

ICOM-DEFINITION OF MUSUM STEP 6 CONSULTATION 3

RESULTS OF THE BELGIAN ONLINE SURVEY

1. ENTITY: A museum is... ?

Selected word:

- **Institution** is clearly the preferred term to use when referring to a museum (40%).

Rejected word:

- **Hub** is the least preferred and the most rejected (21%), way before other ones that may be perceived as too neutral, unprecise related to the transportation sector and hardly applicable to the cultural sector despite its notion of “exchange” because of its economic value

2. ENTITY QUALIFIER: What qualifies a museum

Selected words:

1. Open to the public
2. Permanent
3. Non-profit
4. Inclusive
5. Expertise

Rejected word :

- **Authentic** : authenticity is an illusion from a social or political point of view and most of museums do not display “authentic” objects...
- **Advocacy** : again advocacy is perceived as “dangerous” and susceptible to be politically manipulated
- **Independant/Autonomous** for nobody, nor any organisation is “independant” nor “autonomous”... and it won’t apply to most “state” or “regional” museums.

3. OBJECT/SUBJECT/ What are the museums’ objects/subjects

Selected words:

1. Heritage
2. Culture / cultural
3. Tangible & Intangible
4. Knowledge
5. Artefacts

Additional words:

None

Rejected word :

- **Identity**, because it is politically sensitive and dangerous, and not objective at all. It is a political term and is therefore manifold, used and abused by many and causes polarization
- **Digital**, because it is a mean but not an object and scarcely a subject

4. ACTION / FUNCTION: What a museum does

Selected words:

1. Displays / Exhibits
2. Researches
3. Conserves
4. Collects
5. Educates

Additional words:

6. mediates / engages / facilitates

Additional words

None

Rejected word :

- **Advocates**, because it is perceived as “dangerous” and susceptible to be politically manipulated when museum should be “politically” neutral

V- EXPERIENCE: What do people experience at the museum

Selected words:

1. Discovery / curiosity
2. Knowledge
3. Education
4. Enrichment/enlightenment
5. Reflection

Additional words

none

Rejected word :

none

6 VI- SOCIAL VALUES: What values shape museums

Selected words:

1. Service to society
2. Inclusivity
3. Accessibility
4. Respect
5. Ethical
6. Sustainability

Additional words

none

Rejected word :

- Eco-conscious because it's included in "sustainable"
- Human rights because it goes to far, it is too philosophical, activist, Eurocentric

VII- TARGETS: Who museums work for and the nature of their relationship

Selected words:

1. Public / open to the public
2. Community / Society
3. Audience / visitors
4. Participatory

Additional words

none

Rejected word :

none