



ICOM **ICMAH** Annual Conference

" The Future of History and Archaeology Museums"

Changing Narratives

An international conference commemorating

The 60th Anniversary of the research of Earthen Fortification in Pungnap-dong

Date: November 20-22, 2024

Venue: Seoul, South Korea

• INTRODUCTION

Considering archaeology as a supplementary field, history museums are among the original categories of museums. History museums are the primary locations for narratives of regions, cities, nations, and communities, with a comprehensive theme spanning from the most ancient times to the recent past. History and archaeology museums have always been the voice of the past, mostly because of their extensive collections that originate from various locations. Museums that use their collections and occasionally their websites to interpret the past also update their narratives over time. Storytelling is a typical interpretive framework used by museums to communicate the meanings inherent in artifacts through the use of audiovisual tools.

Since its founding, the annual conferences of ICOM ICMAH have addressed various perspectives on historical and archaeological collections and museums in different countries of the world. Thanks to its host museum, the Baekje Museum in Seoul, ICMAH, which consistently produces material in an apparently conventional field of museums, is looking to the future once again. As the city celebrates the 60th anniversary of the discovery of fortifications in Pungnap-dong, the timing and title of the conference hold great significance. This match will allow us to talk about historical places and fortifications in addition to museums and collections.

The debates that follow will center on both traditional and contemporary narratives that are derived from the tangible evidence as well as innovative missions and visions that will revitalize museums dedicated to history and archaeology, which will be debated during the conference session under the following themes.





THE FUTURE OF HISTORY AND ARCHAEOLOGY MUSEUMS

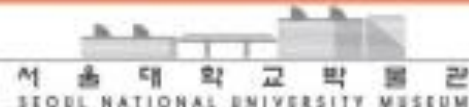
Changing narratives

Seoul, South Korea
November 20-22, 2024

*The international conference commemorating the 60th anniversary of the
Earthen Fortification in Pungnab-dong*



SEOUL METROPOLITAN
GOVERNMENT



서울대학교박물관
SEOUL NATIONAL UNIVERSITY MUSEUM

Contact: secretary.icmah@icom.museum
<https://icmah.mini.icom.museum/>



- **THEMES**

- o **1st THEME: PLACES OF POWER**

The session will reveal the museums of history and archaeology as places of power. The fundamental themes of the presentations are the social uses, the historical narratives that are established and recreated over time, and the various ways in which conceptions change. They serve as educational spaces that enhance critical thinking and researching. In addition, visualize the long-term evaluations of museum experiences, information provided, and exhibition designs would vary over time in with regard to historical and contemporary trends. Cases will be shown that highlight the turning points in the stories.

- o **2nd THEME: SPECIAL COMMEMORATION**

This special session signifies ICMAH, Baekje Museum, Seoul Metropolitan Government and Seoul National University Museum collaboration. This special session will be about the Conservation and utilization of Baekje's Early Royal Capital Heritage: Earthen Fortification in Pungnap-dong, which will be presented by local specialists and researchers.

- o **3rd THEME: DIGITALIZATION TRENDS**

Digitalization in museums is one of the most important concerns nowadays. This session will discuss digital exhibition techniques that serve for better communication and how it transforms the narratives of the history and archaeology museums. How the digital techniques are used in exhibitions? How do they reshape the educational and research experiences? Different uses and recent applications are welcome.

- o **4th THEME: RESEARCH VERSUS EDUCATION**

Does your museum prioritize collection-related research or is it open to learning about other populations? How well do education and research coexist? We will talk about the cohabitation of two crucial roles that museums play in this session. How are these roles mutually reinforcing? What are the conventional methods and outlooks for the future? Following historical and archeological sites and collections are research and teaching initiatives. (Interactivity: workshops, stories, etc.).





EXCLUSIVE WEBINAR 2024

Sports in Museums

Digitalization trends in Sports museums

Baekje Museum, Seoul, Korea – hybrid format
November 22, 2024

Contact

Secretary.icmah@icom.museum

information

<https://icmah.icom.museum/>





PROGRAM

10 :00 – Burçak Madran

10 :05 – Marie Grasse

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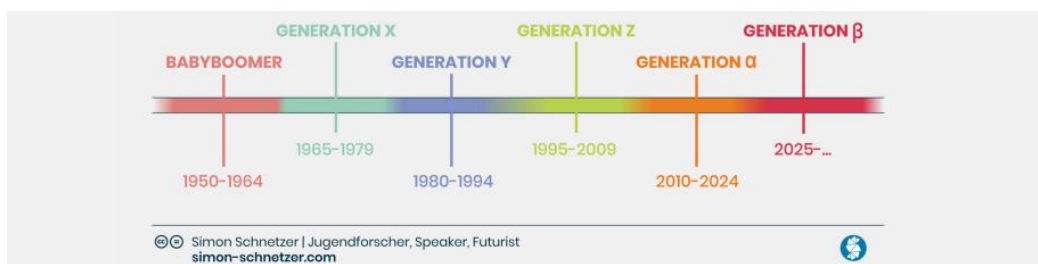
10 :10 – Presentations

- **Marie Grasse:** Director and curator of the National Sports Museum, France

Title : Digital and active design for new types of visit

In an era where digital technology is transforming daily life, museums must adapt to the evolving expectations of younger generations. This paper explores the integration of digital and active design to create new types of museum visits. The Musée National du Sport in Nice serves as a case study, having embraced an innovative approach to enhance visitor engagement through immersive, emotion-driven experiences and interactive mediation. Key strategies include the implementation of "Active Design," a concept that encourages physical interaction with museum spaces, both inside and outside, reshaping the visitor's journey. Through multimedia updates, spatial reorganization, and thematic challenges, the museum offers a dynamic alternative to traditional visits, fostering positive emotions and multisensory learning. This shift not only meets the demands of Generation Y and Z but also positions the museum as a forward-thinking institution that emphasizes well-being, creativity, and active participation.

In a constantly evolving world, our needs and expectations are changing, and these expectations are evolving even more rapidly as new information technologies transform many aspects of our daily lives. Over the past century, leisure consumption has shifted from simply fulfilling physiological needs to becoming a true lifestyle. This is why the ability of museums to adapt to the new expectations of younger generations is crucial.





The so-called "Internet generation" (born between 1975 and 1985), now in their 40s and 50s, is the first to experience a crisis of conscience. They need to "find their footing" and seek security. At the same time, this generation is in pursuit of pleasure, leisure, and relaxation. Generally speaking, the "Internet generation" distances itself from established institutions, and the vast array of consumption options available allows them to create the missing sense of belonging. They seek social connections through consumption, a way to share experiences.

According to recent studies, the following generations, Y and Z, which come after the Internet generation, now make up more than 41% of the world's population. Generation Y, also known as Millennials, includes individuals born between 1990 and 1995, now in their 30s and 35s. Exposed to the rise of digital technology and the Internet, digital tools are among the primary means used by this generation to communicate and work, thereby influencing their development and behaviors. Highly dependent on technology, their worldview is significantly impacted by it. Generations Y and Z are characterized by an affinity for multitasking and doing several things simultaneously. This innate ability comes from the constant accessibility of information, where instant responses have become the norm. This over-stimulation of the brain leads to greater flexibility.

Generation Z, also known as Gen Z, comprises individuals born after 1995 up to the 2010s, making them under 30 years old. They have grown up similarly but with the omnipresence of social media and smartphones. As a result, they differ by seeing themselves as global citizens rather than belonging to a single country or model¹. They value self-learning and view school as just one channel among many others. This generation is perceived as curious and adventurous².

Following COVID-19, the newer generations are increasingly aware of issues related to well-being: stress, lack of motivation, disengagement, etc. Furthermore, 53% of young people reported after the COVID-19 crisis that they are seeking creativity, innovation, autonomy, meaning, and the development of their skills. Their expectations are much higher than those of previous generations. They also pay particular attention to the services and facilities offered by institutions, such as dining options (62% are in favor), interactive activities (62%), relaxation spaces (63%), and so on.

After studying the typology of its audience and their visitation habits in Nice, the Musée National du Sport was able to define several objectives to improve its overall attractiveness:

- Adapt and enhance the existing multimedia devices: renew the content of the devices in light of current sports events and the theme of "The Benefits of Sports."
- Enrich the space with an experiential journey focused on the sensations associated with the benefits of sports, involving a spatial reorganization of the exhibition rooms.
- Complete and enhance the outdoor signage with an "active design" along the route leading to the museum and on the building's exterior windows.
- Complement the indoor signage by creating thematic floor graphics related to the theme.

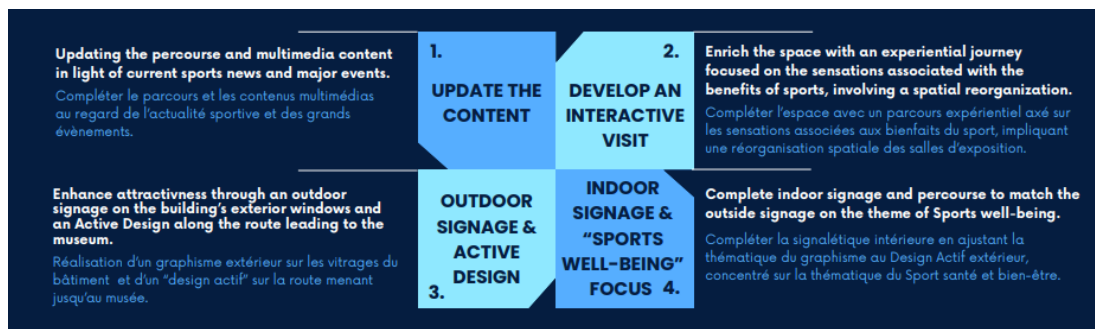
¹ Casoinic, D. (2016). « Les comportements des générations Y et Z à l'école et en entreprise ». *Economie et Management*, n°160, pp.29-36. <https://cdn.reseau-canope.fr/archivage/valid/N-8646-12502.pdf>

² BNP Paribas and The Boston Project. (2015). *La grande invaZion*. <https://cdn-actus.bnpparibas.com/files/upload/2015/01/20/docs/lagrandeinvazionbnppptbp.pdf>





These objectives allowed for the prioritization of actions to improve the existing journey based on identified needs, enrich the mediation of the collections' journey in small ways, and, most importantly, enhance the museum's image.



In 2021, the Musée National du Sport received a complement to the annual budget in order to update and enhance the content and presentation of the museum to the target audience, which is predominantly young. The main objectives of this update focused primarily on creating a new visitor experience centered around emotions and interactive, dynamic mediation. The internal spatial reorganization of the institution allowed for the development of a journey and rooms dedicated to the visitor's experience through emotions and sensations, helping them to better understand the issues presented.



In 2023, in the context of the Paris Olympic Games, the French government launched a national program called "La Grande Cause Nationale" to promote the benefits of sports in daily life. The Musée National du Sport in Nice was asked to work on an "Active Design" around the stadium to attract and engage visitors before and during their visit.



The term "active design" refers to a graphic display on the ground that aims to encourage visitors to physically interact with their surroundings. Beyond its aesthetic function, which playfully signals the museum's entrance, its goal is to actively engage those who pass through or observe it, encouraging them to take ownership of the space, follow directions, or move in a particular direction.





At the Musée National du Sport, this design is used both outdoors and inside the permanent exhibition to encourage visitors to engage with sports through movement or interaction, creating an immersive and playful experience. Outside, this active design acts as signage to guide visitors toward the museum's entrance, creating a sort of visual dialogue between them and the public space. The choice of an athletics track extending to the museum's entrance and into the main hall invites visitors to engage in a sporting gesture. The active path is punctuated by stops in the form of challenges that physically engage the visitors throughout their tour of the museum (for example: doing 10 then 20 jumping jacks; balancing on one foot, then the other, etc.). These physical challenges, developed in collaboration with the Azur Sport Santé³ association, are linked to the themes of the exhibition: self-challenge, duel sports, team sports, and extreme sports.



Thus, in each area of the permanent exhibition, called "challenges," the museum offers interactive devices that engage the visitor's movement, as well as a mediation station offering both physical and psychological challenges, along with a set of three interviews per mediation station: featuring the words of an iconic champion, a health expert, and an athlete. The ambition of this parallel journey is to offer an alternative experience to visitors.

- The first space addresses the theme of "self-challenge" and includes collections related to individual sports, a room with devices for visitors to test their physical condition (step machines), as well as a "Benefits of Sport" mediation station where visitors can test their strength, balance, and endurance if they choose to take part.
- The second space, dedicated to duel sports (such as tennis or combat sports), features a cinema room that immerses the audience in the emotions of great French sports victories, along with a mediation station focused on mental challenge, where visitors can test their reflexes and reaction time.
- The third space of the permanent exhibition presents team sports. The immersive room in this space explores the theme through the lens of supporters and showcases team spirit and fan culture via three giant screens and supporter objects elevated to the status of artwork. The mediation station in this space engages groups of visitors in a coordination game to be performed together.
- Finally, the last space, dedicated to extreme sports, has recently been reorganized and now features a surfing simulator paired with a VR headset, inviting visitors to reproduce the movements to surf the waves seen on screen and earn points. The mediation station

³ Azur Sport Santé is the resource, expertise, and promotion center for sport and health, recognized by the Regional Health Agency of PACA, which supported its creation in August 2015.



in this space explores the relationship between sports and nature, along with the sensations that arise, and offers an exercise in box breathing, as practiced in diving.



By extending the concept of Active Design into the permanent exhibition, the museum provides an alternative experience to visitors, centered on movement rather than the static observation typically offered. The primary goals of updating the museum's permanent journey were to create a new visitor experience based on interactive and dynamic mediation, addressing the new needs of the public and offering an experience marked by positive emotions and sensations.

In conclusion, the Musée National du Sport has embraced digitalization and active design to meet the evolving needs of its audience, particularly younger generations. By incorporating interactive, emotion-driven experiences and physical engagement through innovative "Active Design" both inside and outside the museum, the institution offers a dynamic alternative to traditional museum visits. These updates not only enrich the visitor experience by encouraging participation and movement but also reflect the growing importance of health, well-being, and multisensory learning in today's society. This new approach positions the museum as a forward-thinking space, capable of connecting with its audience in meaningful and impactful ways.

- Ms Wuyun –Deputy director of Xiamen Olympic Museum & Nanjing Olympic Museum

Title : Let collocations come to life and go global

From his slideshow

The Xiamen Olympic Museum is the first Olympic-themed museum in China, approved by the International Olympic Committee and the Chinese Olympic Committee. It is also a member of the International Olympic Museums Federation, functioning as an independent, international, non-profit public institution. The museum was planned, designed, and established over many years by Mr. Ching-kuo Wu, a former member of the International Olympic Committee and a world-renowned architectural expert, who also serves as the museum's director. The museum

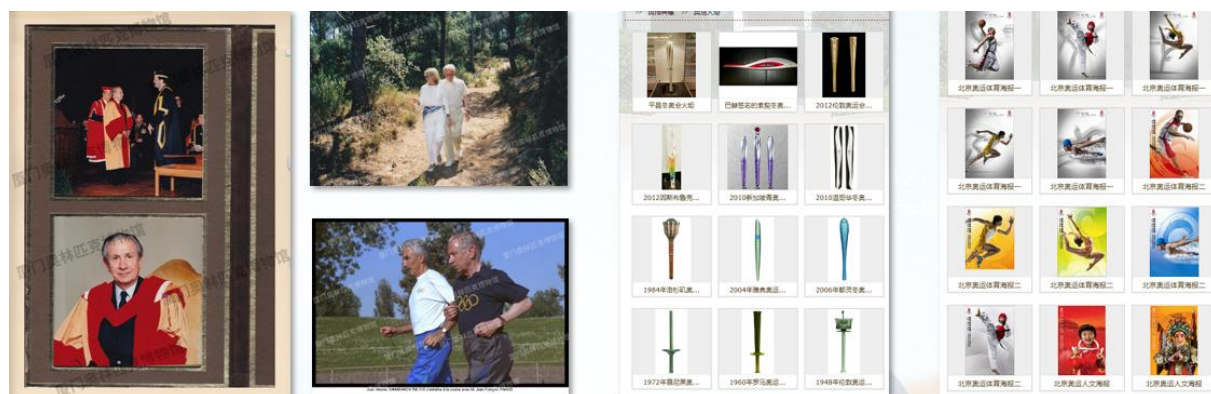


houses a rich collection of over 11,000 Olympic-related artifacts, including Olympic torches, medals, stamps, badges, commemorative coins, mascots, and more, aimed at promoting Olympic culture and spirit, allowing more people to understand, experience, and share the history and glory of the Olympics.

Digital Museums

Our museum utilizes high-precision imaging technology to comprehensively digitize artifacts, preserving details such as shape and texture. This improves the accuracy of records and prevents damage and information loss due to time and environmental factors associated with traditional preservation methods. We have initiated a protective scanning project for paper collections, such as high-resolution scans of precious Samaranch postcards, generating high-definition digital images that are regularly updated and maintained to ensure quality and integrity. By establishing a database, we have achieved rapid retrieval and analysis of physical information, significantly enhancing management efficiency. Currently, our museum has established a relatively complete digital protection system and continues to improve the collection database.

Digitalization of collection



Inteting Digitalization into Science Popularization Education

Our museum integrates digital products into youth research and learning activities, organizing young people to participate in the construction of our online museum. We fully utilize various new media platforms such as the official WeChat account, Weibo, Toutiao, tiktok, Kuaishou, and Xigua Video to mobilize and engage youth in online cultural science popularization projects, including "Olympic Knowledge Promotion Short Film Shooting" "Cloud Live Museum Tours" and "Online Social Education Activities". The total monthly views across all platforms reach approximately 340,000, with at least one science popularization live broadcast activity conducted weekly. We continue to advance the development of audio guides on our WeChat account, promptly uploading audio, images, and short video introductions of exhibits, allowing visitors to intuitively follow the audio guide to learn about the museum's collection during their visit. This meets visitors' touring needs and enhances their satisfaction.





Online science popularization interaction



Inteting Digitalization into Science Popularization Education



Museum mascots

The Xiamen Olympic Museum has designed the mascot "Priest Xiao'ao" based on the Olympic flame attendant, which is highly distinctive. The museum's digital IP character, "Energetic Xiao'ao," conveys the Olympic spirit and adopts a modern image favored by young people, presenting a positive, optimistic, and sunny spirit. It also expresses expectations for future cooperation and win-win outcomes through IP innovation and creative peripheral sales.



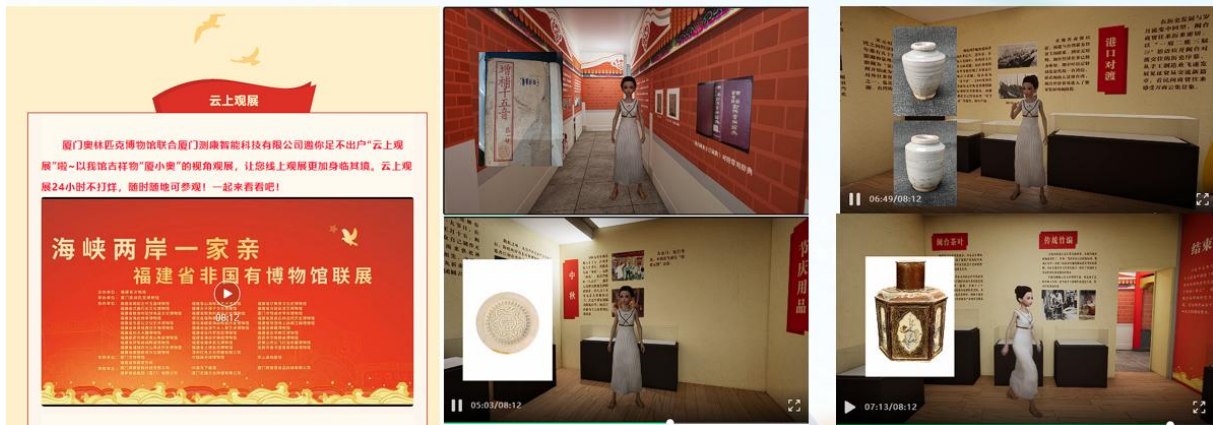
Cultural & Creative Products





Online tour of Museum

The Xiamen Olympic Museum meets the needs of contemporary development and the changing demands of visitors by utilizing digital technology to build an online audio museum. This allows audiences who cannot visit in person to explore and understand Olympic culture and history through the internet. The online "Cloud" tour of the Xiamen Olympic Museum features a series of audio guides, updating Olympic information and popularizing Olympic knowledge, enabling visitors to explore the museum in a more intuitive, convenient, and intelligent manner. This digital exhibition not only increases the museum's accessibility but also enhances audience interaction.



- Ms Hyojung Park – Deputy director of the National Sports Museum of Korea

Title : Presentation of the museum project and digital integration

From his slideshow

The National Sports Museum of Korea, located within Olympic Park in Songpa-gu Seoul, is a landmark institution that combines the excitement of sports with rich cultural and historical insights. Spanning a total area of 10739 square meters, the museum comprises two main sections. The National Sports Museum occupies 5228 square meters with four stories above ground and two basement levels, while the Seoul Olympic Museum covers 5511 square meters with two stories above ground and one basement level.

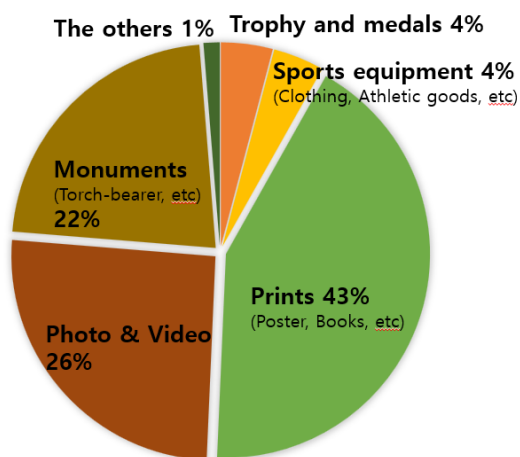
The museum's comprehensive facilities include five exhibition rooms totaling 29266 square meters, extensive storage areas, a rooftop garden, a café, and various other amenities to enhance the visitor experience.

In terms of its development, a dedicated task force team was established in July 2016 to oversee the project, followed by a feasibility study and the creation of a master plan in August 2016. After delays due to excavation challenges, construction resumed in April 2020, culminating in a groundbreaking ceremony in November 2023.





The museum's collection is both vast and diverse, with 69698 artifacts categorized across several themes. Prints make up 43 percent of the collection, including posters, books, and related materials. Photos and videos represent 26 percent of the holdings, while monuments, such as torches and symbolic memorabilia, account for 22 percent. Sports equipment, including clothing and athletic goods, and trophies and medals each form 4 percent, with the remaining 1 percent classified as miscellaneous.



Notable pieces include Yuna Kim's iconic skate shoes from 2010 and Seung-Yeop Lee's 600th home run ball, along with a commemorative bat from 2016.

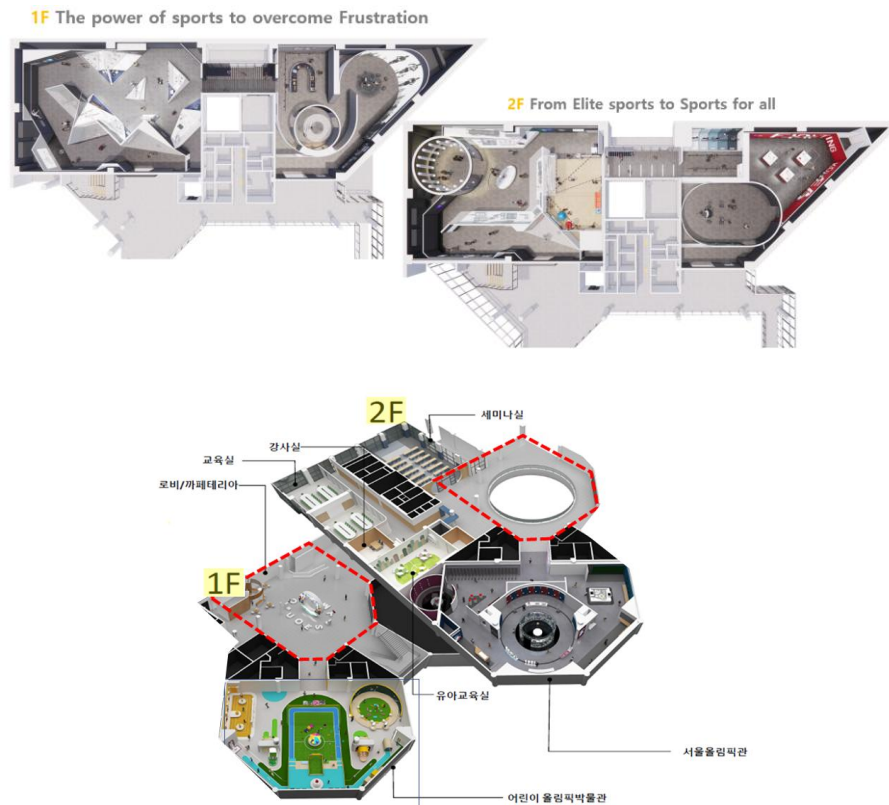


The old building of the museum serves various functions, housing administrative offices, a library, a children's museum, the Seoul Olympic Museum, storage facilities, an education center, and an auditorium. The new building, on the other hand, is dedicated to both permanent and special exhibitions, as well as additional storage space for the extensive collection.





The exhibitions themselves capture the dynamic essence of Korean sports history. The first floor of the new building emphasizes the transformative power of sports in overcoming challenges, while the second floor of the old building traces the evolution from elite competitive sports to community and recreational activities.



Finally, embracing modern technology, the museum integrates 3D digital displays that offer an engaging and interactive experience for visitors. In essence, the National Sports Museum of Korea stands as a vibrant tribute to the nation's sports heritage and its bright future, creating a space where the inspiring stories and milestones of both Korean and international sports come to life.

Digital(3D)





11 :00 – VISIT OF THE NATIONAL SPORTS MUSEUM OF KOREA

(11min walk from Baekje Museum)

