ICOM
MPR
YEREVAN
2015
Annual Conference
Everything flows, everything changes... even in the museum.
The fame and absolute esteem for the great poet Hovhannes Toumanian were the only reasons why people visited the museum.
It was time to change perceptions and promote the museum as a creative and vibrant institution.
The perspective of becoming a ‘living dead’ corpse seemed so near.
Absence of motivation and low performance of the staff.
Challenges that brought the information society and globalizing world that gradually marginalize status and value of the ‘dead’ museums, availability of alternative ways for the society outside the museum to satisfy their interests about Hovhannes Toumanian.
Our goal: to achieve the ‘control packet’ of confidence in the market place and devised an algorithm of steps to achieve it:
We devised an algorithm of steps to achieve it:

- Evaluate the situation
- Identify priorities
- Find tools for synchronizing tradition and innovation
- Elaborate the tactics for recovery
- Start ‘shaking’ the museum from inside by promoting new ideas and launching new initiatives, by stimulating creativity. Also from outside by organizing the museum’s ‘journey’ in real and virtual world.
Two directions - internal and external
Recipe of digestible dressing

1 share innovation,
2/3 technology,
100% unexpectedness.
Per la retta giustizia del popolo armeno non serve nient’altro che la verità.

We need nothing but the truth for the Armenian Cause.

Pour la bonne justice du people arménien, on a besoin de rien d’autre que la vérité.

Para la justicia del pueblo armenio no es necesario nada excepto de la verdad.

Für Gerechtigkeit in der armenischen Frage brauchen wir nichts – außer der Wahrheit.

لا يحتاج القرار العادل للشعب الأرمني إلى أي شيء إلا الحقيقة.

Armenskому народу для правого суда не требуется ничего, кроме правды.

Ermeni halkının adil davası için gerçekten başka hiç bir šeye ihtiyacı yoktur.
Thank you