

# INTERNATIONAL COMMITTEES' ACTIVITY REPORT 2014/2015

NAME OF THE INTERNATIONAL COMMITTEE:

**International Committee for the Collections  
 and Activities of Museums of Cities (CAMOC)**

**DEADLINE TO SUBMIT THE  
 ANNUAL REPORT:  
 12 JANUARY, 2015 at midnight (Paris time)**

**BY EMAIL TO:**  
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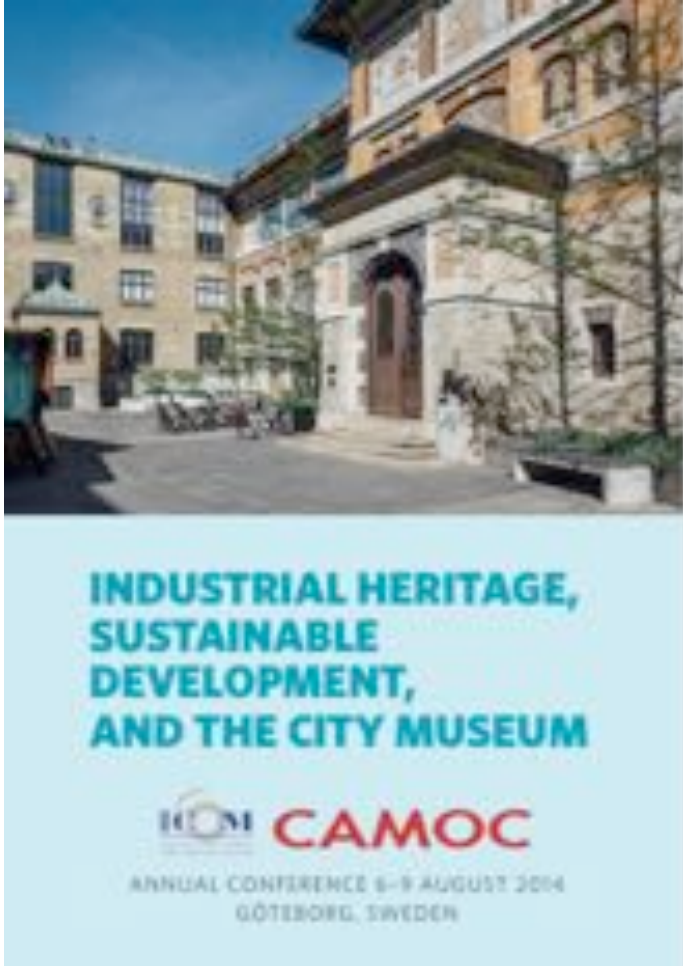
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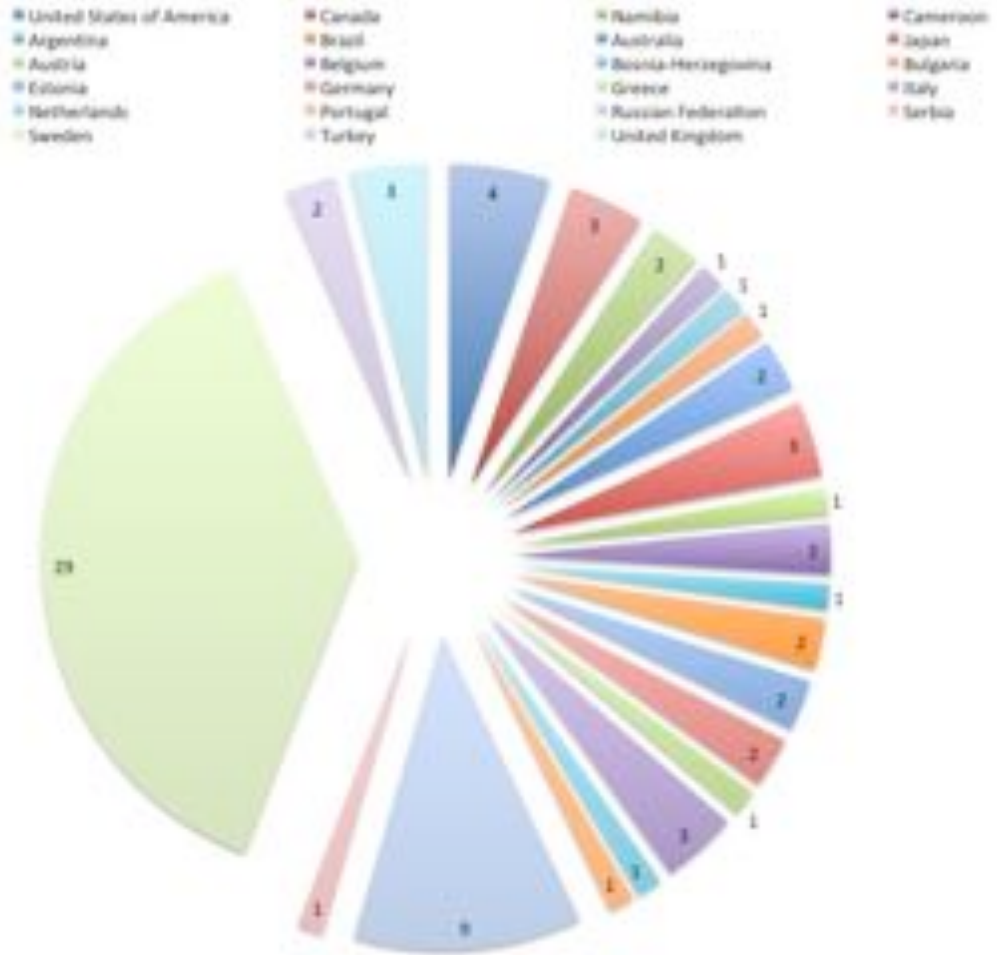
NAME OF THE CHAIR OF THE INTERNATIONAL COMMITTEE	<b>MATS SJÖLIN</b>
SIGNATURE	
DATE	12-1-2015

## I. 2014 ACTIVITIES

### 1) ANNUAL MEETING

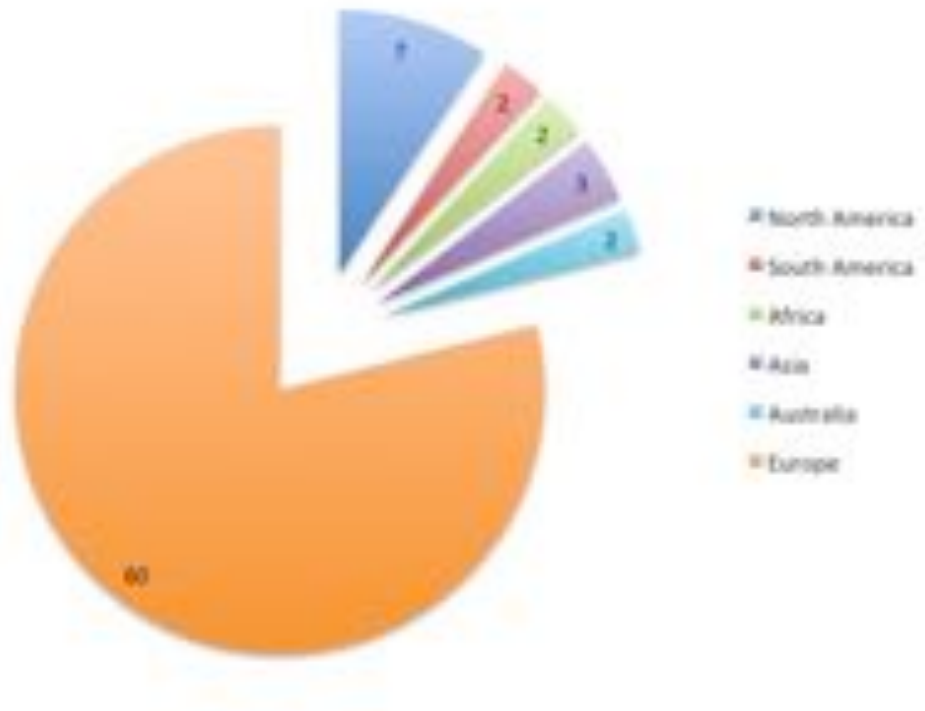
DATE	<p>6-8 AUGUST 2014 &amp; 9 AUGUST 2014 (optional post-conference tour)</p> 
LOCATION (CITY AND COUNTRY)	<b>GÖTEBORG (SWEDEN)</b>
HOST INSTITUTION OR ORGANISATION (if applicable)	<p><b>Main host institution:</b> Göteborg City Museum (<a href="http://www.goteborgsstadsmuseum.se">www.goteborgsstadsmuseum.se</a>) and the City of Göteborg (Mayor of the City)</p> <p><b>Adjunct host organisations :</b></p> <ul style="list-style-type: none"> <li>• Hammarkullen Cultural Centre</li> <li>• Region Västra Götaland/Västarvet (Saab Car Museum, Innovatum Science Center, Textile and Fashion Centre and Museum)</li> </ul>
NUMBER OF PARTICIPANTS	<p><b>76 delegates (35 ICOM members and 41 non-ICOM members)</b></p> <p>CAMOC had seventy-six (76) registered delegates from twenty-three (23) different countries and some more joining its sessions and activities as the conference unfolded (no exact data available). The Conference was truly multi-cultural, as professionals attended it from all continents and corners of the world. Most delegates were naturally from the hosting country of the conference.</p> <ul style="list-style-type: none"> <li>- ICOM</li> <li>- NON-ICOM</li> </ul>

More specifically, the distribution of delegates per country is as follows (see also Graph 1): United States of America (4); Canada (3); Namibia (2); Cameroon (1); Argentina (1); Brazil (1); Australia (2), Japan (3); Austria (1); Belgium (2); Bosnia-Herzegovina (1); Bulgaria (2); Estonia (2); Germany (2); Greece (1); Italy (3); Netherlands (1); Portugal (1); Russian Federation (9); Serbia (1); Sweden (29); Turkey (2); United Kingdom (3)



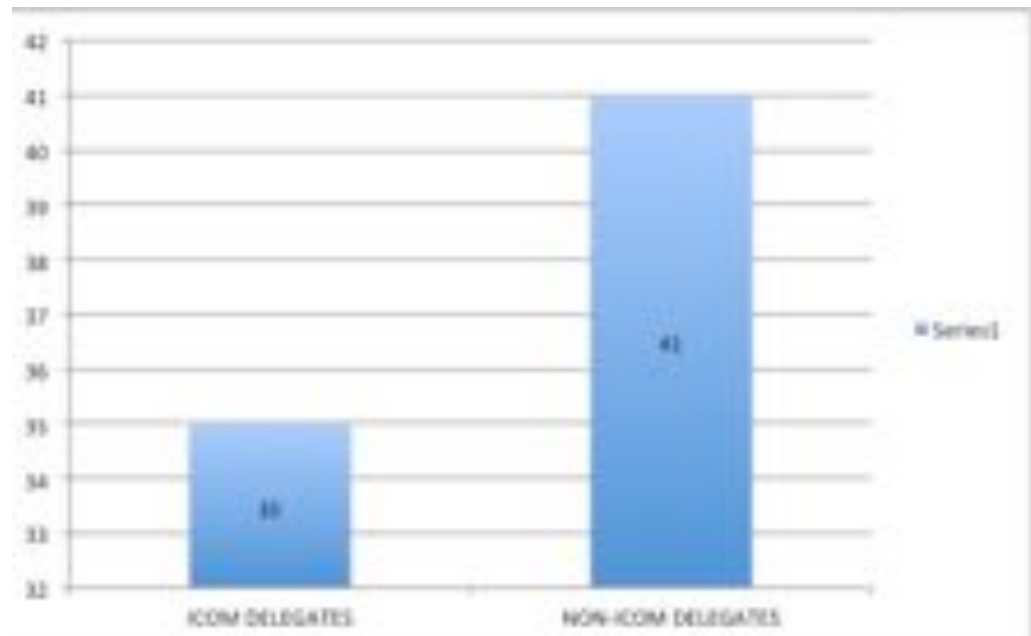
**Graph 1: Participants per country**

Europe has the largest number of participants, namely 60 delegates who represent the 79% of the total number of delegates, and North America 7 who represent another 9% (see Graph 2).



**Graph 2: Participants per continent<sup>1</sup>**

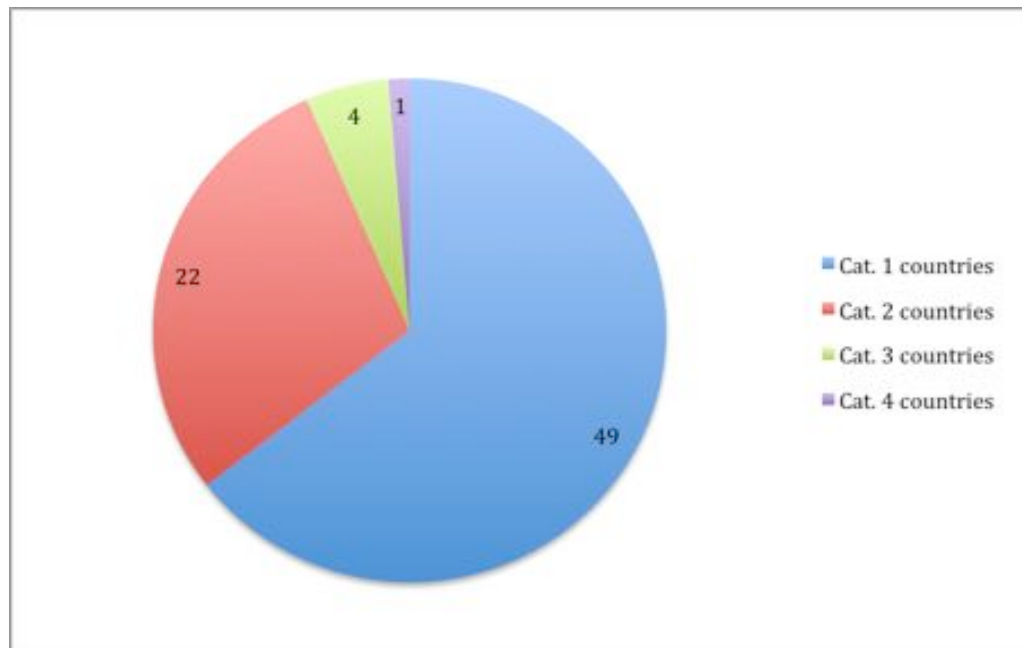
ICOM and NON-ICOM members were also almost equal, with ICOM delegates (35 in total) representing a 46% of the total number of delegates and Non-ICOM members (41 in total) a 54%.



**Graph 3: Status of participants**

<sup>1</sup> Russian Federation & Turkey have been included in Europe

The great majority of participants represented countries that belong to categories 1 and 2.



**Graph 4: Country category and number of participants**

**A. MAIN CONFERENCE THEME: “Industrial Heritage, Sustainable Development, and the City Museum”**

Industry, even as its on-going presence declines in the developed world, continues to dominate many cities by the lasting mark that it has left on both their landscape and their social infrastructure.

While all industrial cities, by their nature, share certain characteristics (including, among their many other features, urban crowding, suburban expansion, transportation extension, and social migration) their structure and progress nonetheless depend to a large extent on local specifics—physical, social, and cultural; historical and contemporary.

Manchester is an industrial city, to be sure—but so too are Los Angeles and Nagoya. Today, as such diverse urban- industrial landscapes adjust to the demands of an expanding information—and service-based economy—our attitude toward the places and social infrastructure left over from the manufacturing era is likewise changing. Contemporary metropolitan residents must come to understand the city’s industrial heritage neither as an eternal law of nature nor as an artefact of a distant past. It represents, instead, one stage of a constant process of urban change, conditioning our choices for the future as it shapes our memory of the past.

In this conference, we asked: What role can city museums play in helping people to understand, explain, and make use of the transformation of urban society from its industrial base to a future marked by limited resources and expanding technological capabilities?

APPROACHED  
THEMES

## **B. CONFERENCE SUB-THEMES:**

### **1: The role of cultural heritage— tangible and intangible—in post- industrial urban development**

How can cities build upon past traditions to shape a sustainable future after their traditional economic base has declined?

### **2: New technologies for documenting and presenting industrial heritage.**

Technological innovation drove our industrial past. Can we also harness it today to offer us new ways of understanding that past?

### **3: “Museums” across the city: museum experiences beyond the museum walls.**

Does the city museum of the future have to look like the one of the past? Where else can we benefit from “museum-like” experiences?

### **4: Interpreting the role of migration in industrial and post- industrial society.**

In the past, as in our own time, cities have been sites of regional and global movement. How do we understand and represent the changing patterns of migration that have shaped cities from the industrial era to today?

### **4: Industrial heritage and the Swedish museumscape**

## **C. OUTLINE OF PROGRAMME DELIVERIES**

The programme included:

- Three (3) keynote speeches by Anders Houltz (Associate Professor in the history of science and technology, teaching at Blekinge Institute of Technology, Karlskrona and Royal Institute of Technology), Jan Jörnmark (Associate Professor at Chalmers University of Technology and School of Business, Economics and Law at Göteborgs universitet) and Lasse Fryk (Lecturer at the Centre for Urban studies in Hammarkullen, Göteborgs universitet as responsible for the field based learning in Hammarkullen)
- Twenty three (23) 15’ presentations in all themes of the conference
- Eight (8) Ignite 5’ presentations
- A combined onsite workshop and tour of the harbor installations, reflecting on the main theme of the conference
- A workshop entitled “Insight Hammarkullen and the north–east district”

Description of the workshop: The suburbs in north-east of Göteborg was mainly built during the 1960s and 70s as satellite cities within the so-called Million Plan, where in 10 years a million new homes were built up in Sweden. The large-scale buildings helped to solve an acute housing crisis but was also criticized for being poorly constructed and lacking in important social functions. The north-east areas was in that time part of a large-scale planning of Göteborg region which was just partly implemented. Since the areas was built up the structure of population has changed. Today there are many different nationalities in the north- eastern districts—something that is often described as an asset to the city. Meanwhile, unemployment is higher than the average of Göteborg and areas in need of refurbishment. An asset in the north-east districts is the nearness to the countryside. Just a few hundred meters from the houses is arable land and large natural areas. Northeast Göteborg is also the area in Sweden with the highest proportion agronomist

educated residents. Can this resources be an advantage for the north- eastern districts in creating environments for sustainable urban development? To strengthen the positive forces and develop the north-eastern district the public authority must work together with the local involvement and the civil society. But the dialogue and cooperation must be real, not on unequal terms, and it must lead to real development in order not to create distrust and disinterest from the residents. What is the role of the public authority in such a process and how can the civil society take an important part in the planning?

- A post-conference at:

a) Saab Car Museum

This tour focused on how to make the transition from a commercial museum to a socially oriented museum, and how to find collaborative models that include commercial, voluntary, and public interests in the operation of a local museum. Located by the Göta river waterfalls, the City of Trollhättan has been a site of industrial production since the early 20th century. Since the Second World War, car manufacturing has dominated the city's industrial landscape. The SAAB Car Museum was, until December 2011, a privately operated company museum. When SAAB Automobile Company filed for bankruptcy, the City of Trollhättan acquired control over most of the museum's artifacts. Today the museum is operated by the City of Trollhättan and the region of Västra Götaland. As a company museum, the Saab Museum focused mainly on the product, representing different car models produced since 1947. Rather than retell the company's history, the museum now aims to contextualize the automobile industry within a larger discussion about automobility and social development in the city since the 1950's.

b) Innovatum Science Centre and the connection with the Saab Car Museum

c) Textile Museum of Sweden and the Textile Fashion Centre, Borås.

This tour looks at the challenge of making Simonsland a vibrant neighborhood where tradition and innovation can meet again. A new venue for heritage, fashion, textile and design is emerging in the old industrial area of Simonsland, in central Borås. The Textile Fashion Center is a creative center for culture, science, innovation, and business built around the area's traditional history as a center of textile and fashion. The textile machines of Simonsland—cradle of Sweden's textile industry--stopped making noise a long time ago. Yet the neighborhood's old buildings remain. Today Simonsland is internationally recognized as a center of textile and garment enterprises. The collaboration of the Textile Museum and the University of Borås has produced the Textile Fashion Center, which merges enterprise and heritage. The tour included presentations on:

- The textile industry and the Borås area.
- The ideas behind the Textile Fashion Centre.
- The Textile Museum of Sweden and its new identity.

- A welcome reception (social event) hosted by the Mayor of Göteborg at Dickson Palace.

PARTICIPATION OF OTHER ICOM COMMITTEES	<ul style="list-style-type: none"> <li>• National Committee of Sweden (ICOM/Sweden)</li> </ul> <p><b>Other conference Partners:</b></p> <ul style="list-style-type: none"> <li>• Göteborg City Museum</li> <li>• Region Västra Götaland/Västarvet</li> <li>• TICCIH-Sweden/SIM (The International Committee for the Conservation of the Industrial Heritage)</li> </ul>
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**OTHER MEETINGS (if applicable)**

Maria Ignez Mantovani Franco, CAMOC'S vice president, and Gegê Leme (also CAMOC's member) participated in the **3rd Forum of Rio Museums** organized by the State of Rio de Janeiro Government. The Forum was a 3-day event in late May 2014, with "participation and community engagement" as the central theme.

Maria Ignez offered the opening keynote speaker and she delivered a very inspiring lecture about participation and collaboration in museum thinking.


Gegê also delivered a speech on behalf of Insight Favela (CAMOC's special project in 2013), participating in a round table that comprised members of MUF, represented by D.Antônia, the CEO of Museu de Arte do Rio (MAR), the CEO of the Art Museum of Niterói and o Casa Daros. While D. Antônia spoke from a MUF perspective about the expedition, Gegê presented the steps of our preparation process for the expedition, what was at the heart of CAMOC's concerns and interests, and explained that this sits within a greater future project: Insight CAMOC. The lecture was well received and people were very interested in the expedition approach and methodology. Lots of questions were asked, both about the expedition and about CAMOC.

**2) PUBLICATIONS**

**CAMOCnews**, CAMOC's e-Newsletter (see copies herewith attached)

TITLE	<div style="display: flex; justify-content: space-around;">   </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 48%;"> <p><b>Can we stand alone? Two Case Studies from the El Paso Museum of History</b></p> <p>Collaborations and partnerships are very much needed for every museum to survive and prosper in the challenging 21<sup>st</sup> century.</p>  <p><b>CONTENTS IN THIS ISSUE</b></p> <ul style="list-style-type: none"> <li>1. Save Our Species from the El Paso</li> <li>2. From the Collection to the</li> <li>3. Learning, Exhibitions</li> <li>4. The City of Culture</li> <li>5. The City of Culture: The City of</li> </ul> </div> <div style="width: 48%;">  <p><b>The Museum of Portimão</b></p> <p>A New Observatory and Laboratory in Town?</p> <p><b>CONTENTS IN THIS ISSUE</b></p> <ul style="list-style-type: none"> <li>01 The Museum of Portimão: A New</li> <li>02 Observatory and Laboratory in Town?</li> <li>03 The City of Culture</li> <li>04 From the Collection to the</li> <li>05 Culture House: An Urban</li> <li>06 The newly opened archaeological</li> <li>07 Exhibitions about</li> <li>08 Exhibition about</li> <li>09 Exhibition about</li> <li>10 Citizen's Participation: Bully City</li> <li>11 Museum Management in a</li> <li>12 Cultural Museum of Building</li> <li>13 Exhibition about</li> <li>14 Exhibition about</li> </ul> </div> </div>
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	 <p><b>DATE</b> 2014 (published four times a year in January, April, July, October)</p> <p><b>PUBLISHING LANGUAGE</b> ENGLISH</p> <p><b>ELECTRONIC VERSION</b> YES</p> <p><b>NUMBER OF PRINTED COPIES</b> No printed copies</p> <p><b>CAMOCnews</b> are produced in electronic format and are available: • on line on CAMOC's website <a href="http://network.icom.museum/camoc/publications/newsletter/">http://network.icom.museum/camoc/publications/newsletter/</a></p> <ul style="list-style-type: none"> <li>• on-line on ICOM's website on the publications database (<a href="http://icom.museum/what-we-do/resources/publications-database.html">http://icom.museum/what-we-do/resources/publications-database.html</a>)</li> <li>• It is also distributed via email to a) CAMOC's members; b) ICOM- L list; c) other museum professionals, architects, academics, students interested in CAMOC's work.</li> </ul>
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<b>3) TRAINING</b>	
<b>DATE</b>	Not applicable for 2014
<b>LOCATION (CITY AND COUNTRY)</b>	

HOST INSTITUTION OR ORGANISATION <i>(if applicable)</i>	
NUMBER OF PARTICIPANTS - ICOM - Non-ICOM	
APPROACHED THEMES	
PARTICIPATION OF OTHER ICOM COMMITTEES	
PROFILE OF THE TRAINERS	

#### 4) RESEARCH ACTIVITIES

In connection and as an aftermath to the Insight Favela Project, which was co-funded by CAMOC and ICOM in 2013 (see detailed description in CAMOC's 2013/14 Report), **Gegê Leme** (CAMOC member and one of the main co-ordinators of the project) developed a TV documentary series to create a dialogue between MUF / Pavão-Pavãozinho and Cantagalo favela reality and the township of Soweto in Johannesburg. This was an experience in using the language of TV to talk about heritage. This show, called ***From Township to Favela and Back***, was in production during 2014.

The show is structured into 2x 90-minute parts. In Part 1, Phillip Malepa, a young man from Soweto, an upcoming TV star in SA and a cultural leader in his township, flies to Brazil to spend one week getting to know all about Pavão-Pavãozinho and Cantagalo ways of life from within, its lifestyle, culture, values, heritage, challenges and wonders, and tries to identify what is has in common with the township reality back home. He is hosted by Sidney Tartaruga (our very own host in the expedition) and the MUF team, who guide him through a journey of discovery of their ways of life, their community and the city in which they live.

In Part 2, Sidney travels to SA to meet Phillip and to spend a week immersed in township and Johannesburg life. He goes through a 'mirror' experience to that of Phillip's in Rio (here adapted to SA's characteristics), and embarks on a journey to discover another reality that may be similar and at the same time so different from his own. He has the opportunity to understand how people in other distant countries deal with their own challenges, examines his own work as a cultural activist at MUF, while also engaging with his African roots (even though a well traveled man, Sidney has never been to Africa). He asks questions: "Should we be forming bonds and getting stronger by creating networks between people from similar realities, outside our own cities and borders?" "Can I see myself in the Africa of today? Am I a Brazilian, an Afro-Brazilian, or what does it all mean?"

CAMOC and ICOM were credit lined for this new project, for its implementation would have not been possible without Gege's involvement in CAMOC and ICOM. It is a project to be shared with ICOM community as part of the CAMOC portfolio.

Further information is available in attachment No. 3 of this Report (see also [https://www.dropbox.com/sh/lfxs678shr53qc6/AABqX7RJZgQjvgGf3XwwwjuWa/from%20Township%20to%20Favela%20and%20back%20small.pdf?dl=0&force\\_dl=1](https://www.dropbox.com/sh/lfxs678shr53qc6/AABqX7RJZgQjvgGf3XwwwjuWa/from%20Township%20to%20Favela%20and%20back%20small.pdf?dl=0&force_dl=1)

and a video teaser is accessible at <http://vimeo.com/106865085>

#### 5) / ACTIONS WHERE EXPERTISE WAS PROVIDED

CAMOC'S members in their respective countries are very active museum professionals and offer daily their expertise for the betterment of museum operation all over the world.

#### 6) ACTIVITIES CONCERNING MUSEUM DOCUMENTATION, GENDER EQUALITY, THE PROTECTION OF HERITAGE DURING ARMED CONFLICTS AND THE SUSTAINABLE DEVELOPMENT OF MUSEUMS\*

The core principles of resolutions 4, 5 and 6 adopted in the General Conference in Rio de Janeiro in 2013, such as the promotion and support of diversity, participatory democracy, peace and community building, innovation, as well as the values of sustainability, social inclusion, equality and transparency are inbuilt in CAMOC's policies, strategies and actions. These are reflected not only on the theme of the conference CAMOC organised in 2014 (i.e. *Industrial Heritage, Sustainable Development, and the City Museum*), but also in all the material CAMOC publishes in its Newsletter and on the projects many of its members undertake in their respective museum institutions, in their academic fields of research and teaching, in urban planning and other relevant fields of work.

In 2014, CAMOC had also the chance to contribute to the public dialogue for the role of museums in sustainable societies (core theme of the International Museum Day 2015) through a short article published in the latest issue of *ICOMnews* (Vol. 67, No. 4). The article was written by CAMOC's Secretary, Dr. Marlen Mouliou and was entitled "The happy (city) museum. City museums in a quest for sustainability" (the article is accessible at [http://archives.icom.museum/icomnews2014-4\\_eng/index.html#/8-9/zoomed](http://archives.icom.museum/icomnews2014-4_eng/index.html#/8-9/zoomed))

One of the themes CAMOC will be focusing on in the future is the issue of migration, as it will be explained in detail further below (Outline of 2015 Planning Programme of activities).

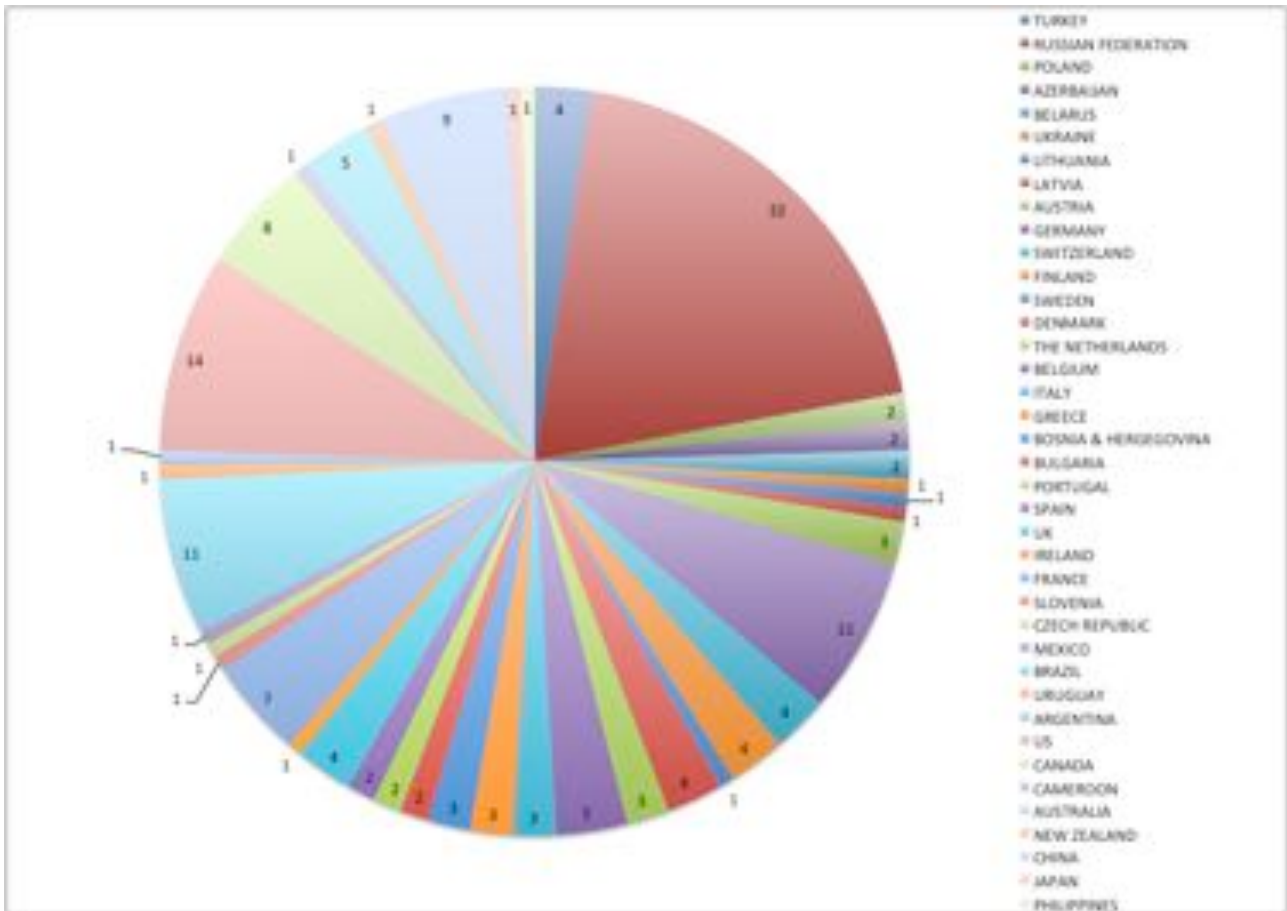
\* Actions implementing resolutions 2,4,5 et 6 of the General Conference in Rio de Janeiro (question in the framework of the Monitoring Committee as presented in the Advisory Committee in June 2014)

<http://icom.museum/the-governance/general-assembly/resolutions-adopted-by-icoms-general-assemblies-1946-to-date/rio-de-janeiro-2013/>

## 7) SYNTHESIS OF THE ACTIVITIES AND OBTAINED RESULTS

### 1. CAMOC membership

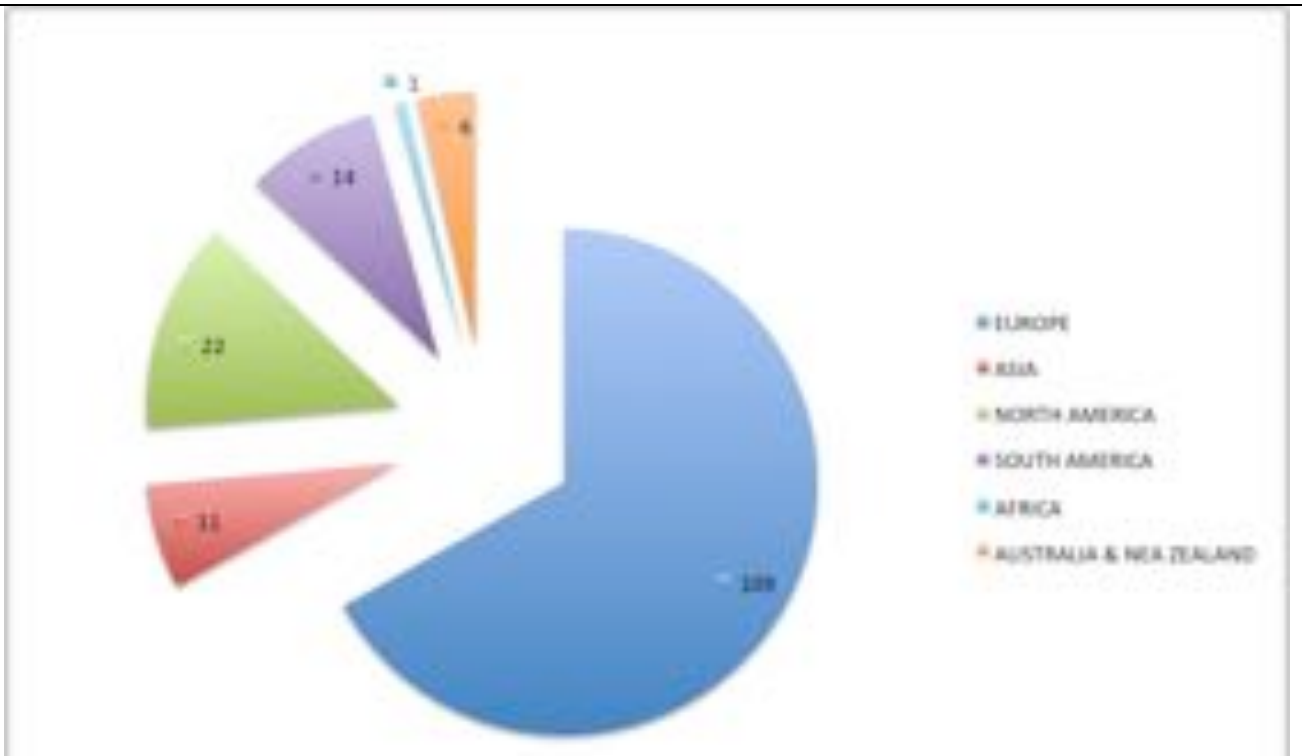
In 2014, CAMOC had an 11,6% increase in its individual membership. More specifically, CAMOC had 163 individual members (regular and associate ones) from thirty-nine (39) countries (that is five new countries compared to last year's membership). Individual members continue to be mostly from Europe, where the Russian Federation holds 1/5, 20% of the entire individual membership (with 32 members). Germany follows with 11% (7 members) and France with 4% (7 members). The US holds a 9% of the share (14 members), Brazil a 7% (11 members), China a 6% (9 members) and Canada a 5% (8 members).



**Graph 5: CAMOC membership in 2014. Individual members per country of origin**

The individual membership is thus primarily European (67% with 109 members, including the Russian Federation and Turkey), but CAMOC continues to be building its forces and envisages substantial growth of membership in North and South America, Asia and Africa in the coming years. The current composition of individual membership is as follows:

- Europe 67% (109 members)
- North America 13% (22 members)
- South America 9% (14 members)
- Asia 7% (11 members)
- Australia and New Zealand 4% (6 members)
- Africa 1% (1 member)



**Graph 6: CAMOC membership in 2014. Individual members per continent**

In 2014, CAMOC had also a 23,6% increase in its institutional membership. In detail, CAMOC had 24 institutional members, out of which most were again from Europe (16 members, 67% of the share). In the coming years, CAMOC will increase its efforts to increase its institutional membership around the world.



**Graph 7: CAMOC membership in 2014. Institutional members per country**



**Graph 8: CAMOC membership in 2014. Institutional members per continent**

## 2. Travel Grants

In 2014, CAMOC has benefited from the ICOM Travel Grant scheme, as two of its members (Alejandro Casella from Argentina and Christian Nana Tchuisseu from Cameroon) used the resource in order to travel and participate in the Annual Conference held in Gothenburg.

CAMOC's Organising Committee of the Annual Conference has also offered grant support to four more young professionals under 35 years old (from Italy, Serbia, Bosnia & Herzegovina and Namibia) to travel to Gothenburg for the meeting. The grants have been offered to those colleagues on the criteria of their age and financial status. The four grantees were:

**Layla Betti**, researcher and curator in Italy.

**Marija Djorgovic**, curator of baton collection in the Museum of Yugoslav History in Belgrade (Serbia).

**Aaron Nambadi**, Head of the Windhoek City Museum in Namibia.

**Jelena Savić**, a PhD researcher and an architect (Institute for Protection of Cultural, Historical and Natural Heritage of the Republic of Srpska, Banjaluka, Bosnia and Herzegovina / FBAUP – Faculty of Fine Arts, University of Porto, Portugal).

## 3. Conference theme and structure

As mentioned also in last year's annual report, CAMOC's Annual Conferences always reflect the Committee's core values for:

*Inclusivity*: be a collaborative, participatory museum community that promotes interaction

between its members and offers equal opportunities to different voices to be diversely expressed. *Innovation*: be a think-tank in the forefront of innovations and developments within ICOM and city organisations as a whole.

*Transparency*: be completely open to share information on the decision-making process followed by the Executive Board.

The choice of theme and sub-themes of the conference, its flexible structure which allowed more voices to be heard through alternative sessions, the Ignite session, the workshops, the site visits, etc. as well as the peer reviewing of the proposals submitted are all indications of the Committee's willingness to open up to a variety of interdisciplinary approaches and professionals who study cities and the museums about them.

#### **4. Call for text submissions to CAMOCnews.**

CAMOC'S Editorial team is always encouraging submissions of articles and news to be published in CAMOCnews, both from CAMOC members and non-members. The objective is to create an all inclusive magazine that is interesting, dynamoc and relevant.

#### **5. CAMOC's website**

CAMOC's website is constantly updated in order to provide fresh and interesting information to its members and followers. The site is accessible at <http://network.icom.museum/camoc>

#### **6. CAMOC in social media**

CAMOC continues its presence in LinkedIn, which is a platform many of its members use (<https://www.linkedin.com/groups?home=&gid=4592610>)

CAMOC's member, Jelena Savic, has also created a group profile page in Facebook as a way to expand membership and feed an even more participatory online platform of news and material sharing for its members and fans. The page is accessible at <https://www.facebook.com/pages/CAMOC-Museums-of-Cities/1566226430266063>

#### **7. CAMOCnews**

All four issues of the e-Newsletter have been received with a lot of enthusiasm by CAMOC members and non-members and the Editorial Team keep on receiving very positive comments for the quality of the publication. Its success and high quality has attracted more contributors who want to gain visibility for their work through this platform.

#### **8. Evaluation of the 2014 Annual Conference.**

##### **a) *Evaluation through an online questionnaire***

Following Gothenburg Annual Conference, CAMOC has created an online questionnaire of evaluation and called all participants to write their comments on the successes and weaknesses of the annual meetings and contribute with new ideas about the future of CAMOC's annual meetings.





## 2014 CAMOC ANNUAL CONFERENCE- EVALUATION

1. How did you hear about the conference? (Website, email communication, ICOM-L, word of mouth, etc.)

2. How satisfying were the presentations and adjunct activities (on a scale of 1-5 where 1 is disappointing and 5 is excellent)

Keynote speaker 1: Anders Houltz (on MOTORING/Life, death and afterlife of the modern automobile theme)

1 2 3 4 5

Disappointing      Excellent

Keynote speaker 2: Jan Zornmark (on Abandoned places as an instrument for explaining history)

1 2 3 4 5

Disappointing      Excellent

The online questionnaire is accessible at <https://docs.google.com/forms/d/1TM6ghE11U-fVZ5iCmuX5Z2CyGwXvdqSfx9MyGI1phfQ/viewform?c=0&w=1>

All conference delegates were invited (via email) to fill the questionnaire in.

Twenty-four (24) delegates responded to the questionnaire anonymously. Here below a summary of their responses is presented in brief:

- Level of satisfaction for the presentations and adjunct activities: 4.5 (on a scale of 1-5 where 1 is disappointing and 5 is excellent)
- Level of satisfaction for the choice of conference venues, museum visits, outings and receptions: 4.7
- Level of satisfaction for the programme structure: 4.0
- Level of satisfaction for the creativity in themes: 4.2
- Level of satisfaction for the creativity in site visits: 4.2
- Level of satisfactions for the professional value of the conference: 4.2
- Level of satisfaction for the level of adherence to the time schedule: 3.6
- Overall feedback - Quality and content of the general conference kit: 4.3
- Overall feedback- Conference fee (good value for money): 4.2
- Overall feedback - Food & drinks: 4.2
- Overall feedback - Quality of material provided from CAMOC (programme, abstracts): 4.5
- Overall feedback- Quality of CAMOC specific planning and organization: 4.3
- Overall feedback - Communication with CAMOC conference organizers: 4.2
- Overall feedback - Communication with CAMOC conference organizers (i.e. online registration platform): 4.3
- Determining factors to attend this year's CAMOC Conference? (on a scale of 1-5 where 1 is disappointing and 5 is excellent): Maximum rating for the Conference theme & sessions

topics (4.5) and the appeal of the location (4.1)

- Some general comments on how new ideas were born thanks to the conference to the respondents:
  - a) I am new to the field of Museums of Cities--so I had many new ideas. What is most striking to me is how interdisciplinary this field is--and the important role museums can play in the life--and future of a city
  - b) Museums as a platform & atelier for "making" together, a playground for all with strong evidential (collections&archives) support
  - c) To keep thinking out of the box in promoting the collection and promoting partnerships in projects related to the collection. To put myself on that skate board, when trying something new.
  - d) Diversity of links between industrial heritage and city museums
  - e) New contacts and networks
  - f) Innovative ways of engaging the community to become involved in museums.
  - g) It challenged my thinking about post-industrialism with the focus on the extreme examples, i.e., Detroit. I've been looking at places that have changed from a manufacturing economy to a different base. I'm particularly interested in the work being done in specific neighbourhoods and/or industries.
  - h) I met many colleagues from different countries and got many stimuli from them.

#### ***b) Evaluation through Conference Reports provided by CAMOC Travel grantees***

Here below, we present a compilation of the four Conference Reports CAMOC received from its Travel grantees. In the Appendix, all reports are presented at length.

- **Like traveling around the world in a snapshot**

**Layla Betti (LB):** This three-days conference was like traveling around the world in a snapshot, as we got the opportunity to listen to so many presentations coming from many different countries. As always happens, the annual conference is a way to see how the world is facing with the same topics and it is really interesting to see that many times, beside museums, private groups of people and artists are carrying on the way to preserve and love their heritage.

- **Compelling theme in the right place**

**Jelena Savic (JS):** This year's topic was a very intriguing one – industrial heritage and the role of museums in context of its sustainability (including, of course, its cultural aspect). CAMOC experts came from around the world, and the host country was the right place to find inspiring, state-of-the-art examples of what can be done in this area.

- **It is always good to take-off with an informative museum tour**

**Aaron Nambadi (AN):** The venue of the 2014 CAMOC Conference was the Gothenburg City Museum, located in the city centre, in the 18th-century East India House, originally built as the Swedish East India Company offices. The city museum was established in 1861 and today displays Gothenburg and West Sweden's history, from the Viking Age to the present day. There is a permanent exhibition about the Swedish East India Company. The museum is also used as a public forum for the Gothenburg Town Planners to display new ideas and visions of the city for the citizens.

A guided tour introduced the Conference attendees to the various sections of the museum and to a brief introduction of the history of the city since 1621. Various exhibitions were also discussed and discussions were held on the development of these exhibitions. The notable exhibition was the youth and the toddler's (playroom) exhibition that were developed by the Museum, the youth

and the toddlers of Goteborg. The other exhibitions introduced, were the traces of mankind 'traces speak' that introduces the history of man from the Stone Age and the archaeological objects from that age, exhibitions on the Vikings, trading in the City, industrial growth.

- **Road mapping provided by the keynote speakers**

**LB:** Anders Houltz conducted us into a travel around great motowns in the world, a trip that left from Detroit to all around the industrialized Europe, carrying all the audience into the heart of the conference. I personally was fascinated by the way he showed us connections between history, industrialization, entrepreneurs' ideas and dreams. Jan Jörnmark gave us a panorama of his photo research about abandoned places in Sweden: this research started years ago and he published many books about the topic. It was such an interesting project that it could be much more appealing for us if he showed some more pictures during his speech. Lasse Fryk had an interesting keynote about participation and museums and about the ability of cultural operators to involve people into activities. This last keynote helped us to go back with the reflection to participation, another topic that is an evergreen for all the people who are dealing with culture and museums.

**JS:** Jan Jörnmark started to research abandoned locations accidentally. He ended up publishing several books of powerful and poetic photographs. I have browsed through one of his books in Swedish: despite not speaking the language, the message was perfectly clear. Professor Lasse Fryk, the skateboard Guy, used his son's skateboard as a metaphor for the learning process: true learning is only possible through experiment, practice and being open to contemporary challenges.

- **Other memorable conference presentations**

**AN:** The four themes contributed to clearer understanding of Museums work in various parts of the World and also served as a learning experience for first time Conference attendants.

**JS:** There is a common thread in all the diverse experiences presented: focusing not only on the physical fabric but also pointing out the soul, the intangible component of industrial heritage, as crucial ingredient of its contemporary life.

The inspiring presentation on industrial heritage of Santa Maria da Feira, São João da Madeira and Covilhã in Portugal by Joana Monteiro showed how industries crucial for the development of those Portuguese communities remained essential in their post-industrial present thanks to the active role of new museums. It also evoked memories from my own recent visit to one of the cities. Creative initiatives related to heritage in Athens were explored, personally experienced, systemized and presented by Marlen Mouliou. The memorable and immersive approach used in interpreting the history and the atmosphere of a neighbourhood in Athens in the Soundscapes/Landscapes project was especially intriguing for me and I'll be investigating it further.

**Marija Djorgovic (MD):** Unusual presentations are something that I always notice and appreciate. For me it means that someone gave an extra effort to get and hold people's attention. During our CAMOC Conference we had a lot of unusual things - from singing to skateboarding.

The things that we notice and find relevant are determined foremost by our interests, our experience and background. Although the "*Museums" across the city* session was somewhat off centre in regards to the rest of the conference programme, it is only natural that it drew the most of my attention since that was the theme I was most interested in. Traveling from Namibia and Canada all the way to Greece and Italy, the attendants of the Conference had the chance to find out about *museum experiences beyond the museum walls* – from walking and bicycle tours to virtual exhibitions. Among other things, we had an opportunity to hear interesting things about

how groups of citizens are dealing with urban memory and heritage using social media in Athens, why souvenir shops in Porto can be seen as “museums across the city” and what kind of community platforms and participative strategy are used in Windhoek, the capital of Namibia.

Even when we hear some things that are familiar and well known, it is always nice when someone, using few good examples, gives an overview of global tendencies in museum theory and practice. During her presentation, Rainey Tisdale reminded us about how we are moving from old to new, more precisely: 1) from passive assumption to active participation; 2) from inside of museum to outside on the streets; 3) from fixed and permanent to mobile and flexible; 4) from town centre to neighbourhoods; 4) from official and formal to personal, informal and emotional history and collecting.

It was also really inspiring to hear a story about three Portuguese museums (paper, wool and hat) that have an active role in the post-industrial urban development and about the Ecological City of Dusseldorf that sounds like a great idea, but from my perspective - Museum as an active participant in city planning process – seems like utopia.

- **The Ignite session: “brutal or brilliant?”**

**JS:** The Ignite session, organized by professor Chet Orloff, was a set of short and exciting presentations that introduced new dynamics to the conference.

**MD:** The thing that made the biggest impact on me was the Ignite session with its motto ““Enlighten us, but make it quick!”. It is a special format of presentation in which the participants have just 5 minutes to explain their ideas and projects. The session Moderator was very punctual and allowed no extra time - as soon as the clock rang he was quick to dismiss the presenter. This was a whole new experience for me and I was really surprised how my feelings were ambivalent during the session. Was it brutal or brilliant?

After the presentations someone from the audience made a point – while we were all wondering is it cruel or not, it made us think about the museum experience itself. Just like in this session, we have to make our thoughts and messages simple and concise so that visitors, running from one place to another, could have a clear idea about what we wanted to convey and get a better insight about the things that we've been researching for such a long time. You have to be interesting but also comprehensible to make it work.

- **Discovering the city**

**MD:** The city of Gothenburg was revealed to me through two guided tours – really enjoyable Sanja Peter’s harbour tour and guided tour through the Museum during which we’ve heard in a very levelled and easy-going manner both about the history of the city and the City museum of Gothenburg.

**AN:** The Central location of the venue enabled participants to walk and see the City before and after the conference. The City Tour was informative and the guide was excellent and interesting.

- **Insight Hammarkullen... a workshop in the northeast suburbs of Gothenburg**

**AN:** The workshop was well structured and discussions very helpful and informative. The suburbs in northeast of Gothenburg was mainly built during the 1960s and 70s as satellite cities within the so-called Million Plan, where in 10 years a million new homes were built up in Sweden. The large-scale buildings helped to solve an acute housing crisis but were also criticized for being poorly constructed and lacking in important social functions. The northeast area was in that time part of a large-scale planning of Gothenburg region, which was just partly implemented. Since the areas were built up the structure of population has changed. Today there are many different nationalities in the north-eastern districts—something that is often described as an asset to the

city. Meanwhile, unemployment is higher than the average of Gothenburg and areas in need of refurbishment.

An asset in the northeast districts is the nearness to the countryside. Just a few hundred meters from the houses is arable land and large natural areas. Northeast Gothenburg is also the area in Sweden with the highest proportion agronomist educated residents. Can these resources be an advantage for the north-eastern districts in creating environments for sustainable urban development? To strengthen the positive forces and develop the north-eastern district the public authority must work together with the local involvement and the civil society. But the dialogue and cooperation must be real, not on unequal terms, and it must lead to real development in order not to create distrust and disinterest from the residents. What is the role of the public authority in such a process and how can the civil society take an important part in the planning?

**LB:** During the conference time we had the opportunity to see the district of Hammarkullen. Born as a workers' district in the north east of the region, Hammarkullen became a place of social cohabitation of immigrant people coming from all over the world. This place, that was longer considered as not sure for Swedish people, is a real example of cohabitation. Several years ago the inhabitants created a carnival where every group of people is showing typical dances and typical costumes from their countries. Then, the associations system created so many small groups, which are taking up by sport and dance. This great effort and this tangible enthusiasm allowed Hammarkullen to become a very creative place. During the visit I was comparing in my mind Hammarkullen with some of our Italian workers' districts in some big city's periphery, wondering we had something like that in my country.

- **Cars, fashion and textile industries as post-conference delights**

**LB:** The last day we had our post-conference tour. Unfortunately, we weren't so many people that day. This is a pity, as the tour has been quite interesting. First of all we visited the SAAB Car Museum in Trollättan. This is a brand new museum, born after the closure of the factory, when the inhabitants of the city started to move out looking for a new work. So now the SAAB Car Museum, which has a great potential not only on history of the SAAB car but even on design and everyday life, is next to the Innovatum, a science centre and museum which is very amusing not only for children.

After a nice trip on a cable car, we took our bus and moved to Borås. There we visited the beautiful Textile Museum. This museum is the result of a common dream of different actors like the municipality, some private investors and the university. It is located in an old textile industry that has been bought from a private company that decided to build there a textile school, not to loose the real identity of the whole area. Then, the Textile Museum of Borås moved there and this huge building started becoming a vibrant place that contains school, museum, ateliers and shops and where science and innovation meet tradition.

**JS:** The textile museum in Borås, opened this May, as a result of a joint effort of the university, the municipality and private investors, it gathers creative forces related to textile. An abandoned factory has been converted into a multi-purpose centre, bursting with colour and inspiration. My favourite part (every girl's favourite, I guess): a giant walk-in closet full of historical and contemporary clothes, shoes and accessories, where it is possible and desirable to try everything on!

- **Enjoyed so much, so much to think of...**

**Layla:** It was my first time in Sweden and I must say that I really enjoyed this conference and this week for many different reasons. First of all, because it is a good way to see how many countries are dealing with the same topics. Then, it is a good opportunity to meet professionals from all over

the world. This year we could hear from a brand new museum in Namibia, Africa. The colleagues there were presenting their projects and I learnt so much from them about establishing a new city museum. I think this speech has been a good opportunity for the all of us to reflect once again on what a city museum is. Finally, not less important, as always a CAMOC conference is the best way to connect with new people and to meet friends. We all are connected through the net during the year, but the annual conference gives always us the chance to refresh our friendships and create some new.

**JS:** The conference days were intense, but organized in an excellent manner. A balance was set between the work in the conference hall and experiencing the city and its industrial heritage. So many benefits for me:

*Friendships, contacts and cooperation:* The most rewarding outcome of the conference participation were the friendships and contacts I established with colleagues from around the world who share interest and passion for exploration of cities. Upon invitation of professor Chet Orloff, I'll make a contribution to the Virtual Museum of the Cities in the near future.

*Lessons learned and shared:* It was a privilege to learn from the leading Swedish experts in industrial heritage and to discover how they turn projects and ideas into reality. It was interesting to find out how museums around the world work beyond museum walls and how both experts and non-experts create numerous innovative, museum-like experiences everywhere, from Greece and Belgium to Japan or Australia. It was rewarding to share my own research findings and external views to the industrial heritage of Porto, and to find out it was inspiring to others, too! I intend to share the knowledge exchanged and lessons learned at the conference for the benefit of industrial heritage of my own country. I have already prepared a brief paper with recommendations for reuse of our former industrial facilities for the BrownInfo 2014 conference, that will be held this November in Banjaluka, Bosnia and Herzegovina. I will also report on the CAMOC's annual meeting in the ICOM BiH e-journal for 2014.

*Getting to know a new country:* Participation at the CAMOC's conference was also an opportunity for me to visit Sweden, where I haven't been before, and to get to know its second-largest city.

*Verifying my own current work:* At the conference, I have presented some aspects of my current project related to contemporary life of cultural heritage. Since the project is at its beginning, this was a very important opportunity to present it to public and get valuable feedback for future development of the research work.

## II. 2015 PLANNED ACTIVITIES

<b>1) ANNUAL MEETING</b>	
DATE	7 – 10 September 2015
LOCATION (CITY AND COUNTRY)	Moscow Russian Federation
HOST INSTITUTION OR ORGANISATION (if applicable)	Museum of Moscow
NUMBER OF PARTICIPANTS  - ICOM  - NON-ICOM	Anticipated participants based on former conferences: approximately ninety (90)
APPROACHED THEMES	In 2015, CAMOC will celebrate its 10 <sup>th</sup> year anniversary and on this occasion a decision was taken by the Executive Board, with the consensus of the membership, to signpost this special year by organising the annual conference in Moscow, where CAMOC's life started in 2005 (see <i>ICOMnews</i> 2005, issue 2, a brief text authored by Eloisa Zell announcing CAMOC's birth as ICOM's 30 <sup>th</sup> International Committee).

## CAMOC: 30<sup>th</sup> International Committee is Born

by **Stefan Eick**  
*International Committee for the History of Cities*

**A** new international committee devoted to the urban history and activities of Americans of Chinese descent was officially approved by the Executive Council during the General Conference held at Stony Brook, NY, during the weekend of 20-22 October 2014. The proposed change to 30<sup>th</sup> for number of participating committees within the organization, ICAMOC, is meant to underline the efforts of members of urban centers whose former are connected through geographical and cultural differences.

In order of size, it is considered currently comprising more than 20 chapters from 12 countries and in America (Chicago) in April 2014, 2015 organized the Committee's 30<sup>th</sup> anniversary officers for the coming period (2015-17). Early from President Richard A. Gagliardi, participants came from Georgia, the United States and Canada (Denver, Denver, Houston, Kansas, Memphis, Nashville, Sacramento) as well as from the Republic of Singapore (City of Singapore).

Chicago had the opportunity to host speakers whose words resonated in the members of ICAMOC as a forum organized on the first day of the Assembly.

The International Committee for the History of Cities and Institute for the History of Cities (ICAMOC) has a long history to "promote dialogue and to identify urban history as a discipline, to support and encourage work in the field, to coordinate and promote the exchange of information, to the study, preservation and promotion of urban history, to the study, preservation and promotion of the city's identity and contribution to its development".

### The following officers were elected during the Assembly:

- **President:** Dr. Stefan Eick, University of Illinois, Chicago, Illinois Association, "Chicago City Museum", 800 North Dearborn St., 60610 Chicago, Illinois, USA  
 Tel: +1 (773) 833-8500; Fax: +1 (773) 421-7140; Email: seick@uic.edu
  - **Vice-President:** Dr. Robert S. McClure, Director, University Museum of the City of New York, 112 E. 66th Street, New York, New York, NY 10022, USA  
 Email: robert.mcclure@nyu.edu
  - **Secretary:** Dr. Ian James Thomas, University of Toronto, 270 Colwell Road, Toronto, ON M6R 2M9, Canada  
 Email: ian.j.thomas@utoronto.ca
  - **Treasurer:** Dr. Andrew Huxford, University Board of Studies, 1000 University Avenue, Toronto, Ontario, Canada  
 Email: andrew.huxford@utoronto.ca
  - **World Secretary:** Dr. Judith Sargent Murray, Department of Urban Studies, University of Toronto, 127 Spadina Avenue, Toronto, Ontario, Canada  
 Email: judith.sargent@utoronto.ca
- The Board will continue to meet every 18 months to help set the agenda for the next meeting at the General Conference and Assembly in Chengde, September 2017.

*Stefan Eick, Robert S. McClure, Ian James Thomas, Andrew Huxford, Judith Sargent Murray, Richard A. Gagliardi, and members of the Executive Council, 20-22 October 2014, Stony Brook, NY, USA*



Therefore, the theme of the conference will mainly focus on issues of memory, both with reference to CAMOC’s history but most importantly to the multiple layers of memories each city relies on. The tentative title for the conference is **“City museum as a memory centre and as a cultural cluster”**.

The conference will also partly focus on the two research topics CAMOC aims to bring forward during 2015, namely the redefinition of city museums in the 21<sup>st</sup> century and the exploration of migration narratives in cities and city museums. Both these issues will be worked on through special workshops or round table discussion that will be developed both in the annual conference and in two other adjunct activities that CAMOC plans to organise in 2015 (see below).

The programme of the conference is currently under formulation and will be announced before the end of January 2015.



<p>EXPECTED PARTICIPATION OF OTHER ICOM COMMITTEES</p>	<ul style="list-style-type: none"> <li>• ICOM Russia</li> <li>• ICOM Ukraine</li> </ul> <p>CAMOC and the local organisers from Moscow City Museum opt to collaborate with ICOM Ukraine, as a way to support the betterment of international as well as bilateral relations and the reapproachment of the Russian Federation and Ukraine through culture (in accordance to resolutions 2,4,5 et 6 of the General Conference in Rio de Janeiro).</p>
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**OTHER MEETINGS (if applicable)**

As mentioned above, in 2015 on the occasion of its 10<sup>th</sup> year anniversary, CAMOC will organize two more meetings of different aims, methodologies and formats in order to not only celebrate its history but also to signpost current and future research priorities and practices.

a) The first of the two adjunct meetings will be organized **in collaboration with the Berlin City Museum** (Berlin Stadtmuseum) and will take place in Berlin at the **end of March 2015** (either 27 or 30 March). It will be a one-day workshop on **“Defining the museum of cities in the 21<sup>st</sup> century”**, perhaps in conjunction with a half-day site visits in the city of Berlin.

"Defining the museum of cities in the 21st century" is an important topic for both CAMOC and Berlin Stadtmuseum, and their commitment to partner in exploring it further is mutual.

The aim of the Berlin workshop will be to brainstorm on the new identities of city museums, their challenges and new modes of operation as well as on the role of other museums which are currently focusing on urban matters (i.e. may contemporary art museums) and consequently to develop a roadmap leading to a summative roundtable.

The topic will be explored in the following stages:

A brainstorming session will take place in Berlin to make a road map for a summative roundtable. To this “drafting committee” a smaller group of professionals will be invited. A short but comprehensive questionnaire will be sent to CAMOC members for their feedback and ideas in the months before the Berlin meeting.

Based on our brainstorming workshop in Berlin, CAMOC will continue to elaborate the process up to the Moscow roundtable. During CAMOC's Annual Meeting in Moscow, a half-day will be reserved for the summative roundtable which will focus on the topic of "Defining the museum of cities in the 21st century" providing a discussion platform for a larger number of museum directors, museum professionals, experts and CAMOC members from around the world.

The format of this round-table and its aims will be defined in due course after Berlin preliminary workshop.

b) The second meeting event is currently under exploration in order to establish its exact framework and model of development (i.e. dates, format of collaboration etc.). However, we can tell in advance that CAMOC opts to **collaborate with Glasgow Life/Glasgow Museums in order to organize a two day workshop on City Museums and Migration** in conjunction with the research Project CAMOC plans to set off this year according to its forward plan (see below and also see Special Project Proposals). A possible date for this interactive workshop is the **end of November 2015**.

## 2) PLANNED/PROPOSED PUBLICATIONS

<p>TITLE</p>	 <p>EDITED BY MARLEN MOULIOU, ERIC SANDWEISS</p> <p>a) In 2015, CAMOC will publish its second <b>e-book</b> entitled <i><b>The City and its Museum</b></i> (see cover page of the book above). The e-book, co-edited by Marlen Mouliou and Eric Sandweiss, is based on a large number of papers (approximately twenty) which were first presented in CAMOC's annual conferences in Vancouver (2012), Rio de Janeiro (2013) and Gothenburg (2014) but further expanded and edited for the needs of the publication.</p> <p>Confirmed contributors are from numerous countries (Denmark, Belgium, The Netherlands, UK, Greece, Portugal, Italy, Bosnia &amp; Herzegovina, USA, Canada, Brazil, Mexico, Namibia, and others). An indicative name list is the following: Jack Lohman, Larry Beasley, Jean-Louis Postula, Graham Black, Marlen Mouliou, Amber N. Wiley, Miriam Paeslack, L. H. A. Garcia, Yani Herreman, Jette Sandahl, Joana Monteiro, Aaron Nambadi &amp; Grace Pujatura, Catherine Cole, Jenena Savic, Nicole van Dijk)</p> <p>b) CAMOC will continue the publication of <b>CAMOCnews</b> (four issues per year). The first issue for 2015 is already edited and will be ready for uploading in the second half of this month. There is a constantly rising interest from contributors from all over the world.</p> <p><u>Editorial team</u>: Marlen Mouliou, Joana Monteiro, Layla Betti, Afsin Altayli, Ian Jones, Eric Sandweiss</p> <p><u>Design</u>: Bingul Gundas</p>
<p>DATE</p>	<p>a) The e-book will be ready in spring 2015  b) <i>CAMOCnews</i> is published in January, April, June and October</p>

PUBLISHING LANGUAGE	a) The e-book will contain articles all written in English. However, its editors opt to include in the volume summaries of all texts in French and Spanish
ELECTRONIC VERSION	YES
EXPECTED NUMBER OF PRINTED COPIES	

### 3) SCHEDULED TRAINING

DATE	NOT APPLICABLE
LOCATION (CITY AND COUNTRY)	
HOST INSTITUTION OR ORGANISATION (if applicable)	
NUMBER OF PARTICIPANTS - ICOM  - NON-ICOM	
PLANNED THEMES	
EXPECTED PARTICIPATION OF OTHER ICOM COMMITTEES	
PROFILE OF THE TRAINERS	

### 4) PLANNED RESEARCH ACTIVITIES

CAMOC's core research topics for 2015 are about **redefining the museum of cities in the 21<sup>st</sup> century** and about the **migration realities in destination cities**. For the former topic, more information was provided above.

For the latter, a Special Project Grant Proposal was submitted in ICOM in mid December and all the details of this research project are explained in that application form.

The project is entitled **Destination:City** and endeavours to be a long-term project that explores cities and (im)migration from the perspective of destination cities. Given that in 2014, 54% of the world's population lives in urban developments, our project aims to collect and record (im)migration experiences from approximately the last 25 years (or one generation), whether rural to urban, from one part of a country to another, or from one country to another.

City museums are places of social engagement and discussion on changing cityscapes. The long-term project will offer a chance to establish a museum-originated platform looking at migration experiences globally through an ongoing research, database generation and interpretation project to be disseminated and shared through a digital/web portal. From this content hub/portal, other by-products may be created in future, such as publications and edu-kits.

### *Its Long-term Objectives*

To become a museum-generated resource about the impact of migration on the history, policies, composition, and heritage of destination cities by:

1. Collecting online stories and objects from communities and individuals as part of cities/communities' narratives.
  - a. Who are these (im)migrants (origin, reason, profiles), and the communities they represent?
  - b. To what extent are their stories represented within the specific cities' narratives and how many stories are still hidden?
  - c. Who decides which stories are told and why?
2. Understanding (im)migration stories in light of different cities' experiences and coping mechanisms (policies, politics)
3. Learning from the experiences of different cities and advocating how arrival cities might improve their experiences by learning from each other what makes more or less welcoming cities. Why they are good and what are they doing right? What can we learn from their good and bad experiences?
4. Mapping our collected (im)migration narratives from departure to arrival, demonstrating routes, dates and types (refugee, worker, etc). As our collected narratives evolve, a picture of human movements within 'our own communities' will start to be formed, which one day may become representative of a slice of the human movements of the last 25 years.

We envisage that the project, if funded, **will benefit ICOM** in many ways for the reasons below.

Migration is an important part of urban histories and a layered subject that touches many points of heritage, legacy and human rights across the world. It is also a theme of global relevance that deserves more space in the museum sector.

Museums of cities and (im)migration museums around the world have collected, interpreted and represented histories of (im)migration for decades, often with a special focus on advocacy. Therefore, they have managed to impact and become relevant within their own communities, and serve as examples to other initiatives around the world.

Discussions around collecting (im)migration stories touch aspects relevant to various ICOM committees, such as contemporary collections (COMCOL), hidden stories, human rights and representation (ICMEMO and ICOFOM), and the heritage of regions (ICR).

CAMOC believes there is an opportunity for a common museum platform about the impact of (im)migration in the history, policies, composition and heritage of cities to be created, bringing together museums and institutions dealing with (im)migration issues and becoming a resource for the global community of professionals and public at large.

It will also allow our partners to stay connected through a common platform, stimulating cross-institutional / cross-organisation collaboration and exchange.

The project is linked to the **2011-2014 ICOM Strategic Plan** in the following ways :

#### Develop Museum and Heritage Expertise:

- Encourage collaboration at a broad region international level through other AO's and NC's.
- Discuss best-practices regarding representation of (im)migrants' stories, therefore enhancing knowledge in the sector

- Be a cross-disciplinary project and resource shared by many museum professionals globally, thus increasing ICOM's membership value and attracting new members globally.
- Develop a digital platform to disseminate relevant museum practice information and experiences, and foster collaboration between ICOM affiliated institutions.

#### Strengthen ICOM's Global Leadership in the Heritage Sector:

- Create a platform which is available as a resource and collaboration tool to all museum community professionals positioning ICOM as a key resource for discussions and best-practices in the field of museums and (im)migration stories.
- Strengthen relationships with UNESCO.

A more detailed description follows here below:

#### **Destination: City Short to medium-term (3 years)**

The aim of this proposal is to set up the basis and platform structure for *Destination: City* as a long-term project through a series of actions over the next three years.

#### Online Platform Content Sections

1. Stories: Migration stories from 6-10 arrival cities, in six world continents, (who, why, how, when, where from, their experiences), representative of locally relevant (im)migrants types and of the cultural imprint they have in the composition and heritage of each city.

Stories will be collected following common guidelines, allowing for future comparison and parallels to be identified. They will be collected and curated in partnership with local museums and community curators preferably from the CAMOC and CAM networks, and told through film, oral history, image registers of collections, personal accounts, and interviews.

Cities: Edmonton and New York (North America); Glasgow and London (Europe); São Paulo and Rio de Janeiro (South America); Johannesburg and Cape Town (Africa); cities to be suggested by CAM in Asia and Oceania

Possible partners identified so far: Mill Woods Living Heritage Project in Edmonton; Tenement Museum in NYC; the Open Museum in Glasgow; the Museu da Imigração in São Paulo; Museu de Favela in Rio; the District Six Museum in Cape Town and the Workers' Museum in Johannesburg.

2. Map: Visual map of our (im)migration stories
3. Resources: Ever-changing cities:
  - Glossary – exploring the project's key terms and concepts
  - (Im)migration experiences, policies and politics of the Arrival Cities discussed through our stories: demographics, human rights and integration policies, cultural impact, urbanization and economics. To be explored through a partnership with (im)migration institutes, cities departments and the United Nations. This will entail one page of data pulled from relevant institutions per city and links to the same institutions complete resources.
  - Publications made available by our partners

#### Outputs

- 2015 – Seminar during CAMOC's Annual Meeting: outline the project's theme, aims and objectives, structure, and criteria; and invite contributors.

- 2016 - Seminar during CAMOC's Annual Meeting: present five sample stories collected from each city and discuss learnings about our destination cities (im)migration experiences, in light of the stories collected thus far.
- 2017 – Online platform launch

#### **5) ACTIVITIES CONCERNING MUSEUM DOCUMENTATION, GENDER EQUALITY, THE PROTECTION OF HERITAGE DURING ARMED CONFLICTS AND THE SUSTAINABLE DEVELOPMENT OF MUSEUMS\***

All actions of CAMOC (conference themes, publications, research endeavours) meet most of the principles introduced by the resolutions 2,4,5 et 6 of the General Conference in Rio de Janeiro.

#### **6) OTHER PLANNED ACTIVITIES**

CAMOC's 10th anniversary will be celebrated in many more different ways as we consider it to be a great landmark in our short history. Apart from the meetings we plan to organize, there are many more thoughts for smaller or bigger activities and events. Here below we provide a brief outline of these ideas:

1. create an anniversary card through a participatory process involving all CAMOC members. A preliminary idea is to create a collage of photos of cities, city museums and wishes for the future of city museums based on contributions by our members
2. set up an annual award to be offered to a museum professional from a developing country who has made a significant contribution to a city museum in his or her country
3. create a visual item on CAMOC's website or a special anniversary edition of *CAMOCnews* about graffiti from cities across the world. Members could be invited to contribute with photos.

\* Actions implementing resolutions 2,4,5 et 6 of the General Conference in Rio de Janeiro (question in the framework of the Monitoring Committee as presented in the Advisory Committee in June 2014)

<http://icom.museum/the-governance/general-assembly/resolutions-adopted-by-icom-general-assemblies-1946-to-date/rio-de-janeiro-2013/>

# APPENDICES

1. 2014 ANNUAL CONFERENCE REPORTS by CAMOC GRANTEES
2. 2015 ANNUAL CONFERENCE ONLINE QUESTIONNAIRE

# Appendix 1

## A. REPORT by Aaron Nambadi (Namibia)

### INDUSTRIAL HERITAGE, SUSTAINABLE DEVELOPMENT, AND THE CITY MUSEUM

#### TABLE OF CONTENT

1. Introduction
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14. Considerations

#### PROGRAMME

##### **WEDNESDAY 6 AUGUST 2014**

##### **10:00 Registration of delegates. Welcoming refreshments.**

11:00 a visit at the Göteborg City Museum – guided tour.

13:00–13:15 Welcoming speech by Thomas Martinsson, Chair of Göteborg cultural department.

13:15 Short introduction by Mats Sjölin, CAMOC's Chair.

13:15–13:45 Keynote speech: *MOTOWNS – Life, death and afterlife of the modern automotive dream*. Anders Houltz, SWEDEN.

13:45–14:15 Presentation by ICOM–Sweden: Stefan Bohman.

14:15–16:30 Session 1 on Theme 1: *The role of cultural heritage—tangible and intangible—in post-industrial urban development*. Chaired by Suay Aksoy, TURKEY.

14:15–14:30 *Nottingham: City of Lace?* Graham Black, UK.

14:30–14:45 *Paper, Wool and Hats: three Portuguese museums in the postindustrial urban development*. Joana Sousa Monteiro, PORTUGAL.

14:45–15:00 *Industrial heritage as the second breath. Modernization and development of the old industrial area – the industrial landscape park “Demidov-park”*. Kuzovkova Margarita, RUSSIAN FEDERATION.

##### **15:00–15:30 Coffee break**

##### **15:30–15:45 Ecological City. Susanne Anna, GERMANY.**

15:45–16:00 *From a public bath to a Temple of the Muses – the new life of the building as Sofia History Museum*. Mariana Marinova, BULGARIA.

16:00–16:30 Discussion

16:30–17:45 Session 2 on Themes 2, 4 and others: *New technologies for documenting and presenting industrial heritage/Interpreting the role of migration in industrial and post-industrial society*. Chaired by Marlen Mouliou, GREECE.



16:30-16:45 *Presenting and Interpreting the Industrial Heritage and Planning of Cities Using the Platform of a Virtual Museum, the Museum of the City.* Chet Orloff & Sarah Newlands, USA.

16:45-17:00 *Destination Tyneside: interpreting the role of migration in industrial and post-industrial society.* Helen White, UK.

17:00-17:15 *The New Local History.* Rainey Tisdale, USA.

17:15-17:45 Discussion

18:00 Welcome to Göteborg at Dickson Palace, Mayor of Göteborg.

THURSDAY 7 AUGUST 2014

9:00-9:45 Keynote speech: *Abandoned places as an instrument for explaining history.* Jan Jörnmark, SWEDEN.

9:45-12:15 Session 3 on Theme 3: *"Museums" across the city: museum experiences beyond the museum walls.* Chaired by Rainey Tisdale, USA.

9:45-10:00 *Interpreting industrial heritage and city museums by means of sociology of memory.* Mattia Gusella, ITALY.

10:00-10:15 *Making a Museum Matter: Windhoek City Museum.* Aaron Nambadi & Grace Pujatura, NAMIBIA.

10:15-10:30 *Company event, museums and the industrial heritage.* AjengAyu Arainikasi, INDONESIA.

10:30-11:00 Coffee break

11:00-11:15 *Re-cycle Italy. New lifecycles for urban landscapes.* Layla Betti, ITALY.

11:15-11:30 *Meatpacking and Garment Manufacturing in Post-industrial Edmonton.* Catherine C. Cole, CANADA.

11:30-11:45 *Making culture count: The role of museum leadership in city revitalization.* Gabrielle Peacock, CANADA.

**11:45-12:15 Discussion**

**12:15-13:15 Lunch break**

**13:15-14:30 Ignite session. Chaired by Chet Orloff, USA.**

1. *Collaboration in intercultural and interreligious dialogue of Russian museums for sustainable development.* Natalia Maslakova, RUSSIAN FEDERATION.

2. *A city museum in a changing world.* Maria Sinitsyna, RUSSIAN FEDERATION.

3. *The object is a matreshka. A model of visitor interpretation process in the city, from the home to the museum.* Patrizia Schettino, ITALY.

4. *Architectural Heritage: Africa golden age.* Christian Nana Tchuisseu, CAMEROON.

5. *Preserve historical buildings as a city museum – New Taipei's Municipal Tamsui Historical Museum as a case study.* Jenny- CHIU, TAIWAN.

6. *Landscape of Cement Industrial Cities – Technoscape as local landmark.* Masaaki Okada, JAPAN.

7. *Saacke attack – long before graffiti came to town.* António Feio & José Luis Tavares, PORTUGAL.

8. *Curating the Global City – beyond museum walls.* Ellie Miles, UK.

14:00-14:30 Discussion

**14:30-16:45 Session 4: Industrial heritage and the Swedish museumscape.** Chaired by Mats Sjölin, SWEDEN.

**14:30-14:45** *To look at both sides of the coin. Gender as a tool when looking at the industrial society.* Marie Björk, SWEDEN.

**14:45-15:00** *The Modern Heritage of Västra Götaland – Moderna Västra Götaland.* Carina Carlsson, SWEDEN.

**15:00-15:15** *The social and cultural dimensions in urban densification. Stockholm Meat Packing District in transition.* Mari Ferring & Eva Dahlström Rittsél, SWEDEN.

**15:15-15:45** Coffee break

**15:45-16:00** *Swedish memorials – in memory of an industrial city – 20<sup>th</sup> century heritage.* Sanja Peter, SWEDEN.  
**16:00-16:15** *The intangible cultural heritage in the industrial areas of Uddevalla.* Christine Fredriksen & Lennart Bornmalm, SWEDEN.  
**16:15-16:45** Discussion  
**18:00-20:00** Sanja Peter will guide delegates in a combined harbour tour and workshop.  
**20:00** Mingle by the sea, Västarvet, Västra Götaland Region.

#### **FRIDAY 8 AUGUST 2014**

**8:30-9:30** CAMOC Board Meeting  
**10:00-10:45** Keynote speech: *Participatory learning.* Lasse Fryk, SWEDEN.  
**10:45-13:00** **Session 5 on Theme 3: “Museums” across the city: museum experiences beyond the museum walls.** Chaired by Catherine C. Cole, CANADA.  
**10:45-11:00** *Sticking Around: re-evaluating migration heritage across the city and through a virtual exhibition.* Jozefien De Bock, BELGIUM.  
**11:00-11:15** *The souvenir shop links: Discovering Porto’s Industrial Heritage.* Jelena Savic, BOSNIA AND HERZEGOVINA/FBAUP & PORTUGAL.  
**11:15-11:45** Coffee break  
**11:45-12:00** *Museum of Yugoslav History beyond the walls: Bikeculture – pedaling through the history of New Belgrade.* Marija Djorgovic, SERBIA.  
**12:00-12:15** *Across the city: hybrid museum-like experiences beyond the museum institution.* Marlen Mouliou, GREECE.  
**12:15-12:30** *Engaging a community through a child.* Yolanda Cool, AUSTRALIA.  
**12:30-12:45** *Making local, learning global.* Nicole van Dijk, THE NETHERLANDS.  
**12:45-13:15** Discussion  
**13:15-14:30** Lunch break  
**14:30-17:30** **Workshop:** Insight Hammarkullen and the north-east district. *Gloria Esteban and Björn Ohlén will guide delegates to Hammarkullen by tram for a workshop. We travel by tram from the city centre to Hammarkullen where Gloria Esteban will tell us about The Hammarkullen Carnival and how it contributed to greater cohesion and positive development. Then we go to Lärjeån Gardens where the local authority and Björn Ohlén from Västra Götaland Region will discuss more about the development in the area and the ideals of a model in sustainable development in a newly initiated project called LAB 190 based on the European Landscape Convention.*

#### **SATURDAY 9 AUGUST 2014**

##### **OPTIONAL POST-CONFERENCE TOURS & WORKSHOP:**

**8:00** Departure from Göteborg.  
**9:00** Arrival at the SAAB Car Museum. Coffee and presentation.  
**10:00** Discussion about the challenges and future plans of the museum.  
*This tour focuses on how to make the transition from a commercial museum to a socially oriented museum, and how to find collaborative models that include commercial, voluntary, and public interests in the operation of a local museum.*  
**11:30** Short tour of the Innovatum Science Centre and the connection with the SAAB Car Museum.  
**12:00** Departure to Simonsland, Borås. Lunch is served on the bus.  
**13:30** Arrival at the Textile Museum and the Textile Fashion Centre, Borås.  
**13:30** Presentations: The textile industry and the Borås area. The ideas behind the Textile Fashion Centre. The Textile Museum and its new identity.

**14:00 Discussion about the challenges and future plans of the Textile Fashion Centre.** *This tour looks at the challenge of making Simonsland a vibrant neighbourhood where tradition and innovation can meet again.*

**15:30 Coffee break**

**16:00 Guided tour of the Textile Museum and the Textile Fashion Centre.**

**17:00 Departure from Borås.**

**18:00 Arrival at Göteborg.**

## **INTRODUCTION**

CAMOC - Museums of Cities, **International Committee for the Collections and Activities of Museums of Cities**

CAMOC is a forum for professionals working in or interested in museums about cities. This Committee allows them to share knowledge and experience, exchange ideas and explore partnerships across international boundaries. CAMOC seeks to stimulate dialogue and co-operation between museums.

The CAMOC conference brought together officials and professionals in the City Museum industry in Goteborg, Sweden. The delegates from all over the World shared ideas on pertinent issues related to City Museums and the challenges in the City Museum industry.

Hosted by the Goteborg City Museum, the CAMOC presented a platform to the new comers and the old to discuss the role of intangible and tangible heritage in urban development, new technologies and industrial heritage, the role of Museums beyond the Museums walls and migrations in the cities and the change of industrial and city landscapes. eums by supporting and encouraging them in the collection, preservation and presentation of original material related to the past, present and future of the city, reinforcing the city's identity and contributing to its development. Activities include regular annual meetings, working groups, publication of proceedings of meetings and newsletters, etc.

## **CONFERENCE ATTENDANTS**

The Conference was attended by participants from countries such as Namibia, Portugal, Russian Federation, Greece, the United States of America, Turkey, Sweden, Germany, the United Kingdom, Italy, Republic of China, Portugal, Cameron, Japan, Belgium, the Netherlands and Australia.



## HOTELS AND ACCOMODATION



Participants were housed in many hotels, backpackers, lodges and bed and breakfast facilities throughout the city, and since the venue was centrally located many walked from these establishments to the Conference venue, the Goteborg City Museums, whilst others and manly those that stayed a bit far from the venue opted for public transport such as: trams, trains and busses.

### **GUIDED TOUR, GOTEBOG CITY MUSEUM**

The guided tour introduced the Conference attendees to the various sections of the Goteborg City Museum, here a brief introduction of the history of the city since 1621, the city Museum was given and the historical role of Goteborg as a city was presented.

The various exhibitions were also looked and discussions were held on the development of these exhibitions. The notable exhibition was the youth and the toddler's (playroom) exhibition that were developed by the Museum, the youth and the toddlers of Goteborg. The other exhibitions introduced, were the traces of mankind 'traces speak' that introduces the history of man from the Stone Age and the archaeological objects from that age, exhibitions on the Vikings, trading in the City, industrial growth.

### **CONFERENCE ORGANISATION**

The Conference was organized by the CAMOC Boards, that comprised by Mats Sjölin, Sweden, (Chair), Maria Ignez Montovani Franco, Brazil (vice chair), Eric Sandweiss, USA (Vice Chair), Marlen Mouliou, Greece (Secretary and Treasurer), Layla Betti, Italy, Joana Sousa Monteiro, Portugal, Irina Smagina, Russian Federation and Rainey Tisdale, USA. The organizing Committee was comprised of Karl Arvidsson, Goteborg City Museum, Bosse Lagerqvist, TICCIH, Marlen Mouliou, CAMOC, Björn Ohlén, Västarvet, Mats Sjölin, and CAMOC. The partners of the Conference included: CAMOC, Goteborg City Museum, Region Västa Götaland/Västarvet, ICOM Sweden and the International Committee for the Conservation of the Industrial Heritage (TICCIH)

## THE VENUE



The venue of the 2014 CAMOC Conference was the Goteborg City Museum, the Göteborg City Museum is located in the city centre of Gothenburg, western Sweden. It is located in the 18th-century East India House, originally built as the Swedish East India Company offices. The city museum was established in 1861. The City Museum is a cultural history museum. It displays Gothenburg and West Sweden's history, from the Viking Age to the present day. There is a permanent exhibition about the Swedish East India Company. The museum is also used as a public forum for the Gothenburg Town Planners to display new ideas and visions of the city for the citizens.

## REGISTRATION

Since many of the Conference participants arrived a few days before the conference, a registration table was set up at the entrance of the Auditorium and it was done on the first day of the conference and was mainly facilitated by officials from the Goteborg City Museum and Mats Sjölin, the CAMOC Chairperson overlooked the entire registration process. Upon registration and

verification of payment, the participants received Conference materials, which included a bag, reading material, the programme and a pen.

### **SPEAKERS**

The CAMOC Conference organisers from various disciplines and professions to address the conference attendees, these included a welcoming speech by Thomas Martinsson, the Chairperson of Göteborg, Cultural Department, Mats Sjölin, from CAMOC Sweden, Prof. Anders Houltz from Sweden, who gave a paper presentation entitled *MOTOWNS –life, death and afterlife of the modern automotive dream*, Stefan Bohman, Jan Jörnmark who gave a presentation entitled: *Abandoned places as an instrument for explaining history* and Lasse Fryk who presented a paper entitled “Participatory learning”.

### **WELCOMING RECEPTION**

On the 6<sup>th</sup> August 2014, a welcoming reception for the conference delegates was hosted at the Dickson Palace, by Mrs Lena Malm, the Mayor of Göteborg.



**Figure 1 Reception**



**Figure 2 Reception**

### **GRANTS**

Four grants were awarded to grantees in most cases young professionals from various countries and selection was done by the board. The grantees were informed on time and money was either dis-imberseed prior the conference or at the Conference.

### **CONFERENCE THEMES**

The Conference organiser organized the Conference Programme under four themes:

1. “Museums” across the city: museum experiences beyond the museum walls. Does the city museum of the future have to look like the one of the past? Where else can we benefit from “museum-like” experiences?
2. Interpreting the role of migration in industrial and post-industrial society. In the past, as in our own time, cities have been sites of regional and global movement. How do we understand and represent the changing patterns of migration that have shaped cities from the industrial era to today?
3. The role of cultural heritage— tangible and intangible—in post-industrial urban development. How can cities build upon past traditions to shape a sustainable future after their traditional economic base has declined?
4. New technologies for documenting and presenting industrial heritage. Technological innovation drove our industrial past. Can we also harness it today to offer us new ways of understanding that past?



Figure 3 Grace Pujatura and Aaron Nambadi, City of Windhoek Museum

## **VISAS**

The organizing Committee informed the applicants to apply for the individual VISAS from their countries and their supported the application with the invitation letters.

## **THE CONFERENCE WORKSHOP**

### **INSIGHT HAMMARKULLEN AND THE NORTH–EAST DISTRICT**

The suburbs in north-east of Göteborg was mainly built during the 1960s and 70s as satellite cities within the so-called Million Plan, where in 10 years a million new homes were built up in Sweden. The large scale buildings helped to solve an acute housing crisis but were also criticized for being poorly constructed and lacking in important social functions. The north-east area was in that time part of a large-scale planning of Göteborg region which was just partly implemented. Since the areas were built up the structure of population has changed. Today there are many different nationalities in the north-eastern districts—something that is often described as an asset to the city. Meanwhile, unemployment is higher than the average of Göteborg and areas in need of refurbishment.

An asset in the north-east districts is the nearness to the countryside. Just a few hundred meters from the houses is arable land and large natural areas. Northeast Göteborg is also the area in Sweden with the highest proportion agronomist educated residents. Can these resources be an advantage for the northeastern districts in creating environments for sustainable urban development? To strengthen the positive forces and develop the north-eastern district the public authority must work together with the local involvement and the civil society. But the dialogue and cooperation must be real, not on unequal terms, and it must lead to real development in order not to create distrust and disinterest from the residents. What is the role of the public authority in such a process and how can the civil society take an important part in the planning?

## **CONSIDERATIONS**

1. The workshop was well structured and discussions very helpful and informative
2. The outcome of the CAMOC Board was well articulated and created an understanding of where CAMOC was heading in terms of its plans.



3. The guided tour and workshop by the sea, Västarevet, Västra Region Götaland Region was slightly long and tiring, especially taking into consideration that the participants spent the entire day attending the conference.
4. The Central location of the venue enabled participants to walk and see the City before and after the conference.
5. The Four themes contributed to clearer understanding of Museums work in various parts of the World and also served as a learning experience for first time Conference attendants
6. The City Tour was informative and the guide was excellent and interesting\

## **B. REPORT by Jelena Savić Bosnia and Herzegovina**

### **01 Introduction**

CAMOC, the ICOM's Committee for the Museums of Cities, held its annual conference during the first days of August in Sweden. The host was the Gothenburg City Museum. The City Museum is telling the story of Gothenburg, not only through the exhibitions, but also through its very appearance – its home is one of the most important historical buildings there.

This year's topic was a very intriguing one – industrial heritage and the role of museums in context of its sustainability (including, of course, its cultural aspect). CAMOC experts came from around the world, and the host country was the right place to find inspiring, state-of-the-art examples of what can be done in this area.

I took part in the conference thanks to the CAMOC's grant and benefited from it greatly. I reunited with the CAMOC friends I met at the ICOM Rio general conference in Brazil last year and made many new contacts and friendships. It was a privilege to learn from the leading Swedish experts in industrial heritage and to discover how they turn projects and ideas into reality. It was interesting to find out how museums around the world work beyond museum walls and how both experts and non-experts create numerous innovative, museum-like experiences everywhere, from Greece and Belgium to Japan or Australia. It was rewarding to share my own research findings and external views to the industrial heritage of Porto, and to find out it was inspiring to others, too!

### **02 The most memorable moments**

The conference days were intense, but organized in an excellent manner. A balance was set between the work in the conference hall and experiencing the city and its industrial heritage.

Out of many precious moments, here I will share a few I found the most memorable, in chronological order:

- **Paper, wool and hats.** The inspiring presentation on industrial heritage of Santa Maria da Feira, São João da Madeira and Covilhã in Portugal by Joana Monteiro showed how industries crucial for the development of those Portuguese communities remained essential in their post-industrial present thanks to the active role of new museums. It also evoked memories from my own recent visit to one of the cities.
- **Abandoned Places.** Jan Jörnmark started to research abandoned locations accidentally. He ended up publishing several books of powerful and poetic photographs. I have browsed through one of his books in Swedish: despite not speaking the language, the message was perfectly clear.
- **The Ignite session and SAACKE.** The Ignite session, organized by professor Chet Orloff, was a set of short and exciting presentations that introduced new dynamics to the conference. My dear colleagues Zé Luis Tavares and António Feio from Portugal were represented at this session through a video. As SAACKE group, they also research abandoned places, perhaps as long as Jan Jörnmark, and their work is at least as philosophical and poetic as Jörnmark's. I hope that, soon, their findings will reach broader public.
- **The Skateboard Guy.** Professor Lasse Fryk used his son's skateboard as a metaphor for the learning process: true learning is only possible through experiment, practice and being open to contemporary challenges.



**Image 1.** The speech of professor Fryk

- **The textile museum in Borås.** Opened this May, as a result of a joint effort of the university, the municipality and private investors, it gathers creative forces related to textile. An abandoned factory has been converted into a multi-purpose center, bursting with colour and inspiration. My favourite part (every girl's favourite, I guess): a giant walk-in closet full of historical and contemporary clothes, shoes and accessories, where it is possible and desirable to try everything on!



**Image 2.** A detail from the Textile museum

- **Creative initiatives related to heritage in Athens.** They were explored, personally experienced, systemized and presented by Marlen Mouliou. The memorable and immersive approach used in interpreting the history and the atmosphere of a neighbourhood in Athens in the Soundscapes/Landscapes project was especially intriguing for me and I will be investigating it further.

There is a common thread in all the diverse experiences presented: focusing not only on the physical fabric but also pointing out the soul, the intangible component of industrial heritage, as crucial ingredient of its contemporary life.

### **03 Conference benefits**

Concluding this brief report, I would like to point out multiple benefits that participation in this conference brought me:

- **friendships, contacts and cooperation**

The most rewarding outcome of the conference participation were the friendships and contacts I established with colleagues from around the world who share interest and passion for exploration of cities. Upon invitation of professor Chet Orloff, I will make a contribution to the Virtual Museum of the Cities in the near future.

- **lessons learned and shared**

I intend to share the knowledge exchanged and lessons learned at the conference for the benefit of industrial heritage of my own country. I have already prepared a brief paper with recommendations

for reuse of our former industrial facilities for the BrownInfo 2014 conference, that will be held this November in Banjaluka, Bosnia and Herzegovina. I will also report on the CAMOC's annual meeting in the ICOM BiH e-journal for 2014.

- **getting to know a new country**

Participation at the CAMOC's conference was also an opportunity for me to visit Sweden, where I haven't been before, and to get to know its second-largest city.



**Image 3.** At a walk through Gothenburg

- **verifying my own current work**

At the conference, I have presented some aspects of my current project related to contemporary life of cultural heritage. Since the project is at its beginning, this was a very important opportunity to present it to public and get valuable feedback for future development of the research work.

### **C. REPORT by Marija Djorgovic (Serbia)**

The best way to see what impressed you the most about the conference that you attended, and also what made the biggest impact is simply to take a break and just let everything settle down. Don't take any notes, don't write any impressions. Just wait and see what will remain as a durable impression in the days after, days filled with new everyday content and information that we are constantly exposed to.

In this short report I'll be talking about those "survivors" that stuck with me almost a month and a half after the conference: unusual presentations - interesting and innovative ways of presenting ideas and projects; variety of interpretive models in presentation of Cities cultural heritage; guided tours through the City Museum of Gothenburg and Gothenburg itself; cleverly presented ideas or new interesting ways to tell an old story.

Our perception is selective. The things that we notice and find relevant are determined foremost by our interests, our experience and background. Although the "*Museums across the city*" session was somewhat off center in regards to the rest of the conference programme, it is only natural that it drew the most of my attention since that was the theme I was most interested in. Traveling from Namibia and Canada all the way to Greece and Italy, the attendants of the Conference had the chance to find out about *museum experiences beyond the museum walls* – from walking and bicycle tours to virtual exhibitions. Among other things, we had an opportunity to hear interesting things about how groups of citizens are dealing with urban memory and heritage using social media in Athens, why souvenir shops in Porto can be seen as "museums across the city" and what kind of community platforms and participative strategy are used in Windhoek, the capital of Namibia.

Even when we hear some things that are familiar and well known, it is always nice when someone, using few good examples, gives an overview of global tendencies in museum theory and practice. During her presentation, Rainey Tisdale reminded us about how we are moving from old to new, more precisely: 1) from passive assumption to active participation; 2) from inside of museum to outside on the streets; 3) from fixed and permanent to mobile and flexible; 4) from town center to neighborhoods; 4) from official and formal to personal, informal and emotional history and collecting.

It was also really inspiring to hear a story about three Portuguese museums (paper, wool and hat) that have an active role in the postindustrial urban development and about the Ecological City of Dusseldorf that sounds like a great idea, but from my perspective - Museum as an active participant in city planning process – seems like utopia.

The city of Gothenburg was revealed to me through two guided tours – really enjoyable Sanja Peter's harbor tour and guided tour through the Museum during which we've heard in a very leveled and easy-going manner both about the history of the city and the City museum of Gothenburg.

Unusual presentations are something that I always notice and appreciate. For me it means that someone gave an extra effort to get and hold people's attention. During our CAMOC Conference we had a lot of unusual things - from singing to skateboarding. But the thing that made the biggest impact on me was the Ignite session with its motto "“Enlighten us, but make it quick!”". It is a

special format of presentation in which the participants have just 5 minutes to explain their ideas and projects.

The session Moderator was very punctual and allowed no extra time - as soon as the clock rang he was quick to dismiss the presenter. This was a whole new experience for me and I was really surprised how my feelings were ambivalent during the session. Was it brutal or brilliant? After the presentations someone from the audience made a point – while we were all wondering is it cruel or not, it made us think about the museum experience itself. Just like in this session, we have to make our thoughts and messages simple and concise so that visitors, running from one place to another, could have a clear idea about what we wanted to convey and get a better insight about the things that we've been researching for such a long time. You have to be interesting but also comprehensible to make it work.

## **B. REPORT by Layla Betti (Italy)**

From the 6<sup>th</sup> to the 9<sup>th</sup> of August I could attend my third CAMOC annual conference in Gothenburg, Sweden. The topic of this year's conference was industrial heritage, a quite interesting and a very present one. The week has been very intense and fruitful and we started the sessions with three great keynotes, by Anders Houltz, Jan Jörnmark and Lasse Fryk.

Anders Houltz conducted us into a travel around great motowns in the world, a trip that left from Detroit to all around the industrialized Europe, carrying all the audience into the heart of the conference. I personally was fascinated by the way he showed us connections between history, industrialization, entrepreneurs' ideas and dreams.

Jan Jörnmark gave us a panorama of his photo research about abandoned places in Sweden: this research started years ago and he published many books about the topic. It was such an interesting project that it could be much more appealing for us if he showed some more pictures during his speech.

Lasse Fryk had an interesting keynote about participation and museums and about the ability of cultural operators to involve people into activities. This last keynote helped us to go back with the reflection to participation, another topic that is an evergreen for all the people who are dealing with culture and museums.

This three days conference was like traveling around the world in a snapshot, as we got the opportunity to listen to so many presentations coming from many different countries. As always happens, the annual conference is a way to see how the world is facing with the same topics and it is really interesting to see that many times, beside museums, private groups of people and artists are carrying on the way to preserve and love their heritage.

During the conference time we had the opportunity to see the district of Hammarkullen. Born as a workers' district in the north east of the region, Hammarkullen became a place of social cohabitation of immigrant people coming from all over the world. This place, that was longer considered as not sure for Swedish people, is a real example of cohabitation. Several years ago the inhabitants created a carnival where every group of people is showing typical dances and typical costumes from their countries. Then, the associations system created so many small groups which are taking up by sport and dance. This great effort and this tangible enthusiasm allowed Hammarkullen to become a very creative place. During the visit I was comparing in my mind Hammarkullen with some of our Italian workers' districts in some big city's periphery, wondering we had something like that in my country.

Then the last day we had our post-conference tour. Unfortunately, we weren't so many people that day. This is a pity, as the tour has been quite interesting. First of all we visited the SAAB Car Museum in Trollättan. This is a brand new museum, born after the closure of the factory, when the inhabitants of the city started to move out looking for a new work. So now the SAAB Car Museum, which has a great potential not only on history of the SAAB car but even on design and everydaylife, is next to the Innovatum, a science center and museum which is very amusing not only for children.

After a nice trip on a cable car, we took our bus and moved to Borås. There we visited the beautiful Textile Museum. This museum is the result of a common dream of different actors like the municipality, some private investors and the university. It is located in an old textile industry that has been bought from a private company that decided to build there a textile school, not to loose the real identity of the whole area. Then, the Textile Museum of Borås moved there and this huge building started becoming a vibrant place that contains school, museum, ateliers and shops and where science and innovation meet tradition.

It was my first time in Sweden and I must say that I really enjoyed this conference and this week for many different reasons. First of all, because it is a good way to see how many countries are dealing with the same topics. Then, it is a good opportunity to meet professionists from all over the world. This year we could hear from a brand new museum in Namibia, Africa. The colleagues there were presenting their projects and I learnt so much from them about establishing a new city museum. I think this speech has been a good opportunity for the all of us to reflect once again on what a city museum is. Finally, not less important, as always a CAMOC conference is the best way to connect with new people and to meet friends. We all are connected through the net during the year, but the annual conference gives always us the chance to refresh our friendships and create some new.

# Appendix 2

## ONLINE QUESTIONNAIRE FOR THE EVALUATION OF CAMOC 2015 ANNUAL CONFERENCE

(accessible at <https://docs.google.com/forms/d/1TM6ghE11U-fVZ5iCmuX5Z2CyGwXvdqSfx9MyGI1phfQ/edit?c=0&w=1>)

**1. How did you hear about the conference?** (Website, email communication, ICOM-L, word of mouth, etc.)

**2. How satisfying were the presentations and adjunct activities** (on a scale of 1-5 where 1 is disappointing and 5 is excellent):

Keynote speaker 1: Anders Houltz (on MOTOWNS-Life, death and afterlife of the modern automotive dream)

1 2 3 4 5

Keynote speaker 2: Jan Jornmark (on Abandoned places as an instrument for explaining history)

1 2 3 4 5

Keynote speaker 3: Lasse Fryk (on Participatory learning)

1 2 3 4 5

Session 1 on Theme 1: presentations by G. Black, J. Sousa Monteiro, S. Anna, M. Marinova

1 2 3 4 5

Session 2 on Theme 2, 4: presentations by C. Orloff & S. Newlands, H. White, R. Tisdale

1 2 3 4 5

Session 3 on Theme 3: presentations by M. Gusella, A. Nambadi & G. Pujatura, L. Betti, C. Cole, G. Peacock

1 2 3 4 5

Session 4 - Swedish speakers: presentations by M. Bjork, C. Carlsson, M Ferring & E. Dahlstrom Rittsel, C. Fredriksen & L. Bornmalm

1 2 3 4 5

Session 5 on Theme 3: presentations by J. de Bock, J. Savic, M. Djorgovic, M. Mouliou, Y. Cool, N. van Dijk

1 2 3 4 5

Ignite session: presentations by N. Maslakova, P. Zhurakovskaya, P. Schettino, C. Nana Tchuisseu, J. Chiu, M. Okada, A. Feio & J. L. Tavares, E. Miles

1 2 3 4 5

Any comments or suggestions on the papers presented?

**3. How satisfying were the choice of conference venues, museum visits, outings and receptions** (on a scale of 1-5 where 1 is disappointing and 5 is excellent):

i) City Museum of Gothenburg

1 2 3 4 5

ii) Reception at Dickson Palace

1 2 3 4 5

iii) Harbor tour by Sanja Peter

1 2 3 4 5

iv) Workshop: Insight Hammarkullen and the North-East district

1 2 3 4 5



v) SAAB Car Museum & Innovatum Science Centre

1 2 3 4 5

vi) Textile Museum and Textile Fashion Centre at Borås

1 2 3 4 5

Any general comments or suggestions?

**4. How satisfying were the following aspects of the conference** (on a scale of 1-5 where 1 is disappointing and 5 is excellent):

i) Programme structure: no. of papers, Q&A

1 2 3 4 5

ii) Creativity in themes

1 2 3 4 5

iii) Creativity in site visits

1 2 3 4 5

iv) Professional value of the conference

1 2 3 4 5

v) Level of adherence to the time schedule

1 2 3 4 5

Any general comments or suggestions?

**5. Overall Feedback** (on a scale of 1-5 where 1 is disappointing and 5 is excellent):

i) Quality and content of the general conference kit

1 2 3 4 5

ii) Conference fee (good value for money)

1 2 3 4 5

iii) Food & drinks

1 2 3 4 5

iv) Quality of material provided from CAMOC (programme, abstracts)

1 2 3 4 5

v) Quality of CAMOC specific planning and organization

1 2 3 4 5

vi) Communication with CAMOC conference organizers (i.e. CAMOC Chair & Secretary)

1 2 3 4 5

vii) Communication with CAMOC conference organizers (i.e. online registration platform)

1 2 3 4 5

Any comments or suggestions

**6. What was the biggest factor for you in deciding to attend this year's CAMOC Conference?** (on a scale of 1-5 where 1 is disappointing and 5 is excellent):

i) Conference theme & sessions topics

1 2 3 4 5

ii) Good keynote speakers

1 2 3 4 5

iii) Reasonable fee

1 2 3 4 5

iv) Appealing location

1 2 3 4 5

v) Participating in a session

1 2 3 4 5

vi) I am a CAMOC member and try to attend our annual meetings

1 2 3 4 5

vii) Ease of travel to the destination of the conference

1 2 3 4 5

Any comments or suggestions?

**7. What new ideas did CAMOC conference generate for you?**

**8. Are you a CAMOC member?**

\* Yes

\* No

**8a. If you are not a CAMOC member, would you consider joining the Committee?**

\* Yes

\* No

**9. How many/which CAMOC conferences have you attended? Please tell year and venue.**

**10. What would encourage you to attend future conferences or other CAMOC meetings?**

**11. What are your views on how we can develop CAMOC's future meetings regarding the following choices?**

i) Type of meeting (conference papers, workshops, round table discussions, ignites, site specific visits, museum visits, other)?

ii) Possible themes?

iii) Project specific meetings, related to new or ongoing projects?

iii) Duration?

iv) Duration?

v) Other comments or suggestions?

**PERSONAL INFORMATION**

NAME (optional)

COUNTRY

CONTACT DETAILS (optional)