

THE POTENTIAL OF SMALL MUSEUMS TO BE THE FUTURE MUSEUMS

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UNIVERSITI
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Small Museum Definition

- A small museum's characteristics are varied, but they typically:
- Have an annual budget of less than \$250,000.
- Operate with a small staff with multiple responsibilities.
- And employ volunteers to perform key staff functions.
- Other characteristics such as the physical size of the museum, collections size and scope, etc. may further classify a museum as small.
Is it the end-all, be-all of definitions? Certainly not, but it's a start and gives us a rallying point for our efforts.
- **Where did that definition come from?**
- In 2007, the Small Museums Committee distributed an electronic survey to the membership and received 455 responses out of 6,500 sent. It was designed to create a working definition for the Committee so it could better respond to the needs of small museums. Results from the survey provided the definition above.
- Sources: <https://aaslh.org/communities/smallmuseums/> (American Association for State and Local History)

Statement

- University museums considered among the small museums in this country.
- viewed from aspects of collection development, funding, function and their role in the university as well as their core policy
- Still need to developed in their potential.
- When the pandemic of Covid 19 hit the world, the challenges in their functions are enormous. Therefore, a number of alternative strategies need to be made so that these museums would always remain relevant.

Small Museums in Malaysia

- Lack of attention given by management
- Low number of museum visitors
- Low marketing strategy
- versus
- <https://www.theguardian.com/travel/2021/may/13/10-britain-best-small-museums-readers-travel-tips>

MyMuse – a network

MYMuse

Jawatankuasa
Muzium dan Galeri
Universiti Awam Malaysia

*Committee of
Museums and Galleries
for Malaysian Public Universities*



Go Forward

- 1. Reframing organizational models to focus on long-term effectiveness rather than short term efficiency.
- 2. Making interpretation, programs, and community engagement everyone business.
- 3. Becoming learning organization.
- 4. Knowledge can be shared.
- <https://sites.google.com/view/unimalayaglamexhibitions/Museum-of-Asian-Art/Hari-Muzium-Antarabangsa-2021>
- 5. Curators should do strategic thinking.
- 6. Small museum network – strengthen, active and proactive

Network activities

MYMuse
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Muzium dan Galeri
Universiti Awam Malaysia
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for Malaysian Public Universities

Dengan kerjasama:

WEBINAR

**MASA DEPAN MUZIUM & GALERI
UNIVERSITI AWAM:**
ANTARA PAMERAN FIZIKAL, VIRTUAL DAN KOMUNITI

IMBAS UNTUK SERTAI

10.30~01.00™

RABU
23 JUN 2021

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Logo of Jabatan Muzium Malaysia and various participating universities including Universiti Malaya, UPM, and others.

WEBINAR

**MASA DEPAN MUZIUM & GALERI
UNIVERSITI AWAM:**
ANTARA PAMERAN FIZIKAL, VIRTUAL DAN KOMUNITI

UCAPTAMA:
DR. NOR EDZAN CHE NASIR
Setiausaha IFLA
Regional Standing Committee for Asia-Oceania
Mantan Ketua Pustakawan
Universiti Malaysia (2007-2017)

SESI I : PAMERAN VIRTUAL

DR. WAHIZA ABDUL WAHID
Fakulti Seni Lukis & Seni Reka
Universiti Teknologi MARA
Tajuk: "Melestarikan Muzium Melalui Pameran Maya"

EN. MOHD. FUAD MOHAMED YUSOF
Jabatan Perpustakaan
Universiti Teknologi Malaysia
Tajuk: "Pameran Maya "Yang Pertama" UTM"

DR. HAZLIN ANITA ZAINAL ABIDIN
Galeri Seni Universiti Malaysia
Tajuk: "Story of MCO: The Duality"

SESI II : MUZIUM & KOMUNITI

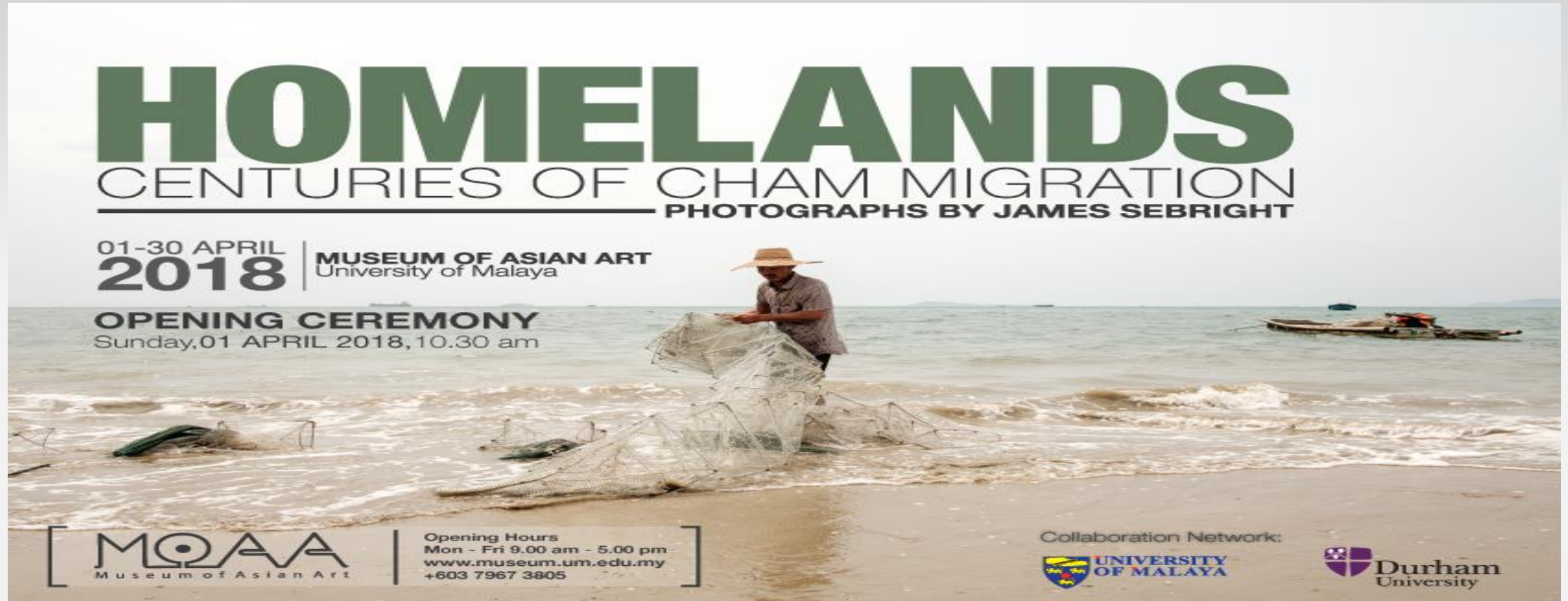
PROF. MADYA HASNUL JAMAL SAIDON
Muzium & Galeri Tuaniku Fauziah
Universiti Sains Malaysia
Tajuk: "Inap Ilmu Rumah Tok Mah"

DR. ZAIMIE SAHIBIL
Akademi Seni & Teknologi Kreatif (ASTIF)
Universiti Malaysia Sabah
Tajuk: "Studio Terbuka Untuk Seni Adalah Komuniti: Rumah Tradisi Bajau Laut"

EN. MOHAMAD FAIZWAN MAT
Fakulti Seni Gunaan & Kreatif
Universiti Malaysia Sarawak
Tajuk: "Usungan: Projek Cipta Sama Komuniti Pesisir Sarawak"

Dirasmikan oleh:
YBHG. DATUK KAMARUL BAHARIN A. KASIM
KETUA PENGARAH
JABATAN MUZIUM MALAYSIA

International collaboration





HOMELANDS
CENTURIES OF CHAM MIGRATION
PHOTOGRAPHS BY JAMES SEBRIGHT

01-30 APRIL | **2018** | MUSEUM OF ASIAN ART
University of Malaya

OPENING CEREMONY
Sunday, 01 APRIL 2018, 10.30 am

[MQAA Museum of Asian Art | Opening Hours
Mon - Fri 9.00 am - 5.00 pm
www.museum.um.edu.my
+603 7967 3805]

Collaboration Network:
 UNIVERSITY OF MALAYA
 Durham University

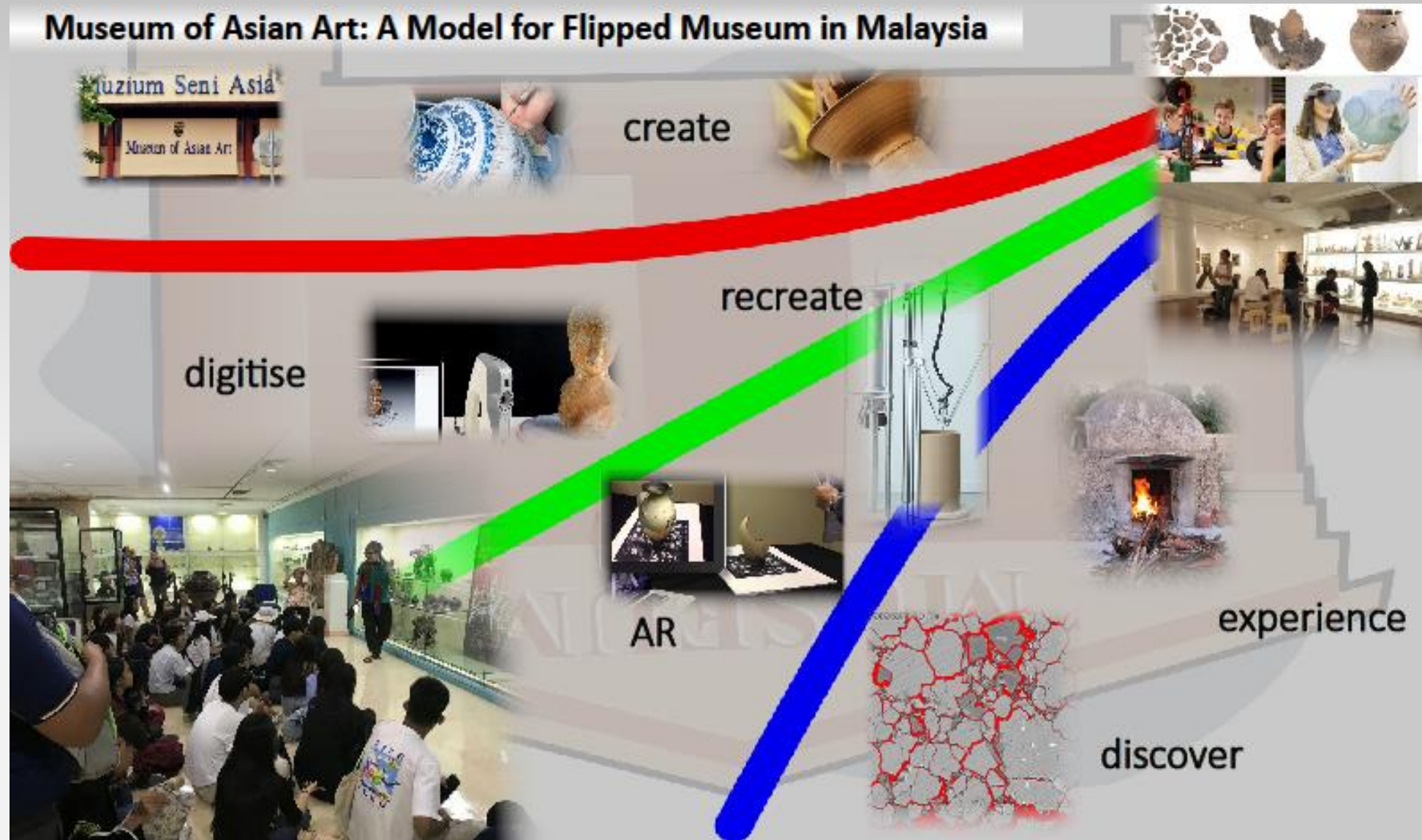
Community engagement



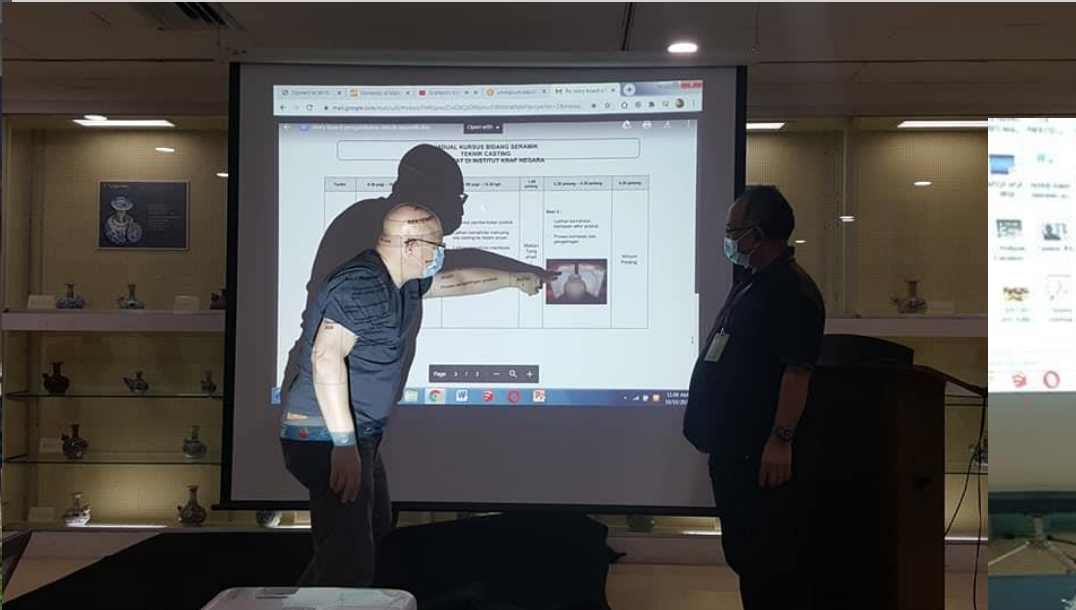
Research and talk series



Museum of Asian Art: A Model for Flipped Museum in Malaysia



KIDS AT THE MUSEUM

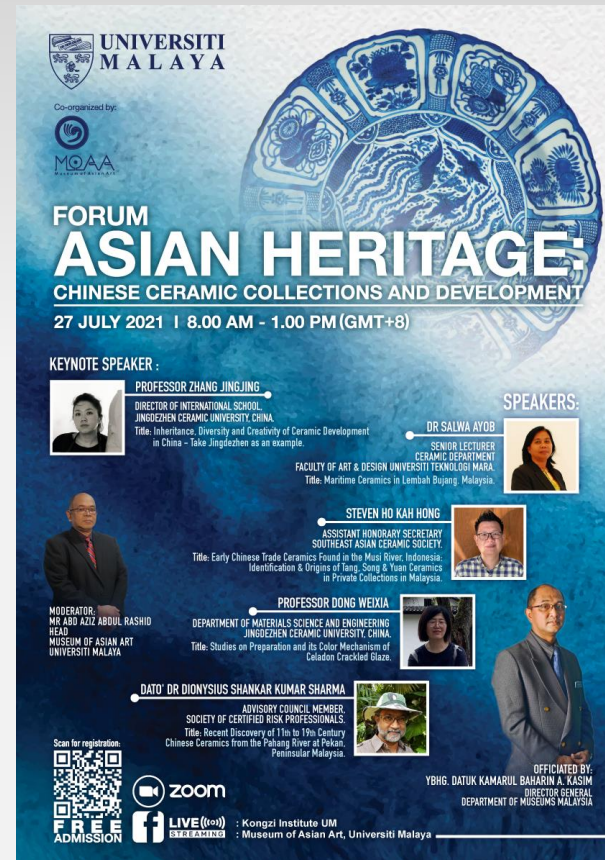


Popularization and communication of cultural heritage based on physical artefacts appreciation



1. To develop interactive modules about culture and artefacts for children and young learners based on children multiple intelligence.
2. To determine the impact and mechanism of children engagement based on the developed Flipped Museum modules.
3. To ascertain the factors affecting children's preferences to modules and involvement based on their background and demography.
4. To develop a Flipped Museum learning model as a reference for other museums.

Collaboration is a key factor...



■ Thank you.....