



## **COVID 19 IMPACTS AND CONSEQUENCES ON SPORTS MUSEUMS**



### **ABOUT ICMAH'S INITIATIVE**

ICMAH being inclusive of the largest theme in museums will try to gather this highly few discussed subject all around the world and open a way of communicating about sports in the history and archaeology museums and collections. For this purpose since 2017, ICMAH has a "working group" on sports museums and sports heritage.

Since time, ICMAH organized 4 workshops. The first one was on April 21, 2017 in the National Sport Museum, Nice, France. The second one was on October, 2017 in Baku, Azerbaijan and the third was on October 2018, in the Besiktas Club Museum, in Istanbul, Turkey. The last was an online programme due to pandemic on December, 2020 in collaboration with ICOM Colombia. The programmes and reports of these workshops are available on ICMAH web site.

Our aim is to establish a network between museums which have sports heritage collections and which are directly or indirectly related with sports theme. We also want to make in evidence all sports, sportive activities via collections and social practices and to take attention on this subject.

During 2021, our working group on sports museums will continue to organize workshops specific to the subject.

We are pleased to invite you to our zoom webinar in English, French and Spanish (simultaneous translation is available) on April 22, 2021.

**Burçak Madran**

*ICMAH Chair*

## **ABOUT THE WORKSHOP**

March 2020; everything stops !

Our World launched like a Formula 1 in a mad race where no one could find the brake pedal. This gigantic machine was suddenly stopped, net...

All administrations, institutions, cultural structures, museums have adapted their work to the situation differently; telework, in distanced presence, video meetings, audio meetings ... This showed and still shows the adaptability despite the uncertainty and fragility of the convictions including loneliness, isolation, solidarity. The health situation is worrying and very changing; there is unfortunately any visibility for the future. Yet COVID 19 has also changed the cultural practices.

This crisis was also an opportunity to develop new skills, new definitions. Standards are changed, the space and time perceptions too. New and numerous protocols have been established. Many devices have been designed to ensure that museums remain a safe place, both for visitors and staff, but also for them to stay in virtual contact with their audiences via World Wide Web and digital networks.

Closed to the public, exhibitions have been cancelled or postponed, admissions have decreased, and many professional services have been weakened. This was only the beginning.

At the same time, when the matches and sport events are postponed or are held behind closed doors, what about the collection of objects and oral testimony? How have museums tried to keep in touch with their audiences? How did they re-invent themselves?

So many questions that this round table will try to answer!

**Marie Grasse**

*Sports Museums Working Group Coordinator*

## PROGRAMME

**Zoom Webinar on Thursday, April 22  
2 PM, (Paris +1 GTM)**

### OPENING SPEECH

14.00 – 14.15

Opening Speech by **Burçak Madran**, *Chair of ICMAH*

### PRESENTATION OF THEME

14.15 – 14.30

Presentation of the workshop by **Marie Grasse**, *Moderator*

### PRESENTATIONS

14.30 – 14.45

**BESIKTAS JK CLUB MUSEUM - Canan Cürgen** (Turquie)  
*A Ghost Wanders Over Beşiktaş JK Sports Museum*

14.45 – 15.00

**SPORTS MUSEUM OF FINLAND – Riitta Forsman** (Finland)  
*The Covid-19 and its impacts to the Sports Museum of Finland*

15.00 – 15.15

**FC PORTO MUSEUM - Mafalda Magalhães** (Portugal)  
*Sports Tourism – The FC Porto Museum Case*

15.15 – 15.30

**MUSEU BENFICA – COSME DAMIÃO - Inês Mata** (Portugal)  
*#MuseuBenficaEmCasa*

15.30 – 15.45

**SLOVENIAN SPORTS MUSEUM – Aleš Šafarič** (Slovenia)  
*Impact of Covid-19 on Slovenian Sports Museum*

15.45 – 16.00

**FOOTBALL MUSEUM – Diana Silva** (Brazil)  
*Accessibility and inclusion in the Football Museum during the pandemic*

16.00 – 16.15

**MANCHESTER UNITED MUSEUM – Eleanor Whitehead** (United Kingdom)  
*Changing how we play the game : How the Manchester United Museum responded to Covid-19.*

16.15 – 16.30

**INTERNACIONAL SPORT CLUB MUSEUM – RUY TEDESCO - Vanessa Leão** (Brazil)

*The impacts of COVID-19 on the Inter Museum: The challenge of reinventing educational work*

16.30 – 16.45

**SPANISH SPORTS MUSEUM – Alfonso Noain** (Spain)

*Spanish Sports Museum during Covid*

16.45 – 17.00

**PONTIFICAL CATHOLIC UNIVERSITY OF RIO GRANDE DO SUL (PUCRS) - Luis Henrique Rolim** (Brazil)

*The football patrimonialization in Instagram: analysis of Brazilian football clubs' profiles during the pandemic*

17.00 – 17.15

**SAN FRANCISCO 49ERS MUSEUM – Jesse Lovejoy** (United-States)

*49ers Museum Digital Initiatives in Response to COVID-19 Closure*