Moon, Keun-sil (문槿實)
Introducing the Museum

Exhibition

- First national museum solely dedicated to the modern and contemporary history of Korea from the late 19th century to the present

- 4 Permanent exhibition halls
  1. Prelude to the Republic of Korea (1876-1945)
  2. Foundation of the Republic of Korea (1945-1960)
1. Prelude to the Republic of Korea (1876~1945)
1. Prelude to the Republic of Korea (1876~1945)
2. Foundation of the Republic of Korea (1945~1960)
2. Foundation of the Republic of Korea (1945~1960)
Children’s Museum
Promotional Video

"National Museum of Korean Contemporary History"
Introducing the Museum

Background

- 2008
  Plan for establishing the Museum announced in August
- 2009
  Committee for the establishment of the Museum made in April
- 2010
  Detailed plan confirmed in March
  Construction work began from November
  Exhibition design and making started from December
- 2012
  Building completed and installation of the display started in May
  Opened on December 26th
Introducing the Museum

Circumstances

- Disadvantages
  - Smaller in size
  - No masterpieces

- Questions and Doubts
  - Dealing with contemporary history
  - Conflict between the two political parties
Branding Strategy

- **Definition**
  “A brand is a set of associations that a person makes with a company, product, service, individual or organisation.”
  (Design Council England)

- **Adopting the changing social role of museums**
  Catalyst for positive social change
  Interacting and co-operating with the public
  Sharing ideas and co-producing messages with the public

- **Big idea**
  “Museum made together with the people”

- **Engaging with customers**
  Nationwide donation campaign and the public participation event

- **Consistency and continuity**
• Promotional leaflet of the donation campaign

"Making together with the people, The National Museum of Korean Contemporary History"
Actions in 2010

• Advertisement inside the subway train, promoting the donation campaign

"Making together with the people, The National Museum of Korean Contemporary History"
A man who donated 303 objects, which he had kept for his whole life, to the Museum

Actions in 2010

- Newspaper article introducing a donor and his own story, Oct. 21, 2010
Actions in 2010

• Free newspaper article, <Donation Relay of 2,000 Materials> Nov. 17. 2010

About 2,000 materials have been donated for 4 months since the campaign was launched
Actions in 2010

• The public participation on-line event, Oct. and Nov. 2010

“Making together with the people, The National Museum of Korean Contemporary History”

Leaving messages for support of the Museum on Tree of History
Actions in 2010

• The public participation on-line event, Oct. and Nov. 2010

Posting photos with stories,

*The Story of Korea in My Photo*

“You are the heroes and heroines in the history of the Republic. The photos containing trails of your lives are the pieces of the history of the Republic.”
Actions in 2010

• Ground-breaking ceremony, Nov. 25. 2010
Actions in 2010

• Newspaper opinion piece by a poet, one of the Committee members, Nov. 23. 2010

"This Museum does not belong to historians, politicians or artists. It belongs to us: you and me. Our stories will be told here."
Actions in 2010

• Outdoor banners of the ground-breaking ceremony, Nov. 25. 2010

“The Miracle of Korea, We Have Made It”
Actions in 2010

• Standing signboards at the ground-breaking ceremony, Nov. 25. 2010

“We invite you, the heroes and heroines of the history of the Republic”
Actions in 2010

• The public participation event at the ground-breaking ceremony, Nov. 25. 2010

Leaving messages of hope on Tree of History
• The public participation event at the ground-breaking ceremony, Nov. 25, 2010

Leaving messages of hope on Tree of History
Actions in 2010

• The public participation event at the ground-breaking ceremony, Nov. 25. 2010

Leaving messages of hope on Tree of History
Actions in 2010

• Screen fence covering the construction site

“The Miracle of Korea, We Have Made It”
Actions in 2011

- Progress report to the public, Feb. 25, 2011
Actions in 2011

• Advertisement inside the subway train, promoting the donation campaign

“Making together with the people, The National Museum of Korean Contemporary History”
Actions in 2011

• Free newspaper articles about the donation campaign, Apr. 2011

“People’s private records reborn as the history of the Republic”

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public

2011년 4월 19일 화요일

Focus

기사 간행됨

국민 교육열·모성애 ‘대한민국 기적’ 남다

여러이야기에서 갈기자리

통치자 등 교육 관련 화제

여러이야기에서 갈기자리

홍보문자판

“기적의 교육열·모성애의 근현대기”를 계기로 한 달 만에

대한민국의 교육열과 모성애의 역사를

기록하고 있는 역사박물관은 600%의 관람객 증가를

가시하게 된다. 현대역사를 따라가는 역사박물관의

가시성과 가능성을 드러내며, 국민의 교육열과 모성애

의 역사를 되새기는 역할을 하고 있다.
Actions in 2011

• Free newspaper article introducing donators and their stories, May 3, 2011

A 74-year-old woman who donated her photo taken by an US soldier just after the Korean War
Actions in 2011

• Free newspaper article about the donation campaign, Sept. 8. 2011
• The public participation on-line event, June and July 2011

“You are the history of the Republic itself.”

Telling the stories about your own precious things, <The Story in My Cherished Thing>
Actions in 2011

• The public participation on-line event, June and July 2011

My father’s unexpressed love:
school reports, student IDs, name tags, etc.
Actions in 2011

• The public participation on-line event, June and July 2011

My grandmother’s bellows

제목: 할머니의 풍로~
ID: ssff700
풍로는 옛날 부엌아궁이에 불을 지펴 가 마술에 밥을 지은때 없어서는 절할
고마운 기계였죠. 이 풍로는 십여년전 돈 아가신 저희 친할머니께서 점았을때부터
사용하셨던건데, 50년도 넘은걸로 알고있습니 다.
제가 어렸을적 방학때 시골 할머니댁에
놀러가면, 저 풍로를 장난감삼아 가지고
놀았던
기억이 새롭습니다. 그때는 손잡아를 들
리면 드르륵 드르륵 소리와 함께 선풍기
바람같이
시험한 바람이 나오는게 어찌나 씁었고
신기했던지...
할머니는 저 풍로를 늘 부엌 아궁이옆에
신주단지처럼 모셔놨었지요. 
오랜만에 풍로를 보니, 그옛날 할머니께
서 풍로를 들려가며 아궁이 불을 보시던
모습이 무척 그립습니다.
Actions in 2011

- The public participation on-line event, June and July 2011

Sewing machine inherited from mother-in-law

제목: 시어머니께 물려받은 미싱.
ID: tkfkd777

내용:
저희 시어머니께서는 예전에 한복가기를 하셨습니다. 지금은 노화과 당뇨로 병원에서 투병생활을 하시지만, 저 미싱하나로 6남매를 공부시키고 결혼까지 시키셨지요. 지금도 가끔 저에게 저 미싱의 안부를 물어 정도로 미싱에 대한 애착이 남달랐어요. 어머니에게 미싱을 저음 물려받았던 세밀한 흔적으로 작동하기 불편했었는데, 어머니의 허락을 받아 궁리끝에 미싱에 모터를 달아 한결 수월하게 사용할 수 있게 ##46124;습니 다. 고통과 신심의 조화라고 할까요!
서로 어울릴것 같지 않지만, 기득하게도 잘 조화를 이뤄 사용하기에 전혀 불편함없이 사용하고 있답니다. 저희의 딸아이가 혹시 필요하면, 깨끗이 잘 사용해 물려주고 싶은 우리집 보물이랍니다.
Actions in 2011

• The public participation on-line event, June and July 2011

My father’s old camera
Actions in 2011

• Museum Identity and the national flag of Korea, ‘Taeguekgi’
Actions in 2012

• Lawn sign cover

“In November 2012, the story of Korea made together with the people will be unfolded here.”
Actions in 2012

• Promotional video clip

“The Museum is being made together with the people”
Actions in 2012


President’s congratulatory speech
Actions in 2012


Ordinary attendance: miners to West Germany during 1960s and 1970s
Actions since 2013

• Book introducing the main gifts and donators

<The National Museum of Korean Contemporary History: telling stories of the people>

Names of donators are written on the cover
Actions since 2013

- Book introducing the main gifts and donators

Shoeshine kit box donated by a man who worked as a shoeblack for living just after the Korean War
Actions since 2013

Actions since 2013

• Special exhibition of donated objects, <Beautiful Sharing>, Oct. 2013 ~ Feb. 2014

Her story was being told in the exhibition
Actions since 2013

• Advertising the donation campaign in the Museum’s quarterly magazine, 2014
Actions since 2013

• Special Exhibition, <The History Seen Through Our Photos>, Dec. 2013
Actions since 2013

- Advertisement at subway stations
Actions since 2013

- Promotional video clip
Conclusion

• International symposium, <Historical Debates in the World: Conflicts and Mediation>, Dec. 2013
Thank you.