

Press release (2 pages)

Berlin/Tbilisi September 11th, 2012

**International Conference „Why Museums Now?
Keeping the past – Facing the Future“ and
the exhibition „Museumsinsel Berlin – Museum District
Tbilisi. Keeping the Past – Facing the Future“**

Organized and supported by the Georgian National Museum, the Goethe-Institut Georgia and the Staatliche Museen zu Berlin – Preußischer Kulturbesitz. The exhibition is also supported by the Kuratorium Museumsinsel (Board of trustees Museum Island) and the European Union.

- Press Conference, September 18th, 2012, 11:30 a.m., S. Janashia Museum of Georgia, 3 Rustaveli Ave., 0105 Tbilisi, Georgia
- International Conference, September 19th to 22nd, 2012, 10:30 a.m., Georgian National Museum, Auditorium, 1 Purtseladze St., 0105 Tbilisi, Georgia
- Exhibition, September 19th to January 13th, 2013, Opening 7:00 p.m., S. Janashia Museum of Georgia, 3 Rustaveli Ave., 0105 Tbilisi, Georgia

The Georgian National Museum will host the International Conference **„Why Museums Now? Keeping the past – Facing the Future“** from September 19th to 22nd and the exhibition **„Museumsinsel Berlin - Museum District Tbilisi. Keeping the Past – Facing the Future“**, to be opened on September 19th at 7:00 p.m. at the Museum of Georgia.

Organizers are the Georgian National Museum, the Goethe-Institut Georgia, and the Staatliche Museen zu Berlin. A pre-event press conference will be held on September 18th, 2012 at 11:30 a.m. at the Georgian National Auditorium. David Lordkipanidze, Director General of the Georgian National Museum, Stephan Wackwitz, Director of Goethe-Institute Georgia and Michael Eissenhauer, Director General of Staatliche Museen zu Berlin, will explain the key themes of the conference and the exhibition.

The International Conference

The institution of the museum has taken an important development through the last decades. It is not just a place of collecting, care and presentation anymore, as it was in the 19th century. Today it is also a central meeting point of urban life and of the creative economy. The museum of the 21st century has a central influence on city development. It can function as a tourist attraction. More and more it is becoming a center of the „creative city“.

To discuss the museum's new role is the idea of the congress. We aim to present some of the world's most successful examples like the Museumsinsel in Berlin, recent developments in the British Museum in London, the Metropolitan Museum in New York and new museum developments in Asia. Invited are museum directors and curators, theoreticians, managers and

THE EXHIBITION
**MUSEUMSINSEL BERLIN
MUSEUM DISTRICT TBILISI**
**KEEPING THE PAST
FACING THE FUTURE**
20. SEP 2012 – 13. JAN 2013

GEORGIAN NATIONAL MUSEUM
TBILISI, GEORGIA

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www.smb.museum

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architects. There will be a strong accent on the regional situation.

The discussion in Tbilisi is hoped to have relevance for the future development of museum projects in the Southern Caucasus and in other countries of the former Soviet Union.

The Georgian National Museum is an example of regional importance of how to transform post-soviet museums into modern, innovative, creative, user-friendly institutions well integrated into the urban and social fabric. Since 2010, the Museum has been closely collaborating with the Staatliche Museen zu Berlin as part of the Stiftung Preußischer Kulturbesitz within the framework of an EU funded institutional Twinning Project.

The exhibition

The Georgian National Museum and the Staatliche Museen zu Berlin, with significant funding and support from the Goethe-Institut, have joined forces to present two important historical museum sites, situated at the heart of Berlin and Tbilisi respectively with the exhibition "Museumsinsel Berlin – Museum District Tbilisi. Keeping the Past – Facing the Future." The exhibition has set itself the goal of clearly outlining the tasks and challenges that the museums in Berlin and in Tbilisi face as regards the preservation, interpretation, display and dissemination of their collections in buildings that are already centuries old, as well as others that have only recently been built.

The two cultural clusters, Museumsinsel Berlin and Museum District Tbilisi, are depicted in a series of films, images, texts and objects, spread over several info-points, clustered around the graphic presentation of the two sites, positioned in the middle of the room. This means the visitor is free to wander through the exhibition as he or she chooses, the info-points can be viewed independently from one another irrespective of order.

It is our common goal to provide our collections a home, in which they are preserved, interpreted and displayed in the best possible way. Working closely with representatives and sponsors from the realm of politics, business and academia, we aim to ensure that art and the pursuit of knowledge will positively shape the centres of both our capitals even more so than they have in the past.

For additional materials, please visit the Museum's website at www.museum.ge featuring the exhibition and conference.

Supported by Goethe-Institut, Kuratorium Museumsinsel Berlin and European Union.

Follow us on [Facebook.com/GNMMuseum](https://www.facebook.com/GNMMuseum) and [Twitter.com/MuseumGNM](https://twitter.com/MuseumGNM) to join in the conversation about the exhibitions and events.

THE CONFERENCE
WHY MUSEUMS NOW?
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19.- 22. SEP 2012

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