

# BRAINSTORM - WHAT INTANGIBLE CULTURAL HERITAGE IS RELEVANT TO YOUR MUSEUM?

In advance: schedule a meeting for this brainstorm with your entire team (minimum 1 hour)  
Provide a whiteboard, markers and post-its

## STEP 1 CREATE A MINDMAP ON A WHITEBOARD

**Mission and vision statements:** Read your mission and vision statements. Which intangible cultural heritage can you associate with it?

**Collection:** Picture your collection: in what practices of intangible cultural heritage do these objects play a role? With what intangible heritage can you associate these? To which practices do these refer?

**Library/documentation center:** What types of intangible cultural heritage correspond to the themes and keywords that are employed in your library?

**Put the museum and a brief description of your mission and vision in the center of the mindmap**

Let everyone around the table enumerate practices of intangible cultural heritage that have a link to the museum.  
Write them down on a whiteboard.

**Networks:** Think of everyone you are in contact with regularly. Who are these people and organizations and what links do they have with intangible cultural heritage?

**Domains of intangible cultural heritage:** Do you see any links with oral traditions, performing arts, social practices, rituals and festive events, knowledge and practices concerning nature and the universe, (traditional) craftsmanship?

### ATTENTION!

During the brainstorm, keep the definition of intangible cultural heritage in mind: 'intangible cultural heritage means the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity.' (UNESCO 2003 Convention for the Safeguarding of the Intangible Cultural Heritage)

## STEP 2 DECIDE ON THE RELEVANT CRITERIA

Ask every member of your team to select three examples: what intangible cultural heritage should definitely be part of the museum's scope? Ask for their motivation. Based on these motivations, decide upon the criteria that will establish whether or not a specific practice of intangible cultural heritage is relevant to your museum.

## STEP 3 MAKE A SELECTION

On the whiteboard: circle the intangible cultural heritage that – on the basis of the criteria you decided upon in STEP 2 – should be part of the museum's work.

## STEP 4 FOCUS

It is probably impossible to actively engage with all these types of intangible cultural heritage (and its practitioners!). As is commonly the case with movable and immovable heritage, in a final step you decide where your priorities lie. In guiding your decision, the following can be useful:

- Priorities in your policy plan
- Specific opportunities
- Themed years that already have been decided upon
- ...

You could also think about the possibilities of involving the practitioners of intangible cultural heritage in your decision.

## STEP 5 CONCLUDE

In conclusion, make a record of the scope of the intangible cultural heritage that is relevant to the museum. Determine the intangible heritage you will be actively working on in the future. Write it all down, together with your motivation, so that you can refer back to it later on!

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