

ILAM Foundation, Costa Rica, 2007

A Vision

Innovations

Achievements

**Nine years of work**

**ILAM: 1997 - 2006**

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Translated into English by Inés Drallny

*Latin America possesses an immense natural and cultural wealth. New initiatives to rescue and protect such patrimony emerge almost constantly; however, not all of them are given attention. Nine years ago, the ILAM was created with the purpose of making all the concerned efforts visible and of offering contacts to professionals and all those interested in getting to know the Latin American patrimony. On the way to achieve this more necessities were detected and innovative courses of action were implemented.*

*ILAM means to dedicate this modest publication as a way of expressing gratitude to all those people who have given us their support and put their trust in us by sharing the actions we have undertaken and the accomplishments we have been able to reach.*

*Our most profound thanks,*  
ILAM

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## Visibility / Connections

The ILAM Portal appeared for the first time in 1998 to serve as the means to inform on the work done by the museological institutions and to let the international community know about the very rich and diverse Latin American cultural and natural patrimonies.

ILAM has since then been on the Web, which means that it has its own virtual space and offers an information source on museums, access to specialized documentation, virtual training and other various aspects.



[www.ilam.org](http://www.ilam.org)

In 2000, ILAM was awarded the honors of “Best Museum Professional's Site” by the organization Museums and the Web



### ▪ Latin American Directory of Museums and Parks

ILAM is the only organization with an Electronic Data Base (MySQL) that contains a complete directory of the museums and parks of 20 Latin American countries. Registering the total number of institutions per country and also regionally (as yet unknown) as well as the themes and type of patrimony has been the aim. Over the past 8 years new institutions have been added to the Data Base, which is constantly being updated.

Obtaining / updating the museological institutions occurs when the concerned museums are simply registered (there is a registration form available on the Website).

New information is also obtained through a research process which the ILAM Staff carries out on a permanent basis.

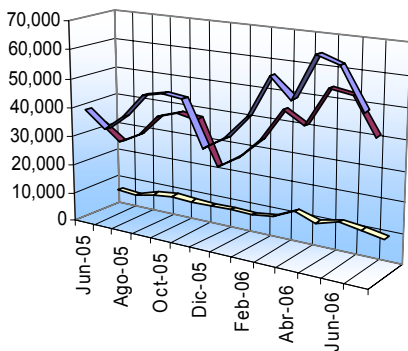
The complete directories of each country's museums and parks can be directly accessed through the ILAM Portal, where those museological institutions registered with ILAM offer an additional **contact file** to the **links to their Websites**. The ILAM Portal creates this way a unique entry point for accessing these institutions and their respective offers.

**ILAM Portal has been increasingly visited as the number of Internet users rise. Along with the new visitors to the Website, ILAM has shown a stable average of frequent visitors (in the increase) since it first appeared on the Internet. This can be understood as use of the site as a didactic and information instrument, with unique characteristics.**



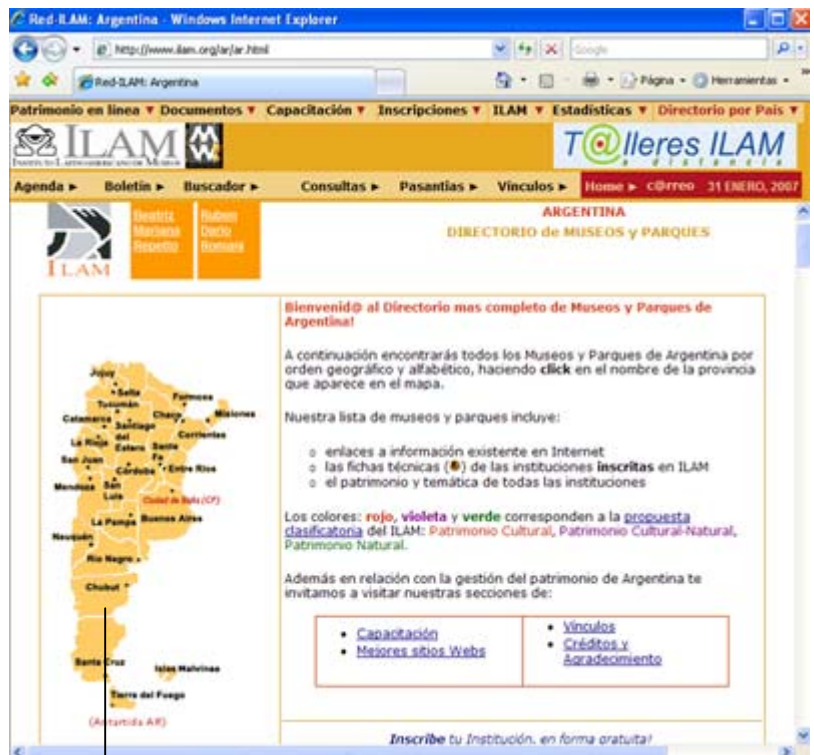
ILAM: informative map on the Latin American Museological Institutions divided per country

Visitantes www.ilam.org



- Visitantes Mensuales Total
- Visitantes Mensuales Unicos
- Visitantes Mensuales Frecuentes

The example that follows shows the information related to a specific country (Argentina) and the way to find a particular museum (Museo Paleontológico "Egidio Feruglio", Trelew, Chubut)



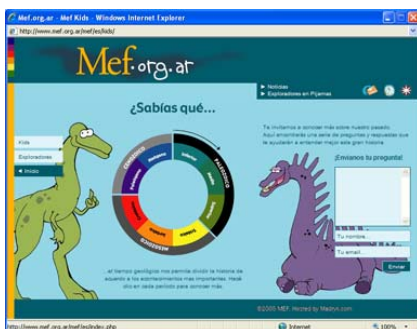
Initial Page of Argentinean Museum Directory



Museum's Contact File

CHUBUT	TEMÁTICA
Geoparque Bryn Gwyn, Trelew	Ciencias Naturales
Museo "Cartref Taid" (Hogar del Abuelo), Trevelin	Historia
Museo "Desiderio Torres", Sarmiento	Antropología
Museo "Thomas Dalar Evans" Molino Nant Fach, Trevelin	Historia
Museo Astra: Paleontológico y del Petróleo, Comodoro Rivadavia	Generalizado
Museo Austral de Pintura Primitiva a Moderna Naif, Trelew	Arte
Museo de Arte Moderno, Puerto Madryn	Arte
Museo de la Ciudad, Rawson	Historia
Museo de la Península, Península Valdés	Historia
Museo Histórico Policial, Rawson	Historia
Museo del Petróleo, Comodoro Rivadavia	Generalizado
Museo Histórico Regional, Gaiman	Historia
Museo Indigenista, Esquel	Antropología
Museo Paleontológico "Egidio Feruglio", Trelew	Ciencias Naturales
Museo Provincial de Ciencias Naturales y Oceanográfico, Puerto Madryn	Generalizado
Museo Regional "Dr. Federico Escalada", Río Mayo	Historia

Directory of Chubut Province, Argentina



Official Website of the Museum

▪ **Latin American Museums on the Web**

ILAM has closely studied the presence of Latin American museological institutions on the Internet so that can facilitate their visibility on the Web. With this purpose, the ILAM Directory shows the direct links to the museum's Websites, be them (of preference) official or not (for ex., tourist portals).

In the course of a calendar year, new links are added and the information is updated; towards the start of the year -February and March- the statistics are updated.

Country	Museums & Parks	Links	Official Web sites
Argentina	1,005	495	34
Bolivia	92	56	8
Brasil	1,691	342	87
Chile	181	163	30
Colombia	448	112	23
Costa Rica	120	98	16
Cuba	84	30	2
Ecuador	123	59	6
El Salvador	31	23	4
Guatemala	73	54	5
Honduras	64	34	2
México	1,117	663	72
Nicaragua	66	42	-
Panamá	49	43	3
Paraguay	87	16	2
Perú	226	163	30
Puerto Rico	92	45	6
Rep.Dom.	56	34	7
Uruguay	204	144	15
Venezuela	443	291	52
<b>Total</b>	<b>6,233</b>	<b>2,907</b>	<b>404</b>
	100%	46,7 %	6,5 %

**Over the total museums and parks which appear on the Internet, around 14% have their own Website; or, at least, they appear as part of the site of the institution they belong to.**

By means of the links to the on-line information -although not managed by the museums themselves- some information is always made available and the museums acquire visibility.

No matter how frequently new museum Websites are being created, our own studies indicate that the kind of information available on the Web continues to be presented rather in a traditional way (in the form of virtual brochures, for example, instead of offering an interactive instrument). Basic information is rendered in relation to a given institution, but the educational and scientific content offered is not enough.

- **Promoting the Latin American Patrimony**

The effort that ILAM has made to gather and show the region’s cultural and natural diversity on its Portal highlights cultural unity and has made this valuable information available to the general public, mainly the educational sector.

With an integral vision of patrimony, we decided on the following classification for Latin American museological institutions:

**Cultural Patrimony:**

**Art Museums**

**Anthropology Museums**

**History Museums**

**Science and Technology Museums**

**Monuments and Sites**

**Natural Patrimony:**

**Natural Science Museums**

**National Parks**

**Aquariums**

**Botanical Gardens**

**Zoos**

**Cultural – Natural Patrimony:**

**Community Museums**

**General or Multipurpose Museums**

**Historic/Archeological Sites in Natural Areas**



Section of the ILAM portal, dedicated to the Virtual Exhibitions of Latin American Museums

Following the preceding classification, the theme was assigned to each of the museums (Art, Anthropology, History, etc.) with the purpose of gathering and being able to introduce, in the near future, the thematic directories with tables and statistics, start thematic research, offer publications and other related matters.

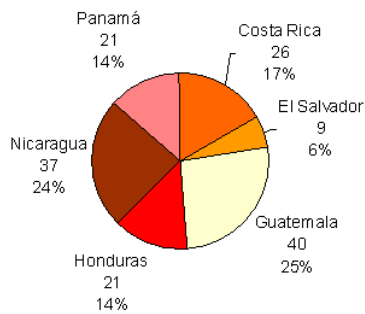
The classified information can be found in the Section “Patrimony Online” on the ILAM Portal, such as “Virtual Exhibitions of Latin American Museums”, with examples of Modern and Contemporary Art, Religious Art, Pre-Colombian Art and History, Popular Art, among others.

## The National and Regional Patrimonies

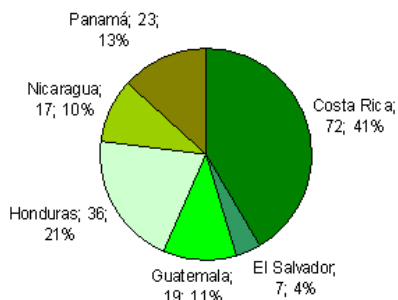
The effort that ILAM has made to classify patrimony and the principal theme of each of the museums in Latin America has organized information and produced the following statistics.

The results obtained in Central America represent a regional example:

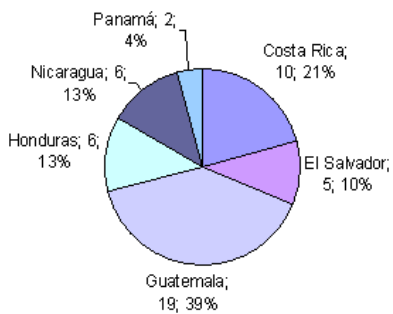
**Patrimonio Cultural en Centroamérica**



**Patrimonio Natural en Centroamérica**

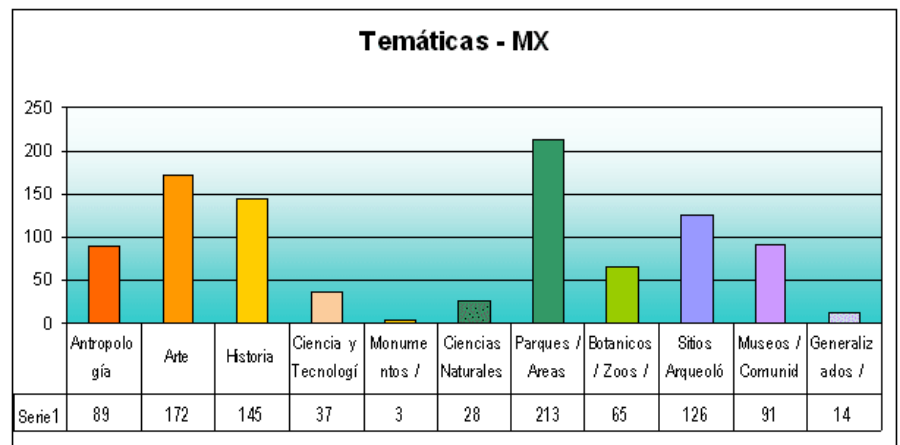
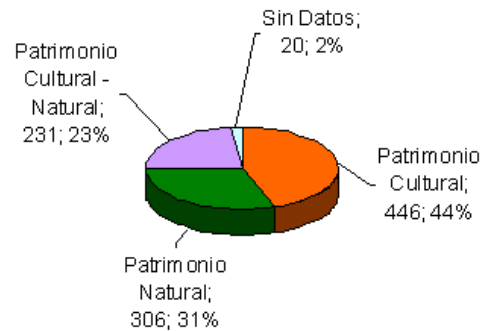


**Patrimonio Cultural-Natural en Centroamérica**



National example, in México:

**Patrimonios de Mexico**



The demand is, then, partly met regionally and internationally. The cultural and natural patrimonies are accessed through the Latin American institutions.

- **Specialized Information for the Museological Community**

### **The Newsletter “Noticias@ILAM”**

In 2000, the ILAM’s electronic newsletter *Noticias@ILAM* was started to supply information on general activities of interest to those people and institutions on our data base. Among them:

- General Agenda : main events in the region.
- Professional Training: information on the different training options (courses, seminars, post-graduate courses, etc) in the region.
- New Documents: publications and audio-visual material received at our Documentation Center, with contact details of the authors for those interested in acquiring them.
- News to Share: information on co-operation opportunities and strategies and contacts for the museological institutions.
- Making Contact: a space where our users can publish their works and establish contact with colleagues.

This Newsletter is bi-monthly and free; it is E-mailed and can also be found on the Website. In 2000, when it was started, it was sent to 945 users; in 2006, 5.120 users had been reached.

### **Information to Museums to Participate in International Projects**

ILAM is constantly seeking new opportunities for contacts and co-operation strategies in order to give support to the museums of Latin America.

Among them:

- ILAM was asked to inform the museums of Latin America about the offer to send applications to participate in the ALAS Museum Network (Asia, Latin America, Africa and Sweden), in 2001 and

*“We’d like to thank you for frequently keeping us informed on the busy agenda of your institution, and would highly appreciate you feature our courses as part of your wide network of museums and sites related to patrimony conservation”*

**University Museum,  
Argentina**

2003. The ALAS museum project has been supported by SAMP, an African and Swedish museum network that co-operates in projects and activities in all museum work areas. Since its creation, SIDA (Swedish International Development Cooperation Agency) has supported SAMP; this support has been extended to the ALAS project to establish an Intercontinental Museum Network. The museums of the Dominican Republic, Costa Rica, Guatemala, Bolivia and Chile have joined the mentioned Network.



Participants at the SAMP Meeting in Mumbai, India.

- In 2006, the company Scholars Resource, in the distribution area of digital images of works of art for educational purposes, asked ILAM to inform the art museums of Latin America so that they would distribute images of their art collections through their Website, with over 65,000 images of 150 museums from around the world. The participating museums would continue to be the owner of images and would receive the copyrights whenever the images of their collection were offered.
- ILAM has participated and has established the contacts for the Latin American museums to participate in the virtual exhibitions **“American Identities”** [www.amerimumi.org](http://www.amerimumi.org) **“Museums & Millenium”** [www.mumi.org](http://www.mumi.org), **“Festividades de la Vida y la Muerte”** [www.virtualmuseum.ca/Exhibitions/Festiva1/](http://www.virtualmuseum.ca/Exhibitions/Festiva1/) organized by the Canadian Heritage Network (CHIN) and the Civilization Museum of Quebec .



Inicial Page of the Website for “Festividades de la Vida y la Muerte”

# Training / Documentation

## ■ Training Workshops

Ever since its creation, ILAM targeted at democratizing access to museological information and training. The two separate training modalities –either by attending the training courses or via Internet- cover the main disciplinary areas in museology and the related specific themes. The training process is in charge of professional experts who are highly qualified, with a clear view of the circumstances that surround the Latin American institutions.

The different themes following the different disciplines are:

### Museology

- ✓ Creating a museum ...
- ✓ Museums and the new technologies.
- ✓ Museums and Information Technology

### Communication

- ✓ Museums and publicity
- ✓ The corporate image for cultural institutions
- ✓ Educational services and products for visitors
- ✓ Museums and their visitors
- ✓ Communication in museums
- ✓ Steps to produce an educational guide for museums and parks
- ✓ Developing a museum's educational strategy

### Preservation

- ✓ How to structure a preventive conservation plan
- ✓ Preventive conservation: daily activities within everybody's reach

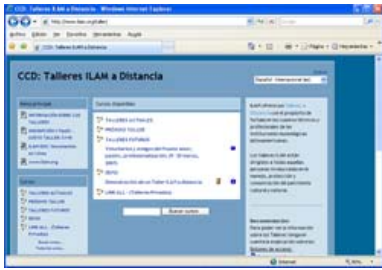
### Management

- ✓ Cultural Projects: financial planning
- ✓ Theory and practice of the new cultural administration
- ✓ Visitor studies for museological institutions
- ✓ The know-how and the art of museum marketing (basics)
- ✓ Cultural financing strategies
- ✓ A museum's friends and volunteers: love, passion & professionalism
- ✓ Motivation and the museum work

### Cultural Tourism

- ✓ The cultural tourist product: development and marketing
- ✓ Cultural tourism and cultural administration

**Specialists from 112 institutions related to patrimony in Latin America and Spain participated in the T@lles ILAM on-line during 2003 – 2006.**



The virtual education platform of the ILAM Workshops On-line.

## On-Line Workshops

Specialists and all those interested in on-line courses -in Spanish language- have found a permanent offer since 2002 by simply using the electronic educational Website of ILAM.

The annual schedule with the list of on-line courses is featured towards the beginning of the year.

### Participaciones por país en T@lles ILAM

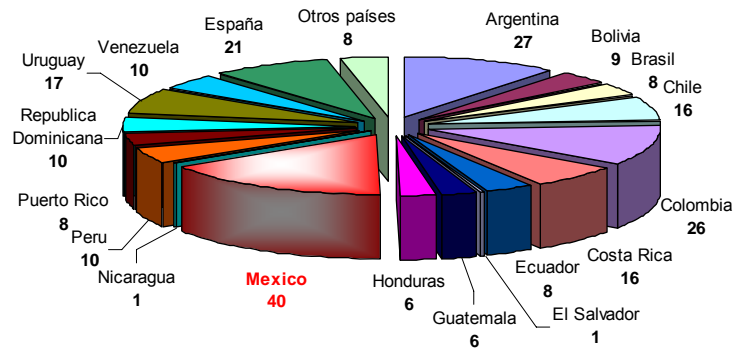


Figure: total number of participants per country (up to 2006) at the On-line workshops

Because not all professional workers and students can have the time to personally and fully attend classes, each of the workshops introduces, discusses and develops a specific theme over a 4-week period, which is offered on an on-line basis.

Each workshop supplies the participants with the necessary practical guides on the topics chosen by the students; the information is constantly updated and the experiences and the answers to the queries are shared, on the basis of the already acquired knowledge under the instructor's guidance.

The members of the course should expect to meet an intense training process, which will be closely related to their work activities. It is recommended the students choose a museological institution as study case to apply their knowledge.

When the students have complied with all the requirements, they receive a certificate, the *Certificado de Participación*, where the time it takes to complete the Workshop (4 weeks) is stated. This 4-week Workshop equals 60 hour attendance.

**Information on workshops, educational support to different contents, the various activities and management can be found on the ILAM Website. The platform used is "moodle".**

**We invite you to visit the site at:**

[www.ilam.org/taller](http://www.ilam.org/taller)

## Workshops to Attend

Different workshops have been offered since 2000, following the request by various institutions that showed interest in the matter. The workshops must be attended and are complemented with on-line support. The concerned institution chooses the theme of interest and, then, in coordination with ILAM, the implementation logistics is thought out; the professor appointed by ILAM travels to the country requesting training.

The workshops which have been conducted in different countries are the following:

Country	Institution	Workshop	Year
<b>Colombia</b>	Red Nacional de Museos	- <i>Museum and Community</i>	2001
<b>Costa Rica</b>	Programa de Museología - UNA	- <i>Resources Development I</i>	2000
		- <i>Resources Development II</i>	2001
		- <i>Exhibition Design</i>	2002
<b>Panamá</b>	Museo del Canal	- <i>Exhibition Design</i>	2001
<b>Puerto Rico</b>	Asociación de Museos de Puerto Rico	- <i>Preventive Conservation</i>	2005
		- <i>Strategic Planning</i>	2005
		- <i>Exhibition Design</i>	2006
<b>República Dominicana</b>	Centro de Altos Estudios	- <i>Theory and Practice within a Museum</i>	2001
		- <i>Exhibition Design</i>	2002
<b>Uruguay</b>	Depto. de Estudios Históricos E.M.E.	- <i>Strategies for Cultural Financing</i>	2003

For each Workshop the following are required by ILAM:

- A maximum of 25 participants
- The workshop is intensive, concentrated during 5 days with a total of 40 hour length.
- It is presented as an educational support: one publication with the most relevant ideas of the content of the Workshop; a CD with the bibliography and the related documents; access to further documents on-line on the ILAM Website. Once the course has been completed, it can be followed up by joining a discussion on the ILAM Museological Forum, on the content topics of the course.
- Upon finishing the workshop and having complied with the established requirements, the student receives the corresponding Certificate.
- The cost includes: the professors' fees, administration and materials (folders, the plan of the course, readings and support material, certificate) and digital support (access to documents on-line and to the mentioned Forum on the ILAM Website).



Workshop “Desarrollo de recursos para Museos” in Costa Rica , 2002  
Prof. Ximena Varela

## ▪ Access to Museological Documentation

### Electronic Publications on the Website

In 2004, the ILAM-Doc (Documentation Center of ILAM) started on the ILAM Portal, a section with different links to documents on-line, mainly from Latin America, integrated by the following categories:

- General Publications (magazines, glossaries, bibliography)
- Theoretical Museology
- Cultural / Tourism Management
- Policies and Legislation
- Administration
- Registration and Documentation
- Conservation and Restoration
- Educative Communication
- Exhibitions
- Culture and Development



At present, the users enjoy free access to 96 documents available on-line.

### Promotion of Printed Publications and Audio-Visual Material

Since in our region the distribution and access to publications and audio-visual materials produced by the museological institutions and by independent specialists is not easy to access, ILAM created a section called "*¿Conoce estas publicaciones?*" (Have you seen these publications?) where we promote publications (printed and audio-visual) sent to us by the authors directly and with the corresponding contacts for those interested in acquiring them.

Such materials can also be found on the Newsletter sent via E-mail.

The publications are first evaluated for inclusion in this section; a synopsis and how to contact the author is offered. The concerned user can make direct contact with the author or authors to obtain the publications.

Number of documents made available: 15 publications.



▪ **ILAM Virtual Internships**

ILAM is a not for profit organization. To be able to conduct its activities it counts on those interested in safeguarding and spreading knowledge of patrimony by demonstrating their support by means of research and information finding.

The opportunities that the new information and communication technology (IT) offers minimize physical distance and has been the inspiration for this ILAM project; this is how we can integrate technology to our life both as users and as information providers.

The idea of becoming a Virtual Volunteer at ILAM, is based on the opportunity to offer support but within ones available timeframe, computer skills, access to the internet and personal interests.

This project was created for the 2002-2004 two-year period; the approach to the internships has mainly consisted in:

- Updating a country's museum data (Nicaragua, Costa Rica, Argentina, Venezuela, Colombia, and México).
- Searching information concerning different museums in relation to a given theme (Art, Modern Art, Zoos and Aquariums).
- Doing research on specific themes (spotting Exhibitions on-line, creating the graphs for the Website, laying out the record files for patrimony burial sites)
- Finding electronic documents (documents on-line on conservation and restoration).

Volunteers came from:

**A second similar offer is under study at the moment, with the purpose of going deeper into the Latin American cultural and natural patrimonies and into the existence of such patrimonies in other regions of the world.**

Argentina	3
Bélgica	1
Canadá	1
Colombia	2
Grecia	1
México	1
Nicaragua	1
Venezuela	2
<b>TOTAL</b>	<b>12</b>

## Consultancy / Projects



Photos of some of the Museum participating at RedCamus

### ▪ Consultancy: Creation of a Certificate on “Museums and the Community”

Institution / Agency: UNESCO Office for Central America

Objective: ILAM, in its condition of consultant organization for UNESCO, worked on the Certification Protocol under the name of “Museums and the Community”. This Certificate aims to recognize the effort and work of the museums that support the integral development between museums and their community (exchange of experiences between the two, at different levels). One of the main goals of the Protocol has been the Museums and the Communities, which jointly carry out the cultural offers and/or the services for the purpose of cultural, national and/or international tourism.

Results: To create a Certification Protocol to identify those museums which implement a participative museological management with the community, in order to put on value and spread the knowledge of the cultural patrimony of a given location to national and foreign visitors.

Date: August 2005 / December 2006

Cost: US\$ 9,000

### ▪ Consultancy: Diagnosis of the Offers of Central American Museums

Institution / Agency: REDCAMUS / SIDA

Objective: ILAM, in its condition of an organization specialized in Latin American Museology, was invited to participate in the project and diagnosis of offers and demand for the museums of the “Red Centroamericana de Museos” (Redcamus). As consultant, ILAM diagnosed the offers of 35 selected Central American museological institutions to determine the technical-administrative capacity for the custody and management of patrimony, and for the generation of products and services that such museums offer.

Results: The development of a Diagnosis of Offers, which shows the inputs and recommendations that would allow Redcamus the future development of updated pertinent offers.

Date: September, 2005 / January, 2006

Cost: US\$ 38,000

▪ **Conservation Project and Exhibition of Pre-Columbian Remnants at Marina Papagayo**

Hiring Company: Complejo Turístico Papagayo

Objective: To reconcile the needs and development expectations of the Marina Papagayo Project with the proposal for the conservation and communication with the Pre-Columbian Remnants located in that area. The Project seeks to give an answer to the need of the company to preserve the archeological characteristics and to communicate, following the rules and regulations concerning concessions and patrimony according to law; also, the ethical commitment that the Marina assumes towards the present and future inhabitants of Costa Rica for the protection of the country's patrimony.



The ILAM consultants analyzing the location of archeological remnants.

Results: Completion of Stage I, Preliminary Reports and Final Report.

Date: February-December, 2005

Cost: US\$ 39,000

**For ILAM, this experience means it may become a leader project by showing how the development of tourist projects can add aggregate value when they are related to the archeological patrimony, its conservation and visibility.**



Workshop with the community of Baja Verapáz in Guatemala



With El Salvadorian museum staff



Consulting the Lenka indigenous community

**The ILAM participation by training at museums and, as facilitator agent, helped each of the countries' project to be socially pertinent; it was the outcome of an earnest consultancy process and participation of the local communities.**

## ■ The “Museums and Communities for Development” Project

Institution / Agency UNESCO Office for Central America

Objective: the museums and their communities should develop conservation processes and the responsible use of patrimony resources, mutually beneficial to the communities, the museums and the cultural and natural patrimony, by laying out four pilot projects in four Central American countries.

To implement such projects, UNESCO contacted ILAM to serve as co-participating institution in its condition of specialist in the theme 'museums and the community'.

Results:

1. Implementation of four training workshops by two ILAM specialists to encourage and support the change of paradigm concerning the work of the participating museums, by facilitating and developing museological planning.

2. Formulation of four projects:

El Salvador Project: *to revitalize and place value in the Black Pottery from Guatajiagüa: sustainable strategies by Museo Regional de Oriente of El Salvador.*

Guatemala Project: *Museo Regional del Trapiche: the engine for sustainable human development in Baja Verapaz, Guatemala.*

Honduras Project: *Two museums place value on their people's history: strategic alliances of the regional museums Comayagua and San Pedro Sula with their communities to turn the patrimony of Honduras into a development factor.*

Costa Rica Project: *Appropriation and benefits of the cultural patrimony: sustainable artistic strategies between Museo de Cultura Popular de Costa Rica and the surrounding communities.*

3. Production, design and translation of PRODOC (official document of the regional and the national projects) in order to help UNESCO find the funds for the development of the 4 projects, which amounts to US\$500,000.

Date: November, 2004 / October, 2005 (First Phase)

Cost: US\$ 42,300

▪ **Link-All Project: Involving the Latin American Local Communities Electronically**

Sponsor: the Link-All Project is financed by the European Commission’s @lis Program, which is implemented through the *EuropeAid* Co-operation Office.

Objective: the Link-All Project (Local -communities Insertion Network for Latin America) is aimed to assist the Latin American local communities to assure the kind of sustainable development based on the integration and promotion of three target sectors: crafts, eco-agro tourism and cultural promotion, with the aid of state-of-the-art information technology (IT).

ILAM has been invited to participate in the project as partner in representation of the Cultural Sector, the main objectives of which are:

- To carry out a survey of the needs of the Use of Computers and the Internet among Latin American Museums. This survey served as the basis to launch the Link-all platform.
- To directly work with a demonstrator-community: Six (6) demonstrators on-line have been launched in the selected areas in Brazil, Uruguay, Argentina, Chile, Colombia and Costa Rica. The project contemplates communication facilities – inclusive of telephone use- and satellite or cordless use for the selected communities. Training and collective work was organized with the local actors.
- In the case of Costa Rica, the chosen location was the Abangares canton, with the Ecomuseo Minero de Abangares (Abangares Mining Eco-Museum) as the main reference. A group of people has been selected to work in the project (Guides and Abangares Local Specialists and the Association for Development of Las Juntas).



A work group meeting in Bariloche, Argentina.



Portal of the Link-all Platform.



Group of participants in San Sebastián, Spain.

**European Partners**

- Egnatia Epirus Foundation - Grecia
- Centre de Recherche Public Henri Tudor - Luxemburgo
- Instituto de Engenharia de Sistemas e Computadores do Porto - Portugal
- Beratungsstelle fuer Formgebung (Advisory Centre for Design) - Germany
- European Centre for Eco & Agro Tourism – The Netherlands



- Cybercultus – Luxemburgo
- Ibermática - Spain

#### **Latin American Partners**

- Universidad del Cauca - Colombia
- Centro Latinoamericano de Economía Humana - Uruguay
- Instituto Latinoamericano de Museos - Costa Rica
- Instituto Cordillerano de Estudios y Promoción Humana - Argentina
- Manos del Uruguay - Uruguay
- GEDES - Gestión y Desarrollo – Chile
- Federação das Indústrias do Estado de Santa Catarina - Brazil
- Comitê para Democratização da Informática - Brazil
- Cooperativa Nacional de Ahorro y Crédito - Uruguay
- Instituto de Computación, Facultad de Ingeniería, Universidad de la República - Uruguay

Date: October, 2003 / September, 2006

ILAM Cost: US\$ 92,200

Total Cost: US\$ 2,257,000

#### **■ Consultancy: Educational Guides for Teachers – In cooperation with the Regional Archeological Museum Altos de Chavón, in Dominican Republic.**

Institution: Fundación Centro Cultural Altos de Chavón

Sponsor: Fundación Falconbridge / Fundación ILAM

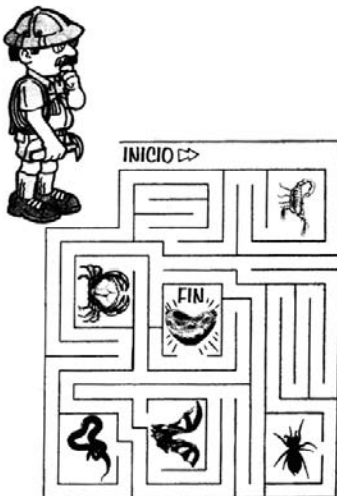
Objective: the development of an educational guide as support for teaching history, art and Pre-Columbian culture on the Dominican Island.

The educational division of ILAM was responsible for the content, production and preliminary design of the Guide and for giving the Training Workshop to teachers, with the purpose of maximizing the use of the museums during teaching process.

Results: the Educational Guide for Teachers: “Mirándonos en el Espejo del Tiempo” (Looking into the Time Mirror).

Date: July, 2002

ILAM Cost: Free of Charge



# Institutional Management

## ■ Agreements and Memberships

- In 2006, UNESCO proposed ILAM to celebrate a Partnership Agreement, whereby ILAM was recognized as regional expert in Latin American Museology and Patrimony. The mentioned agreement is pending signature.
- ILAM is Institutional Member of ICOM. The ILAM professional staff forms part (as ordinary member and also on the Board of Directors) of various technical committees, among them: ICOFOM and ICOFOM-LAM, ICTOP, Information Technology, Regional Museums, and others.
- ILAM is listed among the Civil Organizations of the Organization of American States (OAS) in the Culture area, since 2004.
- A Cooperation Agreement -1998 to 2001- between Universidad Nacional (Costa Rica), the Reinwardt Academy (Netherlands) and ILAM to develop a Museology Program: creation of a Documentation Center, design and joint implementation of Museology Updating Courses, design of the image for the Museo de Cultura Popular, the proposal for the creation of a Virtual Master Degree Programme on Museology and marketing research for its implementation.
- Since 1998 to date ILAM has celebrated different agreements with different Latin American countries with their Museum National Administrations (or equivalents), which let us have access to institutional information (data base, printed directories, Web directories, diverse publications, audio-visual material and others).

## ■ Summit of the Museums of the Americas

Description: ILAM was co-organizer and academically responsible together with the American Association of Museums (AAM), for the Summit of the Museums of the Americas: "Museos y Comunidades Sostenibles", held in Costa Rica, in which 32 countries and 150 selected institutions participated.

Date: April, 1998.

Sponsor: OEA, ICOM, UNESCO, the World Bank, the AAM, Universidad Nacional de Costa Rica, among others.



The Summit of Museums and Sustainable Communities provided the ideal framework for the rich discussion on how museums can contribute to the conservation of cultural and natural patrimony. The representatives from different geographical areas, museological interests and disciplines participated in this unprecedented event, in a creative and effective search of solutions to some critical problems the communities must face today, using the New Visions™ methodology developed by the AAM and coordinated by ILAM.

The **Agenda for Action** was the important result of the discussions, consensus and agreement which characterized this continental encounter.



Closing ceremony of the Summit by ILAM.

Note: ILAM was responsible for the publication of the Summit Memoirs, which is available at our Documentation Center.

## ■ Participation in Different Events

ILAM has been invited to participate in different regional, national and international events:

**Over the years, ILAM participated in more than 25 different regional and international events and visited different countries to establish contact with professionals, institutions and organizations with similar interests with the purpose of joining efforts.**

- 2006. Participation in the Seminar on “Museos, Educación y Juventud”, organized by Colombia’s Red Nacional de Museos and CECA of ICOM, held at the Museo Nacional, Bogotá, Colombia. November 16 – 18. Georgina DeCarli was the speaker who introduced ***Eduquémonos para educar: panorama latinoamericano sobre iniciativas de formación.*** (*Learning to Educate: a Latin American Approach to the Initiatives for Education*)
- 2006. Participation in the I Congreso Nacional de Museos, Costa Rica. Held at the Museo Nacional, San José. November 15 – 17. Christina Tsagaraki and Ginnett Monge spoke about the results of the research ***Propuesta para la creación de un certificado sobre***



Christina Tsagaraki with colleagues at "Culture Mondo" in Japan.

**el museo y la comunidad.** (A Proposal for the Creation of the Certificate on Museums and the Community)

- 2005. Participation in "Culture.Mondo", the First Discussion on Cultural Portals on the Web. 33 specialists (among them those responsible for the ILAM Portal) gathered at Canadian Pavilion, at the World Expo of Aichi, Japan, June 7 – 8. Management, the needs of the audiences, fundraising and the technological problems were the main points for discussion. Participant: Christina Tsagaraki.
- 2005. Participation in the Segundo Congreso Nacional de Museos – ICOM, Mexico, on "Los museos, enlace entre culturas", held May 21, 22 and 23 in Monterrey, Nuevo León, Mexico. Georgina DeCarli was the speaker who introduced **ILAM: puente virtual entre culturas.** (*ILAM: the virtual bridge between cultures*).



Georgina DeCarli speaking before the ICOM - Mexico.

- 2005. Participation in "Museums & the Web 2005". There were 600 participants, specialists in Museums and the Internet. ILAM was invited to represent Latin America, seldom represented in this type of events. Held in Vancouver, Canada. April 11 – 16. Participant: Christina Tsagaraki.
- 2004. ILAM, in its condition of regional organism, was invited to participate in *Fórum Nacional de Museus*, organized by the Departamento de Museus e Centros Culturais, do Instituto do Patrimônio Histórico e Artístico Nacional, do Ministério da Cultura. Held in Salvador, Bahia, Brasil. December 13 – 17. Georgina DeCarli spoke about **Os Museus da América Latina.** (*The Latin American Museums*).
- 2004. ILAM participated, in the condition of NGO, in the cultural area of the Organization of American States Meeting (OAS), in a consultative workshop with the civil society on "*The Weight of Culture in the Social Development and Economic Integration Processes in our Hemisphere*". Held in Santiago, Chile. July 26 and 27. Participant: Georgina DeCarli.
- 2003. Annual meeting of the Comité Internacional de Museos Regionales del ICOM, Mérida, Yucatán, Mexico. ILAM was represented by its Director, Georgina DeCarli, who, in the name of Latin America, was the Honors Speaker on **Los Museos**



The Encounter of Museums in Jalisco, Mexico.

**Regionales Latinoamericanos: potenciales agentes de desarrollo de sus comunidades.** (*The Latin American Regional Museums: Potential Agents for Community Development*).

- 2003. Participation in the workshop / meeting to launch the Museums Network ALAS (Asia, Latin America, Africa and Sweden). Held in Mumbai, India. Participant: Georgina DeCarli.
- 2002. Participation in the 13th Triennial Meeting of the Comité Internacional de Conservación of ICOM. Held in Rio de Janeiro, Brazil. September 22 – 27. As representative for ILAM, Sigfrido Jiménez was the speaker for **Un caso de Estudio y una propuesta de participación para América Latina** (*A Case Study and the Latin American Participation Proposal*), in the Museums Forum “The Community’s Participation in Conservation”.



Sigfrido Jiménez during his presentation at the Forum “The Community’s Participation in Conservation”.

- 2001. In its condition of regional organism, ILAM was invited to participate in the First Encounter of Museums, held in Jalisco, Mexico. December 13 – 16. Participant:: Sigfrido Jiménez Regidor.
- 2000. Participation in the II International Encounter of Eco-Museums on “Community, Patrimony and Sustainable Development”. Held in Santa Cruz de Río de Janeiro, Brazil. May 17 – 20. Participant: Georgina DeCarli, who spoke about **Red de Museos y Comunidades Sostenibles: abriendo nuevas vías de cooperación** (*Museums Network and Sustainable Communities: Opening New Co-operation Avenues*)
- 1998 / 1999. ILAM was invited to participate in the name of Latin America before the World Bank Conference on “Culture and Development”. Held in Washington D.C., USA in 1998 and in Florence, Italy, in 1999. Participants: Lorena San Román and Georgina DeCarli.



Triennial meeting of the ICOM’s International Conservation Committee.

## ■ Institutional Publications

As from 2000, the professionals of ILAM have regularly co-operated in publications like the UNESCO'S MUSEUMS, the Asociación Española de Museólogos, the Gaceta de Museos del INAH – Mexico, among others. It has meant one more possibility for ILAM to let the situation of the museological institutions and the Latin American patrimony be more widely spread.



Different articles produced by ILAM and published in specialized magazines.

- 2006. Georgina DeCarli **Los Museos Latinoamericanos: situación actual y nuevas necesidades** (*Latin American Museums: today's conditions and the new demands*). Revista Gaceta de Museos, Instituto Nacional de Antropología e Historia, México, junio-septiembre, número # 38.
- 2006. Georgina DeCarli **Un Museo Sostenible: museo y comunidad en la preservación activa de su patrimonio.** (*Sustainable Museums: Museums and the Communities for an Effective Patrimony Conservation*). UNESCO, San José, Costa Rica.
- 2004. Georgina DeCarli: **Vigencia de la Nueva Museología en América Latina: Conceptos y Modelos** (*The New Museology in Latin America: Concepts and Models*) en Revista ABRA de la Facultad de Ciencias Sociales de la Universidad Nacional (UNA), Euna, Costa Rica, julio-diciembre.
- 2003. **Reflexiones sobre la Calidad en los Museos en América Latina** (*Reflections on the Quality of the Museums in Latin America*). Ximena Varela y Sigfrido Jiménez, artículo con el cual ILAM participó en la publicación « Museos: Guías para la Excelencia » del Comité Internacional de Museos Regionales del ICOM, Editores: Hans Manneby, Harmut Prash y Rainer Hofmann, Impreso en Mexico.



- 2002. Georgina DeCarli **ILAM: unidad en la diversidad** (*ILAM: Unity in Diversity*). Revista de Museología (R d M) # 23, publicación científica de la Asociación Española de Museólogos. Madrid, España,.
- 2002. Georgina DeCarli: **La Red-ILAM y la construcción de un bien cultural común** (*The ILAM Network and the Creation of a Common Cultural Good*), Revista Museum, UNESCO, París, # 216.
- 2000. Pilar Herrero Uribe: **Los Museos Centroamericanos: tendiendo puentes** (*Central American Museums: Building Bridges*). En: Revista de Museología, Asociación Española de Museólogos, Madrid.
- 2000. Ximena Varela: **Los museos de América Latina y la Nueva Administración: ¿Generación o desarrollo de recursos?** (*The Latin American Museums and the New Management: Generating or Developing Resources?*). En: Revista de Museología, Asociación Española de Museólogos, Madrid, España.

#### ILAM's Publications On-line



ILAM publications on-line.

The above-quoted publications as well as the presentations by the ILAM members in different events are available on the Website in PDF format, free of charge.

# A b o u t I L A M

## ▪ Mission and Principles

### Our Commitment to Patrimony

The Latin American patrimony is seriously menaced today and the museums must take their museological practice beyond the institution itself to cover the whole context of the integral patrimony. To this effect, the role of the museums in Latin America should be to gather, appreciate and provide their communities with access to their cultural heritage and patrimony resources, and to make the international community participate of this knowledge by encouraging understanding and respect for cultural diversity.

### Our Mission

To give support to museums and parks of Latin America by means of research, communication and training and by assisting those institutions so that they can serve as agents of change and development in their communities.

### Our Principles

- Integration of the cultural and natural patrimony
- Museology committed to the community
- Inclusion, neutrality and democratization of information
- Training from a Latin American perspective
- Patrimony appreciation and dissemination
- Joint-efforts implementation
- Information technology to the service of patrimony

### Our Actions

- ✓ Allowing the museological community to meet, inform and interrelate by **contacting** specialists and making the museums **visible**,
- ✓ Helping to develop museological institutions by **training** staff members and making specialized **documentation** available,
- ✓ Developing **projects**, as a regional organization, and supplying **consultancy** and an efficient institutional management for different contexts

## ■ Birth of ILAM

ILAM Foundation–Institute of Latin American Museums – is a non-profit non-governmental organization created in December of 1997, under legal registration # 3-006-215695. Its central office is located in San José, Costa Rica.

The Board of Administrators of the Foundation is consisted by: Lorena San Román, President; Georgina DeCarli, Vice-president; Ximena Varela, Secretary; Mayela Solano Quirós, Treasurer y Sigfrido Jiménez, Vocal. The Executive Director of the Institute is Georgina DeCarli.

### Presidency of the Foundation

During two consecutive terms (1995/ 2001), Ms Lorena San Román was the President of the Regional Organization for Latin America and the Caribbean of the International Council of Museums (ICOM-LAC). From 1997 to 2002, in the region, she implemented the Agreements of Agenda 21, in her condition of Coordinator for Latin America and the Caribbean of *Consejo de la Tierra*. She is a biologist with a Master's Degree in Natural Resources Administration, and for 25 years taught at Universidad Nacional de Costa Rica (UNA). She was also the Director of Museo Nacional de Costa Rica for 10 years; during 3 years, she acted as Coordinator of the UNESCO's Maya World Project. She served as consultant for the Inter-American Development Bank (IDB), the World Bank, UNESCO and the UNDP.



### ILAM Management

Ms Georgina DeCarli, the Vice-President of the ILAM Foundation, has been the Managing Director of ILAM since 1998. She has often visited the Latin American and Caribbean countries for work reasons and to celebrate different agreements, and has participated in regional and international events to extend knowledge of the mission and programs of ILAM. Ms. DeCarli is a Social Anthropologist with wide experience in Pre-Columbian cultures and Latin American Popular Culture. Since 1980, she has been professor and research member of Universidad Nacional de Costa Rica (UNA)), where she has developed the methodological proposal on the *active conservation* of the cultural patrimony and its implementation with the creation of the *Museo de Cultura Popular* (1990) in Costa Rica. From 1995 to 2001, she coordinated the Museology Program and the proposal of a Virtual Master Degree at the UNA, with the co-operation of the Museology Department “Reinwardt Academy” of the Amsterdam School of the Arts, Netherlands. She has acted as consultant for the UNESCO Office for Central America since 2003.





ILAM's central office in San Jose, Costa Rica

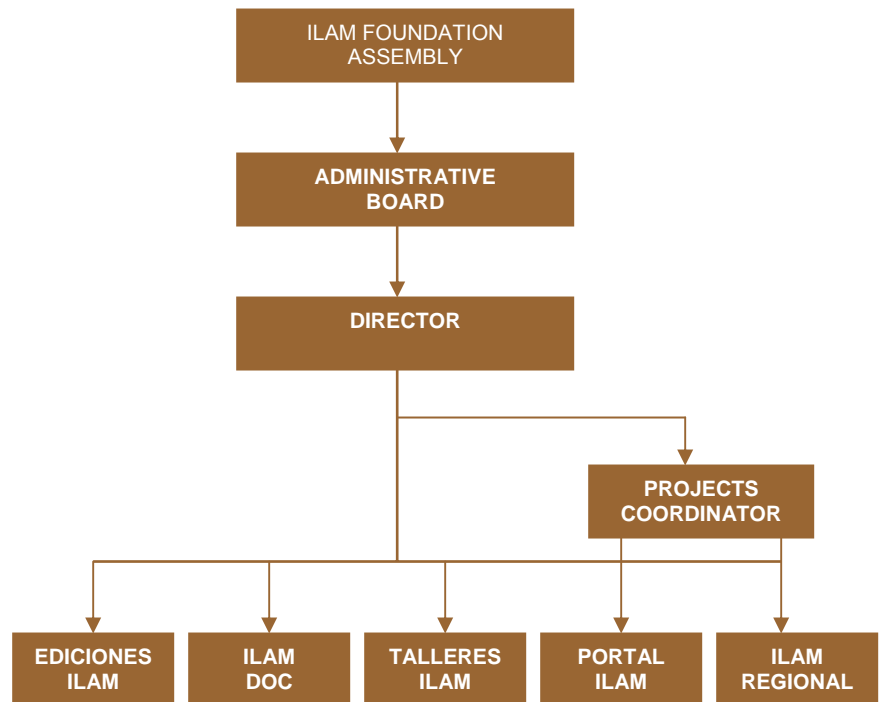
## Financing

The ILAM Foundation is aimed to produce the necessary resources to develop its work programs and to give assistance by offering different services free of charge for the benefit of a wide sector in society. The sustainability of the Foundation is generated through the sale of Training Workshops, consultancies in managing the patrimony and, mainly, by developing projects which are the result of agreements with other institutions and organizations with shared interests.

ILAM has reached the position as a regional organism of museums thanks to the dedication and high professionalism of its expert team, of voluntary workers and the logistic support given by different entities.

### Organizational Chart and Staff

ILAM has a General Management and the following Departments:



Members of ILAM Uruguay Representation

In 2001, ILAM established its first Representation in Uruguay, coordinated by Raquel Pontet.



**ILAM Staff:**

An interdisciplinary highly qualified team works for ILAM. (See their qualifications in [www.ilam.org/ILAM/ilam\\_equipo.html](http://www.ilam.org/ILAM/ilam_equipo.html))

<i>Christina Tsagaraki</i>	Coordination and Projects Management
<i>Giannina Ocampo</i>	Documentation Center
<i>Ginnette Monge</i>	Latin American Directory
<i>Raquel Pontet</i>	Coord. ILAM-Uruguay
<i>María Laura Rosas</i>	Representative for Uruguay
<i>Rosario Víquez</i>	Administrative Assistant
<i>Irene Alfaro</i>	Graphic Design
<i>Inés Drallny</i>	Translator
<i>Jorge Villalobos</i>	Informatic

**Professors / Consultants:**

<i>Sigfrido Jiménez</i>	Arts / Museology – Costa Rica
<i>Ximena Varela</i>	Cultural Management – Uruguay / USA
<i>Óscar Navarro</i>	Museology – Costa Rica
<i>Karina Durand</i>	Museology – México
<i>Carlos Durand</i>	Marketing – México /USA
<i>Luis Patrucco</i>	Tourism – Brasil
<i>Pilar Herrero</i>	Museology – Costa Rica
<i>Luis Gómez</i>	Education – Costa Rica
<i>Carlos Barrón</i>	Museum Informatics– México
<i>Ana Eduarte</i>	Conservation – Costa Rica
<i>Luis Lázaro</i>	Planning – Guatemala

## Contact

### Corporate Name:

ILAM Foundation  
Latin American Institute of  
Museums

### Legal Authorization:

3-006-215695

### Date of birth:

December, 1997

### Coverage:

Latin America and the  
Caribbean

### Headquarters:

Costa Rica

### Mailing Address:

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### Web site:

[www.ilam.org](http://www.ilam.org)

### ILAM Director:

Georgina DeCarli

### Projects Coordinator:

Christina Tsagaraki

## Central Office

The ILAM Foundation's central office is located in Costa Rica, a country situated in the center point of the Americas. It is a territory of 51,000 km<sup>2</sup>, with a population of around 4 million inhabitants. It is a country with democratic stability: it abolished the Armed Forces in 1949, which allowed it to invest in human development. A leader in the protection of its natural resources, 25% of its territory is environmentally protected, which, added to the wide electricity network and communications infrastructure, makes Costa Rica the place with excellent conditions destined to serve the Latin American Region.

