

## **The 2nd Wave of the Art Museum**

Thirty years in the waiting, the Museum Act has finally been passed on third reading in the Legislative Yuan. The law's mission is "to promote the development of museums, improve the function of museums, and elevate the level of their professionalism, public accessibility, diversity, educational services and international competitiveness, in order to enhance the people's cultivation in regard to the humanities and history, the natural sciences, art and culture, etc., and to serve as emblems of the nation's cultural attainment." Through tax benefits, flexible hiring regulations, encouraging private-sector participation, the integration of resources, and innovative thinking, the implementation of the Museum Act aims to help Taiwan's museums progress toward new milestones.

Lately, a "second wave of the art museum" has been sweeping Taiwan. New art museums are being planned and built across the island – in Taipei, Tainan, Taichung, Taoyuan and Jiayi. They are meant to inventory local cultural resources, establish local art history, promote local art and culture organizations, organize educational events, and consolidate local identity, as well as bring about the development of related local industry. With such high expectations for museums on the part of county and city governments, have these art museums of the future anticipated the needs of their future visitors? In the plans for both their physical facilities and their programs and services, are they achieving the role, function and orientation of an art museum? What is the value and meaning of museums as a whole and art museums in particular? Is it the popularizing effect of a grand building? The market logic of a venue for special exhibitions? An economic driving force for the cultural and creative industry? Or should they serve as bases for social service and promoting the development of society? Should they pass on intangible cultural heritage through tangible communication? Looking to the future, how do we imagine this second wave of the art museum taking shape?

The establishment of the Museum Act will be helpful for the sustainable operation of cultural institutions. They should resonate not only with current trends, but also with the voices of the land and the people at the local level. These are the challenges facing

art museums in the future. The establishment of new art museums presents new possibilities, which must be taken into consideration in the planning of both services and facilities. By analyzing and discussing related theories and concrete cases from both Taiwan and abroad, the aim of this special edition will be to broadly outline a blueprint of the ideals and the realities of art museums. To this end, we are publicly soliciting papers on the following subjects:

1. Prioritizing visitor experience in the art museum: reconsidering the overall planning of art museums from the perspective of visitor experience; achieving accessibility of movement, information and knowledge for visitors and the cultural rights of visitors; responding to the different needs of diverse visitors in the current era.
2. Open venues for cross-disciplinary collaboration: How can art museum spaces be made open and democratic? How can art forums in a diversity of forms be applied in an integrated fashion? In the second wave of the art museum, how can the facilities and requirements for exhibition, acquisition, art education and promotion, public service, information and marketing be implemented in the apportionment of space and the planning of lines of movement?
3. Practicable models for operation and management: Is the model of an administrative institution truly an effective solution for the management of a museum in terms of its financial system and human resources? What are the comparative advantages and disadvantages of administrative institutions vs. organizational foundations? How can the model of public/private cooperation be implemented in Taiwan?

The deadline for No. 36 is May 31, 2018