

Creative Central Asia Leadership Flagship Conference with British Council

‘The Welsh Cultural Model’

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Astana, Kazakhstan
17 November 2018





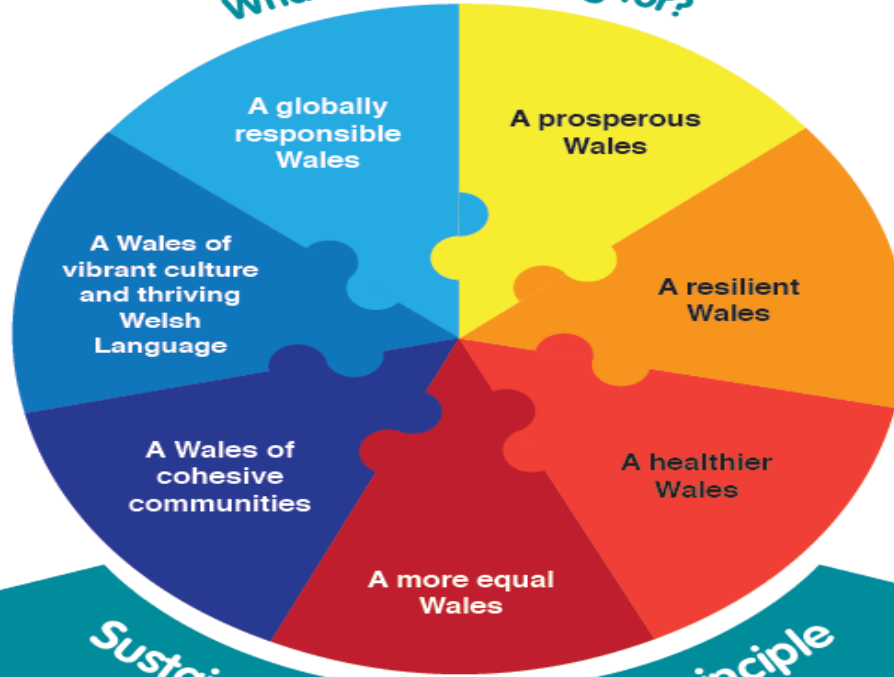
My job is to be the guardian of future generations. This means helping public bodies and those who make policy in Wales to think about the long-term impact their decisions have

Sophie Howe - Future Generations Commissioner for Wales

Deddf Lleisiant Cenedlaethau'r Dyfodol (Cymru) 2015

Well-being of Future Generations (Wales) Act 2015

Well-being Goals What we are aiming for?



Sustainable Development Principle How we will deliver



Long Term



Prevention



Integration



Collaboration



Involvement

national
museum
wales
amgueddfa
cymru

ysbrydoli pobl
newid bywydau
inspiring people
changing lives

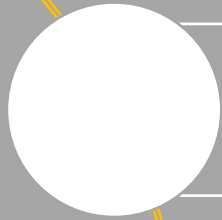
The Case for Cultural Rights



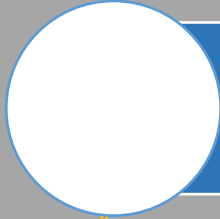
Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.

Article 27 The Universal Declaration of Human Rights

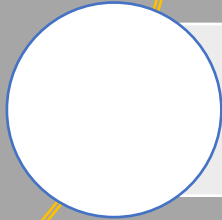
Cultural Rights: The Role of the Cultural Institutions



Cultural representation



Cultural participation



Cultural agency and democratic control

Cultural Rights: The Role of the Cultural Institutions

The exercise of cultural rights by individuals and communities depends to a significant degree upon the quality of the public cultural environment – which the state or community creates and manages.

The state depends upon the actions and behaviour of cultural intermediaries – the staff of museums, parks and libraries: that is, you and me – to create such an environment.

Museums in Cultural Democracy

Through participation in cultural activities, children and adults can learn:

- how to understand design, or to make a bowl, or a painting, or a film
- more important, that it is their right to participate in cultural activities

On the other hand, if they fail to encourage wider participation in cultural activities, museums will teach people that they do not have these rights.

The Hedgehog and the Fox

“The fox knows many things, but the hedgehog knows one big thing.”

Isaiah Berlin, after Archilochus

William Morris, 1834-1896



The Education of Desire

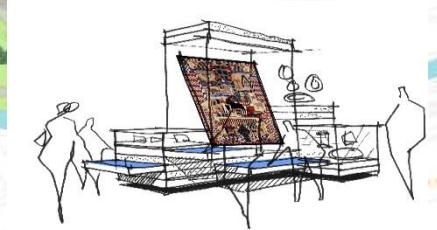
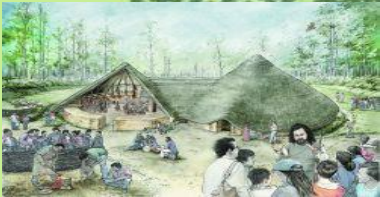
Fundamental to the role of museums is “the education of desire”, what William Morris described the stimulation of a wish to enhance the quality of our lives.

It is culture in action, the uses of culture for learning, creativity and pleasure, that defines the quality of a museum and a society.

“All people have culture and culture is not elitist...Culture is ordinary: that is the first fact... We use the word culture in these two senses: to mean a whole way of life – the common meaning; to mean the arts and learning – the special process of discovery and creative effort...Culture is ordinary, in every society and in every mind.”

Raymond Williams, Culture and Society, 1958





St Fagans National Museum of History



Consultation

Passive



For

Active



By



Participatory



With

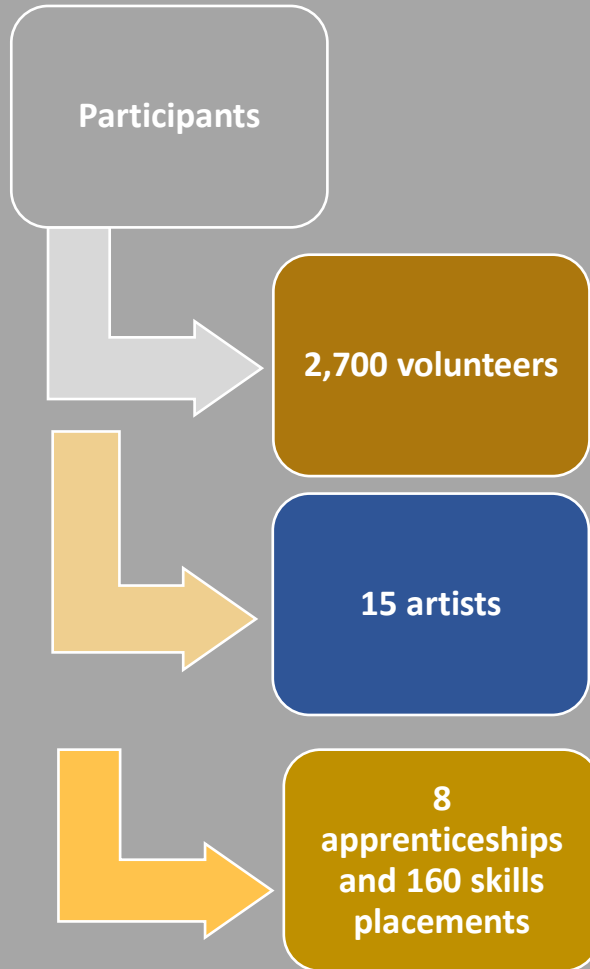


Communities are actively and regularly collaborating



Strengthen community skills and creativity





80,000
participating in
school programmes

120,000
participating in
events programmes





Gweithdy: a gallery and workshop





Cymru Wales Is



A Museum and its Contents are just the Shell

“A museum is not only a building with collections, exhibitions, archives and staff...This is just the shell”.

“A museum is something else, something much more important. A museum has been described as a way of looking and a way of thinking, a place of stories and ideas”.

“It is a natural and cultural history; a world of objects, memories and the art of living; and a place for debate of all the issues connected with the society we actually live in”.

“The museum in this sense may exist to some small degree in the building we call a museum, but most of its resources, its nourishment, is to be found outside its walls, mostly in the people in the communities of which it is part”

“Conclusions”, Museums, Keyworkers and Lifelong Learning: Shared practice in five countries, Vienna, 2001