



Working locally, Thinking Globally  
***Re-thinking museums' international  
engagement in an hyper-connected and  
hypersensitive world***

ICOM UK Working Internationally Conference 2018  
Anaïs Aguerre

# Lessons learnt from the past 11 years...

The British  
Museum

V&A



## On the importance of museums' international engagement:

- Brand & Reputation (for the museum / for the city)
- New income stream (direct / indirect)
- Greater audience reach
- Broadening public and staff's horizons
- New research and partnership opportunities



# The power of museums in an hyper-connected and hyper-sensitive world...

“The things we make have one supreme quality -- they live longer than us. We perish, they survive; we have one life, they have many lives, and in each life they can mean different things. Which means that, while we all have one biography, they have many.”

“In everyone of their lives, in every generation, they can acquire different meanings. So their meaning can become richer as time goes on”

– Neil MacGregor, former Director of the British Museum

<https://www.youtube.com/watch?v=NTAgTCXja4Q>



# The power of museums in an hyper-connected and hyper-sensitive world...

“The Past is Now:  
Birmingham and the British  
Empire” at Birmingham  
Museums (28 October 2017 –  
24 June 2018)



**It is all about connected local actions in the end...**



# Case study | ReACH, a global dialogue and consultation

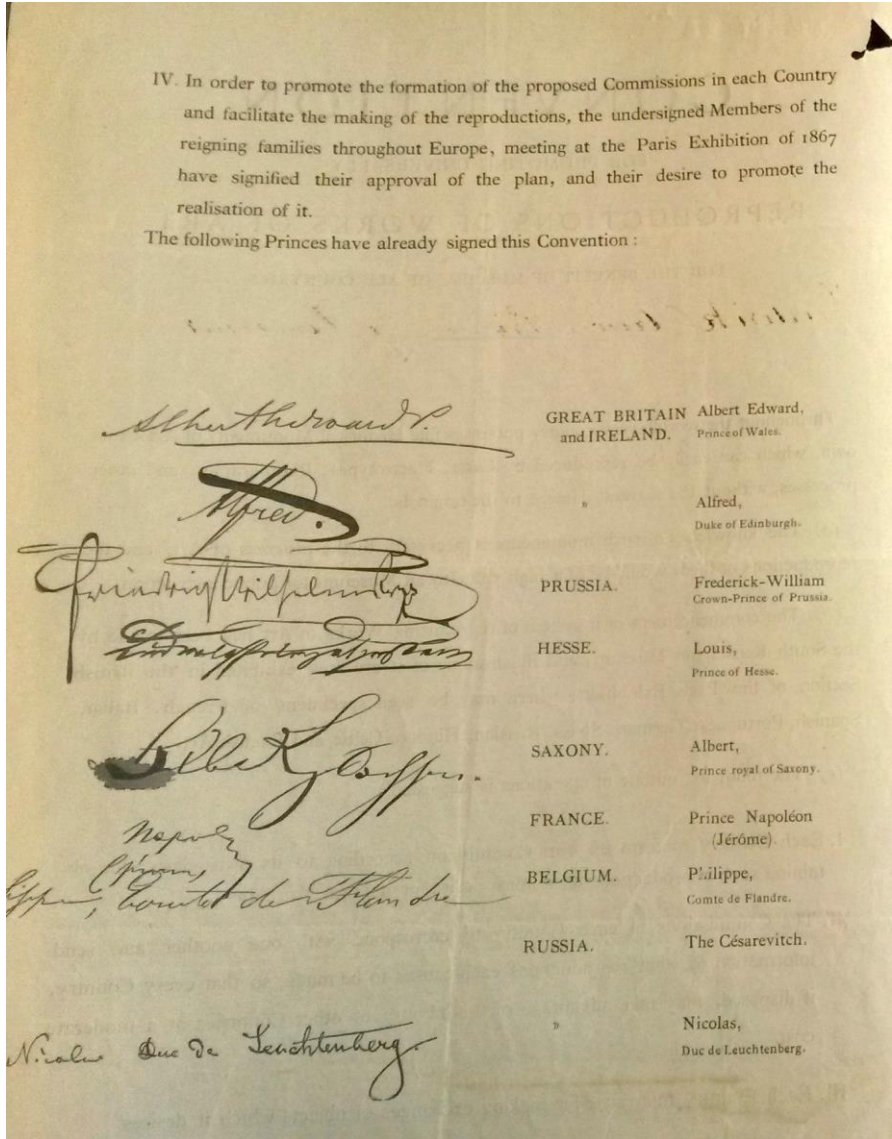
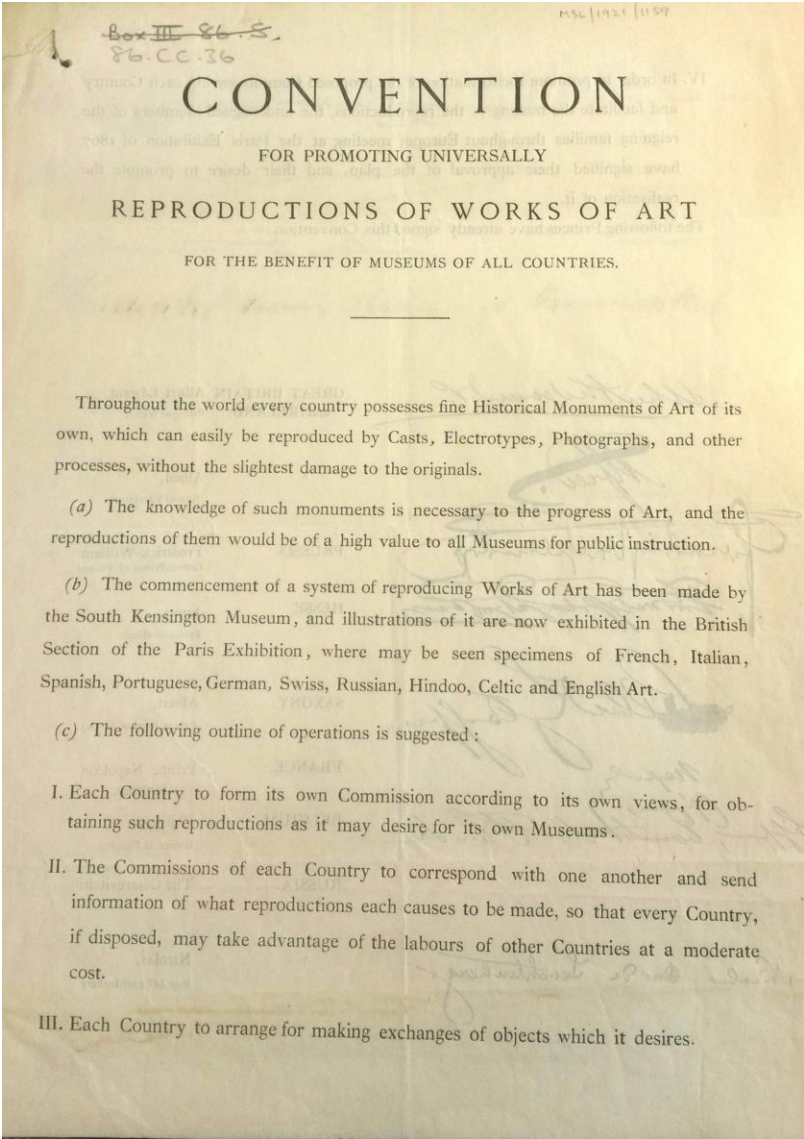


Launched at UNESCO in May 2017, ReACH (Reproduction of Art and Cultural Heritage) is a global initiative spearheaded by the V&A in partnership with the Peri Charitable Foundation that explores how to re-think our approach to reproducing, storing and sharing works of art and cultural heritage in the digital age we are experiencing.

# Case study | ReACH, a global dialogue and consultation



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**Culture in Crisis**

V&A

CULTURE IN CRISIS PROGRAMME   CONFERENCES

The V&A is an International organisation with collections from around the globe. We are committed to protecting the world’s cultural heritage and supporting communities that suffer cultural loss, whether through criminal acts or natural disaster.

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- **Roundtable discussions & workshops**
  - July: Washington, SMITHSONIAN
  - September: St Petersburg, HERMITAGE
  - October: Abu Dhabi, TCA/LOUVRE AD
  - November: Beijing, PALACE MUSEUM
- **A global dialogue**
  - New online research space
  - #ReACHdialogue
- **Conference**
  - 8 December: V&A



Any questions?

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