

## 【Event Report】

# First "World Forum for Motor Museums Conference" in Asia Highlights Japanese Automotive Culture and Global Appeal

The "2024 World Forum for Motor Museums" (WFFMM) was jointly held by the Japan Automobile Manufacturers Association (JAMA), which represents Japanese automakers, and the Japan Council of Science Museums, which includes the National Museum of Nature and Science, Tuesday, October 29 to Friday, November 1, 2024. The event brought together approximately 200 participants from 17 countries.



World Forum for Motor Museums



The inaugural conference was held in the U.K. in 1989, with subsequent gatherings hosted biennially across Europe and North America. This year marked a milestone as the 17th conference was held in Asia—specifically, in Japan—for the first time. Hosted by Japanese automobile museums under an "All-Japan" framework, it offered a valuable opportunity to showcase the unique appeal of Japanese cars and automotive culture while building connections with museum professionals from around the world.

The Toyota Automobile Museum in Nagakute, Aichi Prefecture, served as the venue for discussions on October 30 and 31, featuring eight sessions under the theme *Hindsight Insight Evolution*. This theme focused on learning from the past (Hindsight), deepening understanding (Insight), and looking ahead to the future (Evolution).

At the opening, Michael Penn, chair of the World Automobile Museum Conference Organizing Committee, emphasized the importance of personal interaction, noting that face-to-face communication is the most effective way for humans to connect and that this conference enables automotive museum leaders to meet in person, share experiences, and forge connections that go beyond words.