

# CULTURAL HERITAGE EXCHANGE

FOR MUSEUM PROFESSIONALS FROM ALBANIA, BOSNIA AND HERZEGOVINA, KOSOVO, MACEDONIA AND SERBIA

A one-year programme that helps **museum professionals** redefine identities of their institutions, engage with young people and local communities, and develop international networks

Open call for applications

MAY 2014

Practical collaborative exchange with partner museums and assigned experts

OCTOBER 2014 – FEBRUARY 2015

SEPTEMBER 2014

Study session at University College London

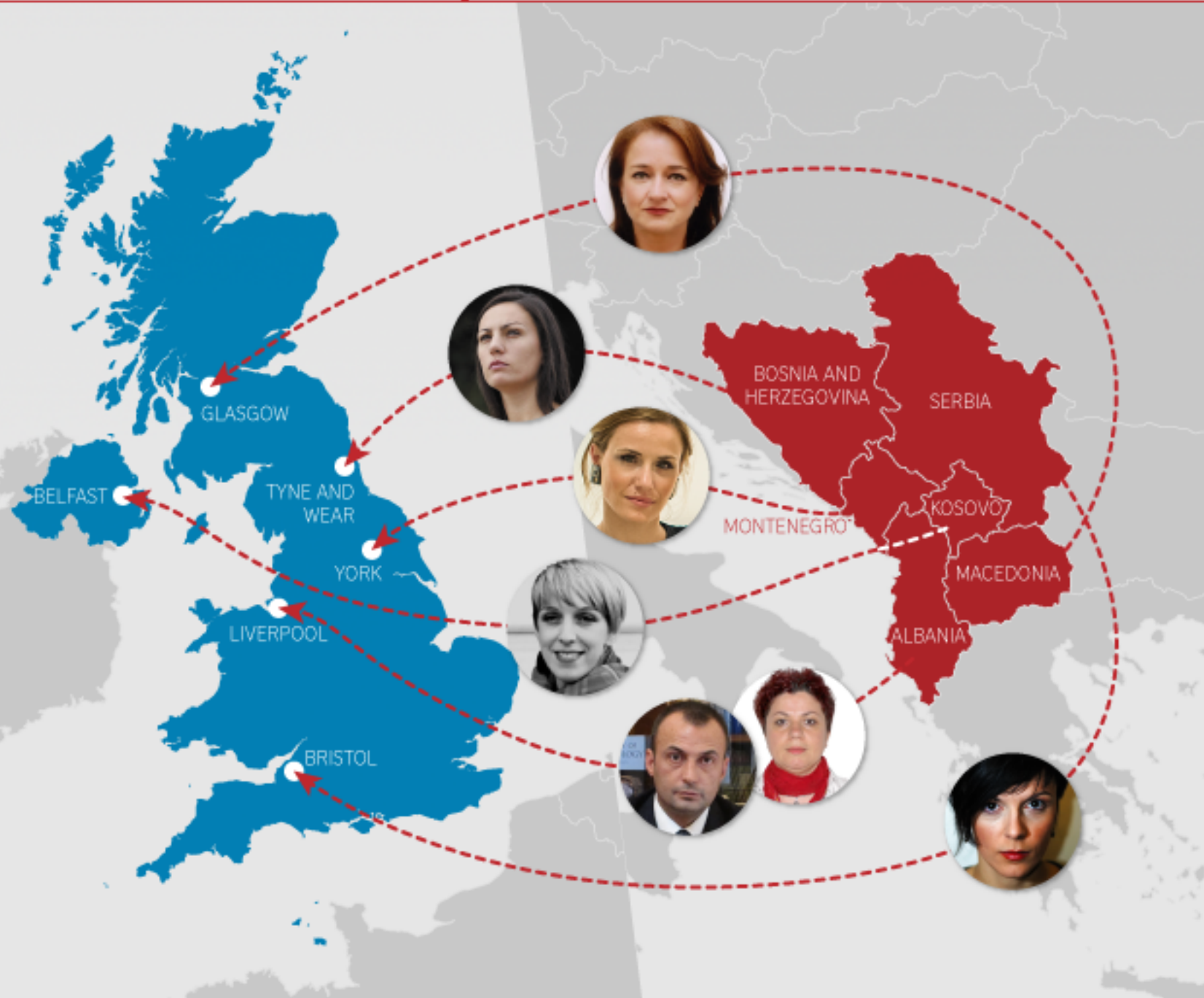
&

Short placement at a partner museum in the UK

MARCH 2015

Final workshop in Belgrade

**SEVEN PARTICIPANTS FROM WESTERN BALKANS HAVE JUST COMPLETED THEIR SHORT PLACEMENTS AT UK MUSEUMS**



GLASGOW MUSEUMS



**IRENA RUZIN**  
National Institution 'Institute and Museum', Bitola, **Macedonia**

– We are aware of the **power** museums have today. I wanted to find out how UK museums practice community engagement in multi-ethnic environments.

TYNE AND WEAR ARCHIVES & MUSEUMS



**ELMA HASIMBEGOVIC**  
Director of History Museum of **Bosnia and Herzegovina**

– We can transform the **image** of 'aging institutions' and re-establish ourselves as a popular place of knowledge.

NATIONAL MUSEUM OF NORTHERN IRELAND



**ALISA GOJANI-BERISHA**  
Curator at Museum of **Kosovo**

– I chose Museum of Liverpool because it is an institution to take **example** of.

LIVERPOOL NATIONAL MUSEUMS



**MELSI LABI**  
Director of National Historical Museum of **Albania**

– There is a lot to **learn** from and adapt, such as approaches to fundraising, staff training, community engagement and links with schools.

LIVERPOOL NATIONAL MUSEUMS



**AURORA KAMBERI**  
Ministry of Culture of **Albania**

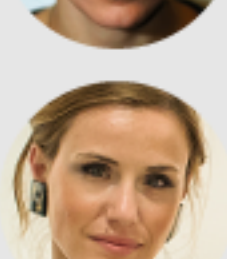
– The Museum's function should be well **known** among our community. When we all join together, we will have the museum we all deserve.

BRISTOL MUSEUMS



**GORDANA GRABEŽ**  
Executive director of National Museum in Belgrade, **Serbia**

YORKSHIRE MUSEUM



**ANA IVANOVIC**  
Curator at National Museum of **Montenegro**, Cetinje

## – TO ME, **COMMUNITY ENGAGEMENT** MEANS...

...taking **direct action** for a common cause. Exploring past as a base for identity, harmony and diversity.

**Albania**

...a feeling that the Museum **belongs** to every member of our community.

**Serbia**

...the most important thing that helps museum **develop** in the best way possible for the public.

**Kosovo**

...**encouraging** the ethnically mixed groups of children, pupils and students from Bitola to respect differences at an early age.

**Macedonia**

...building **long-term relationships** with community groups which would, eventually, make their lives better.

**Montenegro**

...**attracting** the widest range of audiences possible back to the museum and developing them into our regulars, then friends.

**Bosnia and Herzegovina**

## WHAT THE PARTICIPANTS ARE **PLANNING TO ACHIEVE**

Reach out to and engaging new and wider audiences

Build local, national and regional museum networks

Learn and adopt European and UK experience

Introduce audience and community engagement programs

Challenge public perceptions of their museums



– We will **implement** new concepts for inclusion of vulnerable people, such as children with special needs and elderly people who live in nursing homes.

**Macedonia**



– From every single person I met [in the UK], I **learned** new ways to manage the museum and to extend its role in public engagements.

**Albania**



– **Seeing and experiencing** the transformation the museums in the UK have gone through over the past 15 years was priceless.

**Serbia**



– The programme was brilliant. I had meaningful **professional conversations** and a good idea of our collaboration on the practical level.

**Bosnia and Herzegovina**