs to developed to better understand the overall dynamic and culture of the Baltic Sea Region in order to integrate the Baltic Sea region issues and history into exhibitions and programs. This can be done by partnerships and capacity building through collaboration, exchange and joint research and development-work. When cooperating, meeting and travelling to each other the museums will extend their joint resources making better programs, events, activities, pedagogics, education, hands-on activities and exhibitions.

By building understanding for the Macro-region and its diversity the museums can tell a moer complete and multifaceted story.

To evolve and reach out even more museums need to find partners outside the museum sector. This includes other segments of the creative sector, the tourism industry and the academia.

Migration is an actual topic in today’s society that needs to be discussed from different points of view. Cultural exchange through migration is nothing new, especially not within the Baltic Sea region. Better understanding for integration through experience of shared heritage is crucial. Almost every inhabitant within the region has her or his own story of migration within the family three. By addressing migration through everybody’s own history is a way to better understand the dynamics of these processes that have formed today’s society and will continue to do so in the future.

This leads us to the question: Is cultural heritage a constant, or is it constantly evolving? Does a deepened understanding of the past make us understand our present and predict the future? Can traditional skills and handicraft help us build the sustainable society?

Aim

By highlighting the common culture, cultural heritage and history of the BSR in cooperation between different stakeholders such as museums, other cultural heritage networks and tourism organizations the BSR as a common reference point in the identity of the region can be worked towards, multiple as it is.

Choosing the museums in the BSR as a driver of this development is due to their lasting and solid brand, their deep and broad expertise on topics such as culture, history, cultural heritage, science and pedagogics and their multiple contacts on all levels of society. Museums are highly skilled and experienced when it comes to visitors’ services, events, programs and edutainment, whether local or international.

Objectives

To promote the cultural heritage within the Baltic Sea Region based on the concept of constant exchange of ideas and influences throughout the ages. This is done by exhibitions, programs, seminars, mobility programs for professionals and a joint publication.

Working packages/Activity schedule

- Traditional skills – hands on. Mainenatence and interchange of Nordic and Syrian skills through workshops for museum-professionals and craftsmen
- Food – collection of traditional foodculture within the region from the past and present with focus on how influences and dishes are joined thanks to interregional exchange.
• Collegial exchange. Possibilities for museum professionals within the region to learn from each other by “intern scholarships”
• Vikings – the age of innovation. By development of the ships around 7-800 AD the population within the BSR got more mobile, giving way to both peaceful and warlike connections spreading cultural influences on their way. Joint research and programs on this exchange – pointing to relics still to be found in contemporary culture – will give new insights of the cultural exchange and evolvement.
• Architecture – what was new then is old now. Trends and tendencies within the Baltic built heritage during the last 200 (???) years focusing on crossborder architecture, following some architects in their footsteps. From Neoclassicism to post-modernism.
• “Do you have snow more than 30 minutes” Seminars with joint format and content in different regions/countries on how people see heritage differently (the quotation is from an American tourist???). Common set-up. Pop-up museum with digital tool as well. The Context!
• If you don’t have roots you can’t have wings. School-programs on the topic – to enhance the understanding among young people about the cultural heritage within the region, in a past-present-future perspective. Lessons to be learned, creative mobility that has formed our present society and how it’s all interlinked today. Why is it important to know your past? What’s your past? How does it affect your future?
• Joint symposium autumn 2018, with other stakeholders/projects within the framework of European Year of Cultural heritage 2018.
• Common digital platform for the project
• Intermediate experiences on different aspects on Cultural heritage in a joint exhibition, partly digital with joint concept, with connecting programs.
• A joint publication “Motives for moving”

Expected results
Higher awareness on the common culture and cultural heritage within the BSR
Increased exchange between youths, professionals and residents within the BSR

Dissemination
The work will continually be described at the web-page, where it will also be possible to comment upon the issues. Facebook will be used for interaction. Each partner should tell about the project on their web-pages and share a link to the project’s web-site. Exhibitions. Programs. Publication. Press releases

Budget

Next meetings
• Project-meeting in Foteviken, Scania, Sweden: June 7th-8th 2017.
• Autumn meeting Mariehamn, Åland: September 18-20 or September 27-29 2017
• Board meeting 2018: Open

Guided tour at the Estonian History Museum and the Dome church of Tallinn