



Hungarian
Jewish
Museum
and Archives

aejm association
of european
jewish
museums



annual
conference

AEJM Annual Conference

The Politicisation of Museums

European Jewish Museums: Consequences and Responses

2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

November 18 – 20, 2018
Budapest, Hungary

annual conference

www.aejm.org

Location

Hungarian Jewish Museum and Archives

Conference entrance:

Wesselényi u. 7

Budapest

Museum main entrance:

Dohány u. 2

Budapest

Programme

Sunday 18 November

10:00 – 12:30	PRE-CONFERENCE TOURS		
	Optional guided tours of the Museum, the Dohány Street Synagogue and the Garden <i>meeting point: museum entrance, Dohány u. 2</i>		institution with Director Zsuzsanna Toronyi , exhibition designer Zsuzsanna Kiss-Gál (Atelierarchitects), and Digital Curator Zsófia Ruttkay . <i>location: Goldmark hall</i>
12:00 – 13:00	Conference registration <i>location: Wesselényi u. 7</i>	16:00 – 16:30	Coffee break <i>location: Ceremony Hall</i>
13:00 – 14:30	OPENING CEREMONY <i>Lunch and welcome by Emile Schrijver, Chair of AEJM and Zsuzsanna Toronyi, Director of the Hungarian Jewish Museum and Archives</i> <i>Introduction to Contemporary Jewish Life in Hungary – Talk by András Borgula, Artistic Director of Golem Theatre in Budapest</i> <i>location: Ceremony Hall</i>	16:30 – 18:00	CONVERSATIONS II <i>Museum & Heritage Projects on Hungarian Jewish History</i> Round table discussion moderated by Ruth Ellen Gruber , director of the Jewish Heritage Europe portal jewish-heritage-europe.eu . The participants will present and discuss several new projects in Hungary that deal with Jewish heritage in different ways. The members of the round table discussion: Mariann Frank , leader of the "Footsteps of the Wonder Rabbis" project located in the refurbished synagogue and former Rabbi's house in Mád, in northeast Hungary; Henriette Kiss , Deputy Director of the Rumbach Street Synagogue project in Budapest, where a cultural center and exhibition hall will be opened in 2019-2020; Balázs Tamási , Head of the Library of the Rabbinical Seminary in Budapest; Ference Olti , founder and Director of the House of Jewish Excellence cultural centre and exhibition space, anchored by the restored synagogue in Balatonfüred. <i>location: Goldmark hall</i>
14:30 – 16:00	CONVERSATIONS I <i>The New Hungarian Jewish Museum and Archives</i> The Hungarian Jewish Museum and the Hungarian Jewish Archives (HJMA) reunited in 2014. The merge brought many changes to the institution, including a new core exhibition that was opened in autumn 2017. The fundamental theoretical basis of the new core exhibition is that it has to be a Jewish exhibition and not merely an exhibition on a Jewish topic, or an exhibition about the objects of a given Jewish community. What are the most important Jewish philosophical ideas of the exhibition? How does the display reflect contemporary challenges? Gábor Balázs , Professor of Jewish and Israeli Philosophy at the University of Jewish Studies, will speak about the new	18:30 – 20:00	RECEPTION Get together and meet your colleagues! Conference delegates are invited to join a reception in the Jewish Quarter. <i>location: Kőleves, Kazinczy u. 41</i>

Programme

Monday 19 November

09:15 – 11:00 KEYNOTE LECTURE
The Politicisation of Museums: A Game of Two Halves

Dr **Clive Gray**, Associate Professor in Cultural Policy at the Centre for Cultural Policy Studies, Warwick University (UK), moderated by **Joanne Rosenthal** (UK), Independent Curator

In his keynote speech, Dr Clive Gray will explore museums as institutions, which at their core are deeply and unavoidably political. The keynote will complicate the idea of 'politicisation' as a singularly top-down exercise, drawing attention to the processes - internal and external - by which museums, willingly or not, are driven by political agendas. Drawing on a range of historic and contemporary international case studies, Dr Gray will examine how power and decision-making operate in museums and consider whether current events across Europe are unique or simply part of a process as old as museums themselves.

location: Goldmark hall

11:00 – 11:30 Coffee break
location: Ceremony hall

11:30 – 13:00 CONVERSATIONS III
Jewish Museums & the Politicisation of Museums

Authoritarian leaders are on the rise and so is anti-Semitism. How should Jewish museums in Europe respond to these developments? What is their role in the midst of disintegrating societies? Which kind of support should they seek or initiate? **Mirjam Wenzel**, Director of the Jewish Museum Frankfurt (DE), will explore how three federal Jewish museums in Europe are

coping with their responsibilities in changing times.

With **Simonetta Della Seta**, Director of the Museum of Italian Judaism and the Shoah in Ferrara (IT), **Emile Schrijver**, General Director of the Jewish Cultural Quarter in Amsterdam (NL) and Professor of Jewish Book History at the University of Amsterdam, and **Dariusz Stola**, Director of the Museum of the History of Polish Jews (PL), Professor of History at the Institute of Political Studies of the Polish Academy of Sciences.

location: Goldmark hall

13:00 – 14:15 Lunch break
location: Ceremony Hall

14:30 – 17:30 PROFESSIONAL FOCUS GROUPS

The afternoon sessions are developed to support museum professionals that actively work in the field. For more information, see page 7/8 of this programme.
meeting point: Goldmark hall

1. LEADERSHIP
with **Abigail Morris**, Director of the Jewish Museum London (UK), and **Emile Schrijver**, Director of the Jewish Cultural Quarter (NL)
2. CURATORIAL PRACTICE
with **Zsofi Farkas**, Curator at the Hungarian Jewish Museum and Archives (HU), and **Anika Reichwald**, Collection Manager at the Jewish Museum Hohenems (AT)
3. EDUCATIONAL PRACTICE
with **Vera Dancz**, Head of Education at the Hungarian Jewish Museum and

Programme

Tuesday 20 November

Archives (HU), and **Vidar Alne Paulsen**,
Head of Education at the Oslo Jewish
Museum (NO)

4. **MUSEUM VISIT: LUTHERAN MUSEUM**
An alternative excursion programme
will bring delegates to the Lutheran
Museum for a curatorial tour with
Botond Kertész. The museum was
established in 1973 by the Hungarian
Lutheran Church and houses significant
parts of the Church' art collections

19:00 – 20:30 **GOLEM JEWISH THEATER**
Final Cut

Can we believe in the news on the net? Is it
true that Jews will take over the world? Is it
rude to eat with a fork in a Chinese
restaurant? Is it inappropriate to change
the Turkish TV channel in a Turkish
restaurant? How does all this connect? In
90 minutes of *Final Cut* we will solve and
answer, believe and refute all your
questions, knowledge, presumptions and
observations about Jews. Or not!

Hungarian spoken with English subtitles
(best readable from the last 5 rows).
Please note that this is an optional event,
tickets (€8,50) should be purchased
through the website of the Golem Theater,
link on AEJM website. For more information,
see page 9 of this programme.

9:30 – 11:00 **PROJECT SLAM**

7 museum professionals will shortly present
projects of excellence that give insight into
the diversity of the European Jewish
museum landscape.

*Eugen Barkany: Between Presov and
Bratislava* at the Jewish Community
Museum Bratislava (SK), Maros Borsky

Krav Maga, Imrich Lichtenfeld at the
Museum of Jewish Culture (SK), Michal
Vanek

King Matt's Poland at POLIN Museum of the
History of Polish Jews (PL), Tamara Sztyma

Open Ye the Gates at Neue Synagogue
Berlin - Centrum Judaicum (DE), Anja
Siegemund

Brussels, Safe Haven? at Jewish Museum of
Belgium (BE), Zahava Seewald

Story of Italian Jewry at U. Nahon Museum
of Italian Jewish Art (IL), Rachel Berkowitz

*Corpus of Jewish and Hebrew Inscriptions
from Mainland and Island Greece* at the
Jewish Museum of Greece (GR), Zanet
Battinou

location: Goldmark hall

11:00 – 11:45 **HUNGARIAN COFFEE TABLE TALK**
Meet & Greet

Discuss the 7 presenters of the Project Slam
and their projects while enjoying your
coffee.

location: Ceremony hall

Programme

Wednesday 21 November

11:45 – 12:30 REFLECTIONS
Closing Session

Looking back and ahead: this session marks the end of the official programme.

location: Goldmark hall

Please note: lunch is not provided

14:00 – 16:00 AEJM GENERAL MEETING

The Board of the Association will report on activities and future plans. Members will vote on new membership applications and for board elections. Members are requested to send a delegate to the meeting.

location: Goldmark hall

In parallel

BAUHAUS ARCHITECTURE WALK

Delegates and guests that are not attending the General Meeting are invited to join a tour of the modern Bauhaus District with Ágnes Salgó.

*meeting point: museum entrance
Dohány u. 2*

OPTIONAL EXCURSION PROGRAMME: SZEGED & SUBOTICA

Departure from Budapest: 07:00

meeting point: museum entrance, Dohány u. 2

Estimated time of arrival in Budapest: 22:00

Please bring your passport!

The programme in Szeged, in the south of Hungary, will include a visit to the active Great (New) Synagogue (1903), which was designed by the Budapest-based architect Lipot Baumhorn in the early 20th century for the city's Neolog community. The group will meet with the local Jewish community and learn about their activities.

After lunch, the group will visit the Art Nouveau town centre of Subotica in the Vojvodina region in northern Serbia, including the Synagogue. Originally designed by the Budapest-based architects Marcel Komor and Dezso Jakab as an entry for the competition for the Great Synagogue in Szeged, the building was completed in Subotica in 1902. The Synagogue was rededicated in March 2018.

Tickets for this excursion are sold out.

Programme

Focus Group I – Leadership

Mon 19 November, 14:30 – 17:30

Abigail Morris, Director of the Jewish Museum London (UK)
Emile Schrijver, Director of the Jewish Cultural Quarter
Amsterdam (NL)

1. Leadership challenges and opportunities

This discussion session will focus on challenges and opportunities facing the leaders of European Jewish museums such as fundraising, audience development, programming, security, if and how to address the Holocaust in the museum, issues around Israel and governance. There will be a short time devoted to sharing future exhibition plans, to see if there are possible collaborations. Leadership of Jewish museums are invited to suggest issues for this session in advance of the Conference.

Short coffee break

2. Visit Kazinczy street Synagogue

The Kazinczy street Synagogue was built in a late art nouveau style and completed in 1913, based on the plans of brothers Sándor and Béla Löffler. The synagogue serves the orthodox community of Budapest. The community building complex includes the synagogue, a house of worship, headquarters, a kindergarten, a Talmud school, a butcher and bath (mikveh).

Focus Group II – Curatorial Practice

Mon 19 November, 14:30 – 17:30

Zsofi Farkas, Curator at the Hungarian Jewish Museum & Archives
Anika Reichwald, Head of Collections at the Jewish Museum
Hohenems (AT)

1. Curatorial Tour of *Síp12 Gallery and Communal Space*

In 2017, the HJMA was extended with a new exhibition venue at 12 Síp street. The *Síp12 Gallery and Communal Space* was opened to present 20th century and contemporary Jewish art and culture. The second floor of the gallery is to display artifacts from the museum collection and their possible relations to 20th century and contemporary art. Curator Zsofi Farkas will introduce the concept of the first exhibitions at the gallery.

Blank Marks

This exhibition showcases the connection between text and image in fine arts – the written and pictorial heritage of Jewish culture - through the works of Lili Ország (1926-1978) and Noémi Fábrián (1968-).

A Room of One's Own

SPACE - both in a concrete and in an abstract sense – displayed via the works of two Jewish women artists, Edit Sajó (1913-1944) and Erzsébet Schaár (1908-1975).

2. Art Collection of the HJMA

The fine art collection of HJMA is not made up of a conscious collecting method, as the museum is specializing in ceremonial objects. Most of the artifacts have been donated or were given as a deposit material. Zsofi Farkas will give a short introduction into the collection via the exhibit-highlights, raising such questions like is it the duty of a Jewish museum to collect fine arts and contemporary art.

Short coffee break

3. AEJM's curatorial workshops

Anika Reichwald will give the participants a short overview of the Advanced Curatorial Education Programme, a co-initiative by the AEJM and the Jewish Museum Berlin and organised by Programme Director Felicitas Heimann-Jelinek and various AEJM member institutions across Europe. Since 2014, curators as well as collection managers have had the chance to attend these intense 5-day A-CEP courses that offer not only a theoretical, but also practical learning through lectures, hands-on workshops and field trips.

4. Curatorial Challenges

In this session participants will have the time and space to discuss current curatorial challenges they are facing, i.e. in their collection, with an exhibition concept, etc. Formed groups of participants will circulate and discuss at least three different challenges. In a concluding session all participants will come together and have an open discussion on the addressed topics.

Programme

Focus Group III – Educational Practice

Mon 19 November, 14:30 – 17:30

Vera Dancz, Head of Education at the Hungarian Jewish Museum & Archives

Vidar Alne Paulsen, Head of Education at the Oslo Jewish Museum (NO)

1. Introduction Round participants
2. Education Policy HJMA

The merge of the Hungarian Jewish Museum and the Hungarian Jewish Archives in 2014, brought many changes to the new reunited institution. This resulted not only in a new core exhibition, but also in the need for a new overall pedagogical strategy. Vera Dancz, Head of Education of the HJMA, will present the new education policy of the HJMA, which was developed in 2017/18.

3. Archives Educational Workshop: visit to the storage and try out

During this interactive workshop, we will visit the Transparent Storage of the Archives and explore possibilities for learning about Jewish tradition, religion and history through archival materials. We will learn about the HJMA's Archive educational programmes and exercise books that are designed for children and students to help them discover the treasures of the Storage.

Short break and moving to the next venue

4. Museum education workshop at the Hungarian National Museum

After a short presentation of educational programmes and methods by the Hungarian National Museum, the participants will take part in participatory action showing the museum's practice in working with children in the exhibitions. One of the HNM's major objectives is to challenge historic misconceptions, meanwhile providing a kind of edutainment adventure in the museum.

5. Optional Museum visit Hungarian National Museum

The educational team offers a guided tour of the permanent exhibition of the HNM. The museum is closed for the public on Mondays.

Alternative Programme – Visit to the Lutheran Museum

Mon 19 November, 14:30 – 17:30

Delegates not actively working in the field of leadership, curatorial or educational practice are invited to join a curatorial tour to the Lutheran Museum for a curatorial tour by curator Botond Kertész. The museum was established in 1973 by the Hungarian Lutheran Church and houses significant parts of the Church art collections.

The Lutheran Museum is a church-financed museum and constitutes the third branch of the collections of the Hungarian Lutheran Church besides the Archives and the Library. The Archives were founded mid 18th century. The permanent exhibition presents the history of Hungarian Protestantism and the most important manuscripts, printed materials and objects of the Lutheran church.

Programme

Golem Jewish Theater: *Final Cut*

Mon 19 November, 19:00 – 20:30

Can we believe in the news on the net? Is it true that Jews will take over the world? Is it rude to eat with a fork in a Chinese restaurant? Is it inappropriate to change the Turkish TV channel in a Turkish restaurant? How does all this connect? In 90 minutes of FINAL CUT we will solve and answer, believe and refute all your questions, knowledge, presumptions and observations about Jews. Or not!

There are those who believe convincingly that the Jews will take over the rule of the world – well, maybe they are right? They know that the top of the Tesco Supermarkets are flat, because during the Jewish invasion the war helicopters will land on them - well, maybe they are right?

The FINAL CUT, according to the traditions of the Golem Theater, is not afraid of making fun from taboos, mocks the overly politically correct public speaking, satirizes the narcissistic Jews, taunts the anti-Semites. The author combines prejudices, anti-Semitic, Holocaust-denial blog and Facebook posts, and the excesses and negatives of Judaism, into a hilarious comedy.

Performance in Hungarian with English subtitles (best readable from the last 5 rows). Tickets (€8,50) can be purchased through the website of the Golem Theater, link on AEJM website.

Directed by András Borgula

Actors

Gergely Bánki
Zoltán Schmied
Mari Nagy
Zoltán Tamási
Eszter Kiss

Location: Jurányi Theatre, Jurányo Street 1

Speakers

CLIVE GRAY

Keynote Speech - *The Politicisation of Museums*

Dr Clive Gray is Associate Professor in Cultural Policy at the Centre for Cultural Policy Studies, Warwick University (UK). He has published widely on cultural policy and the state, researching cultural policy, and the politics of policy-making in the museums sector. He has published in journals ranging from *The International Journal of Cultural Policy* and *Cultural Trends* to *Parliamentary Affairs*, and from *Local Government Studies* to *Museum and Society* and *Museum Management and Curatorship*. His background is in public administration and political science and he has specialised in the analysis of cultural policy for over 20 years and his latest book is *The Politics of Museums* (Palgrave Macmillan, 2015).

ANDRÁS BORGULA

Introduction to Contemporary Jewish Life in Hungary

András Borgula is Artistic Director of the GOLEM (Hungarian Jewish) Theatre. Born and raised in Hungary in a secular family (until the age of 13 Borgula did not know he was Jewish). After high school he moved to Israel, served in the army and learned theatre directing at the University of Tel Aviv. In 2003, he moved back to Hungary and founded the Jewish Theatre. In 2013, Borgula won the award for best comedy in the Hungarian Humor Festival. In addition, he is the leader of the programme team of the Judafest Jewish Festival and the Budapest Jewish Film Festival; President of KIBIC Alliance of Hungarian Jewish NGO's. Andras has his own radio show and regular guest in the Hungarian ATV tv station.

GABOR BALAZS

Conversations I - The New Hungarian Jewish Museum and Archives

Dr Gábor Balázs received his PhD at Bar Ilan University in Israel. His main interest is the connection between morality, politics and religion; art and contemporary Jewish identity; Israeli art, society and identity. Balázs is a professor of Jewish and Israeli Philosophy at the University of Jewish Studies, and he is active in numerous frameworks of Jewish adult education. Formerly Balázs worked as the Head of Jewish and Israel Studies at Lauder Javne Jewish Community School, the director of the Israeli Cultural Institute in Budapest and the headmaster of the school of the Orthodox Jewish Community of Hungary. As a community activity serves as the vice president of the Orthodox Community of Hungary