

UMAC WEBINARS: POST LOCK DOWN SERIES

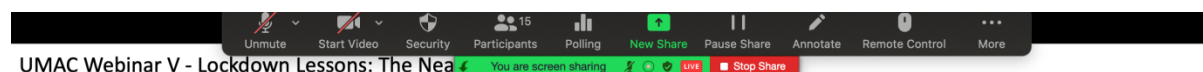
WEBINAR V: THE NEAR FUTURE

Session 1

3 July 2020, 8 AM-9AM Lisbon time

Moderator: David Ellis, Australia

Attendants: 19 participants, 12 countries, 6 on YouTube



CUHK's "HEART to HEART Talks" as a Case Study



- Impact of closure
 - ◆ the need to keep contact with existing audience
 - ◆ the time to think about how to reach **NEW** audience
- Going beyond online lectures & exhibition-
- Involving special guests to explore the collection with curators
 - ◆ 8 episodes
 - ◆ 10-min video
 - ◆ release every Friday
 - ◆ 30-sec episode trailer every Wednesday
 - ◆ 1-2 artworks per session
 - ◆ bilingual subtitles



Zoom chat from this session:

08:00:50 From David John Ellis : Hi all. Please introduce yourselves

08:01:18 From Danielle Sim : Hello! This is Danielle from NUS Baba House, Singapore.

08:01:18 From David John Ellis : David Ellis, University of Sydney

08:01:36 From Mary Ann - NUS Museum : Hi! I'm Mary Ann from the NUS Museum, Singapore

08:01:36 From Nicole Hoffmann (UP Museums, Pretoria, South Africa) : Good morning from South Africa everyone! Nicole Hoffmann, University of Pretoria Museums

08:02:25 From Peny Theologi-Gouti STMuseum UP Greece : Peny Theologi-Gouti, STMuseum of Patras University Greece, Hi everyone!

08:02:46 From Art Museum CUHK : Hi! This is Josh Yiu from the Art Museum of The Chinese University of Hong Kong

08:02:52 From Ana Catarina Matias : Hi everyone. Good morning. Ana Catarina Matias. Museum of Science & Technology in Islam, KAUST University, Saudi Arabia

08:04:00 From Zhao Ke, Electronic Science and Technology Museum : Hi! Zhao Ke, from Electronic Science and Technology Museum, China.

08:18:19 From Marta Lourenco : It was great, Josh! Thank you!

08:18:28 From Marta Lourenco : Very innovative!

08:19:17 From Danielle Sim (National University of Singapore) : This is a really interesting initiative! I like how your series also widens reach so that others who may not initially see the Art Museum can still find something out of it

08:20:45 From Art Museum CUHK : That is our wish, Danielle. Thank you, Marta!

08:21:11 From Danielle Sim (National University of Singapore) : @Josh could we have the links you put up in the slides in this chat too? Thank you!

08:23:46 From Art Museum CUHK : @Danielle Sim
<https://www.youtube.com/watch?v=BXE167Kw3IA>

08:24:45 From Art Museum CUHK : other links can be found
<https://www.youtube.com/channel/UCFPAZCXhqMXQ2cvtrj3ZkCg>

08:26:01 From Danielle Sim (National University of Singapore) : Thank you!

08:33:18 From Danielle Sim (National University of Singapore) : Notion is also free and has different workspace formats depending on your needs

08:35:06 From Danielle Sim (National University of Singapore) : The workspace that Mary Ann is mentioning is for the larger internship programme, but different supervisors can start separate private workspaces for their own interns and tasks :)

08:37:06 From Marta Lourenco : Thank you so much, Mary Ann! Really informative!

08:37:22 From Marta Lourenco : I had never heard of Notion!

08:39:41 From Mary Ann - NUS Museum : Yes! We've only just started using it this year for the internship programme. You can find out more here: www.notion.so

08:40:27 From Mary Ann - NUS Museum : The brainstorming website I use that can be embedded into Notion is Miro: www.miro.com

08:43:20 From Marta Lourenco : Thank you. Zhao Ke!! Very innovative!^[P]_[SEP]Farfetched!

08:45:03 From Marta Lourenco : Anna, you should go to our website and check Webinar I and II plus the resources that we put there.

08:45:41 From Marta Lourenco : <http://umac.icom.museum/resources/webinars/>

08:46:15 From Anna Jones : thanks Marta, thanks all - this is the UK guidance we are working to:
https://www.nationalmuseums.org.uk/media/museum_guidance/museums_guidance_v_1.1_1st_july_2020.pdf

08:46:35 From Marta Lourenco : I will add that to our list, thank you!

08:47:44 From Marta Lourenco : Yes, reopening issues are different for on campus and off campus museums.

08:48:59 From Marta Lourenco : Masks are mandatory indoors in most of Europe.

08:50:08 From Nicole Hoffmann (UP Museums, Pretoria, South Africa) : Thank you Marta!

08:50:18 From Marta Lourenco : Touch screens, leaflets were the first fatalities of COVID in museums.

08:51:06 From Marta Lourenco : I have been meaning to have someone from a university science centre to talk in our webinars but it was not possible.

- 08:52:30 From Nicole Hoffmann (UP Museums, Pretoria, South Africa) : Eliminating touch points remains a difficult issue to address - science centres, the ability to accommodate disabled visitors that rely on touch for their museum experience etc.
- 08:56:57 From Ana Catarina Matias : KAUST Museum exhibits are integrated in touch screens and we are looking into integrate the content in QR code readers that visitors can access in their private phones and continue to interact in the same way
- 08:57:25 From Nicole Hoffmann (UP Museums, Pretoria, South Africa) : Dear UMAC colleagues,
- 08:57:49 From Nicole Hoffmann (UP Museums, Pretoria, South Africa) : due to another meeting, I unfortunately, need to leave this webinar early. Apologies!
- 08:58:42 From Ana Catarina Matias : Thank you UMAC for this great series. It was a pleasure to meet you all. I have to leave for a meeting. All the best for everyone and stay safe. :-)
- 08:58:55 From Foo Su Ling : Thank you organisers for this series. And to the speakers for their presentations. Best wishes
- 08:59:24 From Danielle Sim (National University of Singapore) : Thank you all for the wonderful series, it was a good opportunity to get to know everyone too!
- 08:59:50 From CHAN : Thanks Marta, thanks David, thanks Everyone !
- 08:59:53 From David John Ellis : Thank you to all.
- 09:00:02 From CHAN : Tito CHAN, ICOM, Paris
- 09:00:27 From Zhao Ke, Electronic Science and Technology Museum : Thanks to everyone!
- 09:00:31 From Joanna Ślaga Jagiellonian University Museum : Thank you :)
- 09:00:38 From Mary Ann - NUS Museum : thank you :)
- 09:00:41 From Joanna Wilk : thank you for organising! what a great series of webinars!

Session 2

3 July 2020, 5 PM-6 PM Lisbon time

Moderator: Steph Scholten, UK

Attendants: 15 participants, 7 countries, 2 on YouTube



Zoom chat from this session:

- 17:07:22 From Marta Lourenco : Please introduce yourselves also here, for the benefit of our chat.
- 17:07:30 From Marta Lourenco : Name and institution
- 17:08:17 From Lizette Zaldivar Larrañaga : Lizette Zaldivar, Tecnológico de Monterrey, Mexico.
- 17:08:30 From Marta Lourenco :
https://www.nationalmuseums.org.uk/media/museum_guidance/museums_guidance_v_1.1_1st_july_2020.pdf
- 17:08:35 From Silke Ackermann - Oxford : Hello everybody, I am Silke Ackermann from the History of Science Museum in Oxford UK.
- 17:09:13 From Gilbert Nicolas : Gilbert Nicolas, museology student at the Lebanese university, beirut
- 17:09:18 From Ana Soler, Mexico city UNAM : Ana M Soler Geophysics Museum of UNAM
- 17:10:47 From Kirsten Vincenz, Germany : Kirsten Vincenz, Office of Academic Heritage, Scientific and Art Collections, Technische Universität Dresden, Germany
- 17:13:44 From Marta Lourenco : Other reopening guidelines from Europe and Asia can be found in our website, I and II webinars:
- 17:13:57 From Marta Lourenco : <http://umac.icom.museum/resources/webinars/>
- 17:14:18 From Titas : Hello everybody, I am Carlos Fernandes (Titãs) from Faraday Museum at IST, University of Lisbon, Portugal
- 17:21:52 From gustavo ortiz, MAC Bogotá : great, we hope to will be there at Dresden

- 17:26:35 From Debora - MOUFPE - Brazil : In Brazil main Universities are public (free).
- 17:27:11 From Marta Lourenco : That's true, Silke!
- 17:29:50 From Sayuri Sánchez : I think, after this, there is gonna be some equilibrium between the digital platforms and the activities that are worked to be in presence
- 17:30:31 From Sayuri Sánchez : In Mexico, by example, most of us realized that so much people didn't have the tools to be connected
- 17:31:39 From Sayuri Sánchez : I remember Ana Soler said that about the studens of the UNAM (Autonomous National University of Mexico)
- 17:33:02 From Marta Lourenco : I agree Sayuri — we will find a balance.
- 17:34:33 From Silke Ackermann - Oxford (UK) : Even on Oxford we frequently have band-with issues - quite unbelievable.
- 17:34:44 From Ana Soler, Mexico city UNAM : I know in Seattle Wash schools give the students computers
- 17:35:06 From Marta Lourenco : Yes, some universities have been offering computers to students.
- 17:36:09 From Marta Lourenco : And also the University of Pretoria.
- 17:37:31 From Debora - MOUFPE - Brazil : The University here in Pernambuco is struggling about this wifi, issues, because many students don't have internet at home to follow the classes. So all classes at University are suspended.
- 17:37:55 From Marta Lourenco : All classes are completely suspended, Debora?
- 17:38:56 From Debora - MOUFPE - Brazil : At public University yes. They are planning to resume, but they are not agreeing about the protocols.
- 17:41:07 From Titas : In IST, University of Lisbon, there are special classrooms with everything (computers, cameras,etc) that makes possible to attend conferences via ZOOM. I think they are open 24 hours. Udes for evaluations on-line and for any kind of teaching at distance
- 17:41:16 From Debora - MOUFPE - Brazil : Private schools and Universities have return in some way, but still "irregular". There is no general rule to follow, only advices from governament.
- 17:44:15 From Sayuri Sánchez : I haven't see our case in that way. That is interesting
- 17:46:07 From Leslie Freund : At the University of California, Berkeley there are several museums. One museum won't open before next July. Our museum is planning on opening when we are allowed to do so.
- 17:46:51 From Leslie Freund : Also, it has not (yet - thankfully) been proposed that we sell anything.
- 17:50:15 From Marta Lourenco : <https://www.aamg-us.org/>
- 17:50:46 From Lizette Zaldivar Larrañaga : We are concerned very much too as a private university, because of the students registration. We have posponed projects, in order to use that money for scholarships, and help sustain the collections through a digital way.
- 17:51:15 From Marta Lourenco : Very good!
- 17:53:50 From Marta Lourenco : Samsung, if you are watching this on youtube, donate to UMAC!!
- 17:55:40 From Sayuri Sánchez : Samsung, I agree to the last comment, donate to UMAC

17:56:58 From Marta Lourenco : Yes, in some countries selling products is a legal challenge for university museums.

17:58:21 From Leslie Freund : A hiring freeze and an inability to rehire contract employees is in place at our university as well.

17:58:35 From Marta Lourenco : Thank you Silke!!

17:58:55 From Ana Soler, Mexico city UNAM : yes we received very interesting ideas thank you very very much

17:59:27 From gustavo ortiz, MAC Bogotá : i would like to share with yours our last publication , some content are in English.
https://issuu.com/macbogota/docs/curaduri_as_iv/s/10650116

17:59:47 From Steph Scholten - Hunterian : Thank you Gustavo

18:00:29 From Sayuri Sánchez : It Will sound a Little bit weird, but these gatherings made me feel grateful to shering this incertainty with you

18:00:32 From Lizette Zaldivar Larrañaga : Thank you very Marta for making this posible and everyone for sharing experiencies.

18:00:40 From Lizette Zaldivar Larrañaga : very much*

18:00:45 From Sayuri Sánchez : sharing*

18:01:11 From Elena Corradini : A lot of Museums of the Italian university Network decided to work togheter in this period for a new magazine (Italian/English) Univeristy Heritage Cultural heritage in network

18:01:11 From Leslie Freund : I too think these webinars have been TERRIFIC! Thank you so much for facilitating them!

18:01:12 From Gilbert Nicolas : thank you very much for bringing us together

18:01:18 From Debora - MOUFPE - Brazil : Thank you guys! It has been great!

18:02:36 From Elena Corradini : We will publish in august and I'LLsend the link

18:02:54 From Steph Scholten - Hunterian : Sounds great Elena

18:02:58 From Elena Corradini : all of you are invited to collaborate

18:02:58 From Ana Soler, Mexico city UNAM : Please share the manualS TO REOPEN

18:03:49 From Titas : Thank you Marta, Thank you all. You will have our feedback. Positive feedback to reinforce tge results.

18:04:21 From gustavo ortiz, MAC Bogotá : thanks

18:05:07 From Elena Corradini : Thanks