

## UMAC – UST: Reviews and Direction

Presented by  
REV. FR. ISIDRO C. ABAÑO,  
O.P.  
*Director, UST Museum*

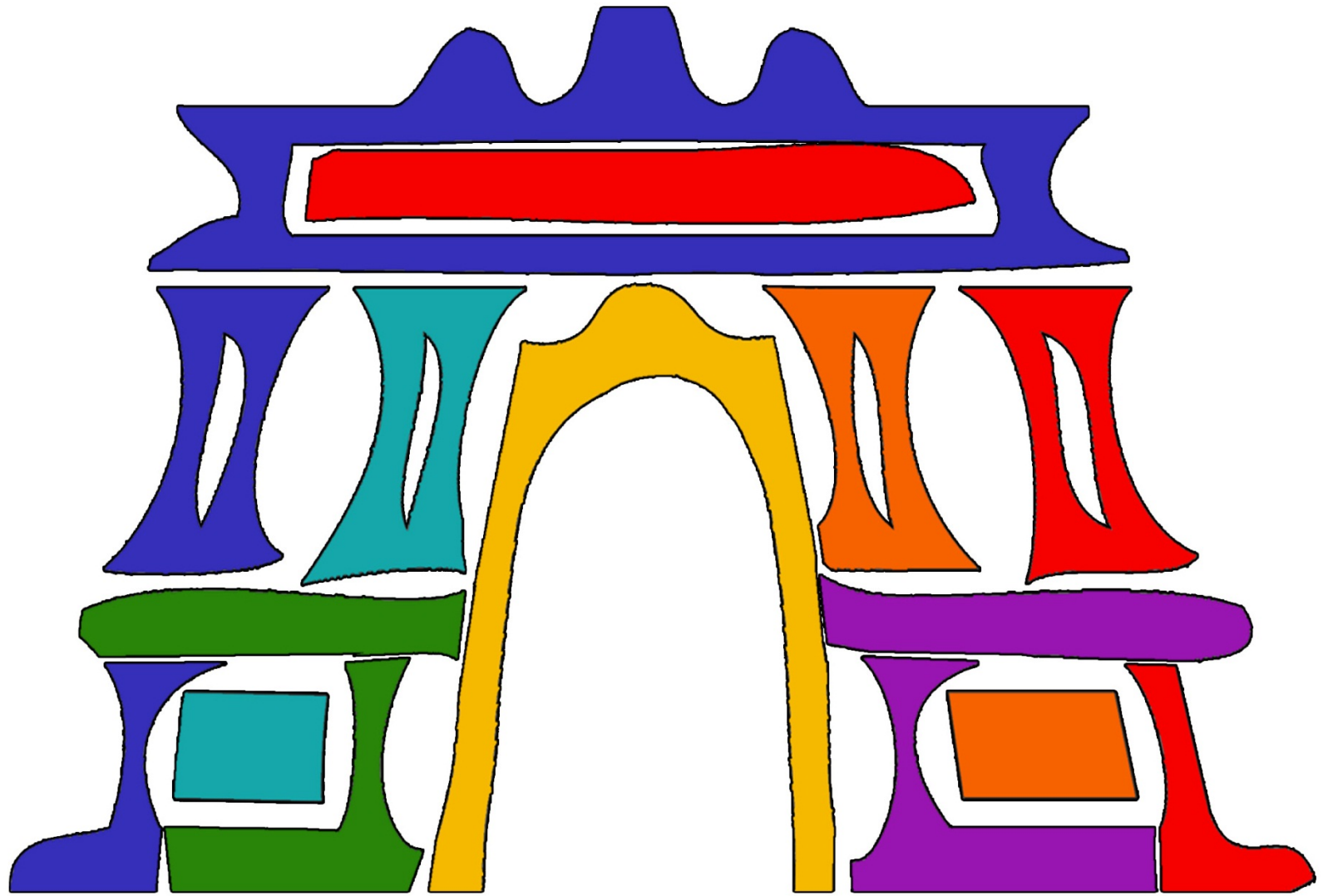
# The Logo

The logo for the UMAC 2015 Manila Conference is a colorful and stylized representation of the Arch of the Centuries of the University of Santo Tomas. Established in 1611, UST's original campus was located within the walled city of Intramuros at the heart of Manila. The three-hundred-year-old campus of the oldest institution of higher learning in Asia was destroyed during World War II, and the Arch was the only piece left standing. After the war, the Arch was transferred to the current campus in the Sampaloc district as a reminder of UST's role in the history of the Philippines.

The Arch of the Centuries was declared a National Cultural Treasure by the National Museum in 2010, along with the University's Main Building, the Central Seminary, and the Open Spaces in front of the Grandstand.







# About UMAC

The International Committee for University Museums and Collections (UMAC) is one of the specialized committees of the International Council of Museums (ICOM).

UMAC was founded in 2001 to help preserve and provide access to this significant part of national and international heritage with its many unique and unusual collections.

For instance, the net must be able to decode the content and context of museum collections in order to be an effective medium of communication in line with the museum's roles. Finally, the net itself has

the cultural goods, which they transmit to their people. For example, in a certain African tribe the objects of art and culture remain in the possession of the members who continue to use them. Some of the tribe members, usually the elders, are trained to know, to list and to present the objects to the community. In doing so, the objects are preserved and handed down with

their accompanying intangible values. The activity becomes very concrete when on a designated occasion – for instance, during a tribal ceremony – the objects used are presented one by one. The members appreciate them, and, by pointing out their importance of each object in the tribe's life, heightens their sense of belonging.

*b. Intangible Cultural Heritage.*

A museum is not a mauso-

leum of cultural and art objects. There should be something beyond the inanimate objects, these must be the intangible values that must go with them. They must move away from the former way of being a collection for the delight of the elite to being an active value transmitter at the service of the entire society. Today, museums must become aware of their responsibility to inform and form the public and the general community.

A distinction can be made between a Museum manager and a Museum Director. A Director must know, for example about art, or he may be an artist himself, but he may not be the best when it comes to financial undertakings. On the

other hand, a manager may be good in Finances and Human Resources, but he may not have the appreciation for the true sense and value of art. He may look at art as a commercial commodity but not a translator of culture.



the Palau de Congressos in Barcelona, Spain

ure of its own with its coding. For now, this is a serious task, which museum people must look

*New Understanding of Museums*

he challenges hoisted by the museums brought some new ways to view

*Alternative Museum.*

n the absence of standards and facilities, developing countries must no longer use the traditional "cabinet" of already established museums. Rather, they resort to an alternative type of museum. This type of museum, first, the training of staff from among their ranks. They act as the preservers of



Fr. Añaño, at center, among the other international delegates to ICOM 2001 BARCELONA

tion of ASEMUS (Asia – Europe Museum Network) by AMBASSADOR DELFIN COLOME. I saw many possibilities for coop-



Fr. Isidro Añaño (left) with ICOM President Jacques Perot, and former Negros Museum Director Lilibeth Cordova La O

eration between the Philippines and other European museums in this new undertaking. The large gap between museums in Asia and Europe will be addressed with this new organization. With the next conference to be held in Seoul, Korea – the first held in Asia – ASEMUS could really help us Asians prepare for this important event.

The presentations and discussions at the Natural History Committee were most interesting for me too. The method of establishing a database for the collection and one that would be universal for all natural history museums all over the world in terms of vocabulary used and cataloguing, etc. is very useful and important for all of us in this field.

The presentations on Heritage Conservation were also fascinating. I thought of Silay City in Negros Occi-

are being destroyed in the name of progress. How our own government is so uninformed or careless about preservation when it comes to important structures in the city.

The socials were something else. We had three social gatherings, wherein we did a lot of networking for our respective museums. The places were fantastic and I had the opportunity to meet other museum professionals from other countries. The food was delicious! The City of Barcelona is truly a gem of a place. It has so much art and interesting architecture.

It was as if the whole of Barcelona had stopped to prepare the place for us. I was overwhelmed by the size of the conference. It was a very exciting and enlightening experience that can only benefit us all as we



At leftmost, UST Museum Director Rev. Fr. Isidro Añaño, OP with ICOM Membership Service Officer Eloisa Zell to his left and fellow delegates to ICOM 2001 Barcelona



At ICOM 2001 BARCELONA, from left: UST Museum Director and Fine Arts Dean Rev. Fr. Isidro Añaño, OP; former Director/Curator, Negros Museum Lilibeth Cordova LaO; Mary Ann Pernia of UP Manila; and Boots Herrera and Ana Labrador of the UP Vargas Museum

dental and the efforts being done by so many people to preserve and improve it. I also thought of Manila and how many historic buildings

learn from each other and take steps to preserve our global cultural heritage.

# About UMAC

UMAC's functions include the:

- exchange of ideas among all those working in, or associated with, academic museums, galleries and collections (including herbaria and botanical gardens).
- provision of a forum to identify partnership opportunities, share the resources in collections, knowledge and experience, and to enhance access to the collections.
- communication with its members throughout the year, including one conference.
- formulation of policies to assist curators, management and other stakeholders and, when requested, advice to university management, ICOM and other professional bodies on matters within its jurisdiction.
- promotion of university museums and collections within governments and their agencies, institutes of learning, the broad museum sector, the professions, business and the population generally.
- encouragement of mentorship and career development, including staff exchanges.



# About UMAC

UMAC has an annual general meeting.

After Alexandria, Egypt (2014) and Manila, Philippines (2015), Milan, Italy (2016) will host the 15th annual UMAC conference. More information about UMAC may be found at:

<http://publicus.culture.hu-berlin.de/umac>

# Timeline of UMAC Conferences

## 2001

### **Intensifying Support For and Increasing Audiences in University Museums and Collections**

Barcelona, Spain, 2nd-4th July 2001

## 2002

### **Exposing and Exploiting the Distinct Character of University Museums and Collections**

Sydney & Canberra, Australia, 29th September - 3rd October

## 2003

### **Engaging the Community**

Norman, Oklahoma, 21th-26th September 2003

## 2004

### **Traditional Culture and Intangible Heritage in University Museums**

20th General Conference and 21st General Assembly of ICOM

Seoul, South Korea, 2nd-8th October 2004

presented by Marta C. Lourenço from the University of Lisbon. She wrote: "I have to admit that I consider university museums different from other museums, although one may indeed argue that all museums are different... Although we can of course find apparently similar objects in other museums, they owe their existence in university museums to different reasons. Through time, university museums incorporated policies and the use of collections were closely linked to the main mission of universities – teaching and research. University museums are the only keepers of the material evidence on how scientific knowledge was constructed and taught, and of how soon the physical archiving nature started." It can be gleaned from this statement that although continuous education has always been a primary concern of all museums,

**university museums have a special function in teaching that is inextricably established with research.**

In line with her thought, one delegate pointed out that what makes teaching in the university different from the other levels of education is its methodology that is rooted in research. The existence of research is the life of a university that

is guaranteed by postgraduate programs. The strength of any university depends on research that is ensured by its graduate school.

The opening of a masteral degree program in Cultural Heritage Studies at the UST Graduate School, through the coordination of the Museum, signals another way for the University to commit itself to its unique existence. In fact, UST is very fortunate to have the oldest existing museum in the country, where concrete objects are conserved so that they may be used for research.

For instance, its vast taxidermic collection, probably the only one still preserved in the country today, can be objects of serious research in the fields of both history and science. For sure, it will be very challenging, because they have not been subjected to serious scholarly research for quite a time. All of these and the other art and cultural collections are just within the reach of the Cultural Heritage students.

There are still many things to be done, since the M.A. program has just started. However, with the initial good response of dedicated students and the strengthening of linkages and coordination with the College of Fine Arts and Design, the Graduate School and the Thomas Aquinas Research Complex, the UST Museum can truly direct itself to what it means "to be a University Museum..."



UST Museum Director Fr. Isidro Añaño, OP standing in front of UST's poster entitled "UST MUSEUM: In the Forefront in the Promotion of Cultural Heritage in the Philippines".



Dinner at the Australian Museum with Bank Indonesia's Ricky Bessie and Ncor Widiarta, Fr. Isidro Añaño, OP, Sam Noble Oklahoma Museum of Natural History former Director Michael Mares, Queensland University of Technology Cultural Precinct Director Sue-Ann Wallace, and National University of Singapore Museum's Angela Sim and Valerie Chau Mei Fung.



In front of the University Drill Hall Gallery of the Australian National University Canberra, from left: UST Museum Assistant Director Arch. Clarissa Avendaño, Hill Hall Gallery Director Nancy Sever, National University of Singapore Museum (NUSM) Head Angela Sim, NUS Administrative Officer Valerie Chau Mei Fung, and UST Museum Director Fr. Isidro Añaño, OP.



National Museum, Canberra

## UMAC 2002 CONFERENCE

by Arch. Clarissa L. Avendaño, Assistant Director

The University Museums and Collections Committee (UMAC) the newest committee of the International Council of Museums (ICOM), held its 2nd annual conference from September 29 to October 3, 2002 in Sydney and Canberra, Australia with the title and theme "Exposing And Exploiting The Distinct Character Of University Museums And Collections."

UMAC represents the interest of University Museums within ICOM while supporting its aims and objectives:

- 1 Clarify the role, requirements and relationships of university museums and collections with the university and its communities;
- 2 Assist the preservation of academic and cultural heritage;
- 3 Promote university museums and collections within governments and their agencies, institutes of learning, the broad museum sector, the professions, business and the population generally;
- 4 Provide advice and guidelines for those collections which are emerging, isolated, deteriorating or otherwise in need;
- 5 Facilitate international and regional collaboration to stimulate

networking, partnerships and research and to initiate exchanges of artifacts, exhibitions, standards, practices and other information; and

6 Encourage staff in charge of university collections to participate in museological training, mentorship and career development.

53 delegates from 16 countries attended the conference. UST Museum of Arts and Sciences Director REV. FR. ISIDRO C. ABAÑO, OP and myself, as individual members of ICOM, represented the University of Santo Tomas, Philippines.

UMAC Chair DR. PETER STANBURY welcomed the delegates with a tour of the Sculpture Park and poetry readings in Macquarie University (MU). The five-day conference was also held in the Australian National University (ANU), Canberra. We also visited the University of New South Wales (UNSW) in Sydney and the Australian Defense Force Academy at the UNSW campus in Canberra.

UMAC 2 Conference Organizing Committee Chair, MU Vice-Chancellor, President, and Gallery Director PROF. DI YERBURY; and ANU Vice-Chancellor PROF. IAN CHUBB were our hosts in the different universities.

There were 25 papers presented and 10 posters exhibited. The UST Museum poster highlighted its own museum "At the Forefront in the Promotion of Cultural Heritage in the Philippines." Among those who attended were ICOM Vice-President BERNICE MURPHY, who was one of the leaders of the round table discussion; Museums Australia President CAROL SCOTT; and Overseas Representative for the Bougainville Autonomous Government Chief MOSES HAVINI, who presented a paper and introduced the first exhibition



Chinese Dinosaur exhibition Australian Museum, Sydney

Quadrangle, University of Sydney

of Bougainville culture ever shown in Australia at the Macquarie Art Gallery.

We were given choices to visit 15 university museums, 2 state and 2 national museums and a much

# UMAC 2003: "ENGAGING THE COMMUNITY"

by Rev. Fr. Isidro C. Abaña, OP  
/Director



Fr. Abaña in the Smithsonian Science Museum in Washington, DC, USA.

The moment I got off from the van which took me from the airport to the hotel, I was greeted by familiar faces. Why the *déjà vu*? It was because they were the UMAC's delegates whom I met last year in Sydney, Australia during the 2002 Conference.

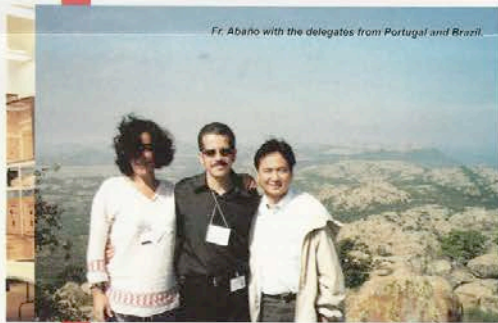
This year, the International Committee for University Museums and Collections (UMAC) gathered from September 21 to 26 in Norman, Oklahoma, USA. It was hosted by the **Sam Noble Oklahoma Museum of Natural History** (SNOMNH) at the University of Oklahoma. The theme and title of the conference was "Engaging the Community".

SNOMNH Associate Director **PETER B. TIRELL** chaired this year's conference. He and his staff organized the well-attended event.

According to the preliminary account of the proceedings, 70 persons joined the conference welcome dinner, while 55 persons registered to attend the conference itself, with the delegates coming from 14 countries. The consensus was that a good balance was struck between paper



Fr. Abaña with the delegates from Portugal and Brazil.



presentations and working visits to museums around Oklahoma.

In addition to the sharing of interesting topics on University Museums, "behind-the-scenes" visits to fantastic laboratories for conservation and spacious storage rooms, as well as visits to museums with state-of-the-art technologies to enhance the displays and presentations made UMAC 2003 even more informative and exciting. We were allowed into the back

rooms of different museums, where we saw how the latest in equipment, facilities and training came together to provide visitors with the best museum experience.

Also of great interest was the work done by the Directories working group, chaired by **CORNELIA WEBER** of the Humboldt University at Berlin, Germany. The group worked on combining UMAC's original university museum database with a new one devised at Humboldt University, and collecting information about other existing directories, catalogues and inventories, with a view to accumulating basic information about university museums in different countries and presenting the results on the UMAC website.

I was truly impressed, and participated actively as a member of the working group on Staffing, which was chaired by Uppsala University Museum

Below, from left: one of the storage facilities visited by the UMAC delegates and a behind-the-scenes workshop at the SNOMNH; the exterior of the Sam Noble Oklahoma Museum of Natural History (SNOMNH)



Gustavianum Director **ING-MARIE MUNKTELL**. My co-members were **KATI HEINAMIES** (Finland), **OFRA KEINAN** (Israel), **PETER TIRELL** (USA), **BERNARD VAN DEN DRIESSCHE** (Belgium), **KARL VAN DYKE** (Australia), **SUSAN MOLDENHAUER** (USA), and **MAURICIO SILVA** (Brazil). The group aimed to identify and describe the special occupational group referred to as "university museum and collection staff", to list their needs (or the minimum needs for professionalization), and to raise their profile. This agenda seeks to encourage universities to:

- assist their museum staff to upgrade their museological qualifications
- initiate staff development plans in cooperation with museums in the public sector
- support exchange of staff within and between university museums and other museums
- raise standards of professionalism among university museums and

collection staff

After the conference, I was fortunate enough to visit also the Smithsonian Institution, the Metropolitan Museum and the Museum of Natural History in New York.

My presence at UMAC 2003 was a very concrete way to link with international universities, and provided an excellent opportunity for the UST Museum of Arts and Sciences to re-affirm its mission.

We are proud that UST was one of the pioneering members of UMAC when it was established in Barcelona during the International Council of Museums (ICOM) General Conference 2001, and we look forward to continuing the effort to raise the standards of the museum and cultural heritage profession in the Philippines, particularly in the university museum sector.

2004 서울세계박물관대회

2004. 10. 2(화)~8(일) 서울 COEX(삼성동)

# ICOM 2004 SEOUL

## MUSEUMS AND INTANGIBLE HERITAGE



UNIVERSITY OF SANTO TOMAS  
**MUSEUM**  
of ARTS and SCIENCES

newsletter\_third quarter 2004



### First Time in Asia

The International Council of Museums (ICOM) held its 20<sup>th</sup> General Conference and 21<sup>st</sup> General Assembly in Seoul, South Korea last October 2-8, 2004. Museum professionals from all over the world convened in Asia for the first time in the organization's 60-year history, with close to two thousand delegates in attendance.

The event was organized by the Korean National Committee of ICOM and was sponsored by the Ministry of Culture and Tourism, the Seoul Metropolitan Government, and Gyeonggi Province. Nearly all of the conferences of ICOM's numerous international committees were held at the huge COEX Convention Center in Samseong-dong, southern Seoul. A few committees also scheduled conferences at offsite venues, such as Seoul National University Museum, the National Museum of Korea, the Museum of Seoul and the Museum of the Korean National Bank.

The theme of this year's triennial conference was "MUSEUMS AND INTANGIBLE HERITAGE". It was chosen in recognition of the fact

that culture is transmitted from generation to generation by means of language, music, theater, attitudes, gestures, practices, customs and a whole range of other methods, as well as objects and places in which the ideas of human beings are located.

Culture manifests itself not only in tangible forms but also through intangible elements. Intangible cultural heritage includes voices, values, traditions, languages, oral history, folk life, creativity, adaptability and the distinctiveness of a people popularly perceived through the manifestations of cuisine, clothing and shelter as well as traditional skills and technologies. It also includes religious ceremonies, manners, customs, performing arts, storytelling and so on.

Delegates registered on the entire day of October 2, then in the evening attended the formal Welcome Reception and Opening Event at the COEX Convention Hall 11. A cultural performance followed the dinner.

## THE UMAC CONFERENCE AND EXCURSION

*Condensed from an article available on the  
UMAC website, by 2001-2004 UMAC Chair Peter  
Stanbury*

The ICOM International Committee for University Museums and Collections (UMAC) held its annual conference alongside the General Conference held in Seoul, South Korea from October 4-6, 2004. UST Secretary General and Museum of Arts and Sciences Director **REV. FR. ISIDRO C. ABAÑO, OP** represented the University.

The UMAC Conference opened on October 4 at the COEX Convention Center with the theme "*Traditional Culture and Intangible Heritage in University Museums*".

The following day, the UMAC Conference was held at Seoul National University (SNU). The theme for the day was *University Museums: New Purposes; Future Possibilities*, hosted by SNU Director **KIM YOUNGNA**. Apart from the mainstream displays, SNU has a collection of 1,300 glass plate photographs taken during the Japanese occupation of Korea in the 1930s. 260,000 maps, books, documents and printing blocks from the Kyujanggak Royal Library are housed separately.

On October 6, Wednesday, the theme was *University Museums through the Eyes of Others*. After starting at the COEX Center, UMAC delegates transferred by bus to Yeungnam University in Kyongsan (Gyeongsan). The Director of the University Museum at Yeungnam is **LEE CHUNG-KYU**, who attended the UMAC Oklahoma conference in 2003. Yeungnam University President **LEE SANG CHUN** presented a paper, followed by a Dinner in the Museum and a Korean Cultural Event in authentic surroundings.

The next morning, the conference went on a day-long excursion led by Lee Chung-Kyu and his colleagues Sung Tae Kyu and Shim Jaeseok. Places visited include Gyeongju (Kyongju) City, the capital



of Silla, the ancient kingdom from B.C. 57 to A.D. 935. The feature of this place is the presence of hundreds of ancient tombs; many unexcavated or encroached upon by recent buildings, and the presence of many Buddhist carvings in the surrounding hills.

Another destination was Yangdong Village where on the slopes of Mount Seolchang 150 houses built during the Joseon period (from about 1400) are still lived in by the descendants of the original inhabitants. This village, relatively untouched by time, is an example of how situation, location and aspect had great importance in Korean communities. Toward the end of the day, the delegates traveled to Keimyung University in Daegu.

The UMAC Annual General Meeting was held in the University Museum and its Director, **KIM KWON GU**, spoke during dinner on the topic of *Strengthening the Relationship Between the University Museum and the Local Community*. Delegates then returned to Seoul before the final day of ICOM business matters.

UMAC'S new chairperson for 2004-2007 is **CORNELIA WEBER**, of the Humboldt-Universität zu Berlin, Germany.

<sup>A</sup> From left: UST Museum Collection Management and Documentation Assistant *Maita Osabanda*; UMAC member *Giuseppe Monaco (USA)*; UST Secretary General and Museum Director *Rev. Fr. Isidro Abaro, OP*; and 2004-2007 UMAC Chairperson *Cornelia Weber (Germany)*.

# Timeline of UMAC Conferences

**2005**

**Communicating University Museums**

**Awareness and Action - University Museums Today**

Uppsala, Sweden, 25th September - 1st October 2005

**2006**

**New Roads for University Museums**

Mexico City, Mexico

25th-29th September 2006

**2007**

**Museums and Universal Heritage**

Vienna, within the ICOM General Conference

19th-24th August 2007

Sub theme of UMAC: **Universities in Transition - Responsibilities for Heritage**

**2008**

**University Museums and the Community**

Manchester, UK

16th-20th September 2008

# Timeline of UMAC Conferences

## 2009

### **Putting University Collections to Work in Teaching and Research**

Berkeley, USA

10th-13th September 2009

## 2010

### **Museums for Social Harmony**

Shanghai, China, within the ICOM General Conference

7th-12th November 2010

Sub theme of UMAC: **University Museums and Collections as Recorders of Cultural and Natural Communities Worldwide**

## 2011

### **University Collections and University History and Identity**

Lisbon, Portugal

21st-25th September 2011



13 3:16





# Museo de Oro: Beyond the campus walls of Xavier University



## INTRODUCTION

The Museo de Oro is a project that aims to create a new cultural space for the people of Cebu, Philippines. It is a project that is both a challenge and an opportunity.

## ENGAGEMENTS



## CHALLENGES





From left: UST Museum delegates Legal Consultant Atty. Ed Bunquin, UST Museum Assistant Director Assoc. Prof. Anna Bautista and UST Museum Director Rev. Fr. Isidro Abaño, O.P.



Fr. Abaño presents a paper discussing the UST Cultural Heritage Studies program.

## INTERNATIONAL COUNCIL OF MUSEUMS GENERAL CONFERENCE Rio 2013

The International Council of Museums (ICOM) is a public interest organization created in 1946 by and for museum professionals. It has a unique network of almost 30,000 members and museum professionals who represent the global museum community, and is a diplomatic forum made up of experts from 137 countries and territories to respond to the challenges museums face worldwide. It holds consultative status with the United Nations Economic and Social Council and has 117 National Committees and 31 International Committees dedicated to various museum specialties. A leading force in ethical matters, ICOM is one of the founding members of the International Committee of the Blue Shield (ICBS).

UST Museum Director Rev. Fr. Isidro Abaño, O.P., Assistant Director Assoc. Prof. Anna Marie H. Bautista, and legal consultant Atty. Edelberto Bunquin represented the UST Museum during ICOM's 23rd General Conference which took place in Rio de Janeiro, Brazil from 10 to 17 August 2013.

Fr. Abaño presented a 15-minute paper presentation to the ICOM International Committee for University Museums and Collections (UMAC). UMAC is a forum for all those working in, or associated with, academic museums, galleries and collections (including herbaria and botanical gardens). UMAC is concerned with the role of collections within higher education institutions and the communities they serve. It provides its members with a forum to identify partnership opportunities concerning the resources in the collections, to share knowledge and experience, and to enhance access to the collections. The aim is to protect the heritage in the care of universities.

Fr. Abaño's paper was entitled "UST Museum: Trailblazer in Cultural Heritage Studies and Conservation in the Philippines". The paper discussed the Cultural Heritage Studies (CHS) Program of the University of Santo Tomas, which was established by the UST Graduate School and

UST Museum in 2000 and tackled the role of its graduates in effecting change in the University in particular and the Philippine cultural heritage landscape in general. The CHS program is a pioneering curriculum in heritage conservation in the Philippines and is carried out through the support from the UST Museum as an environment of continuous and experimental learning and the UST Center for Conservation of Cultural Property and Environment in the Tropics (CCCPET) for the application of learning. The Program's aim is to produce graduates who are armed with skills and competencies to allow them to be a part of the dynamic field of cultural heritage in terms of policy making, practice, research, education, service and advocacy.

Assoc. Prof. Bautista delivered two poster presentations. The first was entitled "NEW-SEUM: New Uses of UST Museum's Spaces" and followed the evolution of the UST Museum as it steered the use of its spaces to more dynamic activities apart from the usual thematic and temporary exhibits. The second poster featured the role of the "UST Museum As Venue for Peace and Inter-Religious Dialogue" as it mounted an exhibition on Philippine Islamic Architecture entitled "MASJID/MOSQUE Architecture: Jewels of Philippine Islamic Faith" from February 5 to March 8, 2013 in celebration of the 2013 Philippine Arts Festival.

The milestone event was an invitation to open a venue for knowing more about the exchange of culture that may lead to better understanding and encourage dialogue between Christians and Muslims in the Philippines.

UST Museum legal consultant Atty. Edelberto Bunquin delivered a poster presentation entitled "IVORY WORSHIP: Faith and Art (UST Museum's response to "BLOOD IVORY"). The UST Museum became a victim of a disparaging investigative report entitled "Blood Ivory," about elephant poaching and the illegal trade of ivory. The article was featured in the October 2012 issue of National Geographic magazine and included a full-page image of the Ivory Crucifix from the UST Museum Collection, which gave readers the impression that the University is involved in some kind of illegal activity. To challenge this malicious and arbitrary article, the Museum mounted an extensive exhibition titled "Ivory: Faith and Art" in July 2013, which put to rest doubts raised by the misleading article.

Also at the Conference, Fr. Abaño was elected as a member of the UMAC International Board, and the University of Santo Tomas in Manila was chosen as the venue of the UMAC International Conference in 2015.



From left: Philippine delegates (L-R): Louise Marcelino (UP Diliman-Art Studies), Ed Bunquin (UST Museum), Niño Montalvan (NCCA), Linda Burdy (Museo de Oro), Manna Laroui (ICOM Paris Secretariat), Fr. Isidro Abaño, O.P. (UST Museum), Aobers Betales (University of San Carlos), Anna Bautista (UST Museum).

# Timeline of UMAC Conferences

## **2012**

### **Encountering Limits: The University Museum**

Singapore

10th-12th October 2012

## **2013**

### **Museums (memory + creativity = social change)**

Rio de Janeiro, Brazil, within the ICOM General Conference

10th-17th August, 2013

## **2014**

### **Squaring the Circle? Research, Museum, Public**

Alexandria, Egypt, within the ICOM-CECA

9th-14th October, 2014

## **2015**

### **Rethinking University Museums: Bridging Theory and Practice**

Manila, Philippines

11th-14th May, 2015



Pontifical and Royal  
UNIVERSITY OF SANTO TOMAS  
The Catholic University of the Philippines

# NEWSLETTER

Academic Year 2014 - 2015 • 1<sup>st</sup> Term



## UMAC 2015 MANILA

UST hosts the 15<sup>th</sup> Annual Conference of University Museums and Collections May 11-14, 2015

## RESTORING UST'S TREASURES

Conserving and Restoring the Manansala Murals



Pontifical and Royal  
UNIVERSITY OF SANTO TOMAS  
The Catholic University of the Philippines

# NEWSLETTER

Academic Year 2014 - 2015 • 2<sup>nd</sup> Term




# 2015 UMAC

University of Santo Tomas  
Manila, Philippines

## UMAC 2015 MANILA

15<sup>th</sup> Annual Conference of University Museums and Collections May 11-14, 2015

## 2015 ANNUAL INTER-SCHOOL ON-THE-SPOT PAINTING COMPETITION

70<sup>TH</sup> ANNIVERSARY OF THE LIBERATION of Santo Tomas Internment Camp



UST Rector Very Rev. Fr. Herminio Dagohoy, O.P. signs on the photo wall of the Papal exhibit

**@UST: LOLO KIKO**

Brings Christ to the Youth (UST Papal Exhibit)

# Present Members of the Board

Hugues Dreyssé (France), Chairman

Isidro Abaño (Philippines)

Elena Corradini (Italy)

Panu Nykänen (Finland)

Nathalie Nyst (Belgium)

Barbara Rothermel (USA)

Graciela Weisinger (Argentina)

# UMAC 2015 Manila

The University of Santo Tomas through the UST Museum in cooperation with the National Commission for Culture and the Arts (NCCA), the National Museum of the Philippines, the Department of Tourism (DOT), the Department of Education (DepEd) and the International Council of Museums (ICOM) Philippines hosted the 14th Annual Conference of University Museums and Collections (UMAC) at the Buenaventura Garcia Paredes, O.P. (BGPOP) Building from May 11 to 14, 2015.



# UMAC 2015 Manila

The conference theme "**Rethinking University Museums: Bridging Theory and Practice**" looked back to what UMAC has done for the last 14 years, on how it has helped university museums address challenges and circumstances surrounding and/or affecting university museums.

The theme reviewed the state of university museums in light of these challenges and circumstances and dug deeper into the dynamics of running a university museum by bridging theory and practice.



# UMAC 2015 Manila

As a pioneer member of UMAC when it was established in Barcelona in 2001 and as an educational institution at the forefront of cultural heritage conservation in the Philippines, the UST Museum established the first post-graduate program in Cultural Heritage Studies in cooperation with the UST Graduate School.

It also partners with the groundbreaking UST Center for Conservation of Cultural Property and Environment in the Tropics (CCCPET) to undertake real-world applications of research results and theoretical study, contextualized to the available local resources.

# Day 1: Paper Presentations

## **Enticing and Engaging the Millennial Audience: A Case Study**

*Jessica Brunecky and Patrick Kociolek*

University of Colorado Art Museum, USA

## **Bridging Theory and Practice:**

### **A Review on University Museum and Collections Recent Literature**

*David Felismino and Marta C. Lourenco*

Museums of the University of Lisbon, PORTUGAL

## **A New Challenge for the Enlarged Italian University Museum Network:**

### **Lifelong Guidance to the Scientific Method and Culture**

*Elena Corradini and Luigi Campanella*

University of Modena and Reggio Emilia, ITALY

## **UMAC - TFT<sup>2</sup>: A UMAC Task Force for Teaching Tools**

*Dominic Verschelde and Dominique Adriaens, presented by Panu Nykänen*

Ghent University Museum – Zoology Collection, BELGIUM

# Day 2: Paper Presentations

**Basic Relationships between Museum Exhibits and School Curriculums  
Based on a Student Visitor Survey in the National Museum of the Philippines**

*Ayumi Terada and Luisito T. Evangelista*

University of Tokyo Museum, JAPAN

**The Unique Contributions of Four University Museums to Interior Designs**

*Guia Sarte*

University of Santo Tomas, PHILIPPINES

**Museum Ally: Public Classroom as Museum Pedagogical Device**

*Dr. Pato Cusripituck, Dr. Yamabhai, Dr. Damrongsakul and Miss Mingbualuang*

Mahidol University, THAILAND

**The University Museum Beyond Teaching**

*Chang Yueh Siang*

National University of Singapore, SINGAPORE

# Day 2: Paper Presentations

## **Science Museum's Interactiveness: Response to Youth's Curiosity**

*Victoria O. Sumanpan*

Mindanao University of Science and Technology, PHILIPPINES

## **A Formidable Forum: University Museums Embrace Controversy**

*Jill Hartz, Barbara Roethermel and Phaedra Livingstone*

University of Oregon and Lynchburg College, USA

## **Interactive Learning Behaviour of Museum Visitors: The Rice Science Museum Experiences”**

*Floper Gershwin Manuel and Diadem G. Esmero*

Rice Science Museum, PHILIPPINES

## **Spirituality and Identity in an Australian Catholic University Art Collection**

*Lindsay Farrell*

Australian Catholic University, AUSTRALIA

# Day 2: Paper Presentations

## **Weaving into a White World: Auckland University College's Adult Education Tukutuku Panels of 1954 in Context**

*Linda Tyler*

University of Auckland, NEW ZEALAND

## **Digital Technologies Inside University Museums in Brussels, Belgium**

*Nathalie Nyst*

Universite libre de Bruxelles, BELGIUM

## **Involving Stakeholders in School Museums: The UEP Experience**

*Liana Melissa E. de la Rosa*

University of Eastern Philippines, PHILIPPINES

## **Curating Lab: A Case Study of a Curatorial Developmental Programme**

*Michelle Kuek*

National University of Singapore, SINGAPORE

# Day 3: Poster Presentations

## **Rediscovering roles of ‘School museum’: the Case of Japan**

*M. Murano, T.Nishiyama*

The Museum of Kyoto, JAPAN

## **Bringing Rice Science Closer: A PhilRice Rice Science Mobile Museum Journey**

*Diadem Gonzales- Esmero, Floper Gershwin E. Manuel, Sophia Marie Cuevas, Charisma Love B. Gado, Carlito N. Bibal, Roger N. Bibal*

Rice Science Museum, Philippine Rice Research Institute, PHILIPPINES

## **The Role of National Museum of Natural History in Developing the Scientific Literacy of the Filipino Students**

*L.T. Evangelista, JR. C. Callado and AM.SP. Domingo*

National Museum, PHILIPPINES

## **Museum as a Site Where the Fusion of the Past and the Present Becomes Possible:**

### **A Reflective Appreciation**

*Philip L. Fuentes*

University of Santo Tomas, PHILIPPINES

# Day 3: Poster Presentations

## **The Philippines – Islands of Diversity at the National Museum of Natural History**

*L.T. Evangelista, JR. C. Callado and AM.SP. Domingo*

National Museum, PHILIPPINES

## **(Re)Searching Heritage: Realizing the Potentials of Pamanang Bedista**

*Dino Carlo S. Santos*

San Beda College, PHILIPPINES

## **Art Conservation Laboratory at the University of Santo Tomas Manila: Assessment, Treatment, Education And Service**

*Maria Bernardita Maronilla-Reyes*

University of Santo Tomas, PHILIPPINES

## **Celebrating Art and Culture Through Temporary Exhibitions at the University of Santo Tomas Quadracentennial Celebration**

*Mary Ann S. Venturina Bulanadi*

University of Santo Tomas, PHILIPPINES

# Day 3: Poster Presentations

**Reviving Interest on Natural History Collections Among Graduate Students:  
The de Elera Natural History Collection Experience**

*Rey Donne S. Papa and Arvin C. Diesmos*

University of Santo Tomas, PHILIPPINES

**Isolation, Identification, Cellulose and Water-Based Pigment Degradation  
Capability Assessment of Micro-organisms from Easel Oil Paintings at the  
University of Santo Tomas Museum of Arts and Sciences**

*Jose Mari B. Garcia, Josemarie Emmanuel V. Roxas, Julienne Ross C. Yarra, and  
Michael L. Bahrami-Hessari*

University of Santo Tomas, PHILIPPINES

**The Value of Natural History Collections on Discoveries in Biodiversity**

*Mae Lowe Diesmos and Richard Thomas Pavia*

University of Santo Tomas, PHILIPPINES



# Day 3: Poster Presentations

## **CultureHackSG 1.0**

*Poonam Lalwani*

National University of Singapore, SINGAPORE

## **Exhibiting de Elera's Invertebrate Collection: A Collaborative Effort Between Different Institutions and Disciplines**

*Dino Tordesillas, Adrian Jovin Cocjin, Rudolph Valentino Docot, Patricia Gerong, Mary Michelle Guinto, Shea Guinto, Sheila de Jesus, Antonio Lorenzo, Levy Necesito,*

*Edna Marie Lanuza, Marnelli Rubia, Gregorio Martin, Loida Medina, Jorge Ordas, Sharlaine Orense, Jacqueline Pineda, Kristine Idda Pontillas, Suzette Tuvilla, Marigold Uba, Joseph Carlo Vergel, Manuela Cecille Vicencio, Milette Mendoza*

University of Santo Tomas, PHILIPPINES

## **The Anthropometria Exhibition in the Philippines Through the Mobile Museum Method**

*A. Terada and L.T. Evangelista*

University of Tokyo, JAPAN

National Museum of the Philippines, PHILIPPINES

# Day 3: Poster Presentations

## **“Comparison of Historical Avian DNA Derived from Museum Skins Deposited in Temperate and Tropical Countries”**

*J.C.T. Gonzalez, M.P. Adams, E.L. Alcala, E.B. Batara, E.A. Cosico, Lim Kok Peng, M.W. Lowe, S.S. Nacua, M. Nowak-Kemp, M.R.M. Duya, R.P. Prys-Jones, P.R. Sweet, R.C. Urriza, J.L. Woods, N.J. Collar, J.A. Tobias*

University of the Philippines Los Baños, Laguna, PHILIPPINES

University of Oxford, UNITED KINGDOM

Natural History Museum, Hertfordshire, UNITED KINGDOM

Silliman University, PHILIPPINES

Mindanao State University, PHILIPPINES

National University of Singapore, SINGAPORE

University Museum of Vertebrate Zoology, Cambridge, UNITED KINGDOM

Aga Khan Museum, Mindanao State University, PHILIPPINES

Oxford Museum of Natural History, UNITED KINGDOM

University of the Philippines Diliman, PHILIPPINES

American Museum of Natural History, UNITED STATES

National Museum of the Philippines, PHILIPPINES

Delaware Museum of Natural History, UNITED STATES

University of East Anglia, UNITED KINGDOM

# Day 3: Poster Presentations

## **Cracking Time Capsules: Uncovering the Timeless Vertebrate Collection of Fr. Casto De Elera, O.P.**

*Mary Michelle Guinto, Pocholo Arabit, Julie Bonifacio, Jiamae Capili, Reymart Choa,*

*Pia Corre, Ma. Sheila de Jesus, Rudolph Valentino Docot, Alice Hernando, Angelo Guanzon, Shea Guinto, Ellaine Jose, Jalizah Jaira Lim, Mark Louie Lopez, Anton Lorenzo III,*

*Arvin Marcaida, Edna Marie Mijares, Levy Necesito, Jay Edneil Olivar, Joan Rivera,*

*Maria Belen Trajano, Suzette Tuvilla, Joseph Carlo Vergel, Kester Yu & Arvin C. Diesmos*

University of Santo Tomas, PHILIPPINES

## **A Glimpse of Dr. Rabor's Collection at MSU IIT Museum - a Biological Treasure**

*E. Batara, L.T. Evangelista and A. Terada*

Mindanao State University, PHILIPPINES

National Museum of the Philippines, PHILIPPINES

University of Tokyo, JAPAN

# Institutional Partners

- National Commission for Culture and the Arts (NCCA)
- National Museum of the Philippines
- Department of Tourism (DOT)
- Department of Education (DepEd)
- International Council of Museums (ICOM) Philippines

# Some Media Exposures

- UST Museum Newsletter, Academic Year 2014-2015 1<sup>st</sup> and 2<sup>nd</sup> term issues
- Asia-Europe Museum Network (ASEMUS) website posting
- Manila Bulletin news article, page 13, published 12 May 2015
- International Council of Museums (ICOM) website posting
- University Museums and Collections (UMAC) website posting
- Philippine Star Sunday news article, page B12, 17 May 2015
- Business World news article, page 8 of section 2, 20 April 2015

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