



Toledo

“On the high mountain’s airy head was placed
of ancient towers a grand and glorious weight;
In windings grateful to the eye of taste,
Thence the smooth river, smilingly sedate,
Slid, comforting the gardens, woods and flowers,
With the cool spray of artificial showers.”

Garcilaso de la Vega, *Eclogue III*

Declaration of Toledo

4th Meeting of Ibero-American Museums

The Institutionalisation of Public Museum Policies

in the Countries of Ibero-America

Toledo, Spain, 26 May 2010

The undersigned representatives of the organisations and institutions participating in the 4th Meeting of Ibero-American Museums,

acknowledging the relevance of the principles, values and guidelines stated in the Ibero-American Cultural Charter and the Declaration of the City of Salvador, approved at the 1st Meeting of Ibero-American Museums in Salvador de Bahía in 2007, for developing public policies and cooperation in the field of museums and museology, as well as a new understanding of museums as tools for global development and for the preservation of the natural and cultural diversity of Ibero-America,

regarding the annual meetings of representatives from Ibero-American museums as a forum of debate and reflection for creating and reinforcing public museum and cooperation policies in the region, and for contributing to the institutionalisation of said policies, for which purpose the Fourth Meeting of Ibero-American Museums was convened,

Propose:

- To continue to promote the creation, implementation and reinforcement of museum policies, and to strive for a rapprochement based on cooperation.
- To reinforce the participation of the various agents associated with museum institutions in the formulation of public policies.

- To acknowledge and share successful initiatives and good practices in the field of Ibero-American museology.
- To promote policies that take into account the fundamental diversity of Ibero-America, considering the melting-pot of different cultures which characterises this region.
- To improve communication strategies as a tool of museum management in national cultural policies in order to encourage communities, indigenous peoples and social groups to embrace, engage with and enjoy their heritage.
- To recognise the crucial role that “museums of historical memory” are called to play in Ibero-America, and to encourage the development of new projects in this vein.

Request:

- Actions to protect and manage heritage, with a particular emphasis on at-risk museological heritage.

In this respect, they express their solidarity with Haiti and Chile in the wake of the disastrous earthquakes of January and February 2010, respectively, and reiterate their request for:

- The initiation of actions, in coordination with the relevant cooperation and cultural agencies (SEGIB, UNESCO, AECID and others), to create a Fund and an Aid Brigade for Heritage in Situations of Risk or Emergency, as well as an Action Protocol.
- The need to ratify the international treaties on the illegal trafficking of cultural assets, which are particularly vulnerable in states of catastrophe, and to continue joint cooperation in dealing with this problem by encouraging coordination with the experienced agencies in the field (UNESCO, ICOM).

Recommend that their respective governments:

- Create and reinforce specific public policies for museums and heritage that foster social integration and participation.
- Promote the use of management and planning tools, with a particular focus on evaluation tools to gauge the impact and efficiency of the actions implemented, at the technical level and in terms of management transparency.
- Create and maintain a record or register of the museums in each country.
- Recognise the importance of museum staff and promote training and professional development programmes for them to ensure that the museological initiatives launched by the different countries come to fruition.
- Support the continued existence of cultural institutions, preventing their deterioration and disappearance in crisis scenarios by ensuring that museums have appropriate technical equipment.

- Promote policies that enable museums to reflect the cultural diversity of today's society and recognise every type of heritage.
- Collaborate in the creation of an "Ibermuseum/Ibermuseos Stamp" to facilitate the circulation of cultural assets among museums, taking into account the legal framework and regulations of each different country.
- Reinforce joint, convergent actions between the education and cultural sectors, thereby guaranteeing an optimum use of the resources offered by museums.

Request that the Ibero-American Secretariat-General (SEGIB):

- promote a joint declaration by the Heads of State and Government to fight illegal trafficking in cultural assets.

Request that the Ibero-American Secretariat-General (SEGIB) and the Organisation of Ibero-American States (OEI):

- consider the interests of the museum sector when drafting the Cultural Goals, which they are currently preparing.

Confirming that the 5th Meeting will take place in Mexico in 2011, the delegates thank their Spanish brethren, as the hosts of this 4th Meeting of Ibero-American Museums, for their excellent organisational efforts and warm welcome, and extend their gratitude to Spain's Ministry of Culture, the city of Toledo and the Royal Foundation of Toledo.

Toledo, 26 May 2010

Bolivia

Galo Illatarco Peñarrieta

Cultural Public Services Unit

Deputy Ministry of Decolonisation

Ministry of Culture

Brazil

José do Nascimento Junior

Brazilian Institute of Museums

Ministry of Culture

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National Museum of Colombia

Ministry of Culture

Costa Rica

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Ministry of Culture and Youth

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National Museum of Nicaragua

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Directorate-General of Museums

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Uruguay

Javier Royer

National Directorate of Culture

Ministry of Education and Culture

Representatives of the following institutions have participated along with the delegates of de Ibero-American countries in the 4th Meeting of Iberoamerican Museums:

Ibero_American General-Secretariat (SEGIB)

Secretaría General Iberoamericana (SEGIB)

Enrique Vargas

Organisation of the Iberoamerican States for the Education, Science and Culture (OEI)

Organización de estados Iberoamericanos para la Educación, Ciencia y Cultura (OEI)

Mónica García

Organisation of the Iberoamerican States for the Education, Science and Culture -Brazil

Organização dos Estados Ibero-americanos para a Educação, a Ciência e a Cultura – Escritório Brasil

Cláudia Castro

Spanish Agency for International Cooperation for the Development

Agencia Española de Cooperación para el Desarrollo (AECID)

Ministry of Foreign Affairs and Cooperat/ Ministerio de Asuntos Exteriores y de Cooperación

Araceli Sánchez Garrido

ICOM Spain/ICOM España

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Brasilian Institute of Museums. Ministry of Culture. Brasil

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Subdirección General de Museos Estatales – Ministério de Cultura. España

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Institute of Museums and Conservation. Ministry of Culture. Portugal

Instituto dos Museus e da Conservação. Ministério da Cultura. Portugal

Clara Camacho

Guest/Invitados:

Museums Directors. Ministry of Culture. Spain

Directores de Museos - Ministerio de Cultura. España

María Bolaños Atienza. Museo Nacional Colegio de San Gregorio

Jaume Coll Conesa. Director Museo Nacional de Cerámica y de las Artes Suntuarias

María Concepción García Sáiz. Museo de América

Rafael García Serrano. Museo del Traje. Centro de Investigación del Patrimonio Etnológico

José Antonio Lasheras Corrucho. Museo de Altamira

Consolación Pastor Cremades. Museo del Greco

Pilar Romero de Tejada y Picatoste. Museo Nacional de Antropología

Begoña Torres González. Museo Nacional del Romanticismo

Lurdes Vaquero Argüelles. Museo Cerralbo

General Subdirectorate of International Cultural Cooperation- Ministry of Culture

Subdirección General de Cooperación Cultural Internacional - Ministerio de Cultura

Josefina López Conejos

Museums Representatives from the Autonomous Communities

Responsables de Museos de las Comunidades Autónomas

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M^a Luisa Cancela Ramírez de Arellano. Museo Pablo Serrano. Gobierno de Aragón

Gabriel Quiroga Barro. Subdirección Xeral de Arquivos e Museos. Xunta de Galicia

Simi Chocrón Chocrón. Consejería de Cultura. Ciudad Autónoma de Melilla

Jesús Prieto (Instituto Interuniversitario para la Comunicación Cultural, España)

Silvia Villar (Instituto Interuniversitario para la Comunicación Cultural, España)

Belén Fernandez (Jeito Producciones)

Organitacion/Organización:

Ministerio de Cultura, España

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