



# **SIEF 11th Congress: “Circulation”**

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**Sowing presences:  
the experience of collective memories` laboratory  
in Portuguese museums**

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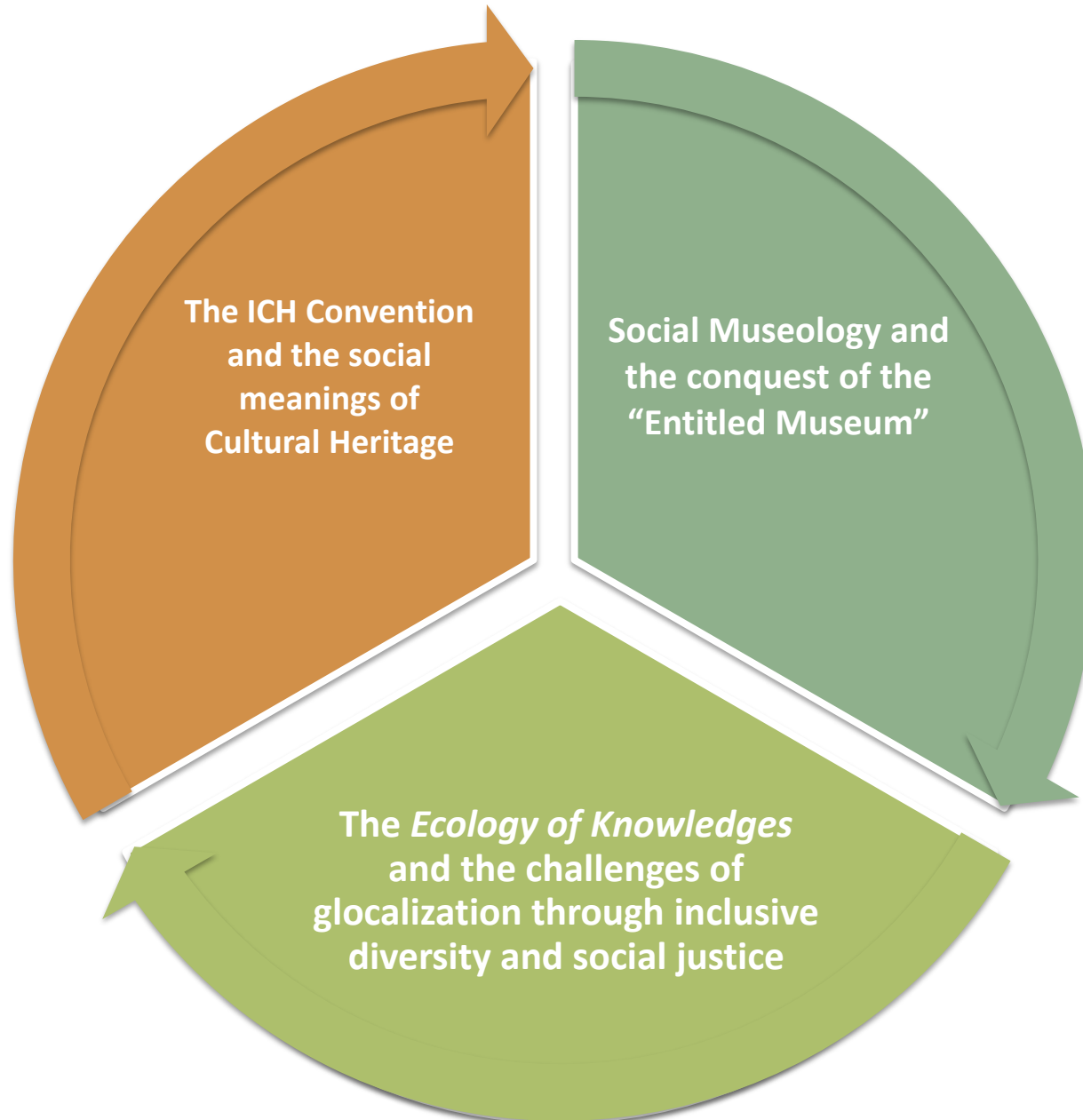
**01/07/2013**

What are we going to talk about?

## The initiative *Legitimate*

*An initiative of museological didactic  
that works with local memories  
through the museum, based on  
innovative participatory methodologies*

# Theoretical-methodological chart that establishes the basis towards a collective approach of Memory in the Museum



# Socialmuseumology and the conquest of the “Entitled Museum”



# Sociomuseology

Social Science resulting through the maturing of the New Museology and its adaptation to the contemporary society characteristics and needs.

**Aims for the sustainable development by the Museum, through the participation of the communities in the definition, management and socialization of cultural and natural heritage, using a practice centered in the concept of Museum as a collective project with a marked sociological character.**

**Sociomuseology follows:**

- The concepts of Resource-Museum and Process-Museum
- The Principle of Participation
- Recognition of the Entitle Difference
- Conformation of new museological rhythms, according to the various needs of those who, together with the Museum, inhabit the territory (Moutinho, 2012).



## Currently in Portugal:

- *Ecomuseu Municipal do Seixal*, since the 1980s.
- *Museu do Trajo de São Brás de Alportel*, Algarve, since the 1980s
- *Museu do Trabalho Michel Giacometti*, Setúbal, since the 1990s.
- *Museu da Comunidade Concelhia da Batalha*, since 2011...



# The social meaning of the Museum

Under this perspective, we consider that the current museum could be, simultaneously:

**‘Bridge-museum’**, building time, relations, perceptions, resonances from its space-time dimension.

**‘Response-museum’**, able to materialize initiatives, feed processes and set values which are capable to respond to a balanced development

**‘Engagement-museum’**, able to decode memories which inhabit the edge of a formal memory, memories outside memory (Godinho 2012: 19), memories that nourish continuities (or fragmentation), between past, present and future.

# The entitle Memory, entitle heritage, entitle *Museum*

From this point of view, to the desirability of Memory and Heritage, extends the desire for a Museum as a place for legitimate memory, knowledge and (re)cognition of the diversity emerged through negotiated presences, social balances able to responde to a new paradigm.

Memory, Heritage and Museum then trigger communicative possibilities of recognition, therefore political potentiality, building spaces of conflict and silence... but also, spaces of liberation and empowerment.

We are able to perceive “how much tension and dispute is present in the exercise of the entitlement of memory, heritage and museum”(Chagas, 2010)



# The ICH Convention and the social meanings of Cultural Heritage



# Emerging challenges from the 2003 ICH Convention

- Quest for a balance between North and South
- Disruption of an hierarchical view of Heritage as well as the establishment of values through their own communities.
- Equalize the material and immaterial dimensions of heritage, acknowledging that the process is as important as the product, and that cultural manifestations and expressions are as important as the material heritage resulting from them, contributing to the definition/construction/preservation of the identity of the collective groups.

# Humanization of Cultural Heritage

Thus begins a definition of a collective, dynamic and polysemic perspective of Heritage, resulting from a triggered socially process, of values associated to realities that equalize our cultural diversity

which translates in a profoundly substantive perspective of local socio-cultural phenomena

which creates bridges between present and past, based on several forms of memory, creativity and resourcefulness, resilient through time.

# The theory of *Ecology of Knowledges*: glocalization, diversity and social justice



# What is an Ecology of Knowledges?

It's a line of thought, coming from Sociology, which responds to the challenges of an “alternative globalization”, following the starting points:

- Conception of a **post-abyssal thought** (inspired by “learning with the south”);
- **Co-presence of agents;**
- Possibility of building a global social justice through a **global cognitive justice that acknowledges the existence of a plurality of ways of knowledges** (beyond scientific) and, with it, **the idea of inter-knowledge** as well as “supportive knowledge” (Lechner, 2012);
- Recognition of the intersubjective dimension, trans-scale and trans-temporal of knowledge, which situates us before strong **local-global bounds** (Santos, 2010)

# Museum, Heritage, Memory *versus* Participation

Working heritage with memory implies choices...

So:

**Who makes the choice?**

**What do we chose?**

**How do we chose?**

**What purposes have the choices?**

Which is the place for local social experience?

Where is the place for the local agents?

In what ways can the museum contribute to the process of recognizing the plurality of presences, knowledges and experiences?



# **ICH, Sociomuseology and Ecology of knowledge seem to converge in a practice of a participatory grammar, centered in three axes of action**

## **Co-presence**

## **Co-production**

## **Co-authorship**

**Co-presence of internal and external agents of the museum** – allowing us to establish the basis for a collective construction of values and meanings;

**Co-production of the process of identification and re-meanings** – transmitting an idea of memory as a plural cognitive construction;

**Co-authorship of the produced knowledge** – reflecting many forms and gestures which give life to the own diversity of local cultures.

### **An idea of Heritage**

As a result emerging through the process of social valorization of the cultural diversity of a collective group, by its own participation, towards its safeguarding, within the scope of local development  
(Sancho Querol, 2011)

### **An idea of Museum**

which “uses the participation as an essence for its own institutional logics”, granting a role that is “structuring and defining of the heritage panorama, the dynamics of museological actions and relations that are settled with the community”  
(Sancho Querol, 2013)

# Memory

### **An idea of Culture**

As a “collective system of meaning, socially constructed and culturally shared” (Hall, 1997)  
Or, as “good of symbolic value, a right of all people, and a decisive factor for integral and sustainable development,” (Declaration of Salvador, 2007)

The initiative *`Legitimate'*

*Inclusive Museological Didactics,  
serving local memories*

# An evolutive Formula

Following the theoretical chart, along four days we build  
the next actions within the local communities.

Afterwards the path must continue by the hand of the museum  
that sheltered us...

Museological Expedition (inside and outside of the Museum)

+

Thematic workshops:

Biographical narratives, Poetic cartographies

+

Approach to inspiring case studies

=

Cognitive maps

(from memories that emerge by walking)

# The museological expedition - goals

Recognize the place and the function of memory towards a contribution for a reorganization of values and **museological priorities**, aware of their relevance on the daily construction of the museological process.

Exploration of memories internal and external to the museum, taking into account its profile, theme, mission and contents and, above all, its ways to concur, within a museological contribution, to the construction of a **inclusive present**, aware of the needs for a development of the local collectives.

To find **the social meanings of memory** through perception, reflection and intersubjective dialogue, giving shape to several **cognitive maps** of each approached realities, that is, a **tool for museological interaction**, from which we will be able to develop a detailed work with the local agents.

# The museological expedition

## Some methodological orientations

The expedition is a structuring methodology within the museological process  
it goes towards the other, to the diversity of gazes,  
in the transverseness of ways of knowing that survive on places

Some steps to follow...

### Look and sense the space

- Sense the movement
- Sense the silence (what is beyond visibility)
- Search for the dynamics in relationships

### Capture their essential elements

- What is changing
- Where is the tension

### Build the action

- Which are the compromises?
- What do we want to build?
- Where do we take the first step?
- With whom do we walk along?



# Our expeditions inside the Museum



## Museu das Comunicações, Lisbon (2013)

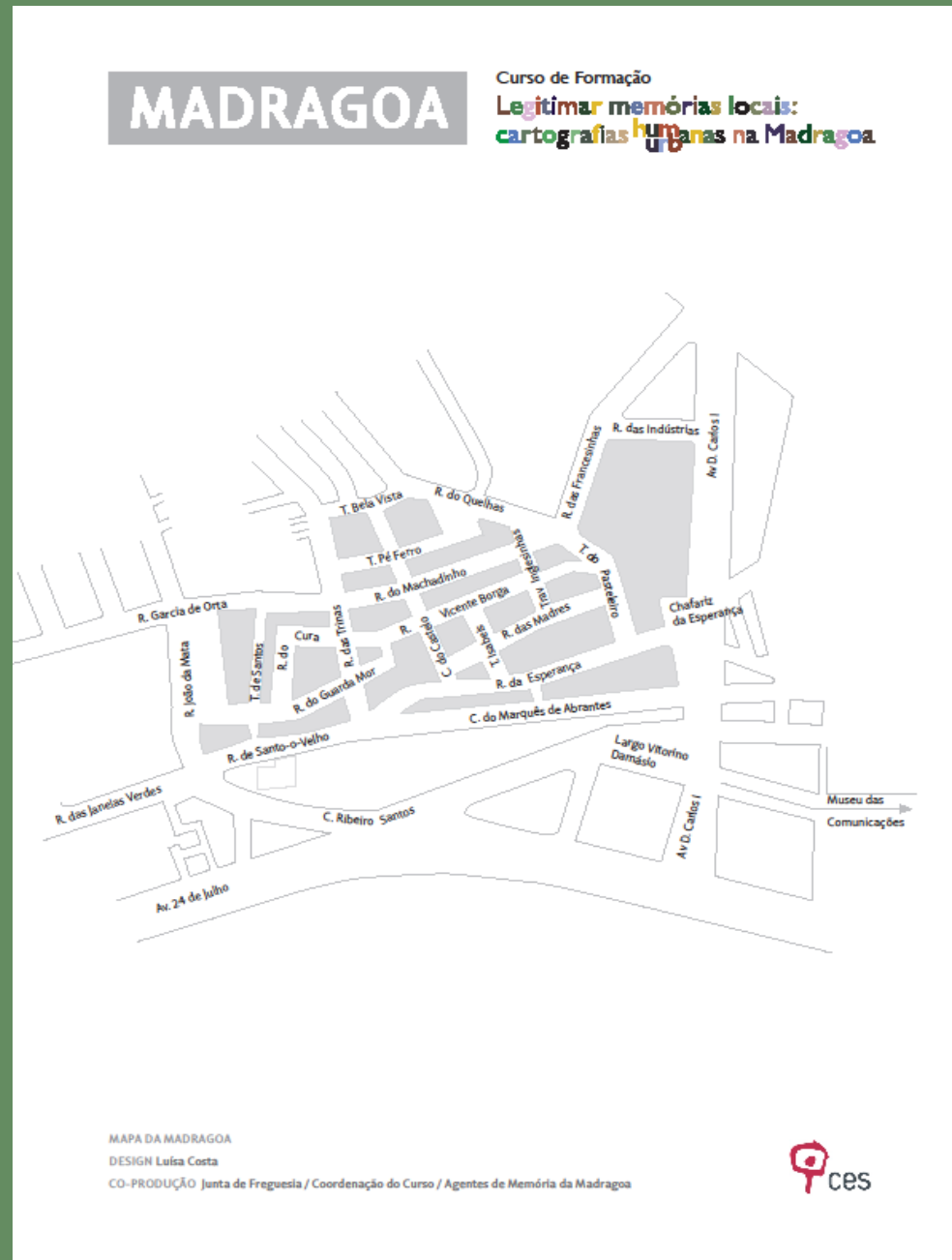


## Museu do Trajo, S. Brás de Alportel, Algarve (2012)

# 2013

# The museological expedition in the museum`s territory

## Museu das Comunicações (Neighbourhood of Madragoa, Lisbon)



# Places of memory in Madragoa

(topographies of power and local ways of knowing):

- *Memory outside memory:*

Convento das Bernardas

- *Work cultures, Resistance cultures:*

(in danger professions)

Lavadouro Municipal  
Moagem Café “Flor da Selva”  
“Padaria da Esperança”  
“Lugar da fruta”

- *The neighbourhood's social meanings:*

(places of daily socialization)

Chafariz da Esperança  
“Café da esquina” (*Seven Seas*)

















Joana Olivença e Lorena Sancho









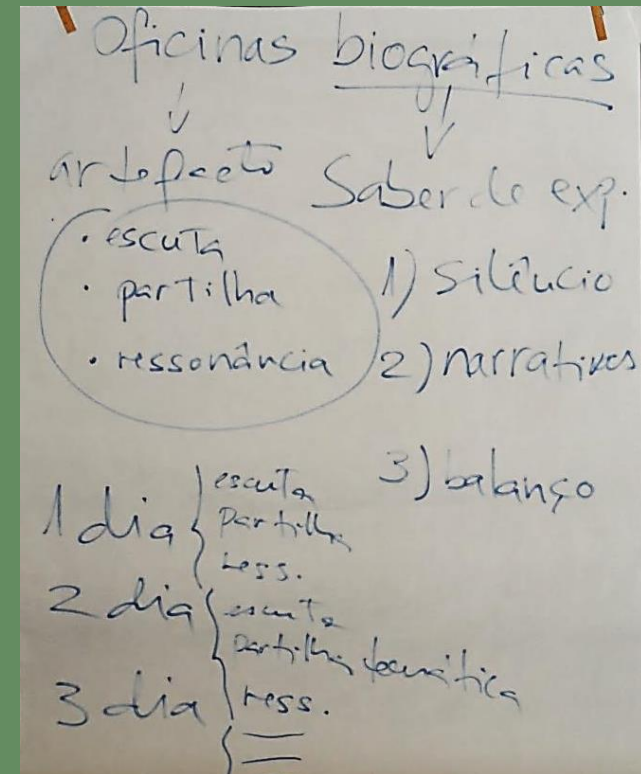
# Thematic Workshops

Guest: Elsa Lechner

(Humanity, Migrations and Peace Studies, CES)

Theme: Workshop of biographical narratives

Work group tool which explores  
the narrative and its shapping effects,  
to promote social transformation





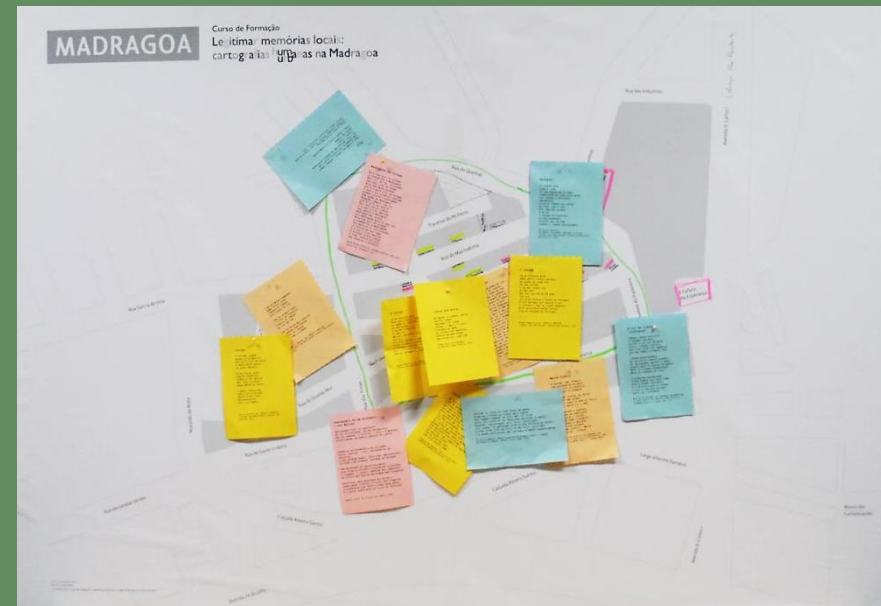
# Thematic Workshops

Guest: Luísa Costa

(Architecture University, UTL - CIAUD)

**Theme: Memories of places and constrution of poetic maps**

Working tool to map the memory of places, using poetry, intersubjectivity and the conscience exercise of the axis remember/forgetfulness.



# Inspiring projects

## Museological dynamics towards a regeneration and increasing value of memory

### Guests:

Emanuel Sancho (MTSBA)

Mónica Dias  
and Celso Antão (JSFV)

Márcia Carvalho (MMI)

### Projects:

*Working memory in the São Brás Museum*

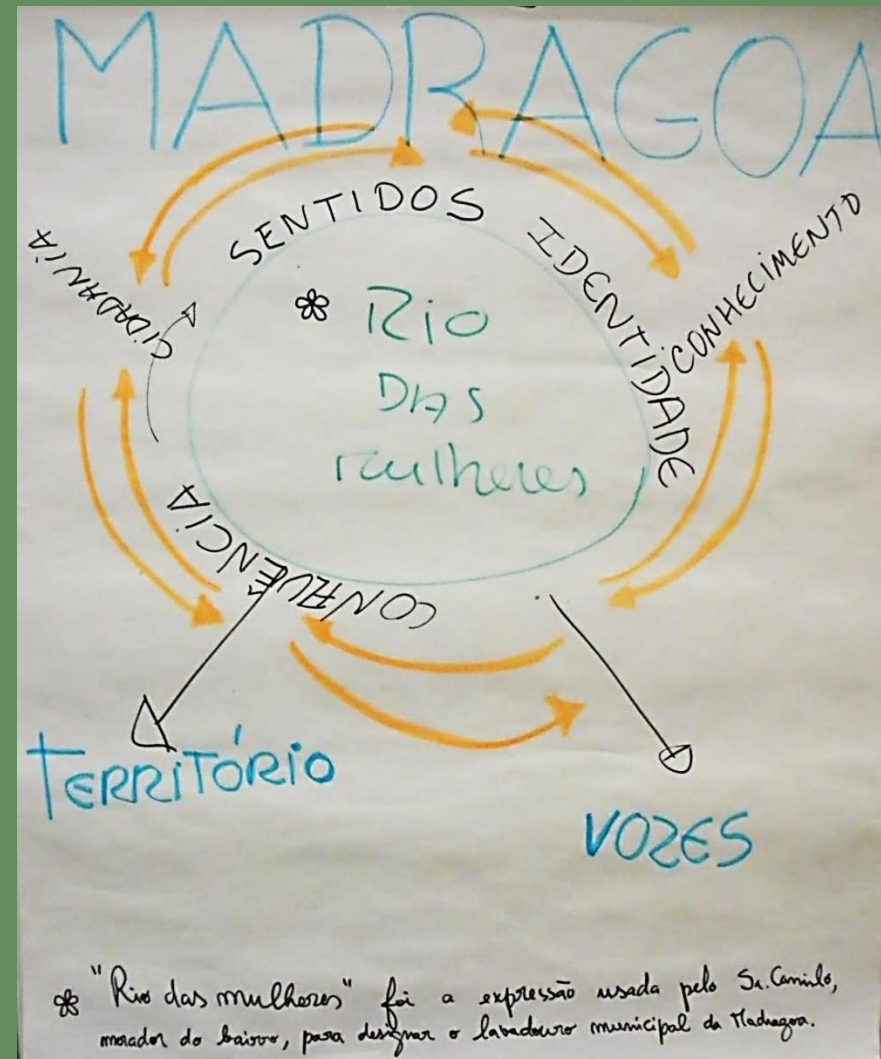
*From the Museum to Madragoa 's neighbourhood:  
(re)discovering identities with the community*

*The Memory Archive of Cod Fishing,  
Ílhavo's Maritime Museum.*

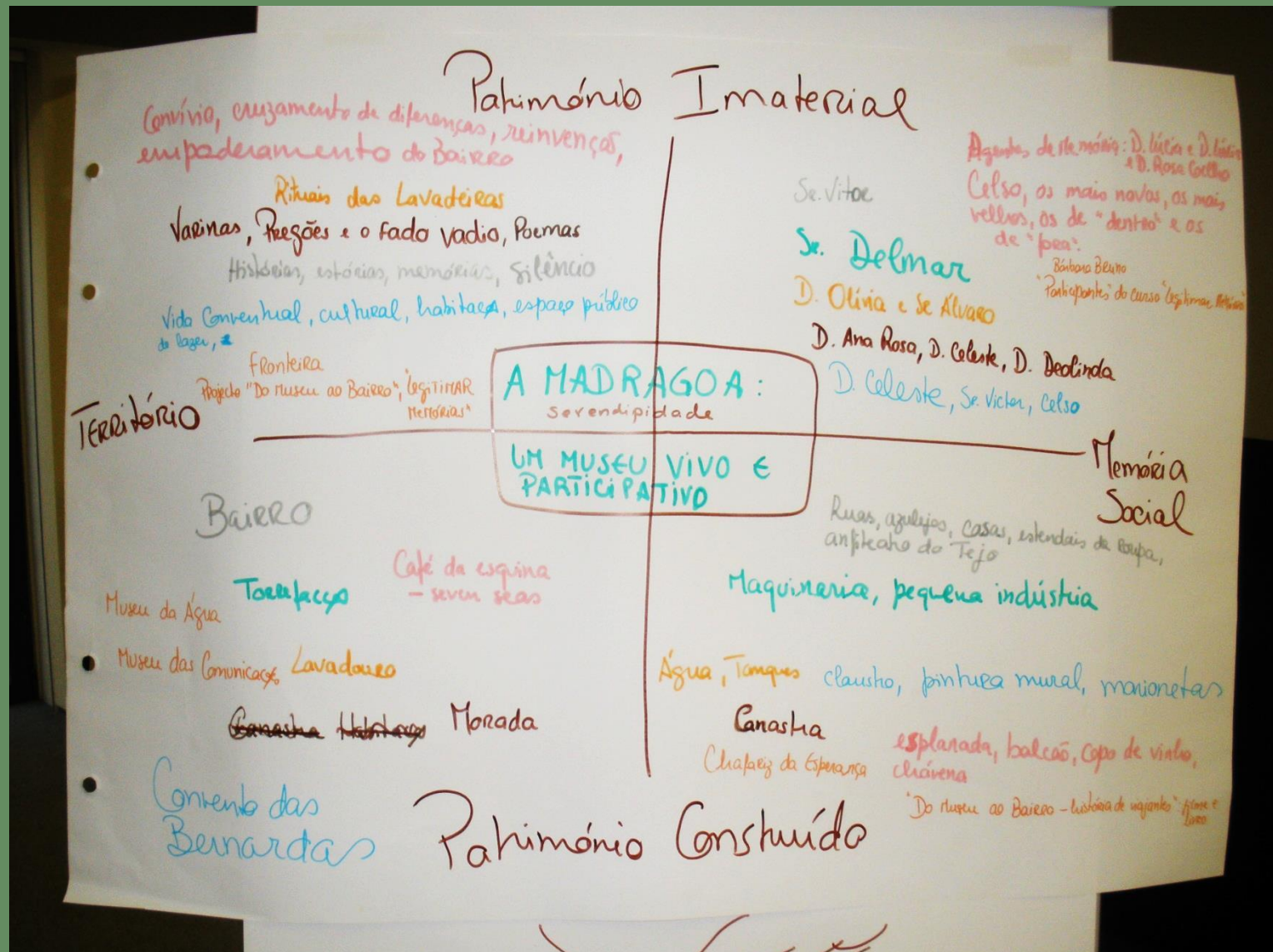


# Final product

## Cognitive maps: Madragoa's neighbourhood (2013)



# Cognitive maps: Madragoa's Neighbourhood(2013)



Thank you for your attention!