How to promote the Memory of the World Registers?
Why promote the Registers?

“These glamorous Registers distract the attention from what really matters in MoW: the preservation of the world documentary heritage!”

(Dietrich Schüller)
Promote to whom?

The professionals?
The general public?
Educational sector?
Potential nominators?
Partners / Sponsors?
Politicians / Policy makers?
Promote what?

The concept of the Registers?
The intention of the Registers?
The items on the Registers?
The growth of the Registers?
The use of the Registers?
What makes the Registers promotable?

Diversity of material and genres?
Cultural diversity?
Beauty of individual items?
Content of individual items?
Connotations (spiritual, emotional, historical) of individual items?
Cultural historical collections

Collections of manuscripts, books, inscriptions, sound recordings etc., with great cultural or historical value for a region, an ethnic group etc.
The Collection of the Al-Biruni Institute of Oriental Studies (Uzbekistan)
Outstanding work of art or innovation:

- a masterpiece of human creative genius,
- the ‘first of its kind’
Rigveda (India)
Archival materials

Documents preserved for their continuing value.

- politics and administration
- religion
- social and human sciences
- sports
- etc.
Archives of the League of Nations

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<tr>
<th>General and Miscellaneous</th>
<th>Registry No.</th>
<th>39765</th>
<th>38332</th>
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<td>Direction and control of league committee by the Central Committee</td>
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Dates: 27.2.21, 27.2.21
Personal heritage

Documentary heritage of a person of world significance in any field:

literature, music, arts, sciences, politics, religion, sports, etc.
Dame Nita Barrow Collection (Barbados)
Key documents

Inventions, treaties etc. of world significance
Treaty of Tordesillas (Spain)
Testimonials

Documents that testify to or symbolize events and developments of great significance in the field of social or political history
21 Demands of Gdansk (Poland)
Inscriptions on stone, wood, bones, ...
Manuscripts on papyrus, bamboo, palm leaves, parchment, paper, ...
ARRIVING suddenly and like twilight showers, we hover;
And like the fly the butterfly
Chancing on the civet's excrement, we circle the scene.

Our forerunner, conversant with cult secrets,
The Hornbill stalks ahead of us;
The chaste Egret accompanies our ceremonial entry.

The path becomes a road the road a market-place;
The iroko, an age ago king of the forest,
A brass ball with long chain kinsum to the rope...
Printed books, maps, atlases, ...
Photographs, drawings, ...
Sound recordings, movies, tv-documentaries, ...
Digital born objects
What makes the Registers promotable?

Diversity of material and genres
Cultural diversity
Beauty of individual items
Content of individual items
Connotations (spiritual, emotional, historical) of individual items
Cue for Anne Frank
Some MoW items less promotable

Not in tourist guides

Highbrow culture

Context needed
Context needed:

Châtelet de Paris banner register
Marketing Plans

Different targets – Different approaches

Different countries – Different approaches
Cooperation

World Heritage List
World Digital Library
Europeana
NGO’s
World Bank
Regional, national and local initiatives
Good MoW website

High quality pictures
(Links to) Full text
Context
Search facilities
Links
Interactive
Explanation of the MoW goals
First words on the official Bayeux Tapistry website:

« Classée "Mémoire du Monde" par l'UNESCO, la Tapisserie de Bayeux (Calvados) est une broderie, longue de 70 mètres, réalisée au Xle siècle. «

But there is no link ...
Social media strategy

Facebook
Twitter
Apps
Google Maps
Digitization projects
Traditional Promotion
Traditional Promotion
2017 : 25th Anniversary

COME AND SEE :

HUGHE VIRTUAL

MOW EXHIBITION!