



Social Change In Mexico

Notes by: Maya Donkers

Social Change in Mexico Keynote

<p>Speaker:</p> <p>Miguel Fernández Félix</p> <p>Selma Holo</p>	<p>Notes</p> <p>Selma: I was at one of the early museum management institutes 30 years ago, and I remember when marketing was a dirty word. Here we are now, from 18 different countries.</p> <p>You cannot run a museum without someone, or some understanding, of what the decoding of esoteric messages that come out of the museum really are.</p> <p>Miguel has been dedicated to the idea of communication for years. We need communications people to decode the messages of the museum for the general public.</p>
<p>Key Learnings :</p> <ol style="list-style-type: none"> 1. You cannot run a museum without someone of some understanding of what the decoding of esoteric messages that come out of the museum really are. 2. Museums have to have more responsibility. What is the meaning of running a museum everyday? Decentralization, responsibility, and autonomy. 3. We have to connect with ourselves in the museum, to be able to connect outside of the 	<p>Miguel: It is my statement that the riches of what I will tell you now, are inside the museum.</p> <p>Guadalupe Victoria, the first President of Mexico, created the first Mexican museum. By the 20th century, Mexico had 38 museums.</p> <p>In Mexico today, we have two very important institutions and both have the most important links to our heritage.</p> <ul style="list-style-type: none"> • 60% of Mexican museums are linked to anthropology, history and archaeology • 45-50 million visitors annually <p>Museums have to have more responsibility. What is the meaning of running a museum everyday? Decentralization, responsibility, and autonomy.</p> <p>We have to connect with ourselves in the museum, to be able to connect outside of the museum. Everyone in our museum can see the communications and public relations efforts we are working on.</p> <p>We must have transparency. To connect in a museum is to</p>

<p>museum.</p> <p>4. We must have transparency.</p> <p>5. It doesn't matter how many visitors come through the door, it's about how many return.</p> <p>6. It's not about the importance of power, it is about the importance of the connection to the public. Inside the museums we have walls, but we also have the public and we directly have a society that we represent. We have to fight and we have to discuss to decide what is the best way to do these things.</p>	<p>have an experience. We have working meetings every 10 days so staff can see what all other staff members are working on and thinking about.</p> <p>Question 1: Miguel, you concentrate on believing that you have to know your museum before you can start communicating outside of it. Can you talk about museum valorization? Do you have to re-educate?</p> <p>Answer 1:</p> <p>Everyone is working toward the same objective: to give the best experience and cultural awareness. I am only the Director to help put something together, the staff really runs it all.</p> <p>Comment 1: We have talked about the bureaucracy. What you have odne in the museum is trying to break that.</p> <p>Response 1:</p> <p>We should think about the political issues that we have walls up for and how as a museum we can think about the public, and connect with the public. The staff know that they have to talk to the public everyday. It doesn't matter how many visitors come through the door, it's about how many return.</p> <p>Question 2: You've spoken about technology as helping museums internally. What are some ways you are using technology inside the museum to engage visitors?</p> <p>Answer 2:</p> <p>We are working on connecting with other institutions to aid them with technology problems. We also have a guide with beacons in the museum.</p> <p>Question 3: Since the museum is at the border of more impoverished neighbourhoods, how do you take the museum outside of its walls so you can create social change in those neighbourhoods?</p> <p>Answer 3:</p> <p>We do exhibitions with local studios or other people in these</p>
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communities. It is important to connect with these neighbourhoods. We are really involved with schools and have a program where we go out to the schools close to the museum, but also pay for students to come to the museum.

Question 4: How do you get everyone on board with your working culture of everyone being equal?

Answer 4:

I fight for this everyday, but it is so important. It's not about the importance of power, it is about the importance of the connection to the public. Inside the museums we have walls, but we also have the public and we directly have a society that we represent. We have to fight and we have to discuss to decide what is the best way to do these things.