



多元·变革·开放

全球化与数字化时代的博物馆国际论坛



International Conference on Multiculture, Transformation and Openness:
Museums in the Age of Globalization and Digitalization

会议手册

主办单位：陕西历史博物馆

协办单位：金螳螂文化发展股份有限公司

学术支持：中国博物馆协会区域博物馆专业委员会

中国·西安

2019.8.29—2019.8.31



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温馨提示

A Kindly Reminder

尊敬的嘉宾：

Dear Guest,

非常感谢您在百忙之中参加本次论坛，在此谨代表论坛主办方向您致以最诚挚的欢迎！本次论坛详细安排，敬请参阅《会议手册》。

Thank you for attending the forum. We would like to extend our sincerest welcome on behalf of the organizer of the Forum. For a detailed understanding of the forum, please read the manual carefully.

会议须知：

Warm Reminder:

1. 请您按照论坛日程安排出席会议与活动。

Please attend the conference and activities according to the agenda of the forum.

2. 为便于您出入会场、就餐及参观陈列展览，会议期间敬请佩带嘉宾证。

Please wear your guest card during the forum to make it easy for entering and exiting the venue, dining and visiting exhibits.

3. 会场内，请您将手机设置为静音或震动。

Please set your cell phone on silent or vibrate mode in the venue.

4. 如果您在会议期间有其他需求或建议，请及时与会务组(房间) 工作人员联系。

If you have other requirements or suggestions during the forum, please promptly contact our staff at Conference Affairs Team (Room).

谭前学 (科研管理处处长)

Tan Qianxue, Head of the Research Management Department:

-----13992829063

张 倩 Zhang Qian--13572241372

司雅霖 Si Yalin-----15129487965

倪 元 Ni Yuan-----13572898518



论坛日程

Forum Agenda

日期 Date	时间 Time	活动安排 Agenda	地点 Place
8月29日 Aug. 29	下午 Afternoon	报到 Check in	大雁塔假日酒店 5楼 5th Floor, Holiday Inn Xi'an Big Goose Pagoda
	18:00—19:00	自助晚餐 Buffet Supper	5楼绿茵阁咖啡厅 Greenery Cafe on the 5th Floor
	7:00—8:00	自助早餐 Buffet Breakfast	5楼绿茵阁咖啡厅 Greenery Cafe on the 5th Floor
8月30日 Aug. 30	8:30—12:00	论坛开幕式、主题发言 Opening ceremony of the Forum, Keynote Speeches	18楼大明厅 Daming Hall on the 18th Floor
	12:00—13:00	自助午餐 Buffet Lunch	5楼绿茵阁咖啡厅 Greenery Cafe on the 5th Floor
	13:00—14:30	午休 Noon Break	大雁塔假日酒店 Holiday Inn Xi'an Big Goose Pagoda
	14:30—18:00	主题发言、学术总结 Keynote Speeches, Academic Summary	18楼大明厅 Daming Hall on the 18th Floor
	18:00—19:00	自助晚餐 Buffet Supper	5楼绿茵阁咖啡厅 Greenery Cafe on the 5th Floor
	19:30—21:00	“博物馆之夜”晚会 'Museum Night' Party	西安音乐学院歌剧舞剧厅 Music Opera and Dance Hall, Xi'an Conservatory of Music
8月31日 Aug. 31	7:00—8:00	自助早餐 Buffet Breakfast	5楼绿茵阁咖啡厅 Greenery Cafe on the 5th Floor
	8:30—11:30	参观陕西历史博物馆 Visit the Shaanxi History Museum or the Emperor Qinshihuang's Mausoleum Site Museum	陕西历史博物馆\秦始皇陵博物院 Shaanxi History Museum Emperor Qinshihuang's Mausoleum Site Museum
	12:00—13:00	自助午餐 Buffet	5楼绿茵阁咖啡厅 Greenery Cafe on the 5th Floor
	下午 Afternoon	离会、送站 Farewell party, Seeing off	



论坛议程

Forum Agenda

8月30日：大雁塔假日酒店18楼大明厅

August 30: Daming Hall on the 18th floor of Holiday Inn Xi'an Big Boose Pagoda

8:30—9:00 开幕式 Opening Ceremony

主持人：陕西历史博物馆副馆长、研究馆员 程旭

Host: Cheng Xu, Researcher; Deputy Director of Shaanxi History Museum

1. 陕西历史博物馆馆长 强跃 致欢迎辞

Opening speech by Qiang Yue, the Director of Shaanxi History Museum

2. 陕西省文物局副局长 钱继奎 致辞

Opening speech by Qian Jikui, Deputy Director of Shaanxi Provincial Bureau of Cultural Relics

3. 合影

Group Photo

9:00—10:25 大会发言 Keynote Speech

第一主题：“全球化时代博物馆的理念变革与实践创新”

Topic 1: Concept Transformation and Practice Innovation of Museums in the Age of Globalization

主持人：上海大学党委副书记 段勇

Host: Duan Yong, Deputy Secretary of the CPC Shanghai University Committee

1. 《多元文化、变革和开放：全球化和数字化时代的博物馆》

Multiculture, Transformation and Openness: Museums in the Age of Globalization and Digitalization

英国利物浦国家博物馆馆长 劳拉·简·派伊

Laura Jane Pye, Director of National Museums Liverpool, UK

2. 《文旅融合高质量发展的背景下，推进博物馆文化进景区的思考与实践》

Thoughts and Practices on Promoting Museum Culture into Scenic Area in the Context of Integrated

High Quality Development of Culture and Tourism

河北博物院副院长 刘栋

Liu Dong, Deputy Director of Hebei Museum



3. 《国家博物馆如何适应全球化进程?》

How have National Museums changed in an age of globalization?

英国苏格兰国家博物馆副馆长 赛瑟斯·塞勒斯·马自达

Dr. Xerxes Mazda, Director of Collections, National Museums Scotland

4. 《推动新融合 拥抱新公众》

Promoting the New Integration, Embracing the New Public

湖南省博物馆信息中心主任 吴 镝

Wu Di, Director of the Information Center of Hunan Museum

5. 《全球化与数字化视域下的文化遗产》

Globalization and Digitization in Heritage: a Storytelling Response

荷兰阿姆斯特丹大学莱茵瓦尔德艺术学院教授 瑞蒙尔·罗尔斯·诺普

Dr. Riemer Knoop, Professor of Cultural Heritage at Reinwardt Academy, Amsterdam University of the Arts, The Netherlands

10:25—10:35 茶歇 Tea/Coffee Break

10:35—12:00 大会发言 Keynote Speech

第二主题：“多元文明下博物馆的展览策划与交流合作”大会发言

Topic 2: Exhibition Curation, Exchange and Collaboration under Multicultural Civilization

主持人：北京大学文博学院教授 宋向光

Host: Song Xiangguang, Professor at the School of Archaeology and Museology, Peking University

1. 《跨文化交流视域下的中国文物出境展览——以陕西文物出境展览为例》

Overseas Exhibition of Chinese Cultural Relics from the Perspective of Cross-cultural Communication: A Case Study of Overseas Exhibition of Shaanxi Cultural Relics

陕西历史博物馆副馆长、研究员 庞雅妮

Pang Ya'ni, Researcher; Deputy Director of Shaanxi History Museum

2. 《挑战与机遇：大都会博物馆与中国博物馆的合作与交流（1979—2019）》

Challenge and Opportunity: The Cooperation and Exchange between the Metropolitan Museum of Art and Chinese Museums

美国大都会艺术博物馆亚洲部中国艺术主任 孙志新

Jason Sun, Brooke Russell Astor Curator of Chinese Art, Asian Art, The Metropolitan Museum of Art

3. 《安徽博物院致力于地域文化构建的策展实践：以“向往——‘我’与安徽改革开放四十年”展为例》

Constructing Regional Culture-A Case Study of Anhui Museum's Curation for 'Longing- 40 Years of 'Me' and Anhui Since Reform and Opening-up'

安徽博物院院长 胡 敏



Hu Min, Director of Anhui Museum

4. 《魔墙——智慧文化交流》

Magic Wall- Smart Cultural Exchange

匈牙利国家博物馆驻华总代表、佰路得信息技术（上海）CEO 贝思文

Steven Back, General Representative of Hungarian National Museum in China, CEO of BACK & ROSTA Information Technology (Shanghai) Co., Ltd.

5. 《我是空间故事讲述者》

I am a Story Teller of Space

金螳螂文化发展股份有限公司联席总裁 高珺

Gao Min, Co-President of Goldmantis Culture Co.,Ltd

14:30—16:10 大会发言 Keynote Speech

第三主题：“数字化时代博物馆的信息共享与文化传播”大会发言

Topic 3: Museums' Information Sharing and Cultural Dissemination in the Age of Digitalization”

主持人：吉林大学考古学院教授 张文立

Host: Zhang Wenli, Professor at the School of Archaeology, Jilin University

1. 《智慧博物馆的信息共享与文化传播的模式探究——以各地博物馆数字化案例为例》

Research on the Mode of Information Sharing and Cultural Communication of Smart Museums——A Case Study of the digitalization of local museums

中国国家博物馆数据中心主任 李华飙

Li Huabiao, Director of the Data Center of the National Museum of China

2. 《博物馆数字化时代的自信构建》

Building Digitally Confident Museums

英国莱斯特大学副校长、教授 罗斯·丹尼尔·帕里

Ross Daniel Parry, Deputy Pro-Vice-Chancellor (Digital), Professor, University of Leicester, UK

3. 《数字化时代博物馆的信息共享与文化传播》

Information Sharing and Cultural Communication of Museums in the Age of Digitalization

河南博物院党委副书记、研究员 丁福利

Ding Fuli, Researcher & Deputy Secretary of the CPC Henan Museum Committee

4. 《数字内容：全球化诠释——为全球观众设计数字内容和产品》

Digital Content = Global Language? Designing Digital Content & Products for A Global Audience”

大英博物馆数字化项目主管 苔丝·布丽吉特·桑德斯

Tess Bridget Sanders, Digital Project Manager of the British Museum

5. 《新全球史观下的研究型博物馆与藏品研究》

Study on Research-based Museums and Collections under the New Global History Concept

陕西师范大学教授 杨瑾



Yang Jin, Professor of Shaanxi Normal University

6. 《博物馆展陈文物地震保护》

Application of Seismic Isolation on Public Facilities

广州大学工程抗震研究中心 /CIPAR 研究中心研究员、主任 温留汉·黑沙

Wennuhan·Heisha, Researcher & Director of Guangzhou University Engineering Seismology
Research Center/CIPAR Research Center

16:10—16:25 茶歇 Tea / Coffee Break

16:25—17:45 嘉宾讨论 Discussion

17:45—18:00 会议总结 Conference Summary

备注：以上议程及发言人员如有变动，请以会议现场通知为准。

Tip: If there is any change to the above agenda and speakers, please refer to the on-site notice of the conference.





大会发言论文摘要

Abstract of Speeches at the Forum

第一主题：全球化时代博物馆的理念变革与实践创新

Topic 1: Concept Transformation and Practice Innovation of Museums in the Age of Globalization

题目：《多元文化、变革和开放：全球化和数字化时代的博物馆》

Title: Multiculture, Transformation and Openness: Museums in the Age of Globalization and Digitalization

发言人：英国利物浦国家博物馆馆长 劳拉·简·派伊

Speaker: Laura Jane Pye, Director of National Museums Liverpool, UK

摘要：全球化和新技术改变了博物馆的管理方式以及博物馆服务大众的方式。这个发言将为您介绍利物浦国家博物馆在全球化和数字化时代所做的变革。新方法和新技术为博物馆提供了令人激动的新机会，但是，我们应该清醒地意识到：在变革和创新的过程中需要道德约束、资源和能力，并且技术革新也非常快。

Abstract: Globalization and new technologies change the way we manage the Museum and the way museum engaging the public. This presentation will show you what does National Museums Liverpool do to in the Age of Globalization and Digitalization .Innovation and new technologies offer exciting opportunities for museums, but we must be aware of ethical implications , resource and capacity is needed to transform and innovate, and changes in technology are fast paced.

题目：《文旅融合高质量发展的背景下，推进博物馆文化进景区的思考与实践》

Title: Thoughts and Practices on Promoting Museum Culture into Scenic Area in the Context of Integrated High Quality Development of Culture and Tourism

发言人：河北博物局副局长 刘栋

Speaker: Liu Dong, Member of the Party Group and Deputy Director of Hebei Museum

摘要：为积极探索博物馆文化进景区的方法和路径，深入了解旅游景区对博物馆文化的需求，探索如何将博物馆文化服务到旅游景区，研究博物馆与旅游景区的合作方向、方式和机制，促进文化旅游事业与产业双轮驱动高质量发展，为此，笔者在河北省 4A 级以上旅游景区中选择了部分景区作为调研样本，开展了博物馆文化进景区调研活动。在调研的基础上，对景区的文化需求和存在的问题有了进一步的了解，就推进博物馆文化进景区工作进行了研究和思考，提出了一些对策和建议。此外，河北博物院在推进博物馆文化进景区工作中也进行了一些有益的实践探索，借此分享给大家共勉。

Abstract: In the context of the high-quality development of cultural tourism, in order to promote the in-depth integration of culture and tourism, and comprehensively enhance the cul-



tural connotation of tourism attractions, in May this year, the Hebei Provincial Culture and Tourism Office issued the Implementation Plan for In-depth Cultural Activities in Scenic Areas. To actively explore the approaches of bringing museum culture into scenic areas, we shall have a thorough understanding of the demand for museum culture in tourist attractions, explore how to integrate museum culture into tourist attractions, study the direction, methods and mechanisms of the cooperation between museums and tourist attractions, and promote the high-quality two-wheel driven development of the cultural tourism industry. Therefore, the author selected some Grade 4A+ tourist attractions in Hebei Province as the research sample, and carried out the investigation activities on bringing museum culture into the scenic areas. On the basis of the investigation, we had further understanding of the demand for culture and the existing problems of the scenic areas, and carried out research and thinking on promoting the museum culture into the scenic spot, and put forward some countermeasures and suggestions. In addition, the Hebei Museum has also carried out some useful practical explorations in promoting the museum culture into the scenic areas, which can be shared with everyone for mutual encouragement.

题目：《国家博物馆如何适应全球化进程？》

Title: How have National Museums Changed in An Age of Globalisation?

发言人：英国苏格兰国家博物馆副馆长 赛瑟斯·塞勒斯·马自达

Speaker: Dr. Xerxes Mazda, Director of Collections, National Museums Scotland

摘要：国家博物馆具有以下大多数特点：（部分）由国家创建；讲述这个国家的历史；精品博物馆，展出精品；更好的资源；更多的游客数量。在过去 30 年间，国家博物馆在自我定位、规模、所展示的雄心壮志、藏品、游客数量和他们所做及所铭记的信条方面与以前有了很大变化。越来越多的国家博物馆涌出，“国家博物馆”这个招牌也在全世界扩散。与其问：“在全球化时代我们应该如何”不如问：“在全球化时代我们应该扮演怎样的角色”并据此作出改变。

Abstract: National museums have most of the following characteristics:(partly)funded by the nation; tell the story of the country; country' s quality, showpiece museum; better resourced; very high visitor numbers. Over the last 30 years or so, national museums have changed significantly in the narrative they tell, the size and ambition of exhibitions they hold, the things they collect, the numbers of visitors and what they do and remember, there are more national museums and the 'national museum' brand is spreading across the world. Rather than asking 'how have we changed in a globalised age, lets ask, what ROLE should we play in a globalised age' and choose to change in line with that.

题目：《推动新融合 拥抱新公众》

Title: Promote New Integration, Embrace New Public

发言人：湖南省博物馆信息中心主任 吴镛

Speaker: Wu Di, Director of the Information Center of Hunan Museum



摘要：当下，数字科技与传统文化的深度融合成为了中国博物馆事业新的发展趋势。而科技和文化的融合只有真正满足了人的需求才能获得赋能和产生价值。湖南省博物馆深入研究数字时代新公众——网世代的特点与需求，把数字技术作为提高博物馆公众服务能力和文化创新能力的新引擎，将其积极运用到博物馆展览、开放、教育、传播、文创、研究等各项业务工作和综合管理中，不断开展多元化的融合创新，以更好地含蕴传达文化价值，更有效地服务当代人的精神养成和文明生发。

Abstract: Today, the deep integration of digital technology with traditional culture has become the new development trend of the Chinese museum sector. However, only when the integration of technology with culture truly meets people's demands can such integration enable each other and produce value. Hunan Museum has studied in-depth characteristics and demands of the new public in the digital age—the internet generation, taken digital technology as the new driver to improve its public service ability and cultural innovation ability, actively employed it in museum exhibition, opening, education, communication, cultural and creative work, research, etc. and in comprehensive management, and conducted diversified integration and innovation so as to better spread cultural value and serve the spirit cultivation and civilization development of contemporary people more effectively

题目：《全球化与数字化视域下的文化遗产》

Title: Globalization and Digitization in Heritage: a Storytelling Response

发言人：荷兰阿姆斯特丹大学莱茵瓦尔德艺术学院教授

瑞蒙尔·罗尔斯·诺普

Speaker: Dr. Riemer Knoop, Professor of Cultural Heritage at Reinwardt Academy, Amsterdam University of the Arts, The Netherlands

摘要：发言将对“什么才是当今博物馆面临的**最大挑战**”“**全球化趋势与博物馆的关系**”以及“**博物馆给出了怎样的可持续化解决方案**”3个问题进行回答，认为目前博物馆面临着**价值理念的大变革、财务或经济上的困境以及数字化革命冲击的挑战**；全球化中的人口老龄化以及共享经济的发展对博物馆提出了**更高要求**，博物馆需要提供更加**个人化和个性化的体验**，并更加注重**线上分享**以做出回应。

Abstract: The speech will answer three questions: “What are today's major challenges for museums” “Which global trends are relevant for museums” and “What sustainable answers have museums so far given”. The speaker believes that museums are currently faced with the challenges of big changes in values, financial or economic plight and impact of digital revolution; aging of population in globalization and the development of sharing economy have presented higher requirements to museums. Museums need to respond by providing more personalized experience and attaching more importance to online sharing.

第二主题 多元文明下博物馆的展览策划与交流合作

Topic 2: Exhibition Curation, Exchange and Collaboration under Multicultural Civilization



题目：《跨文化交流视域下的中国文物出境展览——以陕西文物出境展览为例》

Title: Overseas Exhibition of Chinese Cultural Relics from the Perspective of Cross-cultural Communication: A Case Study of Overseas Exhibition of Shaanxi Cultural Relics

发言人：陕西历史博物馆副馆长、研究馆员 庞雅妮

Speaker: Pang Ya'ni, Researcher; Deputy Director of Shaanxi History Museum

摘要：中国的文物出境展览不仅丰富了展览举办博物馆的业务活动，满足了举办国家（地区）不同观众多方面的文化需求，更为不同文化之间的交流和对话提供了一个独特的平台。中国的文物出境展览起步于文化外交的推动，做大于经济发展的需求，而在当今更重要的是要承担起文化交流的使命。作为文物大省，陕西的文物出境展览在数量上、规模上、影响上，都非常具有代表性。通过对陕西文物出境展览 30 年的数据分析，我们发现不管是从展览举办的空间分布上，还是展览主题的选择上，展览的举办都受举办国家（地区）及博物馆政治、经济、文化因素的强烈影响。在跨文化交流视域下探讨文物出境展览的应对策略，以进一步发挥文物出境展览在促进不同文化之间对话、构建国际文化新秩序方面的积极作用。

Abstract: The overseas exhibitions of Chinese cultural relics not only enrich the professional activities of the museums that held the exhibitions, but also satisfies the cultural needs of different audiences in different countries and regions, and provides a unique platform for communications and dialogues between different cultures. The overseas exhibitions of Chinese cultural relics started with the promotion of cultural diplomacy rather than the needs of economic development. What is more important today is to assume the mission of cultural exchange. As a large cultural relics province, the overseas exhibitions of Shaanxi cultural relics are very representative in terms of quantity, scale and influence. Through the analysis of the data of the 30 years of overseas exhibitions of Shaanxi cultural relics, we found that whether in respects of the spatial distribution of exhibitions or the choice of exhibition themes, the exhibition is strongly influenced by the political, economic and cultural factors of the host country (region) and the museums. Under the perspective of cross-cultural communication, we will discuss the coping strategies for overseas exhibitions of cultural relics, so as to give full play to the positive role of overseas exhibitions of cultural relics in promoting dialogues between different cultures and constructing a new international cultural order.

题目：《挑战与机遇：大都会博物馆与中国博物馆的合作与交流（1979-2019）》

Title: Challenge and Opportunity: The Cooperation and Exchange Between Metropolitan Museum of Art and China Museum

发言人：美国大都会艺术博物馆亚洲部中国艺术主任 孙志新

Speaker: Jason Sun, Brooke Russell Astor Curator of Chinese Art, Asian Art, the Metropolitan Museum of Art

摘要：大都会艺术博物馆与中国有着长久的合作历史，从 20 世纪的七十年代末开始，大都会博物馆与中国的博物馆、考古机构，和包括国家文物局以及 30 多个省和城市的文物局在内的中国政府的各级政府的文化机构进行了广泛的合作交流。本次演讲通过回顾大都



会艺术博物馆与中国合作的历次展览案例，介绍大都会博物馆策划的两种不同的借出展览的模式。相信随着中美博物馆之间交流合作的深入发展，大都会博物馆将会推出更多的展览和合作方式。

Abstract: The cooperation between the Metropolitan Museum of Art and Chinese Museums has a long history. Since the later years of 1970s, the cooperation and exchange between the Metropolitan Museum of Art and Chinese museums, archaeological institution, and cultural institutions of governments at all levels covering 30 provinces and cities have been conducted extensively. This talk presents you the two different ways of loaning exhibition through reviewing previous exhibitions organized by both the Metropolitan Museum of Art and Chinese Museums. We believe that the Metropolitan Museum of Art will present us more approaches of exhibition and cooperation with the deeper development of exchange and cooperation between Chinese and American museums.

题目：《安徽博物院致力于地域文化构建的策展实践：以“向往——‘我’与安徽改革开放四十年”展为例》

Title: Constructing Regional Culture-A Case Study of Anhui Museum' s Curation for 'Pursuit- 40 Years of 'Me' and Anhui Since Reform and Opening-up'

发言人：安徽博物院院长 胡敏

Speaker: Hu Min, Director of Anhui Museum

摘要：博物馆通过特色展览完成对地域文化的构建，也推动形成民众的地域文化身份认同。以社会主义核心价值观为指导，以红色基因传承与时代精神遥相呼应，安徽博物院与时俱进，创新发展，近年来致力于构建地域特色文化的策展实践。以“向往——‘我’与安徽改革开放四十年”展为典型案例，从共同记忆、民生关怀、青年策展、互动体验等方面，安徽博物院进行了基于改革开放精神之上的安徽地域红色文化构建，并获得了安徽民众的广泛认可。今后，安徽博物院将继续深挖扎根于历史的地方特色和真正的历史意识之上的地域文化价值，广泛开展展览交流，促进地域文化之间的对话与交融，为推动多元文明交流互鉴贡献己力。

Abstract: Museums complete the construction of regional culture and promote the formation of regional culture among the people through characteristic exhibitions. Guided by socialist core values and echoing red gene inheritance and the spirit of the times, Anhui Museum has been keeping pace with the times through innovation-oriented development and has been committed to the curating practice of construction of regional characteristic culture in recent years. Taking the exhibition "Longing - 'My' and Anhui' s 40 Years Since Reform and Opening-up" for example, Anhui Museum has implemented the construction of Anhui regional red culture based on the spirit of reform and opening up from aspects like common memory, care for people' s livelihood, young curators and interactive experience, which is widely acceptable among the public of Anhui. In future, Anhui Museum will continue to mine local characteristics rooted in history and regional cultural values above true historical consciousness, carry out exhibitions and exchanges extensively, promote dialogues



and integration among regional cultures and make contributions to the communication and appreciation of diversified civilizations.

题目：《魔墙——智慧文化交流》

Title: Magic Wall- Smart Cultural Exchange

发言人：匈牙利国家博物馆驻华总代表、佰路得信息技术（上海）CEO 贝思文

Speaker: Steven Back, General Representative of Hungarian National Museum in China, CEO of BACK & ROSTA Information Technology (Shanghai) Co., Ltd.

摘要：基于藏品本体的传统博物馆展陈方式存在运输昂贵、安全风险、展览面积和展期有限等缺陷。而借助“魔墙”这一数字展览模式，则可以实现低成本、低风险、空间不受限制、交互性强的新型展览模式。本演讲将通过具体展览案例让大家了解“魔墙”在数字时代博物馆展览当中的应用。

Abstract : There are many problems such as high transportation expenses, safety risks, exhibition area, exhibition time limit, etc by traditional way of exhibition which is based on collection ontology. While through the digital exhibition way of “magic wall” , we can realize low costs, low risks, no space limit, interactive. The representation will show you how to use “magic wall” through many concrete case in exhibition in digital age.

题目：《我是空间故事讲述者》

Title: I am a Space Story Teller

发言人：金螳螂文化发展股份有限公司联席总裁 高珉

Speaker: Gao Min, Co-President of Goldmantis Culture Co.,Ltd

摘要：空间是展览的最基本构成元素。为了迎接未来的全球化数字化时代的变革，作为展陈设计师的我们需要以什么态度、以何种方式，何种思维来对待瞬息万变的世界？金螳螂文化通过多年在博物馆、展览展示领域的经验，将与大家分享一套属于自己的展览逻辑：我是空间故事讲述者。

Abstract: Space is the most basic element of exhibition. In order to meet the future changes in the era of globalization and digitalization, what attitudes, ways and thinking should we take to deal with the changing world as exhibition designers? Through years of experience in museums and exhibitions, Golden Mantis Culture will share with you a set of exhibition logic of its own: I am the narrator of space stories.

第三主题 数字化时代博物馆的信息共享与文化传播

Topic 3: Museums' Information Sharing and Cultural Dissemination in the Age of Digitalization”

题目：《智慧博物馆的信息共享与文化传播的模式探究——以各地博物馆数字化案例为例》

Title: Research on the Mode of Information Sharing and Cultural Communication of Smart



Museums—A Case Study of the Digitalization of Local Museums

发言人：中国国家博物馆数据中心主任 李华飙

Speaker: Li Huabiao, Director of the Data Center of National Museum of China

摘要：随着全球信息革命不断深化，数字化、网络化、智能化已成为博物馆发展的**大趋势**。智慧博物馆是以数字博物馆为基础，充分利用物联网、云计算、大数据、人工智能、虚拟现实、增强现实等新一代信息技术，以感知全面透彻、网络互联互通、应用智能融合、管理协同高效、服务便捷精细为主要特征的博物馆发展新形态。近平总书记多次到博物馆调研考察，并对国家文博事业提出更高的新要求。党的十九大报告明确指出“要坚持中国特色社会主义文化发展道路，激发全民族文化创新创造活力，建设社会主义文化强国”，推动智慧博物馆建设已成为我国博物馆领域牢牢把握信息化发展历史机遇的战略抉择。在新的时代背景下，传统博物馆的信息共享与文化传播模式已经改变，但随之而来的一些**新问题**也正在困扰着博物馆人，比如在知识产权、文物数字化采集、观众体验及服务等方面，新的技术与手段在带来便利的同时也会产生更大的问题。所幸，在利用新技术、新媒体方面，有许多博物馆已经做出了一定程度的尝试，也积累了宝贵的经验和财富，通过分析这些案例，相信我们能够有所启发。

Abstract: With the deepening of the global information revolution, digitalization, networking, and intelligence have become the general trend of museum development. Based on digital museums, a Smart Museum makes full use of Internet of Things (IoT), cloud computing, Big Data, Artificial Intelligence (AI), Virtual Reality, Augmented Reality and other new-generation of information technologies to develop a new form of development of museum characterized by Comprehensive Perception, Thorough Network Connectivity, Integration of Application and Intelligence, Coherent and Efficient Management, Convenient and Precision Services. General Secretary Xi Jinping has visited a number of museums for investigation, and put forward new higher requirements for the undertakings of national cultural. The Report of the 19th National Congress of the Communist Party of China clearly pointed out that "we must adhere to the development path of socialist culture with Chinese characteristics, inspire the cultural innovation of the whole nation, create vitality, build a socialist culture and strengthen the country". Promoting the construction of smart museum has become a strategic choice for Chinese museums to firmly grasp the historical opportunity of informatization development.

In the new era, the information sharing and cultural communication modes of traditional museums have changed, but some new problems are also plaguing museum people, for example, in terms of intellectual property, digital collection of cultural relics, audience experience and services, new technologies and means not only bring convenience but also greater problems. Fortunately, in the use of new technologies and new media, many museums have made some attempts and accumulated valuable experience and wealth. By analyzing these cases, we believe that we can be enlightened.



题目：《博物馆数字化时代的自信构建》

Title: Building Digitally Confident Museums

发言人：英国莱斯特大学副校长、教授 罗斯·丹尼尔·帕里

Speaker: Ross Daniel Parry, Deputy Pro-Vice-Chancellor (Digital), Professor, University of Leicester, UK

摘要：我们的藏品也许会数字化，我们的展览也许会交互化。我们的渠道也许多样，我们的基础设施也许很先进。然而，在我们的博物馆，无论有多么高的连通性，无论目前新技术有多么普遍，所有的一切，都取决于这个组织中核心人员的技能。这就是为什么在过去的两年里在英国一个接一个的国家研究项目（艺术与人文研究委员会资助的）一直在尝试搞清楚在任何一个博物馆中，使数字化技术在生产力方面能够大加应用的前提条件。这个为期 30 个月的项目汇集了英国领先的专业机构（包括博物馆协会、独立博物馆协会、国家彩票遗产基金、英国艺术理事会、文化 24 和收藏品信托基金），目前已接近完成，并准备与更广泛的国际社会探讨其见解。本文分享了六个行动研究项目（由全国各地博物馆的“数字研究员”网络牵头）的研究结果，每个项目都探讨了数字技能发展的重要性：明确价值观、分配领导权、中心人物、担保机构和培养创造力。

Abstract: Our collections may be digitised, and our exhibits interactive. Our channels may be multiple and our infrastructure technical. And yet, whatever the level of connectivity we might have in our museums, whatever prevalence of technology there may be, everything, always comes down to the skills of the staff at the heart of the organisation.

That is why for the last two years the ‘One by One’ national research project in the UK (funded by the Arts and Humanities Research Council) has been attempting to understand the conditions that need to be in place in any museum to allow digital skills to thrive in the workforce. Bringing together leading professional agencies within the UK (including the Museums Association, Association of Independent Museums, National Lottery Heritage Fund, Arts Council England, Culture24 and the Collections Trust) this 30-month project is now nearing completion and is ready to explore its insights with a wider international community.

This paper shares the findings of the six action research projects (led by a network of ‘Digital Fellows’ embedded in museums across the country), each exploring the critical importance to digital skills development of: clarifying values; distributing leadership; centering people; ensuring agency; and cultivating creativity.

题目：《数字化时代博物馆的信息共享与文化传播》

Title: Information Sharing and Cultural Communication of Museums in the Age of Digitization

发言人：河南博物院党委副书记、研究员 丁福利

Speaker: Ding Fuli, Researcher & Deputy Secretary of the CPC Henan Museum Committee



摘要：发言涉及三个问题：1. 数字化时代博物馆的文化传播将迎来新机遇，即文化资源的数字化建设提升了博物馆的文化传播实力、数字技术的发展促进了博物馆与公众的信息共享与交流、数字技术的应用增强了公众的文化体验、新媒体为博物馆文化传播提供了新途径；2. 数字化转型中的博物馆信息共享与文化传播面临的挑战，包括博物馆文化影响力不足，主流媒体话语权弱化、文化传播重信息、轻文化，同质化现象严重、对数字化展示理解不充分，技术应用千篇一律、博物馆信息共享与文化传播创新性与开放性不足、以及信息时代博物馆知识产权保护力度不够；3. 数字化时代河南博物院文化传播与公众服务的探索与实践，主要从以下几个途径：探索实践开放、融合、创新、共生式的发展理念；深入挖掘与活化文化资源，提升文化传播实力；创新数字化表达形式，促进文化资源的保护与利用；创新传播途径，营造文化传播良好氛围；探索以国际传播为核心的文化知识产权保护体系建设。

Abstract: The speech involves three issues: 1. Museums in the age of digitalization will be faced with new opportunities in cultural communication, meaning that the digitalization of cultural resources has enhanced museums' cultural communication strength, the development of digital technology has promoted information sharing and communication between museums and the public, the application of digital technology has strengthened the cultural experience of the public and new media has provided new ways for the cultural communication of museums; 2. Museums in digital transformation are faced with challenges in information sharing and cultural communication, including insufficient cultural influence in museums, weak say of mainstream media, stress of information over culture in cultural communication, serious homogenization, insufficient understanding of digital display, stereotyped technology application, insufficient innovation and openness in museum information sharing and cultural communication and insufficient intellectual property protection in the information age; 3. The exploration and practice of Henan Museum in cultural communication and public service in the age of digitalization mainly include: exploring and practicing the development concept of an open, integrated, innovative and symbiotic museum; exploring in depth and activating cultural resources and improving cultural communication strength; innovating digital ways of expression and facilitating the protection and utilization of cultural resources; innovation communication ways and creating a good climate for cultural communication; and exploring the building of a cultural intellectual property protection system with international communication at its core.

题目：《数字内容：全球化诠释——为全球观众设计数字内容和产品》

Title: Digital Content = Global Language? Designing Digital Content & Products for a Global Audience

发言人：大英博物馆数字化项目主管苔丝·布丽吉特·桑德斯

Speaker: Tess Bridget Sanders, Digital Project Manager of the British Museum

摘要：这个报告强调了“全球化访客”的概念和利用三个研究案例说明我们如何应用数字



化工具来接近这些目标人群。这个报告同样对我们在数字化实践上的经验和挑战进行了仔细思考——作为博物馆专业人员，不局限于博物馆本身和地理限制，我们如何才能做得更好？

Abstract: The presentation will address the concept of the 'global visitor' and how we've used our digital tools to reach these people in 3 case studies. The presentation will also reflect on our experiences and challenges in digital practice throughout—how we, as museum professionals, can do better, regardless of our museum or geographical location.

题目：《新全球史观下的研究型博物馆与藏品研究》

Title: Study on Research-based Museums and Collections under the New Global History Concept

发言人：陕西师范大学教授 杨瑾

Speaker: Yang Jin, Professor, Shaanxi Normal University

摘要：2018年12月25日，国家文物局党组书记、局长刘玉珠在全国博物馆工作座谈会上作题为《承前启后 勇于作为探索博物馆事业发展的新途径》的讲话中指出，国家文物局即将推出《关于推进博物馆改革发展的实施意见》“加强以藏品为核心的收藏、保护与研究，强化预防性保护和数字保护，着力推动研究型博物馆建设。”何谓研究型博物馆？指以文物藏品为基础，以高水平展陈体系为支撑，旨在多维度地创造和传播有关藏品的“独特的”“高水平的”知识，促进社会发展、经济建设、科教进步和文化繁荣。特征是藏品价值高、管理能力强、资金充足、开放程度高、成果影响大。何谓新全球史？一种关注世界历史发展过程中不同地区的“互联”与“互动”关系，以“传承”与“交流”两大主旋律为基调，呈现出世界历史由隔绝到整体演变过程中复杂的历史复调。研究型博物馆与新全球史均强调联系、体系、交流，对于博物馆藏品研究提供了新语境、新视角、新范式，使得博物馆藏品具有了宏大的世界历史意义。

Abstract: Committee and Director of the State Administration of Cultural Heritage, said in her speech entitled Inheriting the Past and Opening the Future, Taking Courage to Act, Exploring New Ways for the Development of the Museums at the National Forum of Museum Work, that the State Administration of Cultural Heritage is about to issue the "Implementation Opinions on Promoting the Reform and Development of Museums" to strengthen the collection, protection and research work with collections as the core, enhance the preventive protection and digital protection, and promote the construction of research-based museums. What is a Research-based Museum? It is a museum aims to create and disseminate the "unique" and "high-level" knowledge about the collections in a multi-dimensional manner, and promote social development, economic construction, science and education progress and cultural prosperity based on the collection of cultural relics and supported by a high-level exhibition system. The characteristics of a Research-based Museum are: high value of the collections, strong management ability, sufficient funds, high degree of openness, and great influence of the achievements. What is the New Global History? It's a kind of "interconnected" and "interactive" relationship between different regions in the process of



the historical development of the world. Based on the two main themes of "inheritance" and "communication", it presents a complex historical polyphony of the world history --from isolation to overall evolution. Research-based museums and new global history emphasize links, systems, and communications, providing a new context, new perspectives, and new paradigms for the research on museum collections, giving museum collections a grand world historical significance.

题目：《博物馆展陈文物地震保护》

Title: Application of seismic isolation on public facilities

发言人：广州大学工程抗震研究中心 /CIPAR 研究中心研究员、主任 温留汉 · 黑沙

Speaker: Wenliuhan·Heisha, Researcher & Director of Guangzhou University Engineering Seismology Research Center/CIPAR Research Center

摘要：振动控制技术是一种积极主动的结构对策，改变了传统的单纯依靠提高结构自身抗震能力的被动结构对策，是目前国内外公认的一种有效的抗震（振）减灾新技术。其中，目前在理论研究、技术研究和实际工程应用方面发展得比较成熟的是隔震技术，包括我国在内的许多国家的建筑抗震设计规范中均包含了结构隔震设计的内容，各类隔震设计技术规程纷纷颁布，各类隔震装置也层出不穷。在 2011 年 3 月 11 日的日本 9 级大地震中，采用隔震技术的文物无一受损，证明了这项技术的成熟性。传统的用抗震加固的方式或凭经验对浮放的文物降低重心或用限位、固定、锁紧的方式来抵抗地震作用的文物防震对策不一定能确保文物不受损，有些措施在大地震发生时并不能真正发挥作用，对文物造成一定程度的损坏，而隔震技术恰好能弥补这种不足。因此，对历史文物采用隔震减震或加固技术，因此制定文物采用隔震技术进行地震保护的规范的制订已成为必然趋势。鉴于文物的重要历史价值和文化价值以及隔震技术的发展现状，将隔震减震技术用于文物的抗震保护中，有效地防止文物在地震作用下产生的破坏，对于确保文物的地震安全性、保护中华民族的宝贵遗产具有重大的理论意义和现实意义。

Abstract: Vibration control technology is a kind of effective and new anti-seismic technology recognized at home and abroad currently, which is a type of active structural countermeasure, and changes the traditional passive structural countermeasure simply depending on the anti-seismic improvement of the structure. The seismic isolation technology is relatively mature on theoretical research, technical research and practical engineering application. The contents on seismic isolation design of the structure have been contained in the anti-seismic design specification of the building in many countries including China, various technical specifications on seismic isolation design have been issued in succession, so are seismic isolation devices. The maturity of the technology can be demonstrated from the intactness of the cultural relics with seismic isolation in the magnitude-9 earthquake in Japan on March 11, 2011. The traditional anti-seismic countermeasures of cultural relic such as aseismic hardening or lowering the center of gravity of floating cultural relic with experience or resisting the earthquake via spacing, fixing and locking can not protect the cultural relic from damage, some measures may not play the role really at the occurrence



of the earthquake, the damage at certain degree may be caused on the cultural relic, while the seismic isolation technology can make up for the insufficiency. Therefore, the seismic isolation or hardening technology is taken for the historical cultural relic, and it has become an inevitable trend to formulate the specification to protect the cultural relic from the earthquake with the seismic isolation technology. Considering the vital historical value and cultural value of the cultural relic and the development status of seismic isolation technology, the application of seismic isolation technology on the anti-seismic protection of cultural relic can prevent the damage from the earthquake effectively, thus having great theoretical significance and practical significance to guarantee the seismic safety of the cultural relic and protect the heritage of the Chinese nation.





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