

# Mission and Future of Open Air Museums in the Czech Republic

## Preliminary programme

### TUESDAY, 30 JANUARY

9:00 – 10:00 Registration

10:00 – 10:40 Official opening, welcome addresses, information sharing

#### Opening session (Moderator: J. Ondruš)

10:40 – 11:00 Open Air Museums, Museum Founders, and Public Service

*Mgr. Pavel Hlubuček*

11:00 – 11:15 Open Air Museums and Heritage Conservation

*Ing. arch. Naděžda Goryczková*

11:15 – 11:35 Coffee break

### SESSION 1 Defining the Open Air Museum

#### Part 1 (Moderator: D. Drápala)

11:35 – 12:00 Defining the Open Air Museum

*PhDr. Jiří Langer; PhDr. Lubomír Procházka, CSc.; Mgr. Radek Bryol*

12:00 – 12:25 The Variance between Authenticity, Identity and Visualisation

*PhDr. Václav Michalička, Ph.D.; PhDr. Pavel Douša, PhD.*

12:25 – 13:00 Discussion

13:00 – 14:30 Lunch

#### Part 2 (Moderator: R. Bryol)

14:30 – 14:50 Responsibility for Preserving Folk Architecture: Open Air Museums or Cultural Heritage Conservation?

*PhDr. Věra Kovářů*

14:50 – 15:10 Cultural Heritage Conservation Approach in Establishing an Open Air Museum: Are There Ways to Make Use of It?

*PhDr. František Ledvinka*

15:10 – 15:30 Ecomuseum: The Role in Preserving Natural Heritage

*Doc. Ing. Miloš Zapletal, Dr.*

15:30 – 15:45 Coffee break

15:45 – 16:05 Restoring Mikšík Farmhouse in Trstěnice, near Litomyšl

*Ing. arch. Vojtěch Kmošek*

16:05 – 16:25 Open Air Museums in the Balkans and Their Websites

*PhDr. Helena Bočková*

16:25 – 17:00 Discussion

18:30 – 22:00 Dinner party

## **WEDNESDAY, 31 JANUARY**

### **SESSION 2 Presentation in Open Air Museums**

#### **Part 1 (Moderator: E. Kuminková)**

9:30 – 9:55 Presentation Model, Presentation as a Subject of Theory

*PhDr. Martin Šimša, Ph.D.*

9:55 – 10:20 How to Interpret: Methods and Types of Interpretation, Education and Bringing Exhibits to Life

*PhDr. Ilona Vojancová*

10:20 – 10:45 Who Interprets: Shaping the Guides and the Lecturers

*Mgr. Markéta Lukešová, Mgr. Petra Hrbáčová*

10:45 – 11:15 Discussion

11:15 – 11:35 Coffee break

#### **Part 2 (Moderator: M. Šimša)**

11:35 – 11:55 The Concept of Open Air Museums through the Lens of Museum Teachers

*Mgr. Lucie Jagošová, DiS.*

11:55 – 12:15 Collaborating with NGOs when Animating an Open Air Museum: Opportunities and Risks

*Mgr. MgA. Kristýna Boháčová, Ph.D., Mgr. Jaroslav Křivánek*

12:15 – 12:35 Open Air Beekeeping Museums and Exhibits in Western Poland

*Dr. Magdalena Pokrzyńska, Mgr. Robert Pokrzyński*

12:35 – 13:00 Discussion

13:00 – 14:30 Lunch

#### **Part 3 (Moderator: I. Vojancová)**

14:30 – 14:45 Reflection on Interpreting Folk Customs in Open Air Museums

*PhDr. Vanda Jiřikovská*

14:45 – 15:00 Current Opportunities for Establishing an Open Air Museum in the Znojmo Region

*Mgr. Eliška Leisserová, Mgr. Bc. Klára Nádaská*

15:00 – 15:15 Interpreting a Flour Milling Museum

*Ing. Martin Chadim*

15:15 – 15:35 Setting up and Interpreting New Exhibits in the Open Air Museum below  
Lubovňa Castle  
*Mgr. Barbora Šumská*

15:35 – 16:00 Discussion

16:00 – 16:20 Coffee break

16:20 – 18:30 Workshops

- 1) Categorising Exhibit Types. *R. Bryol*
- 2) Full Passports of Buildings: What Should They Contain? *J. Koudelová*
- 3) Categorising Ways of Animation (Types of Interpretation). *P. Hrbáčová*

## **THURSDAY, 1 FEBRUARY**

9:00 – 9:30 Association of European Open Air Museums President's welcome & keynote  
address  
*Henrik Zipsane*

## **SESSION 3 Economy and Marketing**

**Moderator: M. Mejdrech**

9:30 – 9:55 Products of Open Air Museums in Relation to Costs and Yields  
*Ing. Michal Mejdrech, Ph.D.*

9:55 – 10:20 Segmentation of Visitors and Their Expectations  
*Ing. Michal Chocholoušek, Ph.D.*

10:20 – 10:45 Analysis of Influential and Interest Groups  
*Ing. Jindřich Ondruš*

10:45 – 11:15 Discussion

10:15 – 11:30 Coffee break

11:30 – 11:50 Interest Groups and their Expectations: The Case of Rochus Park  
*PhDr. Jan Blahůšek, Ph.D.*

11:50 – 12:10 Kolibiska Open Air Exhibit: Research into Potential Visitors  
*Mgr. Eva Kuminková, Ph.D.*

12:10 – 12:30 Discussion

12:30 – 14:00 Lunch

## SESSION 4 Open Air Museums and Legislation

### Moderator: J. Koudelová

14:00 – 14:25 Heating Units in Historical Structures: Function and Applications

*Ing. Antonín Šimáček*

14:25 – 14:50 Flue Ducts in Historical Structures

*Zbigniew Adamus*

14:50 – 15:15 Applying Fire Safety Requirements in Open Air Museum Buildings

*Ing. Dana Potěšilová, Olga Holišová*

15:15 – 15:35 Case Study: Chimney and Heating Unit Inspection in Wallachian Open Air Museum

*Ing. Milan Gesierich, Jiří Vašut*

15:35 – 16:00 Making Use of the Special Mode under the Building Act for Open Air Museums

*Ing. Alena Miklová, JUDr. Jana Morávková, Ing. Romana Okániková*

16:00 – 16:45 Discussion

16:45 – 17:00 Coffee break

17:00 – 18:30 Workshops

1) A Public Service or Commerce: Where is the Boundary? *P. Hlubuček/D.*

*Drápala*

2) Special Mode as part of Legislation: Draft Recommendations for Amending the Building Act. *J. Morávková*

## FRIDAY, 2 FEBRUARY

### Moderator: E. Kuminková

9:00 – 9:10 Welcome, summary of conference

9:10 – 10:00 Summarising the outcome of the workshops

1) Categorising Exhibit Types (R. Bryol)

2) Passports of buildings (J. Koudelová)

3) Categorising Ways of Animation (P. Hrbáčová)

4) A Public Service or Commerce: Where is the Boundary? (P. Hlubuček)

5) Special Mode as Part of Legislation. (J. Morávková)

10:00 – 10:25 AEOM presentation

10:25 – 10:40 Open Air Museums, Traditional Folk Culture & UNESCO

*PhDr. Zuzana Malcová, Mgr. Dita Limová*

10:40 – 11:05 The Open Air Museum as an Experimental Laboratory

*PhDr. Martin Novotný, Ph.D., PhDr. Václav Michalička, Ph.D.*

11:05 – 11:20 Coffee break

11:20 – 12:10 Conference conclusions

SESSION 1 Defining the Open Air Museum (D. Drápala)

SESSION 2 Presentation in Open Air Museums (I. Vojancová)

SESSION 3 Economy and Marketing (M. Mejdrech)

SESSION 4 Open Air Museums and Legislation (J. Koudelová)

Declaration for the Future of Open Air Museums in the Czech Republic  
(M. Šimša)

12:10 – 12:30 Awarding the prize of the Ministry for Culture

12:30 – 13:00 Final acknowledgements, closing the conference

**Optional tours:**

13:00 – 17:00 WOAM grounds and exhibits (on an individual basis)

**Guided tours:**

13:45 *As the Costume Goes, so Dress Yourself* (a display of folk costumes and related customs and traditions)

14:30 Tour of the museum by expert staff members presenting the overall concept and history of development of the museum from the beginning to present