



85th SAMA NATIONAL CONFERENCE

The Future of Museums: Recover and Reimagine

7-8 SEPTEMBER 2021

Virtual Conference

The 85th South African Museums Association 2021 National Conference will be held virtually on 7- 8 September 2021 from 10:00 – 16:00 daily. The theme is: **“The Future of Museums: Recover and Reimagine.”**

When the organising committee had to decide on a theme, the ICOM 2021 theme was a perfect fit, condensing all our emotions and struggles into a few words because we realized that the world has changed and we need to recover and reimagine going forward.

The year 2020 has been like no other. The Covid-19 crises has swept the whole world abruptly, affecting every aspect of our lives, from interactions with our loved ones, to the way we perceive our homes and cities, to our work and its organisation. Some already pressing issues have been exacerbated, questioning the very structure of our societies: the call for equality is stronger than ever.

Museums are no exceptions to these changes, and the cultural sector is among the most affected: surveys conducted by ICOM and other international organisations present a dire situation for museums and their professionals, with serious economic, social and psychological repercussions in the short and long term alike.

This crisis also served as a catalyst for crucial innovations that were already underway, notably an increased focus on digitisation and the creation of new forms of cultural experience and dissemination.

This is a pivotal moment for our society, and we call museums to embrace it and lead the change. The time is now to rethink our relationship with the communities we serve, to experiment with new and hybrid models of cultural fruition and to strongly reaffirm the essential value of museums for the construction of a just and sustainable future. We must advocate for the creative potential of culture as a driver for recovery and innovation in the post-Covid era.

The theme: “**The Future of Museums: Recover and Reimagine**”, invites museums, their professionals and communities to create, imagine and share new practices of (co-)creation of value, new business models for cultural institutions and innovative solutions for social, economic and environmental challenges of the present.

The following topics will be explored during the Conference:

1. Digital transformation

Digital technologies offer countless opportunities to interact and engage with our publics. Collaborations between the words of culture and education can bring benefits to both, stimulating – among other things – critical thinking, active citizenship and well-being.

2. New business models

The cultural sector has been one of the most affected by the global pandemic, but it also brought forward change and innovation. This moment calls for new approaches to cultural experience, new ways of fruition, new partnerships, and new skills.

3. Social relevance and sustainability

The post-Covid era will ask museums to focus more on their local communities and develop projects in collaboration with them. Museums must embrace their fundamental role as open, inclusive, democratic spaces for sharing and dialogue.

Sources:

ICOM 18 May 2021 Communication Kit.

ICOM Bimonthly Digest from the Museum Network April-May 2021.

REGISTRATION

- The registration fee is a flat rate of R200.00 per person and is payable before 27 August 2021.
- **Registration closes on 8 August 2021**
- Please register for the conference and pay at:

<https://www.quicket.co.za/events/138180-85th-south-african-museums-association-national-conference-virtual/>

- A link to attend the Conference will be send to all delegates who register.

PRESENTATIONS

The South African Museums Association Conference Organising Committee invites papers that explore and develop these concepts and ideas and their applicability and significance in the African context.

We have a special session – What’s Hip and Happening - with 10-minute slots, where presenters can share interesting programmes and activities at their institutions or work environment.

There is also a novice speaker’s session, where individuals with 2 years or less in museums and heritage institutions and that has also not presented a paper at a previous SAMA National Conference are invited to present a paper on the Conference theme in a 10 minute slot.

Abstracts, of no more than 300 words and biographies of no more than 200 words, should be sent to Talita Fourie at talitafourie13@gmail.com

The deadline for the submission of abstracts is 5 July 2021.

Please note the following:

- All presenters must please still register and pay for the conference. Unfortunately you will not be placed on the programme if you have not registered.
- If your abstract is accepted, you will be notified by end of July and you commit to presenting at and attending the conference, or part thereof.
- All proposals submitted will be considered but the final choice rest with the organising committee.
- Presenters can make their papers available electronically for possible publication after the conference.
 - ✓ **SAMANTIX** Papers must be formatted according to the Samantix guidelines (10-minute papers).
 - OR**
 - ✓ **SAMAB** Papers must be formatted according to the SAMAB guidelines and will undergo peer review (20-minute papers).

CONFERENCE OUTLINE

Daily from 10:00 – 16:00

Tuesday 7 September 2021

Session 1

Opening session

Keynote address

Session 2

Presentations and panel discussions on aspects of the theme.

Session 3

Presentations and panel discussions on aspects of the theme.

Wednesday 8 September 2021

Session 4 What's Hip and Happening

Presentations and panel discussions on what is happening in your institutions.

Session 5 Novice speakers

Presentations on aspects of the theme.

Session 6 Governance

Presentations and panel discussions on governance.

SAMA Presidential inauguration

SAMA AGM to be arranged by SAMA Office

PUBLICATION DESIGN AWARDS COMPETITION

Please prepare your entries for the **Publication design awards competition**. These must include all work done from 1 January 2020 to 31 July 2021. The material should be sent to talitafourie13@gmail.com in a printable digital format. The deadline for entries is 31 July 2021. Please complete one entry form for each entry. The entry form is on the last two pages of this communique.

ENQUIRIES

Talita Fourie (Chairperson SAMA North and Organising Committee)

talitafourie13@gmail.com

076 107 9988 WhatsApp and SMS only

Melissa Lindeque (Secretary)

MelissaL@TSHWANE.GOV.ZA

James Boale (Treasurer)

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SAMA Publication Design Awards 2021

Entry Form

Closing date: 31 July 2021

NB. Multiple entries are allowed but please note that each entry must be accompanied by a separate entry form.

| | | |
|--|--------|---------------|
| Name of Museum / Institution | | |
| Address | | |
| SAMA Membership Number | | |
| Contact | Number | Email address |
| Hard copy to be couriered. All books and printed material. | Yes | No |
| Designer | | |
| Category | | |
| Type of publication eg website, poster etc. | | |
| Description (publication type, when produced and for what purpose) | | |

Publication design awards competition

The aims of SAMA's Publication Design Awards are to encourage and guide museums in producing quality publications and to give recognition to those museums that issue material of high standard.

The competition is open to all institutional members of SAMA.

Entries may be submitted in the following categories:

Category A

Publications in book form (more than 4 pages) such as brochures, information booklets, annual reports, newsletters, monographs, exhibition catalogues, guides, educational resource material, etc. This division also includes educational posters and poster presentations.

Category B

Publicity material or promotional material (less than 4 pages). Flyers, book marks, folders, floor plans, marketing posters, suites of material such as an advert, invitation, name tag, menu/programme for an event, or museum stationery letterhead, comps-slips, gift certificate, loan form, etc.

Category C

Websites. For this division museums must submit a colour print of the site's Home Page.

One entry only.

There will be a panel of judges to evaluate the entries.

Please send your entries together with **one entry form per publication** to Talita Fourie at talitafourie13@gmail.com

Provide an electronic copy of your entry before 31 July 2021. These should preferably be in pdf format. Contact Talita Fourie if you have questions about format.

If it is not possible to send an electronic copy of your entry, forward your application form to Talita Fourie before 31 July 2021, and outline the reason for not sending an electronic copy.

In such cases, photographs of the publication must be provided by email. In the case of books, include photographs of: cover, title pages, and two or three sample pages from the content.

The hard copy – where applicable - must be couriered before 31 July 2021 to Talita Fourie, 536 Sixteenth Avenue, Rietfontein, 0084 or the entry will be disqualified.

SAMA will not be responsible for loss and storage of entries.