

SUSTAINABLE MUSEUMS

22-25 SEPTEMBER 2019, BERLIN/ DRESDEN, GERMANY



IATM

SUSTAINABLE MUSEUMS

Text by Maurice Davies and Helen Wilkinson.
In: Sustainability and museums. Your chance to make a difference

Sustainability is, at its most basic, concerned with the needs of the future. The generally accepted definition says that sustainability means 'meeting the needs of the present without compromising the ability of future generations to meet their own needs.'¹

Museums similarly consider the future as well as the present. As the MA Code of Ethics states, museums 'enhance the quality of life of everyone, both today and in the future'. They balance the interests of different generations: 'As well as a responsibility to provide access to current and future generations, there is a duty to respect the contributions of past generations, particularly benefactors, communities of origin and creators of the objects which museums now safeguard.'²

Museums devote considerable resources to honouring the legacy of collections, information and knowledge contributed by people in the past and passing it on to future generations. Sustainability is usually considered under three headings. The most familiar of these is environmental sustainability. But it is about much more than meeting the challenges of climate change; there is also economic sustainability and social sustainability. Sustainability concerns the long-term role of museums and their relationships with communities, as well as the future of the planet. 'Sustainability is [connected to] education, the economy, business, travel, leisure and our communities. Getting the balance right is vital to secure a stable future... A massive cultural shift is required in every community, in every school, every workplace and every home.'³

Museums have a lot to consider: They typically occupy energy-hungry buildings and have expanding collections, which they aim to keep in tightly-controlled environmental conditions. They often totally destroy old exhibitions and displays and replace them with new ones, with little reuse or recycling.

Quality of service and 'excellence' sometimes seem less important than counting the number of visitors. Tourists, especially international tourists, are regarded as desirable visitors, in spite of the fact that tourism often involves extensive, energyconsuming travel. More locally, museums often launch short-term projects to build relationships with new audience groups, without a clear view of how the relationships will continue once the project funding ends. Long-term thinking is essential to sustainability, yet few museums plan more than a few years ahead. Some traditional sources of funding are being eroded. Many museums are overstretched as they are expected to achieve more and more on flat, or declining, funding.



WELCOME TO GERMANY



© SDTB / Foto: C. Kirchner



© Museum für Kommunikation Berlin, Foto: Lotte Ostermann

Dear IATM members, dear colleagues,

It is a privilege and a great pleasure to welcome you to the IATM 2019 conference in Berlin and Dresden. Speaking as the directors of two of Berlin's more than 175 museums, the German capital certainly appears to be a very appropriate venue for a society dealing with the history of transport and communication. The city has been a vital European infrastructure and industry hub since the last third of the 19th century. And despite being devastated by World War II and the subsequent cold war much of its industrial heritage is still with us. So, much of the Deutsches Technikmuseum's (German Museum of Technology) premises were built as part of the Anhalter railway station – once the biggest and busiest terminus in Berlin – while the Museum für Kommunikation Berlin (Museum for Communication) still resides in the building complex it was founded in, as early as 1872.

Prof. Dr. Dirk Böndel
Director Stiftung Deutsches Technikmuseum Berlin

Redeveloping industrial heritage is one form of sustainability. But sustainability is generally a challenge for our work as museum professionals. Other aspects are: developing collections while space is an ever decreasing resource, or social sustainability, which includes addressing new target groups, e.g. people with learning disabilities or the visually impaired.

The IATM connects transport and communication historians from 32 countries and all five continents. This appears to be a perfect match for our city that is widely recognized for its many cultures and diversity.

We hope that the IATM conference will be an intense moment of sharing and exchanges and an opportunity to discover the richness of Berlin's cultural heritage and contemporary culture.

Anja Schaluschke
Director Museum für Kommunikation Berlin

HOSTS

1

DEUTSCHES TECHNIKMUSEUM
(GERMAN MUSEUM OF TECHNOLOGY)

Trebbiner Strasse 9
10963 Berlin

2

**MUSEUM FOR COMMUNICATION
BERLIN**

Leipziger Straße 16
10117 Berlin

3

**MILITARY HISTORY MUSEUM
DRESDEN**

Olbrichtplatz 2
01099 Dresden

4

**TRANSPORT MUSEUM
DRESDEN**

Augustusstraße 1
01067 Dresden

PROGRAMME

SUNDAY, 22 SEPTEMBER CONFERENCE HOTEL

18:00	Meet & Greet
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MONDAY, 23 SEPTEMBER DEUTSCHES TECHNIKMUSEUM

9 am	Session 1
12:30	Lunch
13:30	Session 2
15:00	Coffee Break
15:30	Annual Meeting
17:00	Guided Tours
19:00	Conference Dinner

TUESDAY, 24 SEPTEMBER MUSEUM FOR COMMUNICATION

09:00	Session 3
12:30	Lunch
13:30	Guided tour Museum
14:30	Conference wrap up
15:30	Excursion
20:00	Dinner

WEDNESDAY, 25 SEPTEMBER EXCURSION DRESDEN

08:00	Departure by Bus
10:00	Visit F60 Bridge
12:00	Lunch
14:00	Military History Museum
15:30	Transport Museum Dresden
17:30	Return to Berlin

**REGISTER
NOW!**



STIFTUNG DEUTSCHES TECHNIKMUSEUM BERLIN

1

DEUTSCHES TECHNIKMUSEUM

The Deutsches Technikmuseum (German Museum of Technology) is a museum for explorers! Come for an entertaining educational journey through the history of technology: Visit our fascinating exhibitions on aviation, shipping, railways, and much more. Daily demonstrations, hands-on activities and guided tours make the museum a place of interactive learning and experience.

The museum's location is of considerable historical interest – standing on the traditional transport interchange Gleisdreieck and on the site of the former Anhalt Goods Yard. Every year more than half a million people come to visit the museum.



2

SCIENCE CENTER SPECTRUM

Located right next to the museum our Science Center Spectrum offers more than 150 hand-on-experiments inviting our visitors to probe fundamental phenomena in the realms of science and technology. Contrails in the cloud chamber make the natural radioactivity in our world visible. The mini-madhouse revolves around itself and in doing so confuses the senses of those visitors who dare to enter it. There is plenty to discover – even for the youngest visitors!



WWW.SDTB.DE

MUSEUM FOR COMMUNICATION BERLIN

Broaden your horizons, discover amazing facts and explore fun interactive exhibits: Become friends with our autonomously navigating robots and send messages by pneumatic post. Tap out a telegram in Morse code and present the news in our TV studio. View and admire the world's most famous stamp, the Blue Mauritius, the original telephone invented

by Philipp Reis, and the legendary Enigma cipher machine. Explore everyday stories and special aspects of communication in our showcase and temporary exhibitions. Trace the revolution in the history of human communication: Welcome to the Museum for Communication Berlin! The Museum for Communication Berlin is the world's oldest postal museum.

As early as 1872, Postmaster Heinrich von Stephan was a prime mover in setting up a museum to collect, document and display means of transport from around the world and down the ages. The imposing Wilhelminian museum building was completed in 1898 and has served as a museum ever since.



© Museum für Kommunikation Berlin, Foto: Michael Erhart

In 1995 the Museum Foundation Post and Telecommunication was established in the wake of the German Postal Reform. The historical roots of the Foundation and its institutions date back to the 19th century and the founding of the Imperial Postal Museum (Reichspostmuseum) in Berlin, today's Museum for Communication Berlin. Later, other postal and telecommunications museums were added; besides the Museum for Communication Berlin, the Foundation maintains the Museum for Communication Frankfurt and the Museum for Communication Nuremberg, as well as the collections and the Archive for Philately in Bonn.

CONVEYER BRIDGE F60



The F60 – one of the largest mobile machines in the world – was built by VEB TAKRAF Lauchhammer (today TAKRAF GmbH Lauchhammer) in Lichterfeld from 1989 to 1991. This conveyor bridge was the last to be built in a series of five. It worked from March 1991 to June 1992. The steel-construction is also known as

the „Horizontal Eiffel Tower of Lusatia“, which is the name of the region where the conveyor bridge is located. With a total length of 502 metres, the F60 beats the Eiffel Tower, which is 182 metres shorter. The width of 204 metres and the height of almost 80 metres emphasize its gigantic dimensions. The two excavators

together were able to skim a maximum of 60 metres of overburden, hence the name „F60“. Today, after the modification and disassembly of some components, it still weighs 11,000 tons.



www.f60.de

MILITARY HISTORY MUSEUM DRESDEN

Shaped like a wedge, the new extension of the museum designed by U.S. architect Daniel Libeskind cuts through the old arsenal. The light and shadow effects produced by the new wedge symbolise the eventful military history of Germany. Both the architecture and the permanent exhibition of the Militärlhistorische Museum seek to avoid biased presentations and to challenge traditional perspectives. The exhibition confronts the visitor with his or her own potential for aggression and shows violence as a historical, cultural, and anthropological phenomenon. Characteristic features of the new extension are multi-storey shafts, some of which can be crossed by bridges, which contain exhibits associated with individual sections of the exhibition such as “War and Memory”, “War and Play”, or “Animals and the Military”.



© MHM Dresden Blick Daniel Libeskind _ Nick Hufton



www.mhmbw.de

TRANSPORT MUSEUM DRESDEN

The Dresden Transport museum, founded 1952 as national East German Transport Museum is located in the heart of historic Dresden. The historic museum building was originally used as the stable of the royal castle of Saxony.

Today the Transport Museum shows on 5.000 sqm the history of German transport. Highlights are the first German built locomotive, the Saxonia, pioneer airplanes of early German aviation, cars, motorcycles, bikes and ships from over 150 years of transport history.

The main line in all exhibitions is the focus on how transport changed the world and the living of people. Visitors find a lot of things to do and to explore, especially families and children have a good time visiting us.

The temporary exhibition you will be able to see – !Wedding, Steady, Go!“ – refers on the “wedding of the century” of the Prince of Saxony and the Princess of Austria 1719. Over 1.000 guests traveled to Dresden from all over Europe. We are interested in the question, how did people travel at that time, who travelled at all, what problems did they experience when they went abroad. Main object will be a wonderful baroque “Grande Carosse” that was built in the early 18th century in Paris.



WELCOME TO DRESDEN

10 year ago, 2009, IATM visited Dresden the last time. Since then the city and its museums changed radical. It would be a great pleasure for me to welcome You on the excursion day in the Saxonian capital. It is worth seeing it.

Joachim Breuninger, Director Transport Museum Dresden

SKILLBRIDGE

IATM fosters the direct and active exchange between members and encourages joint improvement as well as development of museum practices with the launching of its first fellowship programme “Skillbridge”.

The main objective of the programme is to promote the transfer of knowledge and skills between museum professionals from all domains across national borders and to foster cross-national learning from best practice.

By funding joint projects under this programme, IATM encourages museums and museum professionals from all institutional members to forge and enhance ties with each other. The projects can serve as starting points to develop a vibrant and wide network of shared experiences, know how and expertise.

Funded are any travel and accommodation costs of the fellow up to 5,000 EUR. The costs will initially be borne by the home museum and will be refunded after successful completion and billing of the project.

Based on the selection criteria each proposal will be assessed on their individual merit and in a further step evaluated in relation to the other proposed projects to ensure a wide contentual range.

All members and their employees are invited to submit their proposals. Take the opportunity to receive a funding of 5,000 EUR!

Please find more information and the application details on our website.





CONFERENCE HOTEL

22.-24.09.2019

EUR 139,00 single room classic / night,
including breakfast

EUR 159,00 double room classic / night,
including breakfast

24.-25.09.2019

EUR 159,00 single room classic / night,
including breakfast

EUR 179,00 double room classic / night,
including breakfast

Mövenpick Hotel Berlin

Schoeneberger Strasse 3 | 10963 Berlin |
Germany

Phone: +49 3023006490
www.movenpick.com

CONFERENCE FEES

Please fill out the Online Registration
form on our website
www.iatm.museum
before 23th August 2019.

300 EUR delegates / members
400 EUR delegates/ non members
250 EUR - 2nd attendee of the same
organisation or partner

including: Social Programme, Conference
Dinner, lunches and refreshments

Phone: +49 351 277 9103
Mail: office@iatm.museum

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office@iatm.museum

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Footnotes

¹The 'Brundtland' definition says: 'Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.' Brundtland Report of the World Commission on Environment and Development, 1987

²MA, Ethical Guidelines 4, Access, para F12, 1999

³Culture Northwest, Culture and the Green Agenda, December 2006

REGISTER NOW!

WWW.IATM.MUSEUM