



Asia-Europe Museum Network (ASEMUS)

Guidelines

The [ASEMUS \(Asia-Europe Museum Network\)](#) is a cross-cultural network of museums with Asian collections, which promotes mutual understanding through collaborative activities and works towards facilitating the sharing and use of museum collections.

Origin and background

In 2001, museums in member countries of the Asia-Europe Meeting (ASEM)¹ officially launched the Asia-Europe Museum Network (ASEMUS) network in order to promote wider mutual understanding between the peoples of Asia and Europe by means of collaborative programmes of museum-based cultural activity and to stimulate and facilitate the sharing and use of museum collections of mutual interest and of knowledge about them.

ASEMUS is led by the ASEMUS Executive Committee (ExCo) and supported by the ASEMUS Secretariat. The [Asia-Europe Foundation \(ASEF\)](#) is a patron of ASEMUS and the long-term partnership between ASEF and ASEMUS has played an important role in facilitating exchange of knowledge and information, as well as in promoting mutual appreciation and awareness on the rich cultural heritage we share.

Mission

The mission of ASEMUS is to promote communication, co-operation and best practices among members, foster collegial and productive working relationships among member museums to support and develop the objectives of ASEM in strengthening ties between Asia and Europe.

Our objectives are:

- To promote mutual understanding between the peoples of Asia and Europe through collaborative museum-based cultural activities
- To stimulate and facilitate the sharing and use of museum collections

Our values are:

- We respect, cherish and celebrate cultural diversity.
- We abide by the international ethical codes of practice in the museum profession.
- We promote professional excellence.
- We value service to the public.
- We promote free exchange and easy access to information.

¹ **The Asia-Europe Meeting (ASEM)** is an informal process of dialogue and co-operation with the objective of strengthening relationship between Asia and Europe. The 53 ASEM members are: Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Korea, the Lao PDR, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Pakistan, the Philippines, Poland, Portugal, Romania, the Russian Federation, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, the United Kingdom, Viet Nam, the European Union and the ASEAN Secretariat.

ASEMUS structure

ASEMUS is led by the ASEMUS Executive Committee and supported by the ASEMUS Secretariat.

Executive Committee (ExCo)

The Executive Committee meets annually and is presided over by a Chairperson and a Vice-Chairperson. The Chair and Vice-Chair positions are alternated between Asian and European members and are elected into office for the duration of 3 years.

The Executive Committee is comprised of representatives from member museums in Asia and Europe. A representative from ASEF and the ASEMUS Secretariat also sits in the Executive Committee.

Composition of the Executive Committee (ExCo)

The Executive Committee should reflect a balance of Member Museums from Europe and Asia. The seat on the ExCo rests with the Director of the Member Museum, or his/her designated representative.

There is a term limit of 3 years for all Executive Committee Members, commencing 2017. There shall be the option to renew the term of a member should the Executive Committee agree unanimously, and the Member be willing.

From time to time, to replace Members who resign from the Executive Committee or complete their term, new Members will be nominated and elected to serve on the ExCo.

A new member of the ExCo is nominated by an ExCo Member and elected by a majority vote of the ExCo. Election into the ExCo requires a unanimous vote of the ExCo.

ExCo members are encouraged to attend the annual meetings or, if they are unable to attend in person, to nominate a colleague to attend in their place. If an ExCo member does not attend for 3 meetings in succession, their ExCo Membership will be deemed to have lapsed.

Contact details of current ExCo members available at:
<http://asemus.museum/files/ASEMUS-Executive-Committee-2014-2017-updated-March-2017.pdf>

Executive Committee (ExCo) Responsibilities

The responsibilities of the Chair and Vice-Chair are:

- To co-ordinate and chair the Annual Meeting
- To collaborate with the Secretariat on the agenda of the Annual Meeting
- To collaborate with the host museum to set up the logistics for the Annual Meeting and the biennial General Conference



The responsibilities of all Executive Committee Members are:

- The establishment of an appropriate management structure for the organisation
- The general direction and oversight of ASEMUS
- The development of policies and strategies
- To participate in the planning of the annual meeting
- To respond to communications, requests for reviews of documents etc. in a timely manner
- To serve as a point of contact within their own country and region
- To elect the Chair and Vice-Chair
- To select future venues for the Annual Meetings and the biennial General Conference
- To advise and recommend topics for the General Conference

The responsibilities of the ASEMUS Secretariat are:

- To facilitate and co-ordinate the flow of information among Members
- To answer enquiries about membership
- To provide invitation letters to new members, and new members of the ExCo and maintain the membership lists
- To organise logistics and set agendas for the annual ExCo meetings
- To take notes at the ExCo annual meeting and to disseminate the minutes, after the Chair and Vice-Chair have reviewed them
- To archive the minutes
- To act as the contact point and assist the host venue with the administration of the biennial General Conference

Funding

ASEMUS has no direct source of funding. Member museums fund their representatives to attend the annual ExCo and biennial General Conference. In order to implement its objectives, therefore, ASEMUS relies on the goodwill and active support of its members.

Funding for special projects may be applied for from ASEF. Over the years, ASEF has been the most important financial contributor to the Network's activities, including the organisation of the ASEMUS General Conferences every two years. ASEF has also helped to re-launch the ASEMUS website as part of its arts portal, culture360.asef.org. For projects supported by ASEF, see: <http://asemus.museum/join-us/our-sponsors/>

Membership criteria

To be eligible as a Member of ASEMUS, the applying museum must meet the following criteria:

- Be located in an ASEM member country
- Meet the ICOM definition of a museum
- Have Asian collections
- Be actively interested in linking Asia and Europe



- Be willing to give access to your registers and open up your collections for other member museums
- Acknowledges and respects the ICOM Code of Ethics for Museums

To apply for ASEMUS membership, go to: <http://asemus.museum/museum-members/list-a-museum/>

Affiliated members

ASEMUS welcomes and values participation in the activities of ASEMUS by institutions and organisations from other countries, independent scholars and museum practitioners. Such partnerships help to further ASEMUS's interest in increasing mutual understanding between the peoples of Asia and Europe through collaborative museum activities.

An organisation or individual can become an Affiliated Member if they:

- Support the objectives of ASEMUS
- Support the ICOM Code of Ethics for Museums
- Wish to connect with the ASEMUS network through participation, studies or interest

Member benefits

Benefits	Museum members	Affiliate members
1. Organisation's profile will be on <i>Featured Museum</i> section on the <u>ASEMUS website</u>	√	√
2. Receive quarterly newsletter	√	√
3. Opportunities to promote museum's/organisation's activities through <i>News and Events</i> section on the ASEMUS website	√	√
4. Opportunities to submit and present papers	√	√
5. Opportunities to apply for collaborative projects	√	√
6. Possibility that the profile of director or museum professionals will be selected to <i>Featured People</i> section on the ASEMUS website	√	√
7. Advantage to obtain special rate in international conferences and meetings	√	√
8. Opportunities to get mobility support to events organised by ASEMUS and its partners	√	√
9. Opportunity to be elected to the Executive Committee (ExCo) and to the post of Chair/Vice Chair of the ExCo	√	No

Activities

The activities of ASEMUS primarily take the form of:

- Exchange of information, personnel and skills
- A biennial General Conference open to all Members
- Networking through the ASEMUS website: <http://asemus.museum/>. The website is a comprehensive source of information about the network with searchable lists of Members; details of Meetings, Conferences and Projects as well as news, events and relevant links.
- The ASEMUS Educational Exchange Outreach Programme (see below)
- Collaborations supported by the ASEF through its various grants and programmes

Examples of past and present activities include:

- Supporting the Virtual Collection of Asian Masterpieces Website (VCM):
<http://m.masterpieces.asemus.museum/index.nhn>.
The VCM is an online collection of images and information on Asian masterpieces from Asian and Europe. The VCM provides an opportunity for everyone to appreciate the arts, regardless of financial or geographical circumstances. The mission of the VCM is to foster mutual understanding among people from diverse cultural backgrounds. Since its launch in 2007, the VCM Collection has constantly been growing: more than 2,500 masterpieces and 134 museums from 35 countries can now be explored via the VCM website.
- Educational Exchange and Outreach Programme:
http://asemus.museum/project/museums-education-outreach-and-public-programme/?utm_source=ASEMUS&utm_campaign=fc2817924a-ASEMUS_Medu&utm_medium=email&utm_term=0_01655f3712-fc2817924a-380088061
The exchange of museum educators between ASEMUS members started in 2006, with the aim of allowing member museums' to develop a broader understanding of one another's cultures, collections and strategies in audience engagement. The last exchanges took place in 2015.

For further examples of past projects see:

<http://asemus.museum/category/projects/?show=past>

General Conference

The venue for the biennial General Conference alternates between Asia and Europe. The venue is selected by the ExCo from those institutions who have volunteered to be host. The host institution provides the conference space and all on-site logistics. The costs associated with the Conference are met by the host museum. ASEF supports the costs of a number of speakers. The theme and agenda for the meeting are discussed by the ExCo and developed by the host museum. All members of ASEMUS are invited to attend the General Conference.



ASEMUS website

The website of the ASEMUS network (<http://asemus.museum/>) promotes information exchange between museum professionals in Asia and Europe. The site is hosted on the arts portal of ASEF: <http://culture360.asef.org/>, which is a platform for both information and online collaboration for the cultural communities of Asia and Europe, including artists, cultural practitioners and policy-makers. ASEMUS website is managed by the ASEMUS Web Editor in consultation with ASEF and the ASEMUS Secretariat. The costs of the ASEMUS Web Editor are supported by ASEF.

This document was approved by the ASEMUS Executive Committee on 15 March 2017 in New Delhi, India.