

## Zajednički projekt za regionalne muzeje u Švedskoj

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Švedska ima 24 regionalna muzeja raspoređena diljem zemlje (na udaljenosti od 1574 kilometra, mjereno od sjevera do juga). Svrha je tih muzeja da u raznovrsnim aspektima prezentiraju povijesne promjene svog dijela Švedske, i to obradom prirodnopisa, arheologije, etnologije, religije, arhitekture itd. Zbog velike udaljenosti između regionalnih muzeja, suradnja se uglavnom odvija na sastancima i konferencijama direktora na kojima oni razmjenjuju iskustva o radu muzeja. Na jednoj takvoj konferenciji ovoga proljeća direktori su odlučili zajedničkim snagama sudjelovati na godišnjem sajmu koji se pod nazivom »Knjige i knjižnice« organizira u Göteborgu. Taj sajam je velika nordijska manifestacija i važan događaj za pisce, tiskare i izdavače, pa stoga naravno i za muzeje, jer javnost ne zna mnogo o našoj izdavačkoj djelatnosti.

Bila je to prilika da se predstavimo tržištu. Besparica je uobičajena pojava među muzealcima, ali zajedničkim radom 24 muzeja osiguran je novac za zakup 36 četvornih metara izložbenog prostora. Izabrana je radna grupa iz tri različita muzeja koja je počela rad tako da je regionalnim muzejima poslala pisma s informacijom o tome što bi trebali osigurati za sajam. U pismu se tražilo da svaki od njih dostavi dvije, tri knjige, dobre videosnimke i materijale za školsku primjenu. Radna grupa tada je odlučila prikazati javnosti pet videosnimaka iz pojedinih muzeja i dijaprojekciju kojom su predstavljena 24 muzeja snimkama eksterijera, interijera i određenih predmeta iz zbirki.

## A unique project for the regional museums in Sweden

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In Sweden there are 24 regional museums scattered all over the country (from south to north 1574 kilometres). These museums are supposed to show their very special part of Sweden in various aspects that is the historical changes and ought to cover natural history, archaeology, ethnology, religion, architecture and so on. Because of the distances between the regional museums co-operation in work is hard to achieve so the co-operation is principally the meetings and conferences for the directors where they compare notes regarding the present work at their museums. During one of this conferences this spring the directors decided that the regional museums by united efforts would take part in the annual in Gothenburg called Books & Libraries. This fair is a big Nordic manifestation and an important event for authors, printers and publishers and of course for the museums, because the general public does not know much about their publication of books.

Here was our chance to introduce us to the market. As usual there is a lack of money in the world of museums, but this common work between 24 museums helped us to hire the needed space of 36 square metres. A working-team of 3 persons from 3 different museums was elected and I was one in the team. Letters were sent to the regional museums with an information what the working-team wanted each museum to provide for the fair. In the letter we asked for 2–3 books, some good videos and so called school-kits. The team then decided to present to the public 75 books, 5 videos



Izložbeni prostor švedskih regionalnih muzeja na sajmu Knjige i knjižnice u Göteborgu  
 Exhibition area of Swedish regional museums at the annual fair of »Books and Libraries« in Gothenburg  
 Photo: Börje Andersson

Naših 36 četvornih metara skladno su pripremili dizajneri iz jednoga regionalnog muzeja, a primili smo i mnoge pohvale za našu vizualnu prezentaciju jer se naš izložbeni prostor uvelike razlikovao od onoga drugih izdavača. U toku četverodnevnog trajanja sajma knjiga na našem su izložbenom prostoru kustosi iz četiriju regionalnih muzeja dežurali od 9 do 18 sati. Marketing je naših izdanja bio izrazito uspješan i uspostavili smo kontakte s raznim ustanovama, bibliotekama i, naravno, privatnim osobama; također smo odgovorili na mnoga pitanja o muzejima i naposljetku, što nije ništa manje važno, primili smo mnoge predbilježbe za knjige.

Sajam je posjetilo oko 60.000 ljudi i nakon četiri dana bili smo zaista umorni ali i zadovoljni. Budući da smo veoma zadovoljni prvom pravom suradnjom između regionalnih muzeja, namjeravamo predstaviti naša izdanja na isti način iduće godine u okviru švedskog tjedna muzeja. ■

*Prijevod s engleskog: Tomislav Pisk*

and a dia-vision (back-projection), where the 24 museums were presented; exteriors, indoor pictures and some objects from the collections.

Our 36 square metres were beautifully appointed by designers from one of the regional museums and we heard quite a number of commendations for the fitting-up, because our exhibition area was quite different from the other publishers. During day-time (from 9–6) we had our exhibition-space manned by curators from 4 different regional museums. The marketing of our publications was a great success and we made a lot of contacts with various institutions, libraries, other publishers, book-shops and of course private persons. We answered many questions, not only about books but also about museums and last but not least we made many book-reservations.

The book-fair lasted for 4 days and had about 60000 visitors so we were very tired but satisfied when the fair was over. As we were very satisfied with the first real co-operation between the regional museums, we intend to present our books in the same manner as at the fair in Gothenburg next year during the Swedish Museum Week. ■