

New Schemes for University Museums

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Since the central government has established the national museums while local government had established the local museums and private enterprises had established the private museums, the status of the university museums has been unsettled. Donors are donating their artifacts and the art objects to the national museums and the local museums, and more people visit there rather than the university museums. Especially the functions of the university museums are on the excavation and research works as well as the repositing and exhibiting the artifacts as other museums. However, the function of excavation and research works are in charge of Burial Cultural Heritage Center and then even that function has not been carried out properly. Hence the new schemes for the university museums are ought to be devised for securing the ample budget, expanding the collection, and attracting the visitors.

1. The Security of the Ample Budget

As the budget supported by the university authorities is limited, the financial supports from the central governments, local governments, the private enterprises, and individuals are necessary for the active operation. In case of Korean elementary and middle school system, the Saturday classes are abolished and the experience learning at the cultural facilities such as museums and galleries are encouraged. Therefore, the universities are operating the programs for the experience learning and negotiating with the central government(Ministry of Education and Human Resources Development) on the financial support.

The Korea University Museum had opened the special exhibition “Goguryeo” commemorating the reopening of the Museum in May, 2005 with the support of the local government(Seoul Metropolitan Government), the central

government(Cultural Heritage Administration), and the private enterprise(Samsung). The Korea University Museum is preparing another special exhibition supported by the local government(Seoul Metropolitan Government) and carrying out to extend the opening hours, giving the concerts, and showing the movies in the evening, so that more citizens of Seoul could visit the museum. The 10 weeks-long lectures on the culture are held twice a year in the spring and fall since 2000, and this program had been supported by the district office where the university is located. This year, one entrepreneur has donated a fund to the cultural lectures, so the museum is managing this program with the interest income.

2. The Expansion of the Collection

To expand the collection, there are several ways such as the excavation, contribution, and purchase. However, the purchase is in difficulties due to the limited budget as well as the excavation which is in charge of Burial Cultural Heritage Center. On that account, the best way is the contributions. Nevertheless, many contributors are donating to the national or local museums because of the increase of the establishment of the museums by the government, so the measures are ought to be taken to encourage the contribution to the university museums.

The Korea University Museum has arranged the special room for the contributors and exhibited the artifacts with the nameplates of the contributors of three kinds according to the scale of the contributions. For the contributor who has donated the considerable artifacts, the museum is opening the special exhibition, and also publishing the exhibition catalogue. This special exhibition has encouraged other future contributors and many of the visitors have announced their will to donate their possessions. In the case of large quantity of donation, the museum is promising the condition of the opening the special exhibition and the publishing the exhibition catalogue.

The Korea University has a history of one hundred years and more than 230,000 graduates, so the human resources of the graduates are main contributors of the museum. Professors are donating the research materials while the entrepreneurs are donating their private collections. Among the contributed, there

are paintings, calligraphies, materials related to the modern history of Korea, etc.

3. The Invitation of the Visitors

To invite more students of the Korea University, the museum tour is conducted in the liberal arts courses. Since the college students are more interested in the modern art rather than the ancient art, the museum has arranged the permanent exhibition room of the modern art and sometimes opened the special exhibitions of the modern art which is not common in the university museums in Korea. In the exhibition, there were the artifacts related to the animation and the digital art which the young generations find more familiar and interesting.

In addition, the museum had collected the visitor reviews on the special exhibition and had exhibited the review papers during the exhibition, so that the visitors would participate in the exhibition. And the museum has invited the university students on the special days such as the Valentine's Day, White Day, Dan-o(May 5th), Chil-seok(July 7th), etc., so that the students make the imitation of the Korea University artifacts which are related to the commemorating day.

On the graduates' homecoming day, the museum visit is in the university tour program, so that not only the graduates but also the family of the graduates could have chance to visit the university museum. When having guests from outside of the university, the university gives the campus tour also including the museum visit. To the foreign visitors, the museum is presenting and selling the replica of the Korea University Museum artifacts.

The Korea University Museum is devising the proper measure to have more visitors of the kindergarten children, and elementary school, middle school, high school students. There are educational programs for the kindergarten children and the elementary school students regularly in the weekend and the summer, winter vacations since 2001. Also the museum curators, docents, and interns are giving the museum tour to the group visitor from the kindergartens and the elementary schools. The museum is trying to arrange the museum tour in the campus tour when there are middle school and high school group visitors to the campus.

In addition, the museum is developing the educational program for the children in the low income bracket besides the paid program for the kindergarten and the

elementary school students. This program, *Neighbor Museum*, ties the university museum closely with the district community, and strengthens the public welfare. At the same time, it sublates the disproportion of the cultural benefits by the regional groups, and the social classes and extends the acceptant class of the cultural education. The public service has brought the museum closer to the community and the more visitors from the community could come to the museum. Since the children who have participated in the educational program have been increased, the degree of the satisfaction of the participants has been improved, and the public sentiment toward the Korea University has been heightened, the museum is planning to expand this program.

4. The Domestic and International Exchanges Among the University Museums

There are about one hundred university museums in Korea and thousands of university museums all over the world. Loans of the artifacts and the exchange exhibitions among the domestic and international university museums would network and the synergy from this network would promote the status of the university museums.

The Korea University Museums has done six exhibitions at the university museums in the U.S. in 1996-97 and has heard favorable comments. Through these experiences, the museum faculties could learn the know-how of managing methods and observe the advanced facilities that were helpful when the museum was reopening at the new museum building. Another overseas exhibition was at the Japan museum in 2002, and their know-how of the managing methods and the advanced facilities were also informative.

The Korean University Museum Association has arranged the joint exhibitions of the masterpieces of the university museums' artifacts in December, 2005 and has been favorably noticed by the mass media. Through the joint or the exchange exhibitions among the domestic and the international university museums, the network would enable the exhibition of rich contents for the public and the public visitors would pay more attention to the university museums.

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The university museums are ought to develop the distinctive programs differentiated from those of the other museums so that more visitors would come and offer the public services to the local community. It would be necessary to strengthen the educational function of history and culture to the middle school and high school students as well as the university students. Moreover, the educational program for the kindergarten children should be easy of access so that the children would feel the museum as their playground.

The university museums are ought to expand the collections depending on the human resources. The research materials of the professors, the artifacts collected by the graduates could expand the collections. And the fund would strengthen the development of the educational and cultural programs so that the university museums would function as the social educational institution.

Also the manpower and the financial support from the central and the local governments would enable the operation of the university museums more accessible to the citizens. Especially the public service program such as *Neighbor Museum* of the Korea University Museum for the children in the low income bracket would set the university museums more approachable and public-friendly. Moreover, the increase of the domestic and international exchanges among the university museums by the exchange exhibition and loan of the artifacts would be necessary so that each university museum could share the artifacts and the know-how of the operation.

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