

# A study of Museum engagement to art

# works intellectual property

دراسة ارتباط المتحف بالملكية الفكرية للأعمال الفنية

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#### **Abstract**

The efficiency of museums is interlinked with the social reflective skills in museum serving and conserving communities. We do not know any study in Saudi Arabia that have analyses the efficiency of cultural institutions. It might be due to the complicated rare acquisition of data and their complex processing of new Saudi cultural institutions which has no establishment history.

The available data provide space for more urbane analyses that will enable deeper insight into the interests and activities of cultural institutions.

This paper aims to analyze the technical efficiency of Saudi cultural museums. The latest social impact gathered data in the last 3 months after corona settling, reopening of museums and art galleries. The study was conducted to have more understanding of the Ministry of Culture and the activities of museums supporting intellectual property and the availability of art museum in the near future.

Our objective was to perform a quantitative analysis of the efficiency of museums and identify the factors that influence their performance. As these are institutions funded from public resources, it is essential to deal with the optimization of their performance by preserving and documenting artworks ownership.

In this study, we address the following research questions:

What indicators on the side of input and outputs are suitable for evaluating the efficiency of museums for the intellectual property knowledge? How many museums in Saudi Arabia are knowledge efficient? Why are there differences in the performance of museums?

Research Group No .: RG-1441-488 (Thanks for the support provided by the Deanship of Scientific Research at King Saud University)

# **Key words**

Museums, intellectual property for arts, art collection, cultural knowledge, social engagements

# **Defining Museums**



If we define a museum simply as a collection of meaningful objects and the stories behind them, then museums have been around since ancient times. For centuries, valuable collections were accessible only to small elites; the first museums that were open to the public were established in the 18th century. The British Museum in London, founded in 1759, was the first manageable national documented public archival museum in the world.

### New museum functions for the young generation

The main function of the museum for the young generation is to educate them through activities and intellectual cultural events as listed in the following points:

- 1. museum can broaden their vision as if they discover new trends.
- 2. museums can teach them to learn and respect their ancestors through the objects in the museum, such as artifacts, historical documents and more.
- 3. Some high schools and universities use the museum as a place to study for their students, so that they can see the objects in real and write down additional information they can't find in the text-book. through a series of papers, scientific journals, and books owned by the museum, the students can learn and do the research on a particular subject they like to find out more.

# Aspects of Museum future services in Saudi Arabia

Museums of future Riyadh, Saudi Arabia have not got that much history and they are now trying to learn how to deal with audience from the viewer point protection and promotion of Saudi cultural and natural persona diversity are major challenges of the twenty-first century, museums and collections constitute primary means by which tangible and intangible traditions and heritage testimonies of nature and human cultures are safeguarded.

1. Museums as spaces for Saudi cultural transmission, intercultural Arab historical dialogue, learning, discussion and training, also play an important role in education (formal, informal, and lifelong learning) social cohesion and sustainable development.



- 2. Museums have great potential to raise Saudi community public awareness of the value of cultural and natural heritage and of the responsibility of Saudi citizens to contribute to their care and transmission.
- 3. Museums also support economic development, notably through modern cultural and creative industries and revolutionary Saudi tourism, preserving and protecting intellectual rights of art works and artist.

### socially-engaged museums

The modern art museum is basically connected to creativity and innovation. Museums are expected not only to preserve and conserve their collections but also to exhibit in an innovative and creative way for the visitor.

This community creativity is necessary to the sustainability and development of the museum as a living and engaging platform for art dialogue, if museums belong to all of the community, does that mean they are for all of us as well? With public declining, this question has become increasingly pressing. Certainly, museums rely on public experience, but how much are they really worth to us ... the community?

In recent years, they have also established closer ties with the Saudi market, as the stewards of Saudi heritage, museums contribute significantly to Riyadh city society, which justifies their reliance on public art activities.

Museums are looking to form new alliances with the community, in order to find a new balance between private initiative the market. An understanding of the actual significance of the museum sector to society is essential to this mission. These descriptions are preceded by an outline of the Saudi new museum sector in facts and figures.

To control a museum means precisely to control the representation of a community and its highest values and truths. It is also the power to define the relative standing of individuals within that community.

Those who are best prepared to perform its ritual, those who are most able to respond to its various cues, are also those whose identities the museum ritual most fully confirms Desensitizing of Museums



- The term museum is defined as a "non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purpose of education, study and enjoyment".
- Museums are institutions that seek to represent the natural and cultural diversity of humanity, playing an essential role in the protection, preservation and transmission of heritage.
- The term collection is defined as "an assemblage of natural and cultural properties, tangible and intangible, past and present", term heritage is definitive as a set of tangible and intangible values, and expressions that people select and identify, independently of ownership, as a reflection and expression their beliefs, knowledge and traditions, and living environments, deserving of protection and enhancement by contemporary generations and transmission to future generations. The term heritage also refers to the definitions of cultural and natural heritage, tangible and intangible, cultural property and cultural objects as included in the UNESCO Culture Conventions.

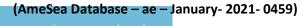
### **Primary Function of Museums**

The preservation of heritage comprises activities related to acquisition, collection management, including risk analysis and the development of preparedness capacities and emergency plans, in addition to security, preventive and remedial conservation, and the restoration of museum objects, ensuring the integrity of the collections when used and stored.

A key component of collection management in museums is the creation and maintenance of a professional inventory and regular control of collections. An inventory is an essential tool for protecting museums, preventing and fighting illicit trafficking, and helping them fulfil their role in society. It also facilitates the sound management of collections mobility.

This Research, including the study of collections, is another primary function of museums. Research can be carried out by museums in collaboration with others. It is only through the knowledge obtained from such research that the full potential of museums can be realized and offered to the public.

Research is of utmost importance for museums to provide opportunities to reflect on history in a contemporary context, as well as for the interpretation, representation and presentation of collections.



Communication is another primary function of museums. Communities should encourage museums to actively interpret and disseminate knowledge on collections, monuments and sites within their specific areas of expertise and to organize exhibitions, as appropriate. Furthermore, museums should be encouraged to use all means of communication to play an active part in society by, for example, organizing public events, taking part in relevant cultural activities and other interactions with the public in both physical and digital forms.

Communication policies should take into account integration, access and social inclusion, and should be conducted in collaboration with the public, including groups that do not normally visit museums. Museum actions should also be strengthened by the actions of the public and communities in their favors.

Education is another primary function of museums. Museums engage in formal and nonformal education and lifelong learning, through the development and transmission of 5 knowledge, educational and pedagogical programs, in partnership with other educational institutions, notably schools. Educational programs in museums primarily contribute to educating various audiences about the subject matters of their collections and about civic life, as well as helping to raise greater awareness of the importance of preserving heritage, and fostering creativity. Museums can also provide knowledge and experiences that contribute to the understanding of related societal topics

### Museums as knowledge protectors

Our idea and testing community rush to participate in a study cannot be found except in Saudi Arabia with the new tends taking place and having social aspect and family involvement in a study got us to look at the relevant outcomes of this research individuality

The overall aim of the CIDOC CRM is to provide a reference model and information standard that museums, and other cultural heritage institutions, can use to describe their collections, and related business entities, to improve information sharing.

Coding artworks provides definitions and a formal structure for describing the implicit and explicit concepts and relationships used in cultural heritage documentation...to promote a shared understanding of cultural heritage information by providing a common and extensible semantic framework that any cultural heritage information can be mapped to.



It is intended to be a common language for domain experts and implementers to formulate requirements for information systems and to serve as a guide for good practice of conceptual modelling. In this way, it can provide the "semantic glue" needed to mediate between different sources of cultural heritage information, such as that published by museums, libraries and archives.

The aim of this coding initiative is to "provide a formal ontology intended to capture and represent the underlying semantics of bibliographic information and to facilitate the integration, mediation, and interchange of bibliographic and museum information.

#### Conclusion

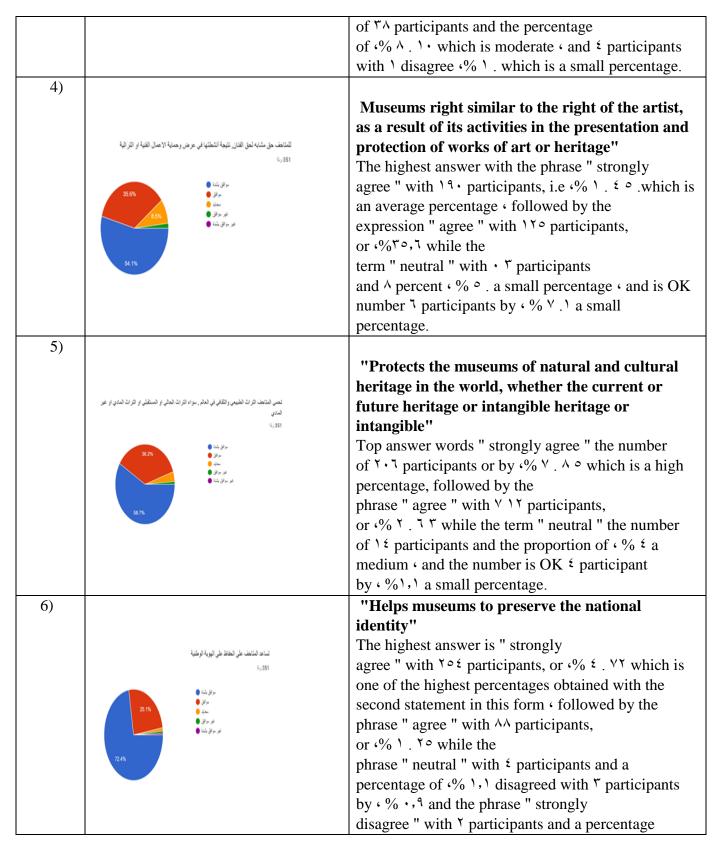
The efficiency of museums is the social reflective skills in museum serving and conserving communities. This is the only study in Saudi Arabia that have done data analyses reflecting the efficiency of cultural institutions. The available data provided for more urbane analyses that enabled insight into the interests and activities of cultural institutions.

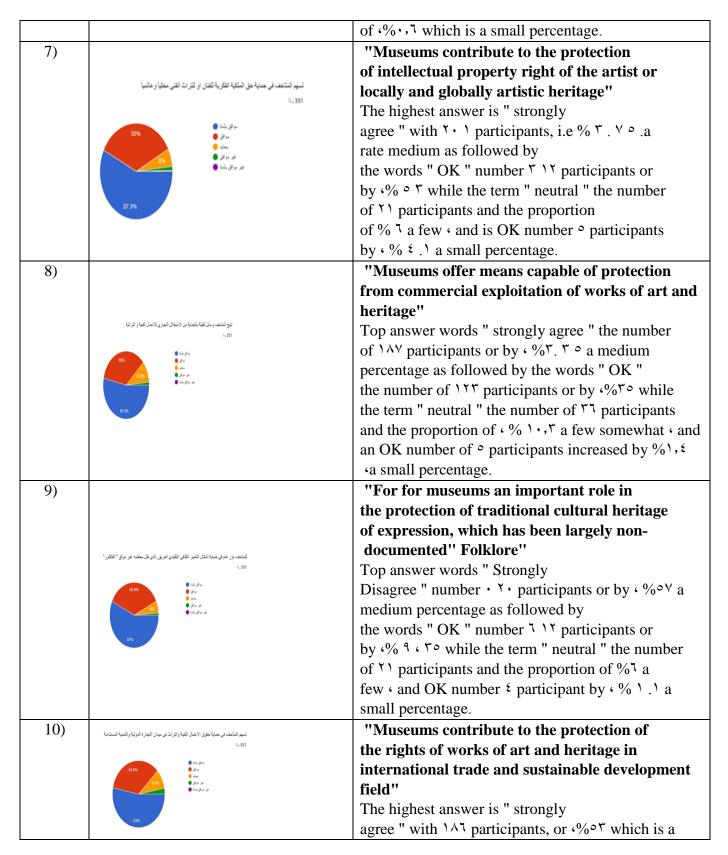
This paper aimed to analyze the technical efficiency of Saudi cultural museums from community point of view. These latest social impact gathered data in the last 3 months of Culture and the activities of museums supporting intellectual property

Our objective was to perform a quantitative analysis of the efficiency of museums and identify the factors that influence their performance by preserving and documenting artworks ownership.

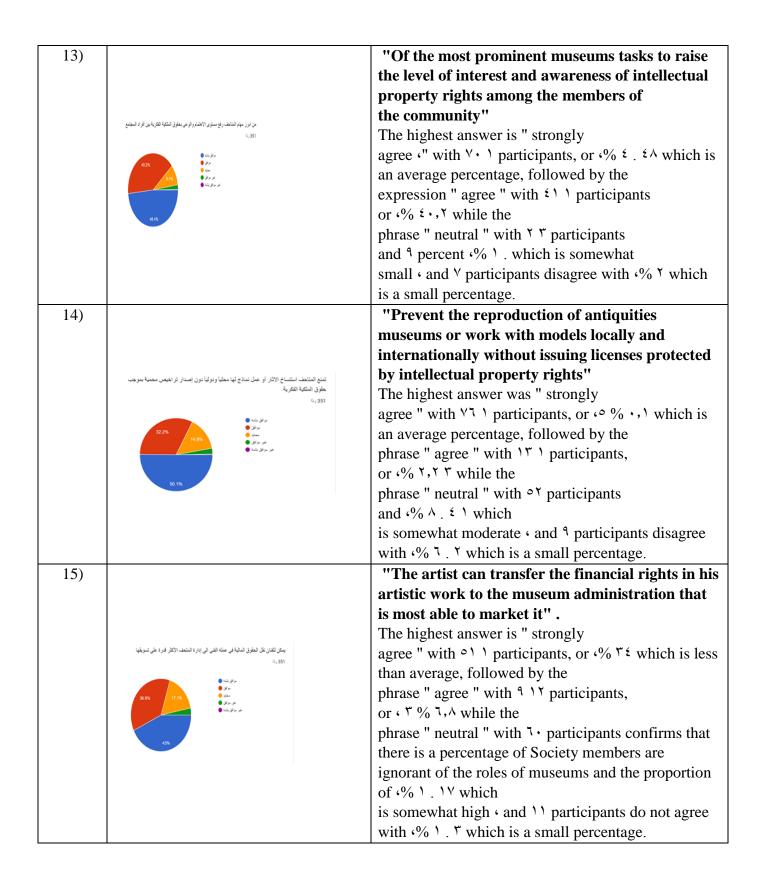


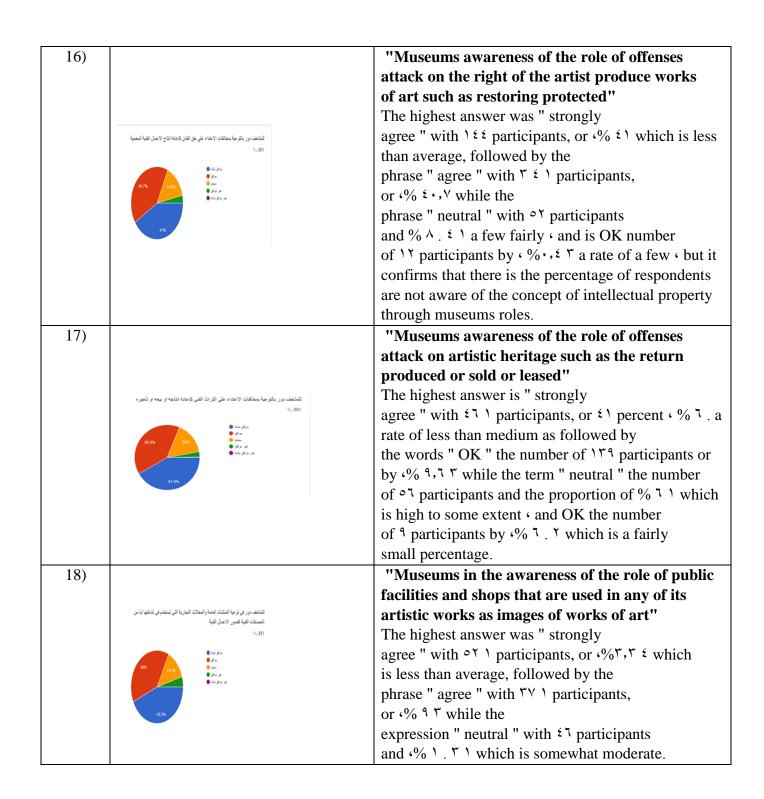
Sq.	The graph	Analyze private data
1)	المتاهط كموسسات القافية دور هذم في اتاهة الاعسال الفنية والتراثية للجمهور ( 35 رنا حواقي شدة في المام الفنية والتراثية الجمهور المام الفنية والتراثية المجمهور المام ا	Museums and cultural role as institutions important in the availability of technical and heritage to the public business"  The highest answer is "strongly agree "with a large number of TTT participants or '%TT, T which is a high percentage, followed by the phrase "agree "with TTT participants or '%TE, A while the phrase "neutral "with participants and '%TE, A while the phrase "neutral "with participants and '%TE, A while the phrase "neutral "with participants and '%TE, A wery small percentage.  This may be due to the clarity of the public role that museums play mainly
2)	تعد مقتديت المنتخف من الثروات الثقافية التي تسهيم بفور ها في الحفاظ على حقوق المنتكبة الفكرية اللذهوب 351 و25 مرافق بشدة ف مرافق ف المرافق المنتخف في موافق ف المرافق بشدة في موافق بشد	The museum collections of cultural wealth which in turn contribute to the preservation of the intellectual property rights of the peoples"  The highest answer was with the phrase "strongly agree" with a large number of 'o' participants, or '%',' which is a high percentage, followed by the phrase "agree" with he participants, or '%' he while the term "neutral" with participants and percent with he participants and percent he with he participants and percent he with he avery small percentage.  This is an indication that %qv,o of the sample are aware in general that museums contribute to preserving peoples' intellectual property.
3)	تتعاون المتاحف مع منظمات حقوق الملكية الفكرية في حفظ حقوق الفنان ,التراث الثانقي و الفلكاور الشعبي عراق بالنان و المان التراث الثانقي و الفلكاور الشعبي عراق بالنان و المان و	Cooperate with museums of intellectual property rights organizations to save the artist 's rights, cultural heritage and popular folklore"  The highest answer was with the phrase " strongly agree " with 'A' participants, or '% ? . o' which is an average percentage followed by the phrase " agree " with ' ' participants, or '% ? . o " while the term " neutral " the number

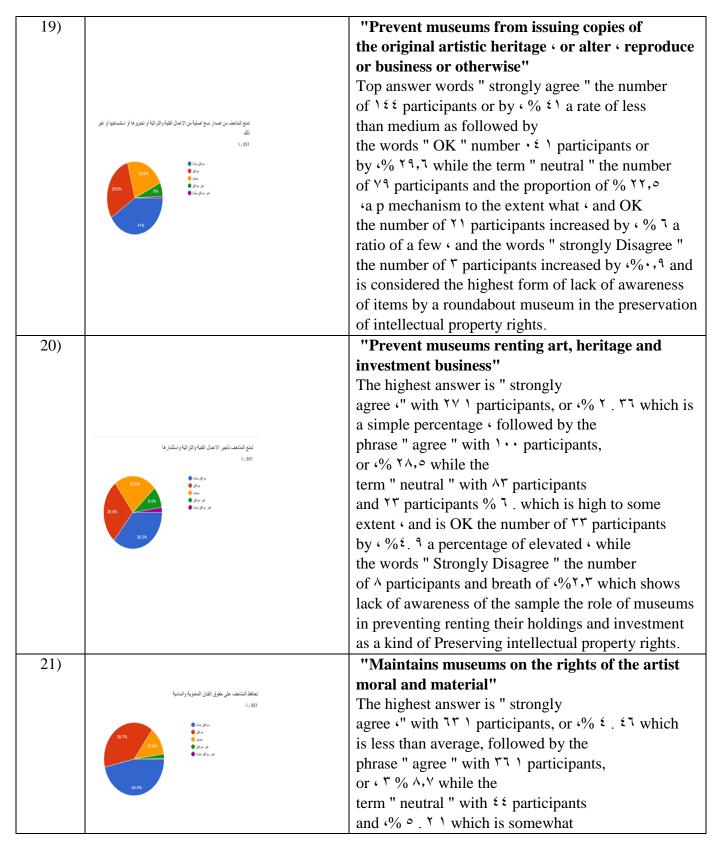




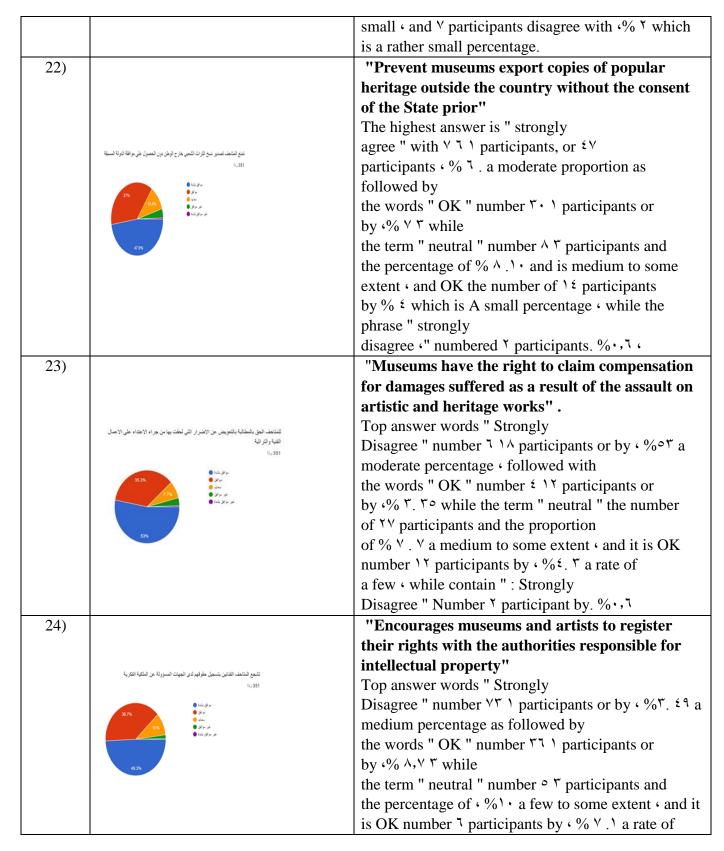
	T	
		moderate percentage, followed by the
		phrase " agree " with \ \ \ \ \ \ \ participants
		or '%ς, λ while the
		phrase " neutral " with "" participants
		and 6%9,5 which is rather few 6 disagree.
		With ' participants '%', which is a small
		percentage.
11)		"Collaborate with museums ' government
		agencies in preserving the intellectual property of
		the artist and the artistic heritage of local and
		international"
	تتداون المتتحف مع الجهات الحكومية في المقاطة على الملكية الفكرية للفائر والقرات الفني مطايا و دوليا	The highest answer is "strongly
	G <sub>2</sub> 351	agree " with 'V9 participants, or '%o' which is a
	25.5% (int. gl/p)  (int. gl/p)  (int. gl/p)  (int. gl/p)  (int. gl/p)	moderate percentage, followed by the
	© 40- 0 © 27- 0 © 40- 27- 0	phrase " agree " with \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\
		or '%"0,9 while the
		phrase " neutral " with "7 participants
		and '%' '," which is rather few ' and disagree.
		With ' participants '%', which is a small
		percentage.
12)		"Museums have an important role in establishing
/		a constructive dialogue between the parties to
		cultural heritage disputes between countries".
		The highest answer is " strongly
		agree "with \\ \ \ participants, or \\ \\ \\
		participants 6 % 7 . a moderate percentage 6 followed
		with the words " OK " number • 9 ) participants or
	الشنعة دور هام في الله هو الما عن المرات الله الله الله الله الله الله الله ال	by '% ', 9 " while the term " neutral " the number
	0,381	of it participants and the ratio of '% 4 . V i which is
	1 12 12 12 12 12 12 12 12 12 12 12 12 12	the highest neutral rate in the items of the
	€ 30 p. d.	questionnaire, which raises questions about the
		sample's awareness of the importance of museums
	40	and their role in establishing a constructive dialogue
		between the parties to cultural heritage disputes
		between the parties to cultural heritage disputes between countries 4 and 17 participants disagree
		with % Y . T disagreed with Y participants and a rate
		of '%', which confirms that a large percentage of
		the semale does not an denoted the dimension full-
		the sample does not understand the dimensions of the museum's roles.







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		a few.
25)		"Encourages museums and the Ministry
23)		of Culture to document the artistic heritage and
		preserve it"
	تشجح المتنحف وزارة المقافة بتوثيق النراث الفني والحفاظ عليه	Top answer words " Strongly
	G <sub>2</sub> 351	Disagree " number <sup>9</sup> participants or by 6% o a
	و الله يشده ا سواله ( الله	moderate proportion as followed by
	ادر حواقل ف اهر حواقل شدة ف	the words " OK " number \ \ \ \ \ \ \ participants or
		by '% 9. To while the term " neutral " the number
	55%	of $^{4}$ participants and the proportion of $^{4}$ % $^{4}$ a few
		to somewhat $\epsilon$ and the number is OK $\frac{\epsilon}{2}$ participant
		by '%' \ ' a ratio of a few.
26)		"The museums infringing on the right of
20)		the artist if the reproduction of his artistic work
		with a view to providing copies of commercial
		exploitation or to sell"
	تحد المتاحف متحدية على حق القنان لو قامت باستنساخ عمله القني يقصد تو فير نسخ منها للاستغلال	The highest answer is " strongly
	الثجاري أو ليبعها 1851 رئا	agree " with " \^ participants, or \% \ \ \ \ a
	الله الله الله الله الله الله الله الله	moderate proportion as followed by
		the words " OK " number '\ ' participants or
		by '% ', ', ' while the term " neutral " number
	62.1%	of $\xi^{\text{r}}$ participants and the ratio of %". Y which
		is high to some extent 4 and is OK the number
		of \cdot participants by \cdot \chi \cdot \cdot \cdot which is
		a small percentage while the phrase "strongly
		disagree " with " participants.%., 9 4
27)		"Considered museums responsible for any
,		violations committed by employees in any work
		of art or heritage"
		The highest answer is " strongly
	تعتبر المتلاحف مستوقة عن أبي مخالفات يرتكيها العاملين على أي عمل فني أو تراشي	agree " with $\checkmark$ \ \ \ participants, or $\checkmark$ \
	ü, 351	participants 6 % 7 . a moderate proportion as
	مواق بشدة مراق	followed by
	عداد غر حواق شد غر حق شد	the words " OK " number \ \\ \\ \\ participants or
		by '% '' while the term " neutral " the number
	96	of $\xi^q$ participants and the percentage of % ) $\xi$ which
		is high to some extent • and the number is
		OK 1 participants by % A. Y which is
		a small percentage. While it contains ": Strongly
		Disagree " number " participants rose.%.,9
	<u> </u>	Disagree number participants 1050.70 7

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[2014] 195th session of the Executive Board "Invitations to the intergovernmental meeting (Category II) related to a draft recommendation on the protection and promotion of museums and collections" (195 EX/Decision 35)

[2015] 38th session of the General Conference "Proposal for a non-binding standard-setting instrument on the protection and promotion of various aspects of the role of museums and collections"

The UNESCO Universal Declaration on Cultural Diversity 2001; The UNESCO Declaration concerning the Intentional Destruction of Cultural Heritage (2003); The United Nations Declaration on the Rights of Indigenous Peoples (2007) ii This definition is the one given by the International Council of Museums (ICOM), which brings together, at an international level, the museum phenomenon in all of its diversity and transformations through time and space. This definition describes a museum as a public or private non-profit agency or institution.

iii This definition reflects partially the one given by the International Council of Museums (ICOM). iv This definition partially reflects the one given by Council of Europe Framework Convention on the Value of Cultural Heritage for Society.