

# MALAYSIA INTERNATIONAL MUSEUM DAY WEBINAR 2021

## The Future of Museums: Recover and Reimagine

14 July 2021



Organized by



Department of  
Museums Malaysia

**ICOM** International  
Council  
of Museums  
Malaysia



Ministry of Tourism,  
Arts and Culture Malaysia

**ICOM** International  
Council  
of Museums

پersatuan muzium Malaysia  
**PERSATUAN MUZIUM MALAYSIA**  
(MUSEUMS ASSOCIATION OF MALAYSIA)



**HARI MUZIUM  
ANTARABANGSA**  
PERINGKAT, KEBANGSAAN  
MASA HADAPAN MUZIUM:  
PEMULIHAN DAN PENCITRAAN

## OPENING REMARKS



Assalamualaikum warahmatullahi wabarakatuh and Salam Sejahtera,

On behalf of the Ministry of Tourism, Arts and Culture Malaysia, I would like to take this opportunity to wish all museum institutions and professionals a 'Happy International Museum Day' for year 2021. The Department of Museums Malaysia had been celebrating the International Museum Day since 1997 in a very unique manner in which all the states and institution museums participated in a week-long celebration with myriad of activities involving the public as well. Although starting from last year, the Covid-19 Pandemic has swept the world into an emergency state and forced us to adapt to the new norm and adhere to social distancing, it still does not hinder the spirit of all museum professionals to commemorate this important occasion even only via online communication.

The Ministry understands that the current situation is not viable in the proliferation of tourism industry and it impacts a great deal on many areas including museums' operation. Although this is a challenging time for all of us, I hope the positive side of it is that it allows us to think, plan and formulate a new approach for museums' sustainability, capacity and relevancy in the future and open door to more possibilities for its development. As the theme of the Webinar is The Future of Museums: Recover and Reimagine, it is indeed the best time for museums to introspect on how to adapt to the new norm and move forward empowered with more resilience, diligence, vitality and also innovation in all future approaches and undertakings.

This international webinar is a great example of such enthusiasm and hope it will continue as a platform to bring together all the museum professionals from all over the world to share their experiences and views as a voice of solidarity that resonates care for the well-being of museums in the future. I hope the unity and collaboration shown by museum professionals as a community to make this webinar a success should be applauded and admired. I also pray that this beautiful friendship and understanding will continue on and flourished.

**DATO' DR NOOR ZARI BIN HAMAT**  
**Secretary General**  
**Ministry of Tourism, Arts and Culture Malaysia**

## FOREWORD



Assalamualaikum warahmatullahi wabarakatuh and Salam Sejahtera,

On behalf of the Department of Museums Malaysia, I would like to extend my warmest welcome to all of you to the 2021 International Museum Day Webinar hosted by ICOM Malaysia and the Department of Museums Malaysia in conjunction with this year's celebration of the Malaysia International Museum Day.

Malaysia has been celebrating the International Museum Day since 1997. Since then, we have never missed out staying together with the museum community all around the world to celebrate the Museum Day on 18 May every year. The objective is simple; it is a day dedicated in raising awareness on the importance of museums. This year marks the 24th year that the Department of Museums Malaysia has organized this event where we continue to celebrate with all museums that includes federal, state, institutional and agency museum in the country. We also have planned various programmes to celebrate this year's Museum Day such as online exhibitions, webinar, competitions and quizzes for the public to engage and join the celebration. It is also the first time for the Department of Museums Malaysia hosting this annual important event through online and virtual medium.

This international webinar gathers speakers from Malaysia, Singapore, Indonesia, Pakistan and Japan that will share their museum experiences on the impact of the pandemic on their practice and the changes adopted by their institutions to address the 'new normal'. It is also hoped that this sharing session will give inputs and ideas to everyone on what are the best practices that museum can adopt and implement to ensure that our museums can continue to sustain during current and post-pandemic era in the future. Finally, I would also like to convey my heartiest congratulations to everyone in making this year's Malaysia International Museum Day Webinar 2021 a great success!

**DATUK KAMARUL BAHARIN BIN A. KASIM**  
**Chair of ICOM Malaysia**  
**Director General**  
**Department of Museums Malaysia**  
**Ministry of Tourism, Arts and Culture Malaysia**

## **KEYNOTE SPEECH**



Greetings everyone!

We are all living in unprecedented times and affected by the COVID 19 pandemic. Museums have not been spared at all and have been affected in many different ways by the pandemic. COVID 19 challenges museums to rethink the way of doing things going forward if they have to survive and be relevant to their communities. ICOM has been giving support through information of how the pandemic effects are evolving in the museum sector as well as sharing information of how museums can innovate.

**MR TERRY SIMIOTI NYAMBE**

**Vice President**

**International Council of Museums (ICOM)**

# MALAYSIA INTERNATIONAL MUSEUM DAY WEBINAR 2021

## THE FUTURE OF MUSEUMS: RECOVER AND REIMAGINE

Programme Schedule

14<sup>th</sup> July 2021, 3PM (MYT)

Medium – Zoom/Facebook

Registration Link:

[https://zoom.us/webinar/register/WN\\_icSatWFPSnKmg36jCFQdtQ](https://zoom.us/webinar/register/WN_icSatWFPSnKmg36jCFQdtQ)

OPENING CEREMONY	
<b>3.00 PM</b>	Introduction of speakers and a brief of the session by Moderator <b>Ms Darniza binti Daut</b> Director, Research and Documentation Division, Department of Museums Malaysia
<b>3.05 PM</b>	Welcome Speech by <b>YBhg. Datuk Kamarul bin A. Kasim</b> Chair of ICOM Malaysia and Director General of the Department of Museums Malaysia
<b>3.10 PM</b>	Opening Speech by <b>YBhg. Dato' Dr. Noor Zari bin Hamat</b> Secretary General Ministry of Tourism, Arts and Culture Malaysia
<b>3.20 PM</b>	Keynote Speech by <b>Mr Terry Simioti Nyambe</b> Vice President, International Council of Museums (ICOM)
PAPER PRESENTATION	
<b>3.30 PM</b>	Paper Title <b>The Future of Museum Recover and Reimagine at the National Museum of Indonesia</b> Presenter <b>Ms Dyah Sulistiyani</b> Junior Cultural Specialize Officer, Museum Nasional Indonesia
<b>3.45 PM</b>	Paper Title <b>The Potential of Small Museums to be the Future Museums</b> Presenter <b>Mr Abd Aziz Abdul Rashid</b> Director, Museum of Asian Art, University of Malaya, Malaysia
<b>4.00 PM</b>	Paper Title <b>Museums in 2021- Recovering and Reimagining</b> Presenter <b>Mr Kennie Ting</b> Director of Asian Civilisations Museum and Peranakan Museum, Singapore
<b>4.15 PM</b>	Paper Title <b>Recover and Reimagine Museums: SGDs and Museum Sector of Pakistan &amp; Malaysia</b> Presenter <b>Ms Zahida Quadri</b> Executive Board Member of ICOM Pakistan
<b>4.30 PM</b>	Paper Title <b>Artefacts and Digital Experience at the Borneo Cultures Museum</b> Presenter <b>Ms Yasmin Khalid Nicholls</b> Curator and Head of Museum Services Division, Department of Museums Sarawak
<b>4.45 PM</b>	Paper Title <b>Info-Forum Museum and Possibility of Digitalized Database Project</b> Presenter <b>Dr Rintaro Ono</b> Associate Professor, National Museum of Ethnology, Japan
Q&A SESSION	
<b>5.00 PM</b>	Questions for speakers from the CHAT
CLOSING CEREMONY	
<b>5.10 PM</b>	Closing Remarks by Moderator and End of the Webinar

## **THE FUTURE OF MUSEUMS: RECOVER AND REIMAGINE AT NATIONAL MUSEUM OF INDONESIA**

The National Museum of Indonesia provides information on the history of Indonesian nation and keeps the cultural heritage of varied ethnic groups living in Indonesian archipelago. Currently, the National Museum of Indonesia has been in the form of a Public Service Agency on March 22, 2021. The Covid-19 pandemic has made a change in the work paradigm of museums. The museum works on various activities and services in digital form. The National Museum of Indonesia recover and reimagine the future post pandemic era by improving the quality of providing digital-based services provision. The Covid-19 pandemic has made the National Museum of Indonesia to take steps to utilize technology so that the museum can continue to live and publish the information they have. The National Museum of Indonesia will attract interest and provide inspiration, especially for current and future generations. The National Museum of Indonesia has provisions regarding the adaptation of new habits that are applied to museum workers and visitors. The provisions for Adaptation of New Habits have been implemented by the National Museum of Indonesia since 2020, when the Covid-19 pandemic began in Indonesia. According to Jeong Ok Jeon, museum will be ready for its resilient future in the post-pandemic era among others, with digital activation and open (re) sources; a) Digital Activation: strengthens relations and interactions with the public. The public programs of the National Museum of Indonesia carried out with digital activation are 360 Virtual Exhibition Tour, Webinar, Museum Quiz Competition, Traditional Dance Class, Art and Cultural Skills Workshop, radio drama, Wayang Golek performance, Socialization of the National Museum of Indonesia and b) Open (Re) source allow museum to pursue more flexible in its structure and collaborative in its working models. The National Museum of Indonesia programs with open (Re) sources are Google Arts and Culture, and Virtual Exhibition.

**MS DYAH SULISTIYANI**  
**Junior Cultural Specialize Officer**  
**National Museum of Indonesia**  
**Indonesia**  
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## **THE POTENTIAL OF SMALL MUSEUMS TO BE THE FUTURE MUSEUMS**

University museums are small museums that still need to be developed in their potential. University museums in Malaysia fall in the category of small museums when viewed from aspects of collection development, funding, function and their role in the university as well as their core policy which are still unstable. When the pandemic of Covid 19 hit the world, the challenges in their functions are enormous. Therefore, a number of alternative strategies need to be made so that these museums would always remain relevant. The funding challenge to acquire artifacts or specimens needs to be given primary attention. Museums need to take steps to whiten their data, to complete the narratives, to increase references and aggressively increase the outflow of info and narratives of artifacts and specimens. Future museums need to provide a digital platform of their collections. Data platforms, images and target users need to be improved. University museum professionals need to leverage the expertise available at their respective universities by collaborating, obtaining research grants and leveraging students in turning collections into flip learning materials. Museums also enhance archival activities and link their findings to various levels as a common knowledge base. Art museums and galleries can no longer be highlighted from the aspect of history or the study of art alone, instead it is necessary to intensify the study of the humanities, scientific studies, economics and mathematics. Museums are already need to be seen and play an active role in developing human capital as well as driving interdisciplinary -based knowledge.

**MR ABD AZIZ BIN ABDUL RASHID**  
**Head, Museum of Asian Art**  
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## **MUSEUMS IN 2021 – RECOVERING AND REIMAGINING**

The COVID-19 pandemic has presented new and unique challenges to museums worldwide. We have had to make swift and difficult changes in the midst of the pandemic or risk losing our audiences and revenues. Asian Civilisations Museum (ACM) in Singapore will share some of the major challenges it faced before, during, and right after Singapore’s “circuit breaker” lockdown period; as well as how it has fully embraced the digital and digital content in a bid to reach out to existing and new audiences, and to ensure its visibility in the Singaporean and regional cultural landscape. The museum will also share some thoughts on the future and relevance of museums in the “new normal”.

**MR KENNIE TING**  
**Director of Asian Civilisations Museum  
and Peranakan Museum**  
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## **RECOVER AND REIMAGINE MUSEUMS SGDS AND MUSEUM SECTOR OF PAKISTAN & MALAYSIA**

Global pandemic of COVID-19 has left very severe effects on almost every walk of life. We are often calculating its adverse effects and negative impacts but with all of its adversities it has played a major role in connecting people on several levels. It has changed our sense of connections with others. We have learned a value of staying connected. Recently more than ten ICOM National committee has joined hands to organize an International Virtual Conference on museums since 2020, which is indeed a big collaborative project in a history of ICOM. From different regions, with diverse backgrounds and from various platforms, we were connected to share the similarities. This collaboration is important in a long run if we, the museum community wanted to achieve few of the seventeen sustainable development Goals BY 2030. The museum professionals and cultural and heritage managers insisting on the importance of Museum and heritage in achieving SGD but a very few countries, are taken museums on their agenda. However, museums have all potential to addressing the issues of unity, tolerance, respect, ethics, and open mindedness. As the values change, so does the culture and thereafter the economy. My presentation will focus on some potential areas where Museum Sector of Pakistan and Malaysia can collaborate and set some goals to achieve SDGs jointly.

**MS ZAHIDA QUADRI**  
**Executive Board Member**  
**ICOM Pakistan**  
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## **ARTEFACTS AND DIGITAL EXPERIENCE AT THE BORNEO CULTURES MUSEUM**

Museums in the 21st century face many challenges to engage their visitors. At a time when museum audiences are increasingly tech-savvy, museums have to develop innovative strategies to engage and retain new audiences. The challenge is even bigger now that the cultural sector has been heavily affected by the global pandemic. Using the new Borneo Cultures Museum in Kuching, Sarawak as a case study, the webinar will share the experience of the content development team of integrating digital experiences and artefacts in the permanent exhibitions. This process helped to reimagine the way the artefacts stories are told and to create new ways for audiences to experience culture and history. Together with a strong overall narrative, the digital experiences in the permanent exhibitions are based on clear learning outcomes. This is to ensure that the combined displays will give visitors an enriching experience and provide new and exciting perspectives on the Sarawak Museum's collections.

**MS YASMIN KHALID NICHOLLS**  
**Curator and Head of Museum Services Division**  
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## **INFO-FORUM MUSEUM AND POSSIBILITY OF DIGITALIZED DATABASE PROJECT**

National Museum of Ethnology (Minpaku) in Osaka, Japan is currently the world largest museum of Ethnology as containing over 340,000 collections all over the world including over 3,000 collections from Malaysia. The museum is also the largest research institution of Anthropology with over 50 permanent scholars (both Anthropologist and Archaeologist or related study area) in Japan. In this presentation, I would like to introduce our Info-Forum Museum project which aims to share our museum collections and related data as intangible information and practices as a “cultural resources of the world,” and to ensure that it is passed on to future generations. There are several 3-4 years projects have been conducted under this Info-Forum Museum project, and this presentation introduce one of the project titled “Maritime Adaptation and Material Culture in Maritime Asia-Based on the museum materials from Southeast Asia” headed by the presenter since 2019 to discuss the future and importance of digitalized collection data base accessible from over the world and potential tools for exchanging our knowledge and idea.

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## **ACKNOWLEDGEMENTS**

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**Ministry of Tourism, Arts and Culture Malaysia**

**International Council of Museums (ICOM)**

**International Council of Museums Malaysia (ICOMMAL)**

**Museums Association of Malaysia**

**Sawarak Museum Department**

**Museum of Asian Art, Universiti of Malaya**

**National Museum of Indonesia**

**ICOM Pakistan**

**National Museum of Ethnology Japan**

**and**

**others who directly or indirectly contributed towards the success of this International Museum Webinar 2021.**

