

How to promote the Memory of the World Registers?

Jan Bos

Why promote the Registers?

“These glamorous Registers distract the attention from what really matters in MoW: the preservation of the world documentary heritage!”

(Dietrich Schüller)

Promote to whom?

The professionals?

The general public?

Educational sector?

Potential nominators?

Partners / Sponsors?

Politicians / Policy makers?

Promote what?

The concept of the Registers?

The intention of the Registers?

The items on the Registers?

The growth of the Registers?

The use of the Registers?

What makes the Registers promotable?

Diversity of material and genres?

Cultural diversity?

Beauty of individual items?

Content of individual items?

Connotations (spiritual, emotional, historical) of individual items?

Cultural historical collections

Collections of manuscripts, books, inscriptions, sound recordings etc., with great cultural or historical value for a region, an ethnic group etc.

The Collection of the Al-Biruni Institute of Oriental Studies (Uzbekistan)



Highlights

Outstanding work of art or innovation:

- a masterpiece of human creative genius,
- the 'first of its kind'

Rigveda (India)



Archival materials

Documents preserved for their continuing value.

- politics and administration
- religion
- social and human sciences
- sports
- etc.

Archives of the League of Nations

ARCHIVES
1933-1940

SOCIÉTÉ DES NATIONS LEAGUE OF NATIONS

GENERAL AND MISCELLANEOUS

REGISTRY No.

50 39765 38332

International Cooperation in Economic, Social Affairs
Direction and control of League Committees by the Central Committee
Correspondence respecting powers of the Central Committee

Transmit & Referred to	Date	Transmit & Referred to	Date	Transmit & Referred to	Date
<i>Dr. Charney</i>	<i>24.3.40</i>	<i>Legal Sec</i>	<i>24.3.40</i>		
<i>Legal</i>	<i>25.1.40</i>	<i>Legal Sec</i>	<i>25.1.40</i>		
<i>Pol. Sec.</i>	<i>25.1.40</i>				
<i>Dr. Blomberg</i>	<i>18.2.40</i>				
<i>Miss Haney (reg)</i>	<i>21.2.40</i>				
<i>Miss Haney (reg)</i>	<i>20.3.40</i>				
<i>Mr. McKinnon</i>	<i>24.4.40</i>				
<i>M. Vallat-Lanthe</i>	<i>24.4.40</i>			Dozier precedent	No. 39690
<i>Miss Haney (reg)</i>	<i>24.4.40</i>			Dozier suivant	No. 40158
<i>Mr. Laredo</i>	<i>24.4.40</i>				
<i>Mr. Mitchell</i>	<i>26.4.40</i>				
<i>Mr. Laredo</i>	<i>25.4.40</i>				
<i>Dr. Schiffman</i>	<i>25.4.40</i>				
<i>Legal Sec.</i>	<i>26/5/40</i>				
<i>Miss Haney (reg)</i>	<i>27.5.40</i>				

London, March 1933

Personal heritage

Documentary heritage of a person of world significance in any field:

literature, music, arts, sciences, politics, religion, sports, etc.

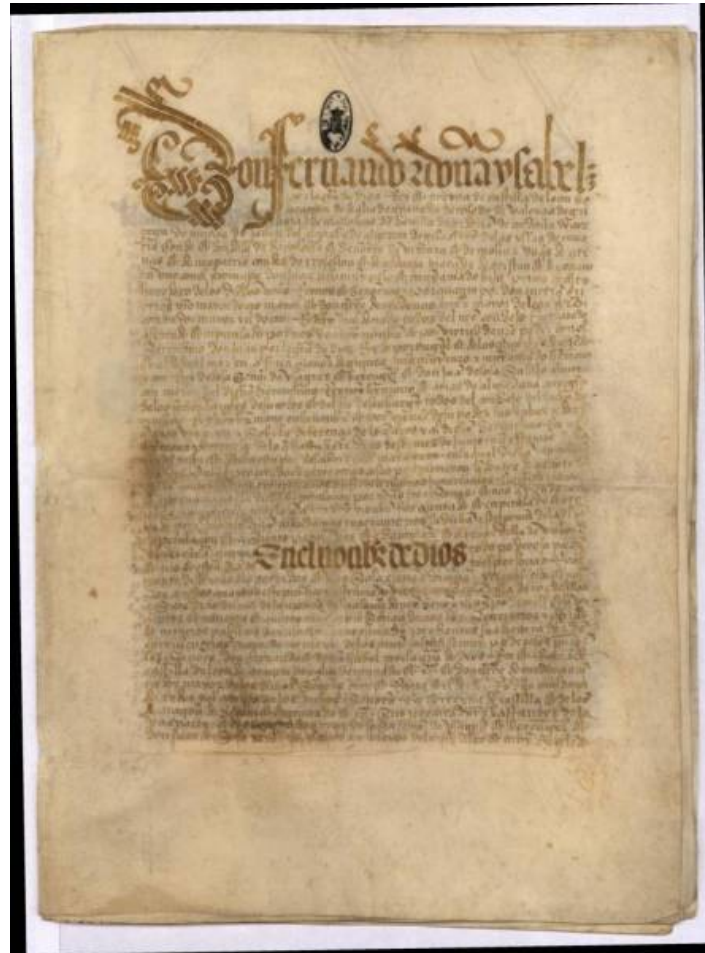
Dame Nita Barrow Collection (Barbados)



Key documents

Inventions, treaties etc. of world significance

Treaty of Tordesillas (Spain)



Testimonials

Documents that testify to or symbolize events and developments of great significance in the field of social or political history

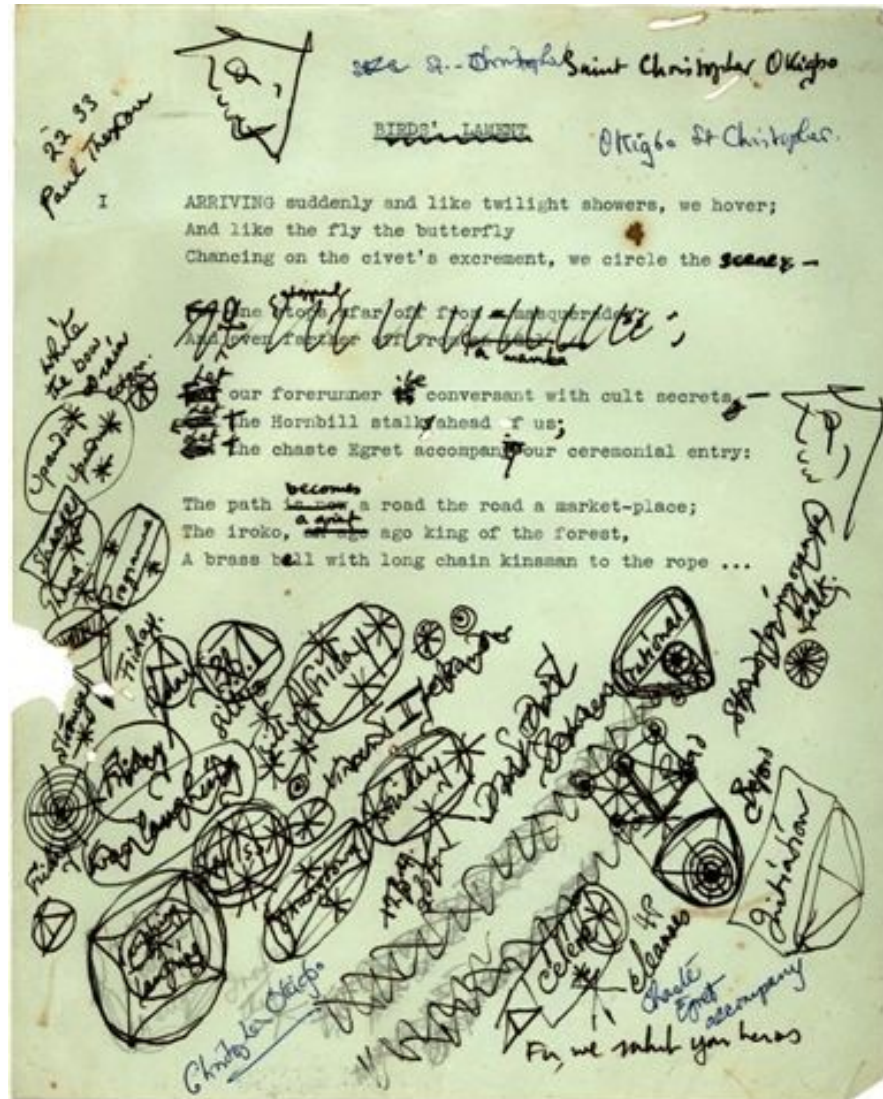
Inscriptions on stone, wood, bones, ...



Manuscripts on papyrus, bamboe, palm leaves, parchment, paper, ...



Handwritten/typewritten letters, notes, diaries, ...



Printed books, maps, atlases, ...



Photographs, drawings, ...



Sound recordings, movies, tv- documentaries, ...



PULLING UP THE LINE AT GLENROWAN

Digital born objects



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Cue for Anne Frank



Some MoW items less promotable

Not in tourist guides

Highbrow culture

Context needed

Context needed:

Châtelet de Paris banner register



Marketing Plans

Different targets – Different approaches

Different countries – Different approaches

Cooperation

World Heritage List

World Digital Library

Europeana

NGO's

World Bank

Regional, national and local initiatives

Good MoW website

High quality pictures

(Links to) Full text

Context

Search facilities

Links

Interactive

Explanation of the MoW goals

Links to MoW website

First words on the official Bayeux Tapestry website:

« Classée "Mémoire du Monde" par l'UNESCO, la Tapisserie de Bayeux (Calvados) est une broderie, longue de 70 mètres, réalisée au XIe siècle. »

But there is no link ...

Social media strategy

Facebook

Twitter

Apps

Google Maps

Digitization projects

Traditional Promotion



Traditional Promotion



2017 : 25th Anniversary

COME AND SEE :

**HUGHE VIRTUAL
MOW EXHIBITION!**