**Museum 2012:**

**The Socially Purposeful Museum**

**20-22 November 2012**

**National Museum of History, Taipei, Taiwan**

**CALL FOR PROPOSALS**

*An international conference organised by the National Taipei University of Education, the University of Leicester’s Research Centre for Museums and Galleries, National Museums Liverpool and the National Museum of History, Taipei.*

Building on the success of the Museum 2010 and Museum 2011 events, this conference explores the notion of the socially purposeful museum - a dynamic, vital institution that has rich relationships with diverse audiences; that nurtures participatory and co-creative practice and is part of people's everyday lives; that seeks to foster progressive social values and, at the same time, is widely recognised as a site for dialogue and debate; that works collaboratively with a range of institutions within and beyond the cultural sector to engender vibrant, inclusive and more just societies .

*Museum 2012* will be a forum for museum practitioners, leaders and policy makers, researchers, academics and students to share ideas and discuss strategies around three interlinked themes;

**Growing audiences**: How can museums strengthen relationships with existing audiences and, at the same time, open up to new audiences that have traditionally been under-represented in most institutions’ visitor profiles? What roles are marketing and public relations playing in embedding museums in community, social and political life? What strategies support museums in becoming more highly valued by diverse stakeholders, more visible and talked about?

**Partnerships and participatory practice**: How are partnerships with agencies beyond the cultural sector transforming the practices, roles and impacts of museums? What opportunities and challenges are presented by initiatives that enable communities to actively shape the future direction of museums?

**Contemporary issues and difficult histories**: How are museums, galleries and heritage sites engaging audiences in debates surrounding difficult histories and contemporary social issues? How are museums responding to (and seeking to impact) global and local concerns from environmental degradation and health inequalities to human rights and censorship? What strategies are museums deploying to address controversial, contested and challenging social and political issues?

**Confirmed keynote speakers include**:

**David Fleming**, Director, National Museums Liverpool

**Catharine Braithwaite**, media relations and strategic marketing specialist and Associate Lecturer, School of Museum Studies, University of Leicester

**Lisa Lee**, Director, Jane Addams Hull House Museum, Chicago

**Andrew McIntyre**, Principal Consultant and co-founder of Morris Hargreaves McIntyre

**Jocelyn Dodd**, Director, Research Centre for Museums and Galleries

**Richard Sandell**, Head of Museum Studies, University of Leicester

**Call for proposals**

*Museum 2012* will feature different kinds of format for sharing ideas and engaging delegates. Alongside keynote presentations and conference papers from leaders in the field will be panel discussions that bring together people from different professional backgrounds, countries and viewpoints; discussions between representatives from communities/ partner bodies outside the culture sector and museum professionals with whom they have collaborated; and inspiring visits to museums. We welcome proposals for presentations and other kinds of session that address the conference themes. Please complete the attached conference proposal form and submit to Dr. Yung-Neng Lin museum2012@gmail.com by 10 May 2012.

Enquiries may be sent to: **Dr Yung-Neng Lin**, National Taipei University of Education (museum2012@gmail.com) or **Jocelyn Dodd**, Research Centre for Museums and Galleries (jad25@le.ac.uk)

We will notify you of the outcome of your proposal by the end of May 2012.

We anticipate that selected papers will be published to accompany Museum 2012 and authors will be asked to submit papers of between 2000 and 5000 words by 30 September 2012 by email to Dr. Yung-Neng Lin.

All proposals, presentations and papers must be in English or Chinese.