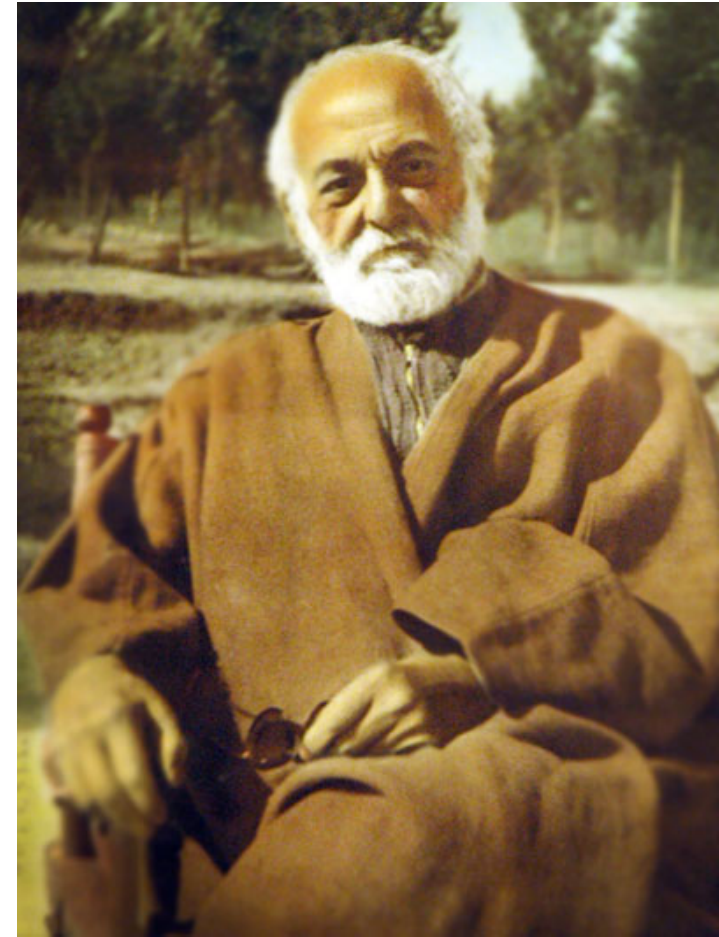


The impact of technology on promoting endowment brand



- Malek National Library and Museum is non-profit and non-governmental organization that is based on endowment. It is the first private endowment museum in Iran. The importance of devotion in Islam is obvious for all Muslims. Righteous do endowment and donation property for Charity and welfare in order to improve the economic, social and cultural of the society and also they can leave a good remembrance of their self and their family. This way became as a brand in Malek national museum and library



- Although most endowment is in the field of economic and donation in the form of land and buildings mosques and the other kind of properties and more in line with the general welfare and development of cities and territories but the history of cultural endowment to promote knowledge and cultural awareness has a long history in Iran





- One of the most important and most significant activities in this area, is what Haj Hussein Malek did; the establishment of library and museum, a lasting effective institution for society as a brand of endowment.
- In this paper, the technology solutions that help the museum to encourage the audience as Mr. Malek mentioned in his deed of endowment to join the endowment brand will discuss. As Iranian society in changing very fast, Malek museum try to do not behind left from the society.

- Prophet (PBUH) says:
- "If your son die, his action will be stop, except from three things, charity (endowment) , the actions he did and benefits of that continue and righteous child who prays for him."





- Endowment goals
- Dedication and endowment to the public interest has long history in Iran especially after Islam and has been used in diverse and the most common use cases include:
- Teaching and learning is free - (building schools and providing educational facilities for those seeking science and knowledge).
- Zaviye : were center of educations , free for public
- Water supply and irrigation of agricultural lands
- Establish caravanserais
- Treatment and care for patients
- Helping to pilgrims (Zovar) and travelers
- Sympathy and solidarity with the poor and the needy.



- Poverty is one of the major obstacles to progress and prosperity for mankind. One of the places "endowment" can actively intervene to remove barriers to prosperity and the starting point for human talent, Eradication of Poverty and the resulting cultural development. A brief history of endowment study makes clear the fact that the motivations of founders of endowment were Eradication of poverty and deprivation of the Muslim community.
- From second (AD) century Muslim were very successful in science and cultural development. Therefore most of the endowment were about the development of different branches of science, many properties and assets dedicated to schools, universities, libraries and hospitals. When we consider the history of endowments, the first endowment by Prophet were also about cultural things such as two mosques and the seven garden which show the Islamic endowment attitude were mostly toward cultural progress from beginning.



- Malek National Library and Museum Based on the good traditions of Iranian-Islamic culture which it is endowment. According to constitution of the institute, Promote education, Implementation of dedication of the institute, Dissemination of the endowment culture as a brand, Protect and maintain the Library's treasures, Collecting, updating and development of library resources, Maintenance, Recognition and Introducing the Past periods works of art, Collecting Fine collection of works of art Proportional to collections remain from Benefactor are the mission of the museum. Promoting the endowment brand according to the mission leading the museum and library a safe house for endowment and donations. In the past years from interested individuals and legal institutions several works on the same tradition (endowment) has received. Museum welcomes the donations of those interested in culture and art works in the field of library and museum.



- Following the rapid changes of the world, the importance of the using of new technology in case of promoting endowment which is the core of the museum become obvious. To increase further the efficiency of communications and the use of new technologies, museum worked on:
- Make Good infrastructure he development of endowment culture in cyberspace.
- Identifying the potentials content production through website and internet apps.
- Addressing the social and cultural effects and blessings of the endowment.
- Encouraging youth and educated to tradition of endowment via internet.

- Finding new and interesting ways for making new capacity for development and promotion the endowment.

- Strengthening the endowment and charity lasting theme in the context digitalized world and media.
- Development of software products, digital productions and digital library.
- To promoting endowment culture as a brand, museum designing multimedia and smart phone software product about museum exhibitions, both temporary and permanent exhibition.