Available online at www.sciencedirect.com

ScienceDirect

Procedia - Social and Behavioral Sciences 188 (2015) 218 – 221

Procedia
Social and Behavioral Sciences

Heritage as an alternative driver for sustainable development and economic recovery in South East Europe

Private museums as a form of preservation of cultural heritage

Albina Absalyamova[a,*], Timur Absalyamov[a], Svetlana Absalyamova[b]

[a]*The museum of Abdurakhman Absalyamov and his Time, Russian Federation*
[b]*Kazan (Volga region) Federal University, Russian Federation*

Abstract

Today interest in private collections and museums in Russia is growing, which corresponds to global trends. As experience shows, private collections with some unique materials cause interest for the present generation. "The museum of Abdurakhman Absalyamov and his Time" became the first private museum in Kazan. Its mission is to enhance the process of familiarizing the population to works of prominent Tatar writers of the 20th century in close connection with the historical context in which they lived and worked. The museum has accumulated unique experience of museum exhibitions, trade shows, including permanent, temporary, mobile and virtual exhibitions and production of souvenirs. Organization of private museums preserves and maintains the diversity of cultural heritage as a resource for sustainable development.

© 2015 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (http://creativecommons.org/licenses/by-nc-nd/4.0/).
Peer-review under responsibility of the Scientific Committee of Heritage Sagittarius 2014.

Keyword: private museum; virtual exhibitions; mobile exhibitions.

1. Introduction

Nowadays, due to globalization and democratization processes that generate the desire to preserve cultural heritage, the so-called "museum boom" all over the world is noted [1]. The result is the appearance of new museums and museum-type institutions, including private museums [2]. Transformation of private collections into private museum associated with the desire to demonstrate and popularize collections, the desire to make them accessible to a wide range. Due to the growing number of private museums in Russia and abroad, it becomes actual to study specific socio-cultural functions of these museums. The role of private museums in the preservation and

*Corresponding author. +79172395256
E-mail address: freundine@yandex.ru.

1877-0428 © 2015 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (http://creativecommons.org/licenses/by-nc-nd/4.0/).
Peer-review under responsibility of the Scientific Committee of Heritage Sagittarius 2014.
doi:10.1016/j.sbspro.2015.03.376

interpretation of cultural heritage, in the processes of social adaptation and cultural identity, in education and leisure activities, is rising. Reflecting the changes in society and culture, private museums in the modern world are also experience a significant transformation of its activities.

The purpose of this paper is an attempt to identify the role of private museums in preserving cultural heritage and research of new forms of museum activities. Was analyzed the process of converting a private collection into a private museum, the social and cultural functions of private museums in modern world and their features. On the basis of the material authors came to the conclusion that further study of the role and place of private museums in preserving cultural heritage is necessary.

2. Materials and Methods

The research is based on analysis of current trends, conducted using a statistical framework and methodological tools of international organizations, international and Russian statistics. The study of Western and Russian traditions preservation of cultural heritage through the development of private museums was based on systematic approach, stemming from methodological principles of historical synergy. The research used the original concepts, which were developed with the materials of international organizations - UNESCO [3], the UN and the Council of Europe [4]: conventions [5], charters, protocols, resolutions, recommendations, declarations on cultural heritage [6]. They determined the formation of an integrated approach, which allowed seeing anew the role of private museums in preserving cultural heritage.

3. Results

Modern private museums are designed to solve social problems, being a collector, keeper and promoter of cultural heritage. This mission manifests main socio-cultural functions of the museum: the scientific-documentary, saving, researching and educational.

These functions are most often found in museum work, which gives reason to call them base functions. These functions are complemented by a range of other: informational, esthetic, communicational, ideological, cognitive, developmental, popularizing, entertainment.

Non-governmental museums can be divided into several types:

- Museums-organizations.
- Museums - independent public organizations.
- Private museums.

Modern private museums are flexible institutions and through a wide range of targeted topics of collections they actually become centers of education, communication, and cultural heritage of the region and creative innovation. Appearance and development of new types and forms of museum activities caused by specificity of modern museum world: today is not enough to consider only the historical and cultural significance of museums. It is important to consider the activities of the museum as a vital resource for the development of the territory. Let us consider this thesis on the example of "The museum of Abdurakhman Absalyamov and his Time", located in the city of Kazan in the museum-apartment of famous Tatar writer A. Absalyamov.

Private museum "The museum of Abdurakhman Absalyamov and his Time"

"The museum of Abdurakhman Absalyamov and his Time" is an autonomous non-profit organization operating in accordance with the Civil Code of the Russian Federation [7], the Federal Law "Fundamentals of Legislation of the Russian Federation on culture," "About the Museum Fund of the Russian Federation and museums in the Russian Federation"[8] and other laws regulating the activities of cultural organizations in the Russian Federation.

The goals of museum are:

- Collection, processing, research, museum exhibitions that characterize life, creative and social activities of Tatar writer A. Absalyamov and other cultural figures.
- Organization of museum exhibitions, including permanent, temporary and mobile, showing exhibits of the Museum, works and personal belongings of A. Absalyamov, as well as other collections, design, art and

other works.

- Assistance to the public authorities, local authorities, voluntary and other organizations in the protection, conservation, cultural heritage, educational and outreach activities.
- Organization of public discussions of projects and works related to the protection and preservation of cultural heritage and other historically valuable objects.
- Lectures, seminars, workshops for writers, historians, ethnographers, museum workers, students and other groups.
- Program design and implementation in educational activities (lectures, seminars, games, tests), aimed at a diverse audience, using the methods of museum pedagogy and innovative technologies.
- Research activities for the protection and preservation of cultural heritage, certification, condition monitoring.
- Production activity on preservation (including restoration, repair) of museum exhibits, museum premises and other premises, buildings and structures.
- Digitization, placement and promotion of museum exhibits and materials related to his activities on the Internet.
- Publication and selling of art, local history, architecture and historical literature information, souvenirs and other products in different media.

The mission of "The museum of Abdurakhman Absalyamov and his Time" is to enhance the process of familiarizing wide range of people to creativity of great Tatar writers of the 20th century in close connection with the historical context in which they lived and worked.

During the research were identified strengths and weaknesses of the Museum.

Strengths:

- A huge number of authentic artifacts
- Individual approach to visitors
- Interesting and different tours
- Flexibility and mobility

Weaknesses:

- Inability to hold mass events and exhibitions at the Museum
- Lack of funding from the budgets of all levels
- The issue of security and preservation of collections

Additional features of the museum associated with the conducting of traveling exhibitions and virtual exhibitions.

Target audiences, their tastes and preferences were identified. The research showed that Tatar-speaking part of the population has more interest to life and work of writer A. Absalyamov. A huge role in "The museum of Abdurakhman Absalyamov and his Time" is played by information technologies. Primarily they are used in accounting, storage and study of collections. The museum also actively applied multimedia. This concept includes a wide range of information technology, using different software and hardware to impress the visitor. All this equipment in a museum exposition is conventionally called the workstation. It is included in the communications network of the museum, and operated centrally. Currently, "The museum of Abdurakhman Absalyamov and his Time" finalizes the creation of its own site and the virtual museum that will be in three languages: Russian, Tatar and English. This will expand the target audience of the museum and will facilitate access to the cultural heritage of the Tatar people.

3. Conclusions

Carried out researches allow summarize that the socio-cultural activities of private museums tends to search for new forms, combining education with recreational functions. After the study of the phenomenon of the private museum it becomes obvious that they form a special sector of museology, which may have a very interesting perspective, considering the diversity and specificity of such museums. They do not compete with public museums, but complement their cultural and educational activities. In this connection it is necessary to enhance the interaction

of private and public museums, including the organization and conduct of joint exhibitions, expositions, sharing collections in order to promote the study of cultural heritage. However, the phenomenon of private museums, their function and specificity of work have not been studied enough by modern museology. Analysis of strategies for the future development of private museums is impossible without a deep understanding of this phenomenon and its role in the preservation of cultural heritage.

References

1. Laster P. The 10 Best Private Museums Worldwide / Paul Laster // FLAVORWIRE 25.07.11. URL: http://flavorwire.com/196371/the-10-best-private-museums-worldwide
2. Will Private Museums Democratize Art?: Celebrating Crystal Bridges' First Birthday //HUFFPOST ARTS & CULTURE.7.07.13. URL: http://www.huffingtonpost.com/2012/11/02/privatemuseums_n_2049921.
3. http://en.unesco.org/
4. UNESCO Constitution URL: http://portal.unesco.org/en/ev.php-URL_ID=15244&URL_DO=DO_TOPIC&URL_SECTION=201.html
5. CONVENTION CONCERNING THE PROTECTION OF THE WORLD CULTURAL AND NATURAL HERITAGE . URL: http://whc.unesco.org/archive/convention-en.pdf
6. A World Decade for Cultural Development. URL: http://unesdoc.unesco.org/images/0008/000817/081721eo.pdf
7. The Civil Code of the Russian Federation of 30.11.1994 N 51-FZ (current version from 01.09.2013).
8. Federal Law "About the Museum Fund of the Russian Federation and museums in the Russian Federation" of 26.05.1996 N 54-FZ (current version from 23.02.2011).