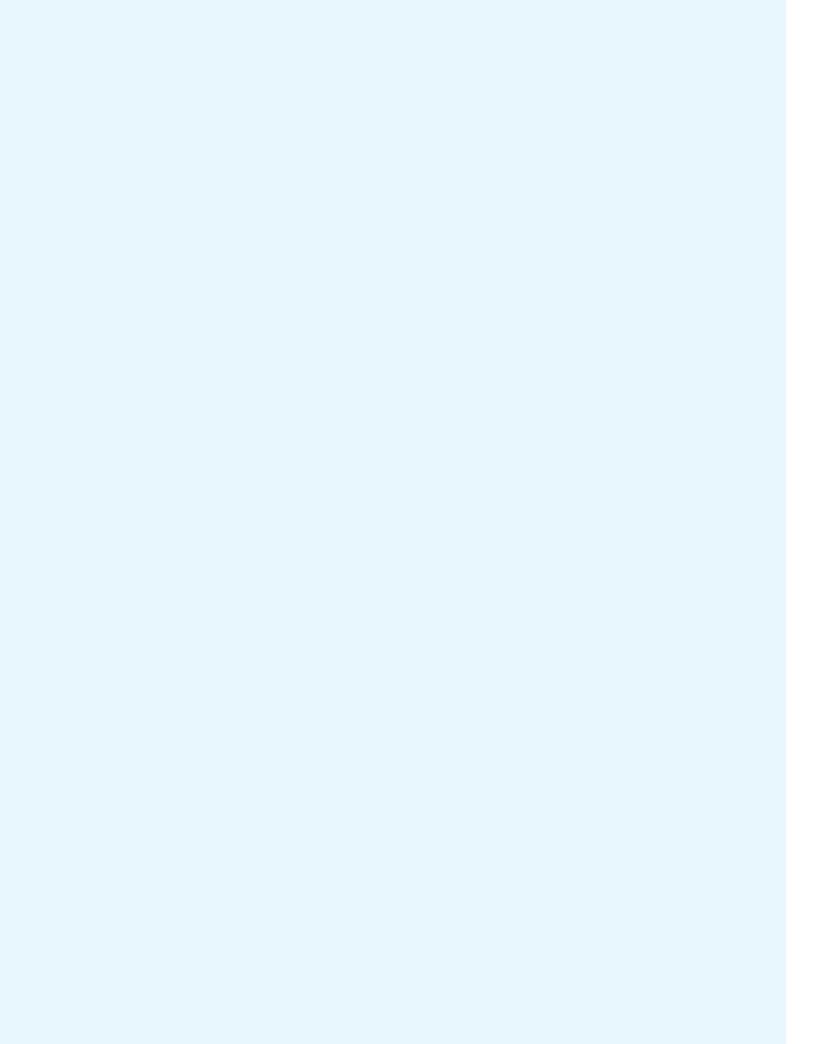


UNIVERSITY MUSEUMS TRAINING WEEK SHANGHAI 2019
INSIDE AND OUTSIDE THE UNIVERSITY:

# A ROADMAP TO UNDERSTANDING THE UNIVERSITY MUSEUMS TODAY

2019 高校博物馆国际培训班

大学内外: 理解大学博物馆的路线图

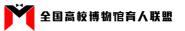






International Council of Museums (ICOM) was created in 1946 by and for museum professionals. It has 115 National Committees and 30 International Committees dedicated to various museum specialties. University Museum and Collections (UMAC) of ICOM was founded in 2001 to help preserve and provide access to this significant part of national and international heritage with its many unique and unusual collections among all those working in, or associated with, academic museums, galleries and collections (including herbaria and botanical gardens).

国际博物馆协会成立于1946年,在115个国家建立国家委员会,下设30个国际专业委员会。国际博协大学博物 馆与藏品委员会成立于2001年,旨在帮助保护散落在各个大学博物馆、美术馆、植物园及标本园中的多种藏品。 这些机构及其藏品是国家和国际遗产的重要组成部分。



National Educational Alliance of University and College Museums (NEAUCM) was founded in May 2012, with a total of 110 museum members. It aims to become the platform for university museums and will actively promote the museums' deep cooperation and resource sharing, making the museums unleash all educational potentials. University museums are encouraged to become the influential elements of university culture and city civilization.

全国高校博物馆育人联盟于2012年5月在上海成立,现拥有会员单位110家,旨在成为各高校博物馆沟通交流的 平台和纽带,积极推动各馆的深度合作和资源共享,使得高校博物馆充分发挥其育人功能,创造文化育人的新模式, 成为大学文化传承、提升城市文明的重要力量。



Shanghai Educational Alliance of University and College Museums (SEAUCM) is a non-profit organization founded voluntarily by Shanghai university museums. Its purpose is to promote China's cultural prosperity, to achieve resources integration within the Alliance, and to explore how university museums can best serve teaching, research, social service and cultural inheritance.

上海市高校博物馆育人联盟是由上海高校博物馆自愿发起成立的非营利性组织,宗旨是为推动我国文化大发展大 繁荣,促进上海公共文化服务体系建设,在市委宣传部、市教卫工作党委、市教委的领导下,在市教卫工作党委 的具体指导下、联合上海高校博物馆、组织开展文化育人活动、实现联盟内的资源整合、协调发展、共同提高、 更好地发挥高校博物馆在人才培养、科学研究、社会服务和文化传承创新等方面的职能。

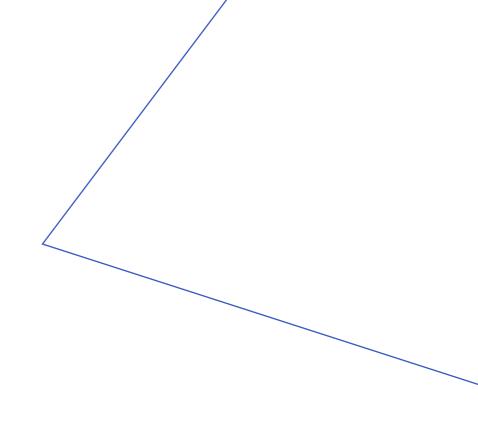


Qian Xuesen Library & Museum of Shanghai Jiao Tong University (QLM-SJTU) was first open to the public on December 11, 2011. As a memorial museum dedicated to the scientist Dr. Qian Xuesen, it houses a collection of nearly 61,000 pieces of artifacts, manuscripts, objects and archives of Dr. Qian. QLM has permanent exhibits themed on Dr. Qian's life and legacy and has attracted over 1.3 million visitors so far.

上海交通大学钱学森图书馆建成于2011年12月11日,是著名科学家钱学森的纪念馆,馆内收藏保存着6.1万余 件钱学森珍贵文献、手稿、照片和实物,基本陈列为"人民科学家钱学森"主题展览。该馆是全国爱国主义教育 示范基地、全国科普教育基地。开馆以来,逾130万人次进馆参观。

## CONTENTS

· Message from program organizers	04
· General introduction	08
· Lecturer profiles	10
· Schedule	17
· Bibliography	28
· Participant List	30



## 目录

·主办方致辞	06
· 项目介绍	09
· 授课专家	10
· 日程安排	17
·参考书目	28
· 学员名单	30

### **Message from Program Organizers**

#### Enhancing Visibility of University Museums, Guided by Excellence

Welcome to Shanghai!

For the past three years, UMAC-the international committee of ICOM for University Museums and Collections and the QLM-SJTU-Qian Xuesen Library and Museum of Shanghai Jiao Tong University-have been promoting the University Museums Training Week Shanghai (UMTWS) with growing interest and success. UMTWSs are currently the only regular and sustained training offer for university museum professionals anywhere in the world. So far, more than 60 professionals have benefited from the UMTWS and we want to reach many more in coming years. That is why in 2019 we are both very excited to take the UMAC-QLM-SJTU partnership a step further. Here is a summary of the main changes.

From 2019 onwards, UMTWSs will be more deliberate, structured and focused. Given the diversity and complexity of high-quality training needed by university museum professionals, we will be offering two types of courses, in alternating years and typically in April: UMTWS BASIC and UMTWS ADVANCED.

UMTWS BASIC aims at providing a broad yet super intensive introduction to the most essential pillars of university museum work: Preservation, Research and Teaching, Audiences, Ethics, and Management. It targets all university museum professionals, regardless of the type of museum. This year, we are offering UMTWS BASIC, with highly qualified speakers from China, Europe, Australia and the USA.

UMTWS ADVANCED will be thematic. It aims at the in-depth exploration of a particular issue of concern to

university museums today. For example, we may address management models, or the role of teaching, the relations between museums, libraries and archives in a university, cooperation in exhibition development, research outreach, conservation and restoration, social visibility, and so many others. Moreover, we may also address a certain type of university museum – for example art, or history, or science and technology – and dissect all its specific issues in relation to its parent institution, the university. The possibilities are infinite, and we look forward to hearing from you. Which topics would you like UMTWS ADVANCED to address in coming years? Which are your needs?

Second, UMAC and SJTU will promote, in November 2019, the University Museums Directors' Forum (DF). The Directors' Forum will bring together university museum directors, senior higher education management and decision-makers to debate global strategic issues of mutual concern. It is the first time this type of high-profile initiative is promoted anywhere in the world. We are certain the Directors' Forum will become an international 'think tank' for the global community of university museums and collections.

So, it is a very inspiring time for the UMAC-QLM-SJTU partnership, and we are so glad you are part of it. Thank you for coming to Shanghai!

UMAC- ICOM President University of Lisbon

Marte C. Louines

Executive director
Qian Xuesen Library & Museum

#### 主办方致辞

#### 以卓越为导向, 提升大学博物馆的知名度

#### 欢迎来到上海!

过去三年来,国际博物馆协会大学博物馆与藏品委员会 (University Museum and Collections, International Council of Museums, UMAC-ICOM) 与上海交通大学钱学森图书馆(Qian Xuesen Library & Museum, Shanghai Jiao Tong University, QLM-SJTU)一直在合作推进高校博物馆国际培训班项目 (University Museums Training Week Shanghai, UMTWS),也收获了持续的关注和好评。UMTWS 是一个为大学博物馆从业人员提供定期且持续的专业培训项目,迄今已有 60 余名专业人员参加培训。为使该项目未来能惠及更多从业者,UMTWS 将进一步深化项目内容:

从 2019 年起,UMTWS 将更精细化、结构化,且更有针对性。鉴于大学博物馆从业人员所需高质量培训的多样性和复杂性,我们将提供两类课程,分别为综合课程(UMTWS BASIC)和专题课程(UMTWS ADVANCED),每年交替开展培训,一般于四月举行。

综合课程旨在对大学博物馆中最重要的支柱性工作提供全面而集中的介绍,包括藏品保护、研究与教学、观众、伦理和综合管理。其培训对象是各类型的大学博物馆从业人员。今年的课程即为基础课程, 授课的优秀教师分别来自中国、法国、葡萄牙、澳大利亚和美国。

专题课程则更"主题化",旨在深入探讨当今大学博物馆所关注的一个特定问题。例如,我们可以讨论管理模式,教学的作用,大学中博物馆、图书馆与档案馆之间的关系,展览策划合作,研究推广,藏品保护和修复,社会知名度等诸多方面。此外,我们也可以探讨某种特定类型的大学博物馆,如艺

术类、历史类或科技类,并分析其与所在大学间的关系。这里有无限的可能,我们也期望听到你们的声音。 你希望在未来几年专题课程提供哪些主题培训?你的需求是什么?

其次,UMAC将和上海交通大学于2019年11月推出大学博物馆馆长论坛(Directors' Forum)。馆长论坛将汇聚大学博物馆馆长、高等教育高层管理人员和决策者,共同讨论全球战略性议题。这也将是全球首个高校博物馆领域的高端论坛。我们相信,馆长论坛将成为全球大学博物馆和藏品领域的一个国际"智囊团"。

因此,对于UMAC-QLM-SJTU的合作伙伴关系来说,这是个非常鼓舞人心的时刻,我们很高兴你是其中的一员。再次欢迎来到上海!

Marke C. Lourney

钱字

国际博协大学博物馆与藏品委员会主席

06

**General introduction** 

项目介绍

UMTWS (University Museums Training Week Shanghai) results from a partnership created in 2017 between ICOM-UMAC and the Qian Xuesen Library and Museum of Shanghai Jiao Tong University (QLM-SJTU) in China. UMTWS courses aim at promoting professional development among university museum professionals from China and Asia. The courses happen every year in April and last typically one week.

UMTWS alternates between BASIC and ADVANCED courses. UMTWS-Basic courses offer broad transversal training in university museum functions while UMTWS-Advanced courses aim at focusing on a particular museum function, discipline or theme of interest. Training methods are always diverse, encompassing theory and practice, case-studies, lectures, roundtables and workshops. Lecturers come from China and abroad.

In 2019, UMTWS will offer a basic course, covering the most important functions of university museums: Preservation, Research and Teaching, Communication and Management.

#### Faculty:

Andrew Simpson, Macquarie University, Australia

Jill Hartz, University of Oregon, USA

Marta C. Lourenço, University of Lisbon, Portugal

Sébastien Soubiran, University of Strasbourg, France
Xiangguang Song, Peking University, China
Zhongmou Li, Shimao Group, China

在全国高校博物馆育人联盟和上海市高校博物馆育人联盟的大力支持下,国际博物馆协会大学博物馆与藏品委员会与上海交通大学钱学森图书馆已于 2017、2018 连续两年举办"高校博物馆国际培训班" (University Museums Training Week Shanghai, UMTWS)。培训班每年四月在上海举行,旨在促进中国和亚洲地区大学博物馆从业及研究人员的专业发展。

从 2019 年开始, 培训班将分"综合课程"和"专题课程"两类, 每年交替进行, 师资来自世界各地。 综合课程侧重大学博物馆各项重要工作的横向培训, 专题课程则深度关注某项特定工作或某一具体学 科等相关主题。培训方法也将更为多元, 涵盖理论与实践, 包括案例研究、讲座、圆桌讨论和工作坊等。

2019 高校博物馆国际培训班将推出综合课程,主题为"大学内外:理解大学博物馆的路线图",内容涵盖大学博物馆的几项核心工作:藏品保护、教学研究,以及传播与管理等。

#### 授课教师:

Andrew Simpson 麦考瑞大学,澳大利亚
Jill Hartz 俄勒冈大学,美国
Marta C. Lourenço 里斯本大学,葡萄牙
Sébastien Soubiran 斯特拉斯堡大学,法国
宋向光,北京大学,中国
李仲谋,世茂集团文化公司,中国

08

## Lecturer profiles

## **Andrew Simpson Macquarie University**

Andrew Simpson is an Honorary Fellow in the Department of Ancient History, Macquarie University. He has a background in Australian higher education as an academic delivering undergraduate and postgraduate museum studies programs and as a professional staff responsible for university museums and collections. He holds a leadership role with CAUMAC (the Council of Australian University Museums and Collections, a national network of Museums Australia) and a Board role with UMAC (an International Committee of the International Council of Museums). He was the initial chair of Museums Australia's Professional Development Committee responsible for devising national strategies for improving sector skills. He is currently a consultant working on a variety of cultural and higher educational projects including the development of institutional policies and strategies. Andrew has published widely on the subject of university museums and collections and is currently leading a working group that is reevaluating the University Museums and Collections Journal.

古代史系荣誉研究员,在澳大利亚高等教育 机构中开展博物馆学的本科及研究生教学工 作,并负责高校博物馆及藏品的相关工作。 Simpson 博士在澳大利亚大学博物馆与藏品 委员会中担任领导职务, 也是国际博协大 学博物馆与藏品委员会理事, 曾任澳大利亚 博物馆协会专业发展委员会首任主席, 负责 制定提升行业能力的国家战略。目前,他正 从事各类文化及高等教育项目的咨询工作, 包括制定机构政策和规划等。Simpson 博士 发表了诸多有关高校博物馆与藏品的专业文 章,也在负责《高校博物馆与藏品》期刊的 重审工作。

Andrew Simpson 博士是澳大利亚麦考瑞大学



## Jill Hartz **University of Oregon**

Jill Hartz has worked in university museums for more than thirty years, twenty-two of them as a director. She is currently the executive director of the Jordan Schnitzer Museum of Art at the University of Oregon, Eugene. During her career she has devoted a substantial amount of volunteer time to advance the professionalism, role and visibility of academic museums, including having served on the board of the Association of Academic Museums and Galleries (AAMG) for more than 10 years, including two terms as president. During her presidency, she drafted AAMG's Professional Practices for Academic Museums and Galleries, which has become the accreditation standard for academic museums in the U.S. She has served as an active peer reviewer for both the Institute of Museum and Library Services (IMLS) Museum Assessment Program and the American Alliance of Museums (AAM) Accreditation program for more than 20 years and two years ago became an Accreditation Commissioner. Ms. Hartz has curated numerous exhibitions and is the editor of five books, including a monograph on Agnes Denes. Her special interests include 20th -21st century environmental and installation art, photography and new media, and contemporary Cuban art. She holds an undergraduate study degree from Oberlin University, 1971, and Master of Arts in English Language and Literature with honors from the University St. Andrews, Scotland, 1973.

Jill Hartz 女士在大学博物馆界拥有三十多年 的工作经验, 其中二十二年担任馆长, 现为 美国俄勒冈大学 Jordan Schnitzer 艺术博物馆 馆长。Jill Hartz 女士致力于大学博物馆的专 业化发展和知名度提升, 曾担任美国学术博 物馆与美术馆协会理事逾十年, 连续两届担 任该协会主席, 并已连续二十多年担任美国 博物馆与图书馆协会博物馆评估项目和美国 博物馆协会认证项目评委。她曾策划过一系 列展览,主要兴趣在于20至21世纪环境与 装置艺术、影像与新媒体、以及当代古巴艺 术。她于1971年获美国Oberlin大学学士学 位,1973年获英国圣安德鲁斯大学硕士学位。



## Lecturer profiles

## Marta C. Lourenço **University of Lisbon**

Full time researcher and deputy director at the Museums of the University of Lisbon (MUHNAC), Marta C. Lourenço has background training in Physics (University of Lisbon) and a MA in Museology (New University of Lisbon). Her PhD in History of Technology (CNAM, Paris) addressed the distinct nature and contemporary significance of university collections in Europe. She is the PI of PRISC (Portuguese Research Infrastructure of Scientific Collections), included in the Portuguese roadmap of strategic research infrastructures. She is a research member of CIUHCT, the Inter-university Research Centre for the History of Science and Technology (University of Lisbon). Since 2016, she is the President of the International Committee for University Museums and Collections (UMAC) of the International Council of Museums.

Marta C. Lourenço 博士现为里斯本大学国立 自然历史与科学博物馆副馆长、全职研究 员,自2016年以来担任国际博物馆协会大 学博物馆与藏品委员会主席一职。Marta C. Lourenço 教授在法国国立工艺学院获得博 物馆学和科技史博士学位,博士研究方向 为欧洲大学馆藏的独特性及其现代意义。 Lourenço 博士也是葡萄牙战略研究基础设施 路线图项目"葡萄牙科学藏品研究基础设施" 课题主要负责人。



## Sébastien Soubiran **University of Strasbourg**

Sébastien Soubiran is deputy-director of the Jardin des Sciences, a cultural department of the University of Strasbourg in charge of the coordination of the preservation and the valorisation of Strasbourg university's collections and museums and the development of public engagement of science activities. He was trained as a physicist and an historian of science in Paris (Centre Alexandre Koyré) and Oxford (Museum of History of Science and Faculty of History). His research combines the social history of twentieth century physics and earth science (in particular the relationship between science, industry and the military), the relationship between the scientific community and their heritage, as well as the management of university heritage in France. He teaches history of science, history of museums and scientific heritage management in master classes in Strasbourg. He joined Universeum network in 2005, was elected secretary of the interim Executive Committee in 2010, and secretary of Universeum Executive Committee in 2011, then President in 2017.

Sébastien Soubiran 博士为法国斯特拉斯堡大 学"科学园"副馆长,"科学园"是统筹该 校校内藏品、博物馆及科学活动公共参与的 文化机构。他的学术背景主要在物理和科学 史, 研究内容涵盖二十世纪物理学与地球科 学的社会历史(尤其是科学、工业及军事之 间的关系)、科学群体及其带来的科学遗产、 法国大学遗产的管理等; 讲授科学史、博 物馆历史及科学遗产管理等课程。Soubiran 博士于2005年加入欧洲大学遗产协会, 于2011年担任该协会行政委员会秘书,于 2017年担任该协会主席。



## Lecturer profiles 授课专家

## **Xiangguang Song Peking University**

Mr. Song is the Professor of School of Archaeology and Museology, Peking University. He is also the board member of Chinese Museums Association (CMA), emerita board member of CMA University Museums Committee, and the director of Beijing Museums Association Museum Theory Committee. He teaches courses of museum studies, museum management, exhibition design, museum education and heritage regulations in Peking University and Chinese Academy of Social Sciences. Mr. Song had fellowships at Smithsonian and University College London and has published over ten research papers and a book Objects and Knowledge: to Discern and Analyze Contemporary Chinese Museum Theory and Practice. Mr. Song graduated from History Department (major in archaeology) of Peking University at 1983.

宋向光,北京大学考古文博学院教授(荣休)、 中国社会科学院研究生院硕士指导教师、中 国博物馆协会常务理事、中国高校博物馆专 业委员会名誉主任委员、北京市博物馆学会 理论专业委员会主任。1983年北京大学历史 系考古专业毕业。在北京大学考古文博学院 任教, 担任博物馆学教研室主任。曾担任北 京大学赛克勒考古与艺术博物馆副馆长。讲 授博物馆学、博物馆管理、博物馆展陈设计、 博物馆教育、文物法规等课程。曾赴美国史 密森学会、英国伦敦大学学院研究博物馆学、 博物馆藏品管理。发表博物馆学领域的论文 数十篇,出版《物与识——当代中国博物馆 理论与实践辨析》。



## **Zhongmou Li Shimao Group**

Mr. Li is currently the President of Shimao Group Cultural Corporation. Before that, he was the vice director of Shanghai Museum. Mr. Li was also the vice minister of Cultural Bureau in Shigatse region, Tibet Autonomous Region from June 2010 to September 2013. He was also designated to serve as associate director at Palace Museum in Beijing from February 2014 to February 2015. Mr. Li has spent his main career in Shanghai Museum and has curated or coordinated over ten special exhibitions there, including "The Civilization of Zhou, Qin, Han and Tang Dynasties" "Rembrandt and the Golden Age" "Ancient Olympic Games & Art Exhibition" "Splendors in Smalt: Art of Yuan Blue-and-White Porcelain" "The Beauty of Mantra: Arts in the Collection of Daigoji Temple" and "A History of the World in 100 Objects". Mr. Li graduated from Department of Cultural Heritage and Museology of Fudan University in 1996.

李仲谋, 1996年毕业于复旦大学文博学院, 获历史学硕士学位。历任上海博物馆展览部 副主任、主任、副馆长。现任世茂集团文化 公司总裁。2010年6月至2013年9月曾作 为上海市第六批援藏干部, 任西藏日喀则地 区文化局副局长; 2014年2月至2015年2 月任故宫博物院院长助理(挂职锻炼)兼展 览部主任。多年来参与策划或协调举办上海 博物馆数十项特别展览,包括"周秦汉唐文 明大展""伦勃朗与黄金时代展""古代奥林 匹克运动与艺术""元代青花瓷器大展""日 本醍醐寺艺术珍宝展""大英博物馆百物展" 等。



## **Schedule**

### **Tuesday**

April 23rd 4月23日

#### 9:00-9:50

Opening Ceremony 开班仪式

#### 10:00-12:00

University Museums in Transformation: New Images, New Audiences & New Approaches 变革中的大学博物馆:新形象・新受众・新方法

#### 14:00-17:00

Visit to Museum of Tongji University 博物馆参观交流: 同济大学博物馆

## Wednesday

April 24th 4月24日

#### 9:00-12:00

University Museums: Management and Strategy 大学博物馆的管理与战略发展(上) Jill Hartz

#### 14:00-15:30

University Museums: Management and Strategy (cont.) 大学博物馆的管理与战略发展(下) Jill Hartz

Basics of Museum Development: Constructing and Managing Collections 博物馆典藏构建与管理——夯实博物馆发展基础 Xiangguang Song (宋向光)

## **Thursday**

April 25th 4月25日

#### 9:00-12:00

University Museums: Preservation 大学博物馆的藏品管理与保存(上) Marta C. Lourenço

#### 14:00-15:30

University Museums: Preservation (cont.) 大学博物馆的藏品管理与保存(下) Marta C. Lourenço

#### 15:45-17:00

Art Museum's Theory and Practice: the Case of the Shanghai Museum 艺术博物馆的理念与实践——以上海博物馆为例 Zhongmou Li (李仲谋)

### **Friday**

April 26th 4月26日

#### 9:00-12:00

University Museums: Research and Teaching 大学博物馆的教学与科研(上) Andrew Simpson

#### 14:00-15:30

University Museums: Research and Teaching (cont.) 大学博物馆的教学与科研(下) Andrew Simpson

#### 15:45-17:00

Research in the Museum: Overview of Main Questions and Methods 博物馆研究的主要研究问题和研究方法 Marta C. Lourenço

## Saturday

April 27th 4月27日

#### 9:00-12:00

University Museums: Communication 大学博物馆的传播交流(上) Sébastien Soubiran

#### 14:00-15:30

University Museums: Communication (cont.) 大学博物馆的传播交流(下) Sébastien Soubiran

#### 15:45-17:00

UMTWS Legacy: Past Participants Sharing 往期学员分享

Ke Zhao, Electronic Science and Technology Museum, University of Electronic Science and Technology of China 2017 高校博物馆国际培训班学员: 赵轲, 电子科技 博物馆, 电子科技大学

Prudence Wong, Art Museum, The Chinese University of Hong Kong

2018 高校博物馆国际培训班学员: 黄依婷, 艺 术博物馆,香港中文大学

#### 17:00-17:30

Closing Ceremony 结业仪式

### 4月23日 星期二

## April 23 **Tuesday**

#### Panel discussion

#### UNIVERSITY MUSEUMS IN TRANSFORMATION: NEW IMAGES, NEW **AUDIENCES & NEW APPROACHES**

This panel will invite input from China, United States, Australia, France and Portugal to form a dynamic debate, with local and global examples, and the active participation of the audience. We will look at the transformations that university museums went through in the past two decades and explore whether university museums can be experimental labs for other museums. What approaches can we take to improve the role and visibility of university museums in contemporary societies?

#### Museum visit

#### MUSEUM OF TONGJI UNIVERSITY

Museum of Tongji University is located in the "129 Building" which is a historical building in Shanghai. The 129 Building, built in 1942, was awarded silver award for architectural creation by China Architecture Society and is the longest-living building in Tongji University's Siping campus. The museum has an an architectural area of 4469m<sup>2</sup>. The main exhibits are about Chinese gardens and traditional art, ancient Chinese mechanical restoration models, Chinese architecture and architectural culture.

#### 专题讨论

#### 变革中的大学博物馆:新形象·新受众·新方法

本次专题讨论将邀请来自中国、美国、澳大利亚、法国及葡萄牙的博物馆专家、学者,与现场学员及观众一起, 以期形成积极、动态的辩论。我们将列举全球范围内大学博物馆在过去二十年中所经历的最重要的变革、探讨 大学博物馆能否在某些方面成为其他博物馆的"实验室",同时也将讨论大学博物馆如何提升在当代社会中的 作用和知名度。

#### 博物馆参观

#### 同济大学博物馆

同济大学博物馆坐落于同济大学四平路校区的上海市优秀历史保护建筑一、二九大楼内。一、二九大楼始建于 1942年,是同济大学四平路校区现存历史最长的建筑。2007年同济大学百年校庆后,学校决定将一·二九大 楼改建为同济大学博物馆,并被中国建筑学会评为建筑创作银奖作品。同济大学博物馆建筑面积 4469m2,地 上三层,在总体布局和空间组织中,为实现博物馆的空间秩序和后期扩展,注入博物馆建筑的公共性特质。博 物馆目前有三个展厅,主要展示中国园林与传统艺术、中国古代机械复原模型、中国建筑与建筑文化等。

### 4月24日 星期三

## April 24 Wednesday

#### Course

#### UNIVERSITY MUSEUMS: MANAGEMENT AND STRATEGY

The course is based on the particular challenges faced by U.S. academic museums and galleries today and the ways in which they can better serve their parent institutions, their own museums, and their off-campus constituents. We anticipate that this section will offer transferable strategies and fresh ideas useful for academic museum professionals in China. We will examine missions and governance and ways to align museum and university strategic goals. We will also cover staffing, finances, fundraising, advocacy, and service to students, faculty, administration, members, collectors, and general visitors. The goal is to help all of us position museums effectively as integral academic partners and valued community cultural and educational centers.

#### Lecture

#### BASICS OF MUSEUM DEVELOPMENT: CONSTRUCTING AND MANAGING **COLLECTIONS**

Museum collections are often made up of a variety of materials about a single subject or theme. Museum collections can be collections of similar objects or of specific specimen of a theme, but the important difference between museum collections ad other collections is that collections in museums have clear scientific research purposes; their functions are to construct and to disseminate specific knowledge. The construction, maintenance and dissemination of knowledge in the collection is the continuous driving force of museum development. The construction of museum collections requires clear policies, standards and a well-established collection management system. Curators are also significant to ensure that museum collections are kept in sync with academic research. The vitality of museum collections is reflected in the interaction between collections and academic research while the value of museum collections is reflected in the dissemination of knowledge.

#### 课程

#### 大学博物馆的管理与战略发展

这部分的课程内容基于当今美国大学博物馆与美术馆所面临的特殊挑战、介绍他们如何更好服务其所在高校及 校外参与者。我们期望这部分的课程内容能为中国大学博物馆的从业人员提供新思路和新方法。课程内容将会 涉及博物馆的工作宗旨和综合管理,如何将博物馆与大学的战略目标相结合;博物馆的人员、经费、公关以及 如何更好服务师生、行政、藏家、博物馆之友及普通观众的方法。我们的共同目标是希望将大学博物馆定位为 不可或缺的学术中心及重要的社区文化教育中心。

#### 讲座

#### 博物馆典藏构建与管理——夯实博物馆发展基础

博物馆典藏是关于特定学科或特定主题的藏品集合。博物馆典藏可以是同类物件的集合,也可以是特定学科标 本的集合、但博物馆典藏与其他类别收藏的重要区别是典藏具有明确的科学研究目的和为构建和传播特定知识 的。构建、维护和发挥典藏的知识构建与传播是博物馆发展的持续动力、建立高质量有学术影响力的典藏是博 物馆的主要职责。博物馆典藏构建需要有清晰的目标,具有操作性的规划,明确的藏品标准和完善的藏品管理 制度。博物馆典藏构建需要有专业的"典藏研究员 curator",以保证博物馆典藏与学术研究保持同步,且为学 术研究提供真实科学的实物资料。博物馆典藏的活力体现在典藏与学术研究活动的互动中,博物馆典藏的价值 体现在知识传播活动中。

### 4月25日 星期四

## April 25 **Thursday**

#### Course

#### **UNIVERSITY MUSEUMS: PRESERVATION**

Collections are the pillars of museums (including of course university museums). In this section of the UMTWS we will enter university museum collections from every possible angle: conceptual, historical, disciplinary, ethical, legal, institutional, and political. We will examine collection policies from university museums worldwide. We will discuss issues of conservation, documentation (inventory) and open access. We will also analyse the situation of (volatile) university collections outside museums: how they are generated and how they can be preserved for future generations.

#### Lecture

#### ART MUSEUM'S THEORY AND PRACTICE: THE CASE OF THE SHANGHAL MUSEUM

Shanghai Museum is a large museum of ancient Chinese art. It was clearly positioned as a national art museum from its very beginning. For more than 60 years, Shanghai Museum has tried bold and solid attempts in ancient art collection, research, exhibition, education and others. This lecture will introduce the philosophy of an art museum, its gains and losses. Hopefully these experiences and lessons can be reference to university museums.

#### 课程

#### 大学博物馆的藏品管理与保存

馆藏是博物馆的支柱, 当然也是大学博物馆的支柱。这部分的课程将从概念、历史、学科、道德、法律、制度 和政治等多个角度解析博物馆馆藏。课程内容将涉及世界各地大学博物馆的收藏政策、讨论具体的藏品保护、 入藏手续和开放使用等议题。我们还将分析分布在大学内但未收藏至博物馆内的藏品流离情况:这类藏品如何 产生, 我们又该如何妥善保存给后代。

讲座

#### 艺术博物馆的理念与实践——以上海博物馆为例

上海博物馆是一座以中国古代艺术收藏为主的博物馆。自建馆之初、即被明确定位为国家级的艺术博物馆、而 非地方性的综合博物馆。60余年来,上海博物馆紧紧围绕这一办馆宗旨和理念,在古代艺术收藏、研究、展示、 教育、文创等方面做了大量积极的尝试、许多做法成为国内同行借鉴的榜样、但也有不少需要检讨之处。讲座 以上海博物馆的实践为例,介绍艺术博物馆的发展思路,分析其中的得失,为同类大学博物馆提供参考。

### 4月26日 星期五

## April 26 **Friday**

#### Course

#### UNIVERSITY MUSEUMS: RESEARCH AND TEACHING

Research and teaching are two of the fundamental reasons why collections exist in higher education. University museums and their collections facilitate the delivery of core university business through these two related activities. This workshop will be in three parts. Firstly we will examine how to research your collections through the process of significance assessment and discuss how this enables a broad range of museum functions. Secondly we will examine the process of researching and understanding your museum's operational data. This is the essential management practice of evaluating and measuring your contributions to university business. Finally we will examine how to develop a range of educational programs for a variety of audiences using university museums. For each part there will be an opportunity for participants to reflect on their own practice.

#### Workshop

#### RESEARCH IN THE MUSEUM: OVERVIEW OF MAIN QUESTIONS AND METHODS

How can we stimulate museum professionals: curators, educators, managers, volunteers ... to conduct research in the university museum? Which research questions are the most important and which methods? This workshop aims at introducing the basics of museum research, with a focus on the humanities.

#### 课程

#### 大学博物馆的教学与科研

教学与科研是高等教育界拥有藏品的两大核心原因。大学博物馆及其藏品正是通过这两项活动促进大学最核心 业务的开展。课程内容将分为三部分:首先我们将探讨如何通过重要性评估开展藏品研究,并思考这部分研究 将如何在更广泛层面助力博物馆工作。其次,我们将审视研究和获得博物馆运行数据的过程,这是评估和衡量 博物馆对大学产生贡献的基础内容。最后, 我们将讨论如何使用大学博物馆为各类观众设计教育项目。针对每 个部分, 学员都能反思自己的实践情况。

#### 工作坊

#### 博物馆研究的主要研究问题和研究方法

我们如何激励博物馆内的工作人员进行研究? (藏品研究员、教育工作者、管理者、志愿者等)哪些研究问题 最为重要?有哪些研究方法?工作坊将简要介绍博物馆研究的基础知识,重点集中在人文学科。

### 4月27日 星期六

## April 27 **Saturday**

#### Course

#### UNIVERSITY MUSEUMS: COMMUNICATION

Communication is probably among the major trend that qualifies our contemporary societies. Internet and social media certainly reinforced the role of communication turning each of us as communicators. University museums are, in many ways, still collectors of knowledge, but they are also very much interpreters and communicators of that knowledge. These last two roles in particular have become more dominant than ever. Tools developed to support that communication role are many and very much diverse very much based on the local context and the targeted audience. Communication thus embraces a large scope of activities and is at the crossroad of multiple purposes. The course aims to learn how to better endorse this role of communicators to a large audience. It would help to identify the resources, tools and networks that could facilitate the development of various activities to enhance communication toward various institutions, communities and audiences. The objective is to build a communication roadmap for each participant based on his or her local context.

#### Past participants sharing

#### **UMTWS LEGACY**

Part 1: This presentation explains an journey from 1 to +∞. As a participant of University Museums Training Week Shanghai 2017, the presenter didn't stop the communication and collaboration with both Qian Xuesen Library & Museum and ICOM-UMAC after the program. The two museums co-organized 1 exhibition and kicked off  $+\infty$ possibilities of temporary exhibitions. Understanding the history of university museums around the world, he also discovered +∞ potential for China's university museums. The presenter also initiated 1 cross-cultural project "uMuseum" with UMAC, and expect to bring the beauty of university museums to +∞museum enthusiasts. 1 experience can create +∞ opportunities to understand and change the world.

Part 2: This presentation will explore new initiatives of Art Museum, The Chinese University of Hong Kong inspired by its participation in University Museums Training Week Shanghai 2018, including closer ties with ICOM and ICOM-UMAC, as well as the collaboration with Qian Xuesen Library & Museum on the "Museum Exploration Program". The museum's latest development will also be shared, including its construction of a new wing, the development of a new general education field trip and the reform on our annual museum professional exchange program.

#### 课程

#### 大学博物馆的传播交流

传播交流可能是当今社会特有的几大发展趋势之一。互联网和社交媒体无疑加强了沟通,我们每个人都能成为 传播者。大学博物馆是知识的收集者,但同时也是知识的诠释者和传播者,特别是后两个角色的重要性正日益 突出。因世界各地的实际情况和目标受众不同,传播工具正日益多样化,同时传播范围大为扩展,传播目的也 各不相同。这部分课程内容将探讨大学博物馆如何更大效度进行传播,如何找到相应资源、工具和关系网从而 加强与各机构和观众的沟通。课程目标是为学员建立一个符合当地博物馆的传播路线图。

#### 往期学员分享

#### 培训只是建立联系的开始

分享一: 这是一次从1到+∞的经历。2017年4月,参加第一届培训班是新的开始。从培训班带回了1次临 展,还获得+∞个临展可能;认识到世界大学博物馆的1段历史,也发现中国大学博物馆发展的+∞种潜力; 与UMAC 开启了1项跨文化合作项目 uMuseum, 也许会将大学博物馆的魅力播种在+∞位热爱者的心里。1 次经历开始,便有了+∞次认识世界、改造世界的机会。

分享二:本次报告围绕香港中文大学文物馆参与2018高校博物馆国际培训班的收获及由此启发的新合作、新 尝试,包括与国际博协及其大学博物馆与藏品委员会建立更紧密的关系、与钱学森图书馆合作"博物馆探索营" 等。此外,也会与各位同仁分享文物馆近期的主要项目,如加建新翼工程、开办实地考察的大学通识课程、年 度博物馆交流项目的新方向等。

## Bibliography

#### Management and Strategy

Ambrose, Tim, and Crispin Paine. Museum Basics. London: ICOM in Conjunction with Routledge, 2005.

Anderson G. *Museum mission statements: Building a distinct identity. 2nd ed.* Washington, D.C: American Association of Museums Technical Information Service; 2000.

Catlin-Legutko, Cinnamon, and Stacy Klingler. *The Small Museum Toolkit: Leadership, Mission and Governance.* Lanham, MD: AltaMira Press, 2011.

Decker, Juilee. Fundraising and Strategic Planning: Innovative Approaches for Museums. Lanham: Rowman & Littlefield, 2015.

Field guide to emergency response: A vital tool for cultural institutions. Washington, D.C: American Association of Museums; 2006.

Garry, Joan. Joan Garry's Guide to Nonprofit Leadership: Because Nonprofits Are Messy. John Wiley & Sons, 2017.

Hartz, J., Jandl, S., and Stomberg, J. 10 Must Reads: Strategies - Making Change Happen. Edinburgh: MuseumsEtc, 2014.

Merritt, Elizabeth E., and Victoria Garvin. Secrets of Institutional Planning. American Association of Museums, 2007.

#### Preservation

Appelbaum B. Conservation treatment methodology. Lexington, KY: CreateSpace; 2010.

Buck RA, Gilmore JA. *Collection conundrums: Solving collections management mysteries.* Washington, DC: American Association of Museums; 2007.

Catlin-Legutko, Cinnamon, and Stacy Klingler. *The Small Museum Toolkit: Collections and Historic Preservation.* Lanham, MD: AltaMira Press, 2012.

Decker, Juilee. *Collections Care and Stewardship: Innovative Approaches for Museums*. Lanham, MD: Rowman & Littlefield, 2015.

Gardner JB, Merritt EE. *The AAM guide to collections planning.* Washington, DC: American Association of Museums; 2004.

Kipp, Angela. *Managing Previously Unmanaged Collections a Practical Guide for Museums*. Lanham: Rowman & Littlefield Education, 2016.

Simpson, A. 2014. Rethinking university museums: Material collections and the changing world of higher education. Museums Australia Magazine, 22(3): 18-22.

#### Research and Teaching

Augsburg, Tanya, and Stuart Henry. *The Politics of Interdisciplinary Studies: Essays on Transformations in American Undergraduate Programs*. Jefferson, NC: McFarland & Company, 2009.

Berger, Arthur Asa. What Objects Mean: An Introduction to Material Culture. London: Routledge, Taylor & Francis Group, 2016.

Burnham R, Kai-Kee E. *Teaching in the art museum: Interpretation as experience.* Los Angeles: J. Paul Getty Museum; 2011.

D'Acquisto L. Learning on display: Student-created museums that build understanding. Alexandria, Va. Association for Supervision and Curriculum Development; 2006.

Latham, Kiersten Fourshé, and John E. Simmons. Foundations of Museum Studies: Evolving Systems of Knowledge. Santa Barbara, CA: Libraries Unlimited, 2014.

Paris SG. Perspectives on object-centered learning in museums. Mahwah, N.J. Lawrence Erlbaum Associates; 2002.

Schwarzer M. Graduate training in museum studies: What students need to know? Washington, D.C: American

## **Bibliography**

Association of Museums; 2001.

Vayne J. Wonderful things: Learning with museum objects. Edinburgh: MuseumsEtc; 2012.

Wilkinson S, Clive S, Blain J. Developing cross curricular learning in museums and galleries. Stoke-on-Trent, UK; Trentham; 2001.

#### Communication

Beatty, Bob, Cinnamon Catlin-Legutko, Madeline C. Flagler, Stephen Hague, Laura Keim, and Stacy Klingler. The Small Museum Toolkit: Interpretation: Education, Programs, and Exhibits. Lanham: AltaMira Press, 2011.

Bridal T. Effective exhibit interpretation and design. Lanham, Maryland: AltaMira Press; 2013.

Ellis SJ. The volunteer recruitment (and membership development) book. 3rd ed. Philadelphia, PA: Energize, Inc; 2002.

Hooper-Greenhill E. Museums and education: Purpose, pedagogy, performance. London; Routledge; 2007.

Jane Korsbæk Nielsen. Museum Communication: Learning, Interaction and Experience, PhD thesis, University of St Andrews, 2014.

Koontz, Christie, and Lorri Mon. Marketing and Social Media: A Guide for Libraries, Archives, and Museums. Lanham, MD: Rowman & Littlefield, 2014.

Nichols SK. Taking charge of your museum's PR destiny. Washington, DC: American Association of Museums, Technical Information Service; 2001.

#### Others

Bautista, Susana Smith. Museums in the Digital Age: Changing Meanings of Place, Community, and Culture. Lanham, MD: Altamira, 2014.

Code of ethics: ICOM code of ethics for museums. Paris, France: International Council of Museums; 2006.

Dickey, Jennifer W., Samir El Azhar, and Catherine M. Lewis. Museums in a Global Context: National Identity, International Understanding. Washington, DC: AAM Press, 2013.

Falk, John Howard., and Lynn Diane. Dierking. The Museum Experience Revisited. London: Routledge, 2016.

Karp I. Museum frictions: Public cultures/global transformations. Durham: Duke University Press; 2006.

Sandell R. Museums, prejudice, and the reframing of difference. London; Routledge; 2007.

Solinger JW. Museums and universities: New paths for continuing education. New York: National University Continuing Education Association; 1990.

Thogersen, J., Hammond, G & Simpson, A. 2016. Reframing the small university museum in Simpson, A. & Hammond, G. (Editors) A Cultural Cacophony: Museum Perspectives and Projects. Museums Galleries Australia, Canberra: 194-207.

Watson, Sheila E. R., Suzanne Macleod, and Simon J. Knell. Museum Revolutions: Museums and Change. London: Routledge, 2007.

Yerkovich S. A practical guide to museum ethics. Lanham: Rowman & Littlefield; 2016.

## **UNIVERSITY MUSEUMS TRAINING WEEK SHANGHAI 2019 Participant List**

2019 高校博物馆国际培训班学员名单

序号 Number	姓名 Name	学校 University	博物馆 Museum	联系电话 Contact	邮箱 Email	
荣誉学员 Honorary Participants						
1	张丹丹 Dandan Zhang	上海交通大学 Shanghai Jiao Tong University	档案馆(党史校史研究室) University Archive	13621671869	ddzhang@sjtu.edu.cn	
2	凌惠 Hui Ling	上海交通大学 Shanghai Jiao Tong University	校史博物馆 University History Museum	13817567427	13817567427@139.com	
3	潘力 Li Pan	中国传媒大学 Communication University of China	传媒博物馆 Media Museum	13801185516	Panli2006@126.com	
4	蓝韶清 Shaoqing Lan	广州中医药大学 Guangzhou University of Chinese Medicine	广东中医药博物馆 Guangdong Chinese Medicine Museum	13902278278	lanshq@gzucm.edu.cn	
5	章垠 Yin Zhang	浙江旅游职业学院 Tourism College of Zhejiang China	浙江旅游博物馆 Zhejiang Tourism Museum	13805790586	529759510@qq.com	
学员 Regular Participants						
6	林丹 Dan Lin	华东师范大学 East China Normal University	华东师范大学博物馆 Museum of East China Normal University	15921908578	dannadlin@163.com	
7	章飞飞 Feifei Zhang	上海交通大学 Shanghai Jiao Tong University	钱学森图书馆 Qian Xuesen Library & Museum	13916337733	ffzhang@sjtu.edu.cn	
8	张涵烁 Hanshuo Zhang	中国传媒大学 Communication University of China	传媒博物馆 Media Museum	13051356143	zhanghanshuo369@163.	
9	胡焕芝 Huanzhi Hu	上海交通大学 Shanghai Jiao Tong University	校史博物馆 University History Museum	15921908769	zsshuanzhi@sjtu.edu.cn	
10	陈继东 Jidong Chen	中国传媒大学 Communication University of China	传媒博物馆 Media Museum	15811218238	54845877@qq.com	
11	王晶 Jing Wang	东华大学 Donghua University	上海纺织服饰博物馆 Shanghai Museum of Textile and Costume	18602137827	wangjing127127@163. com	
12	池田华衣 Kei Ikeda	东京国立文化财研究所 Tokyo National Research Institute for Cultural Properties	国际基督教大学汤浅八郎纪念馆 ICU Hachiro Yuasa Memorial Museum	N/A	kayikeda2014@gmail.com	
13	朱兰 Lan Zhu	苏州大学 Soochow University	苏州大学博物馆 Soochow University Museum	13913116652	zhulan@suda.edu.cn	
14	李丽 Li Li	上海交通大学 Shanghai Jiao Tong University	李政道图书馆 Tsung Dao LEE Library	13816833527	lli@lib.sjtu.edu.cn	
15	李灵漫 Lingman Li	星海音乐学院 Xinghai Conservatory of Music	星海音乐学院音乐博物馆 Music Museum of Xinghai Conservatory	13392634341	408638293@qq.com	

序号 Number	姓名 Name	学校 University	博物馆 Museum	联系电话 Contact	邮箱 Email
16	牛梦沉 Mengchen Niu	上海大学 Shanghai University	钱伟长纪念馆 W.Z.Chien Memorial Museum	18057000595	shinobunmc@shu.edu.cn
17	李明倩 Mingqian Li	山东大学 Shandong University	山东大学博物馆 Shandong University Museum	18865955692	limingqian@sdu.edu.cn
18	张秋山 Qiushan Zhang	河北大学 Hebei University	河北大学校史馆 History Museum of Hebei University	13803276679	qiushanzhang@126.com
19	周蓉 Rong Zhou	上海海事大学 Shanghai Maritime University	上海海事大学校史馆 History Museum of SMU	17721379341	rzhou@shmtu.edu.cn
20	刘守柔 Shourou Liu	复旦大学 Fudan University	复旦大学博物馆 Museum of Fudan University	13641876195	srliu@fudan.edu.cn
21	杨艳琼 Yanqiong Yang	浙江理工大学 Zhejiang Sci-Tech University	丝绸博物馆 Silk Museum	13868118425	yanqiongyang@163.com
22	张亚祥 Yaxiang Zhang	武汉理工大学 Wuhan University of Technology	武汉理工大学艺术馆 Art Gallery of WHUT	13545378528	zhangyx@whut.edu.cn
23	陈烨 Ye Chen	广州美术学院 Guangzhou Academy of Fine Arts	广州美术学院美术馆 Art Museum of GAFA	13620177617	531674868@qq.com
24	顾忆青 Yiqing Gu	上海外国语大学 Shanghai International Studies University	语言博物馆(筹) Museum of Languages	13611734631	guyiqing@shisu.edu.cn
25	张艺馨 Yixin Zhang	北京中医药大学 Beijing University of Chinese Medicine	北京中医药大学中医药博物馆 Museum of Chinese Medicine	15915098563	zyxlaugh@163.com
26	花苑 Yuan Hua	上海财经大学 Shanghai University of Finance and Economics	商学博物馆 Museum of Business	13901956866	hua.yuan@sufe.edu.cn
27	张媛 Yuan Zhang	泰山学院 Taishan University	泰山学院民俗文化博物馆 Folk Culture Museum	15882185005	zqysnoopy@163.com
28	张越 Yue Zhang	西北大学 Northwest University	西北大学博物馆 Northwest University Museum	13389229997	542065137@qq.com
29	王小莉 Xiaoli Wang	陕西师范大学 Shaanxi Normal University	陕西师范大学博物馆 Shaanxi Normal University Museum	18629250688	357770861@qq.com
30	李信之 Xinzhi Li	上海大学 Shanghai University	上海大学博物馆 Shanghai University Museum	13917376828	158839497@qq.com
31	汪喆 Zhe Wang	中国科学技术大学 University of Science and Technology of China	中国科学技术大学博物馆 Museum of University of Science and Technology of China	13866661954	wangzhe@ustc.edu.cn
32	兰志琼 Zhiqiong Lan	成都中医药大学 Chengdu University of TCM	中药博物馆 Museum of Chinese Medicinal Materials	13551100856	490386595@qq.com

