

"Sports Museums", validation and orientation of the project.

Baku, Azerbaijan, October 4-6th, 2017

ICOM-ICMAH Conference on "Museums, collections and industrial heritage"
2nd Workshop.

This second workshop continues to discuss the project of a subcommittee dedicated to Sports museums and invites all the members of the ICMAH conference to enter the discussion. For the first time, an action plan was submitted by the members of the workshop: creating an online platform to share the content of the collections, work on museology and the training of museum staff, establish a list of international sports museums and determine the legal identity of the project.

As societal phenomenon in the same manner as arts and literature, sports need to be dealt with a similar and yet specific museographical gaze.

Participants :

- **Burçak Madran**, ICMAH Secretary (burcakmadran@gmail.com)
- **Marie Grasse**, Director and curator of the National Sports Museum, France (marie.grasse@museedusport.fr)
- **Ioannis Papaioannou**, Senior Researcher in Sports & Olympic History and Curator in Qatar Olympic and Sports Museum (ioa.papaioannou@gmail.com)
- **Raifa Al Abdullah**, Historical Pieces Restoration Researcher in Qatar Olympic and Sports Museum (ralabdullah@qm.org.qa)
- **Canan Cürgen**, Director of Beşiktaş JK Museum in Istanbul, Turkey (canan.curgen@gmail.com)
- **Zeynep Toy**, Researcher in the curatorial team of Beşiktaş JK Museum

Annual conference

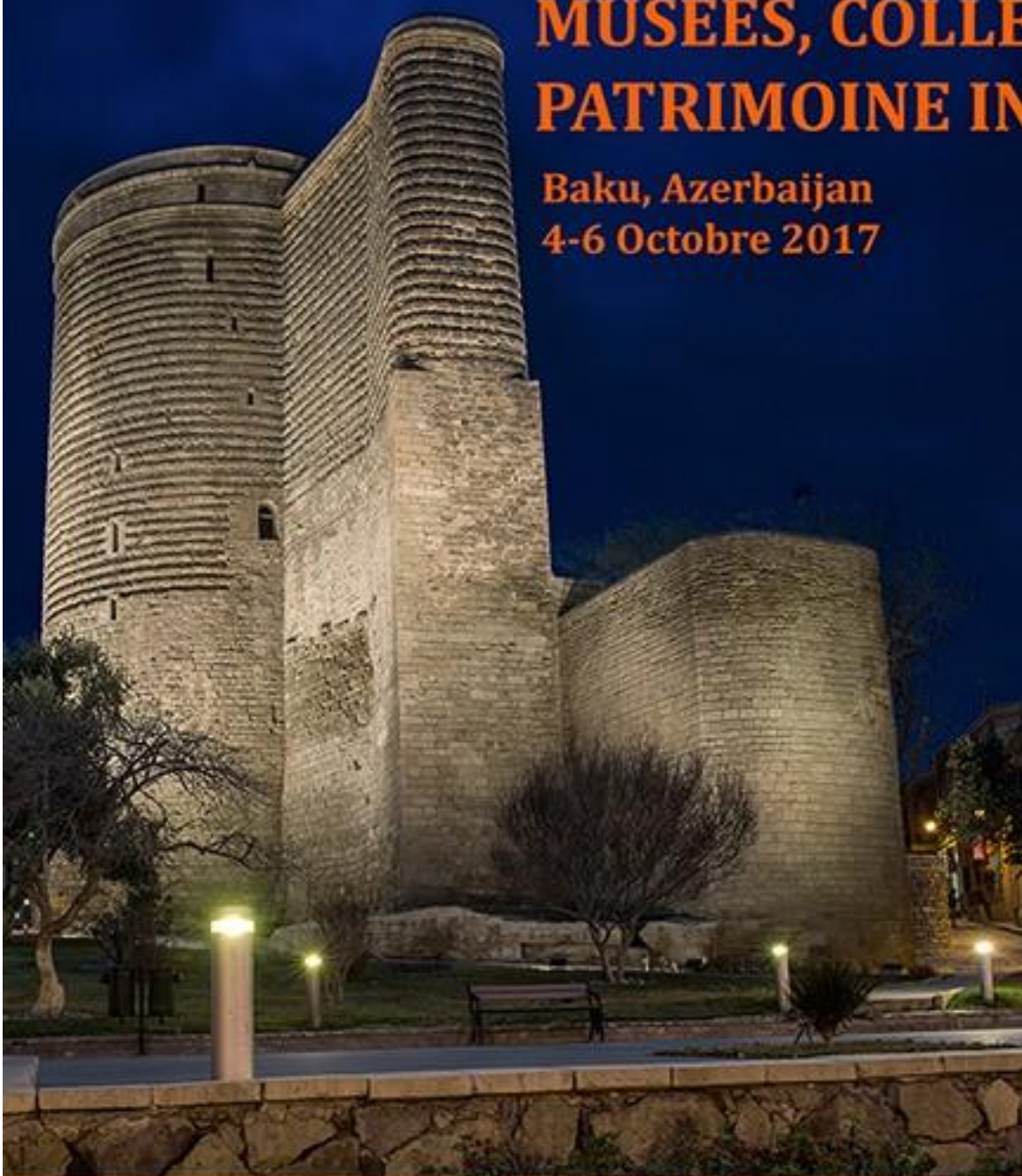
MUSEUMS, COLLECTIONS AND INDUSTRIAL HERITAGE

Baku, Azerbaijan
October 4-6, 2017

Conférence annuelle

MUSEES, COLLECTIONS ET PATRIMOINE INDUSTRIEL

Baku, Azerbaijan
4-6 Octobre 2017



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The Annual Conference of ICMAH is hosted by the **Administration of the State Historical-Architectural Reserve "Icherisheher"** with the collaboration of ICOM Azerbaïdjan.

La Conférence annuelle de l'ICMAH est accueillie par **l'Administration de la Réserve historique et architecturale « Icherisheher »** avec la collaboration d'ICOM Azerbaïdjan.



THEME

The problematic of industrial heritage is a topical issue: on the one hand because of its rapid physical disappearance from the landscape and sometimes its transformation and its denaturing reuse, and on the other because of the rapid loss of industrial memory.

The reasons for the disappearance of this category of heritage are due not only to the material destruction but also to the unfavorable feeling towards these types of human activities: lived as painful and not very rewarding, the trades linked to industry in all these forms are few considered and quickly forgotten. Thus collections of tools or machines as well as the transmission of the know-how of the specific productions and methods are incomplete and poorly documented.

This observation concerns as much the prehistoric and historical times as the contemporary artisanal, pre-industrial and industrial practices in all the regions.

For this occasion you are invited to participate with or without paper presentation to share the professional discussions and the authenticity of Baku with ICMAH.

Myriame Morel Deledalle

Chair of ICMAH

THEME

La question du patrimoine industriel est une question d'actualité : d'une part en raison de sa disparition physique rapide du passage, parfois de sa transformation et de sa réutilisation dénaturante, et d'autre part en raison de la perte rapide de la mémoire industrielle.

Les raisons de la disparition de cette catégorie de patrimoine sont dues, outre aux destructions matérielles, au sentiment peu favorable envers ces types d'activités humaines : vécus comme pénibles et peu valorisants, les métiers liés à l'industrie sous toutes ses formes sont peu considérés et vite oubliés. Ainsi les collections d'outils ou machines ainsi que la transmission des savoir-faire des métiers spécifiques sont-elles lacunaires et mal documentées.

Ce constat concerne autant les temps préhistorique et historiques anciens que les pratiques artisanales, préindustrielles et industrielles contemporaines dans toutes les régions.

Pour cette occasion, vous êtes invités à participer avec ou sans présentation papier pour partager les discussions professionnelles et l'authenticité de Bakou avec ICMAH.

Myriame Morel Deledalle

Présidente d'ICMAH

WORKSHOPS

1. What about the new hammam?

There is a newly discovered hammam in the old city of Baku where the archaeological excavations are still going on. The workshop theme will constitute on how to evaluate a hammam building in an urban site of conservation? How to excavate, how to make the restoration, how to make the restitution, how to integrate to the urban site, how to use it?

2. How to use rehabilitated monuments for public purposes?

A discussion about the actual and potential use of Old City monuments. The monuments of Old City will be visited and discusses in special cases.

3. The sports museums

ICMAH launched a new group to work on sports museums and collections. The first meeting took place in Nice in April 2017, the second meeting to evaluate the subject and to make an enlarged working group discussion will be discussed in Baku, with the local participation.

GROUPES DE TRAVAIL

1. Qu'en est-il du nouveau hammam ?

Il existe un hammam nouvellement découvert dans la vieille ville de Bakou où les fouilles archéologiques sont toujours en cours. Le thème de l'atelier sera de savoir comment évaluer un bâtiment de hammam dans un site urbain de conservation ? Comment faire les fouilles, la restauration et la restitution, comment s'intégrer au site urbain, comment l'utiliser ?

2. Comment utiliser les monuments réhabilités pour le public ?

Une discussion sur l'utilisation potentielle des monuments de la vieille ville. Les monuments de la vieille ville seront visités et discutés dans ces cas particuliers.

3. Les musées de sport

ICMAH a lancé un nouveau groupe pour travailler sur les musées et les collections sportives. LA première réunion a eu lieu à Nice en avril 2017, la deuxième réunion pour évaluer le sujet et faire un groupe de travail élargi sera ouverte à la discussion à Bakou, avec la participation locale.

Report on

SPORTS MUSEUMS

October 6th 2017, Baku

The meeting has been started by the presentation of the aims of creating a "sports museum" working group by Burçak Madran. A short summary was given about the first workshop.

- **Raifa Al Abdullah et Ioannis Papaioannou**, "The 3-2-1 Qatar Olympic Museum"

The 3-2-1 Qatar Olympic and Sports Museum is a project with the aim to facilitate the Sporting Legacy of an entire nation. It will offer a vast and amazing experience, crammed with interactive and unforgettable exhibits, inspiring objects and unique activity areas.

The museum is designed to educate and entertain, delivering state-of-the-art sport from around the world. From oral histories on the roots of Qatari sport to the thrill of Formula One, the museum collects, displays and celebrates it all whilst demonstrating to the world that sport and Qatar are intrinsically linked. As a local hub and a global magnet, it will be as fascinating for a local family to visit again and again as it will be for an international tourist or visiting dignitary.

Showcasing the Sports Legacy is also about communicating the spectacular world of Sports to society. Presenting the events, the energy of the fans, the volunteers, the emotions in a complete and diverse way. The 3-2-1- Qatar Olympic & Sports Museum is a platform of communication and interaction between the world of Sports and society through major partnerships with national and international organizations. It has the capacity to host, broadcast and deliver a variety of subjects whilst located at the Sports Heart of Doha, where all major sports activities are taking shape.

- **Canan Cürgen et Zeynep Toy**, "The collections of the Beşiktaş JK Museum"

Sports museums, where sports activities are culturally represented and the cultural memories shaped by national and international achievements are transferred to future generations, can be seen as places where the development of sports activities are recorded and exhibited. Special collections are prominent when the histories of sports museums are considered. Later, this role has been

developed by institutions, associations or sports clubs dedicated to a specific branch, possessing objects and archives about their own activities. This way, museums emerged, which systematically and meticulously collecting documentation regarding sports culture. The historical origins of sports museums root in the 'sports exhibitions', with tangible and intangible sports heritage in exposition, collected by sports clubs and associations, which are prestigious institutions in their societies.

Predicated on basic domains of gymnastics, such as athletics, wrestling and fencing, Beşiktaş JK Sports Club was founded in 1903. The history of the Club is earlier than the foundation of Turkish Republic; hence the collection of the museum, specifically on the culture and history of sports, can be read in parallel to the historical transition from Ottoman Empire to modern Turkish Republic. Our museum accommodates its unique collection principally through its football history and it aims to reflect Beşiktaş JK's story as well as its values. Long-term mission of the museum is determined to sustain football heritage and culture for our visitors and for the future generations as well. As every type of museums, contemporary sports museums with an universal conception of sport include educational activities. Beşiktaş JK Museum takes on responsibility also for improving people's life and contributing to education and learning by the power of sports. From the beginning of our journey, the goal was passing beyond a football museum and becoming a sports history museum. Today, we are offering the visitors a unique experience by providing our exceptional collection within an interactive environment. Museum is fully accessible for disable people and all the facilities are children-friendly.

The second workshop was more about the practical side and field of sports museums. The museological and museographical needs of the sports museums were discussed. The on-duty participants shared their experiences and their expectations from an international working group on sports museums.

The existent networks, especially those related to Olympic museums are exposed and some involved groups on history, sociology and technics of sports as well as university programs which could be related to sports museums' content and practice were mentioned.

It is also discussed how to enlarge the communication group, how to create a network and which benefits may a museological working group may propose to the sports museum in the world.

Propositions and expectations :

- 1. To create an all-sports communication platform on World Wide Web.** (Ioannis Papaioannou's proposal)

This digital platform will contain the database of all museums of sports and all museums which have sports collections. For the beginning this will contain the names, geographical settings, the typology (club, Olympic, a sport branch etc.) of the museum and the contact person information.

There will be two sort of access;

- Free access to the general information of the museum and to its link, to the events and organizations information, to the articles and news.
- Membership access to the database and to the personal communication tools, to the specific information such as service providers lists for sports museums, designers, curators, conservation providers, material providers, collectors etc.

The platform will be developed not only for the communication but also for reaching practical provisions for sports museums.

The practical application of such a platform was also discussed. This digital organisation may take place under ICOM/ICMAH but should be a separate web page. The future workshops and online communication of the working group may define the content. Once the site map will be decided, it is possible to mount a project and to search for sponsorship to create the programming of the web site.

2. To prepare specialized guides on museology and museography (Burçak Madran)

A practical issue in the management of sports museums is identified as the duality between sports men and the museologists who are working in the museums. Each group needs orientations for different aspects of the sports museums such as content, curatorship, collection identification and management, events and activity organizations, preparing exhibitions etc.

Within a working group formed of different professional profiles it is possible to write and illustrate small guide books free access on internet which will be very useful for sports museums' staff.

3. Training the staff (Ioannis Papaioannou and Burçak Madran)

Another need in sports museums is to give an academic recognition to the staff. Two ideas were launched:

- Collaborating with universities to create programmes and certificates on different issues related to the sports museums works.
- Organizing seminars on behalf of ICOM's training possibilities which are specialized on sports museums.

The practical difficulties of such organisations were also discussed and it is accepted that in short term, this is not a preliminary occupation. But it is also decided to put this approach on the report.

4. To obtain a complete list of sports museums and museums with considerable sports collections worldwide. (Confirmation of the first workshop)

During the workshop a preliminary list of museums provided digitally by Marie Grasse and Burçak Madran's search on ICOM database for personal and institutional members from sports museums were examined. The list sent by Marie Grasse is about 58 museums and ICOM members are only 2.

It is decided to complete the list with more information. ICMAH secretary take in charge of creating a common list for all sports museum workshop participants to add new entries.

5. To have an official body for unifying works on sports museums (confirmation of the first workshop)

The possibilities of having a concrete project and an official body to develop the sports museum working group were discussed.

A first proposition is to create in mid-term a subcommittee of sports museum under ICMAH. The legal procedures, the practical issues are to be searched and discussed.

At the end of the workshop it is decided to enlarge the working group, to reach interested people and institutions as soon as possible. It is also maintained that at least 2 more workshops to discuss about the theoretical and the practical aspects of this initiative should be organized during 2018.

The propositions of participants as well as the location of these workshops are to be proposed.

To-do list.

The participants of two workshops reached 14 persons. ICMAH secretary will;

- Open a "drop box" to share internally related documents and lists,
- Create a common form after the list which came from Marie Grasse,
- Collect the propositions of names and institutions who may potentially participate to the working group and contact them to invite,
- Write a SAREC project to obtain limited funds for the organisation of workshops and/or primary documentation preparations (one or two museological guides for instance)
- Maintain the synergy of participants.

Legitimacy and necessity of a « Sports Museum » subcommittee

If the first workshop showed the growing need and general desire to develop a subcommittee dedicated to Sports museums within the ICMAH committee in order to provide an institutional and methodological framework, today we present the project as a necessity.

During the years following the very first meeting of the group on sports museums, in 2017, the topics covered during the workshops, seminars and conferences proved that the issues discussed by ICOM-ICMAH are easily adaptable to sports as it is a societal phenomenon. Sports are part of the cultural heritage of a society regardless of the continent, and its evolution is a mean to understand the social history ways of life of communities.

The French cultural climate has been in favor of connecting museums and sports heritage, and was emphasized by the inauguration of the National Sports Museum in 1963, which was conceived by the French State as early as 1922. Similar initiatives towards sports and culture have been conducted at a larger, European scale. In 1987, the Council of Europe established cultural routes itineraries with the aim of highlighting the common heritage shared by multiple European countries through a shared cultural heritage. In this favorable context for the development of thematic routes, the committee dedicated to sports, with the support of ICMAH, has actively worked to create ECHOS, the European Cultural Heritage of Olympic and Sports route, in 2021.

To this day, 202 public and private museum and cultural institutions related to the sports theme have been identified through the world. This census obviously doesn't refer to structures that refer to the sporting world through small portion of their collection such as a toy, a painting or sculpture.

Being a very broad and transversal theme, we can reasonably estimate that one out of ten museums count at least one objects related to the sports phenomenon or practice. As of today, the French National Museum of Sports works on a national inventory of sports items in museums to prepare for the Olympic games of 2024, in Paris. Now that the concepts of well-being and 'sports and health' are at the heart of discussions, it seems wise to us that the theme benefits, at least partially, of a committee in the same manner as mediation, multimedia or Fine Arts.

Similar initiatives to the "Sports Museum" committee project have been identified at a rather local or national scale. The most important example is without a doubt the Canadian Association for Sport Heritage, active since 1981.

Since 2017, ICMAH has held 7 workshops addressing various issues affecting sports museums and museums with sports related collections. These sessions and seminars have encountered great success within the ICMAH conferences as well as outside the ICMAH nucleus, allowing new members to join the project.

The main goal of this subcommittee on sports museums is to establish a network among museums with sports heritage collections, directly or indirectly related to the theme and draw attention to all sports through collections and social practices. We also aim to provide museological and museographical support and assistance between the sports museums of the network, and create documents for their use.