

【Program #4】 Innovations and challenges in museum management

14:15 - 15:20
Wednesday, 30th October

Facilitator Yusuke Souma
Suzuki Motor Corp.

Speaker 1 Luca Hoare
Haynes Motor Museum

Speaker 2 Yoshinori Asahi
Honda Motor Co., Ltd.

Reassessing heritage value

Speaker : Luca Hoare (Haynes Motor Museum)

Making decisions around displaying heritage vehicles, which were functional working objects, raises questions about their meaning and how this impacts their preservation. During a vehicle's operational life, its movement impacted people in multisensory ways which formed part of the overall meaning and purpose of the object. This brings into question what the object should deliver as a museum exhibit. Should the vehicle demonstrate these intangible values through continuing to operate, or does the risk to the materials mean that static display should be adopted? When looking into this, it seems that conservation ethical guidance can sometimes be at odds to what visitors value from a museum experience. This talk considers these dilemmas for heritage motor vehicles.

Innovations and Challenges in Museum Operations

Speaker : Yoshinori Asahi (Honda Motor Co., Ltd.)

- The Journey of Honda Collection Hall (HCH)
- Current Situation and Challenges (as of 2021)
- Characteristics of Visitors
 - Fixed visitor characteristics
 - Exhibitions up to the 50th anniversary of the company's founding
 - Lack of interest from young people/families
- Strengths and Weaknesses of HCH
 - Current understanding
 - Experience facilities (attractions based on experiences)
 - Transforming strengths into a museum experience