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# ICOM PRAGUE 2022

## The Power of Museums in engaging their Communities

### Case Study: Museums of the Ministry of Tourism and Antiquities

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## Introduction

**The Ministry of Tourism and Antiquities** Education  
**Vision** is to make all the Egyptian museums' and sites welling to serve all the Egyptian community in educational, cultural and social development matters., playing a leading role in stimulating audiences to look beyond their own history presenting historical facts, offering inspiration through diverse programs ,activities and events



## Types of Museums

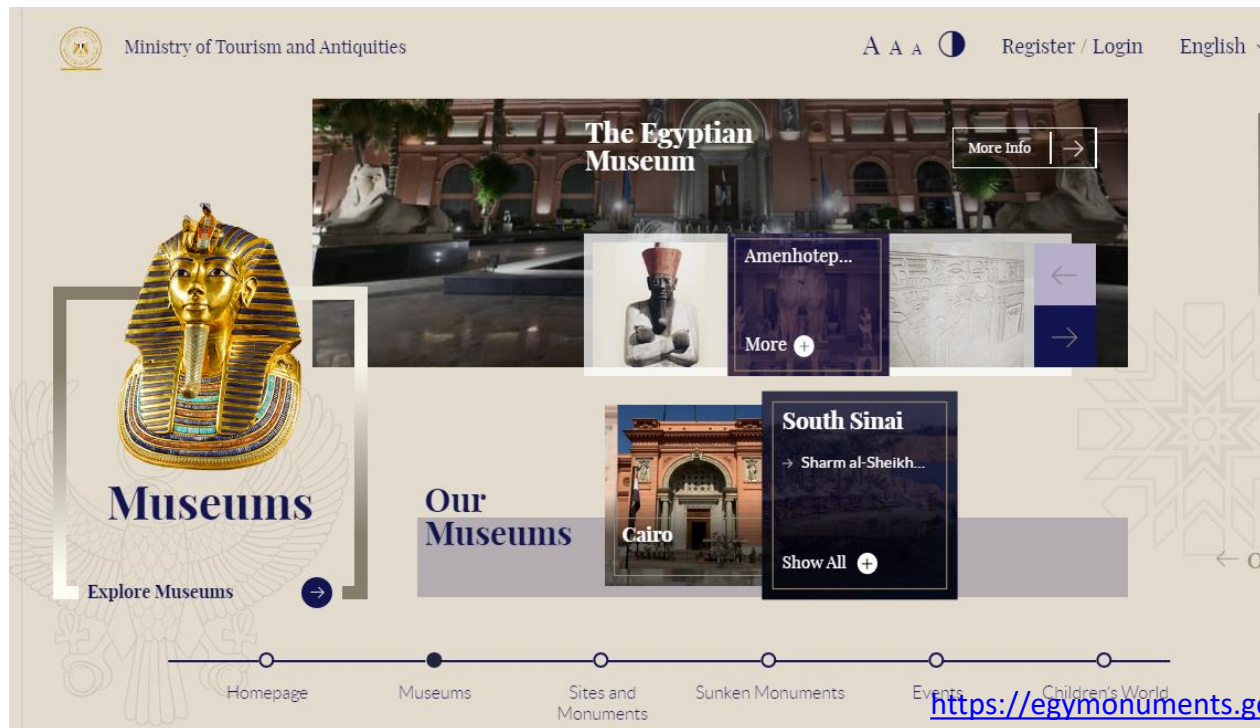
Egyptian Ministry of Tourism and Antiquities

Main Archeological Museums

Historical Museums

Regional Museums

Thematic Museums

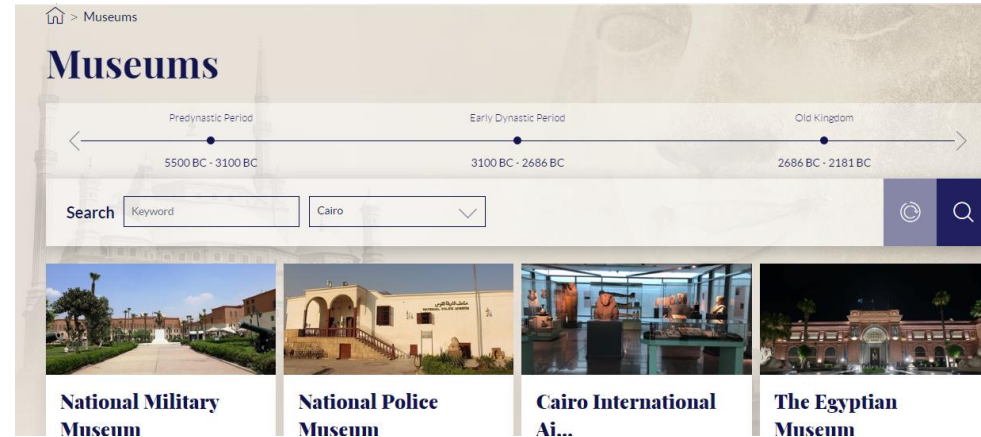


## The Education Strategy of the Egyptian Ministry of Tourism and Antiquities ( Museums' Sector)

The Identity-Cultural Approach

The Academic-Educational Approach

The Artistic Approach



## The Identity-Cultural Approach

- The design of the Ministry programs linked with this approach aims to address values, beliefs, thinking patterns and behavior of the ancient Egyptian Civilization, in addition to enhance the feeling of belonging, focus on an **integral** connection of language, social structures, gender orientation and cultural patterns

### Examples of the Ministry Programs following this approach

#### Heritage Craft Programs at the Museums' Sector

The programs run at all museums of the Sector present a framework for pottery, leather, porcelain, copper, metals, patchwork, mats and other heritage industries Traditional crafts in Egypt reflect the high artistic sense of the Egyptian craftsmen



## Heritage Craft Program Egyptian Museum

### The leather industry Past and Present

The Program presents the history of the leather industry where the participants learn the manufacturing of leather goods such as, bags, Handbags & Baskets, and traditional hats designing Motifs inspired by the ancient Egyptian Art , the trainers are volunteers under the supervision of the Museums Sector , the target audience is adult from the Egyptian community , the Education department of the museum works in cooperation with NGOs in Egypt , Ministry of Trade and Industry.



## Heritage Craft Program Egyptian Museum

### The Copper industry Past and Present

Copper Industry past and present, a program presents the history Mining in Egypt that has had a long history goes back to pre-dynastic times , The program consists of a tour at the Egyptian Museum focusing on the Copper in ancient Egypt then the Museums' Sector Volunteers train the participants how to design motifs back to ancient time on copper



## Heritage Craft Program Coptic Museum

### (Jewelry Industry past and present)

The Program presents the history of the Jewelry industry designs and motifs the Museums' Sector Volunteers train the participants how to design motifs inspired by the Coptic Museum collection, and the program is targeting adult who receive a tour firstly at the museum before the workshop





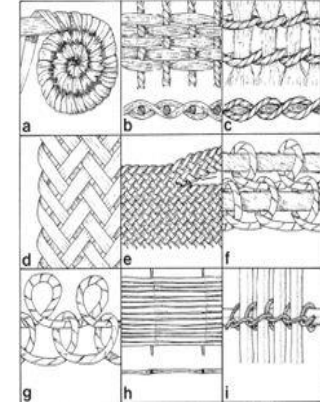
## Heritage Craft Program Malawi Museum ·

### (Basket Industry Past and Present)

The museum was founded in June 1962 in Malawi village, Minya governorate of Upper Egypt

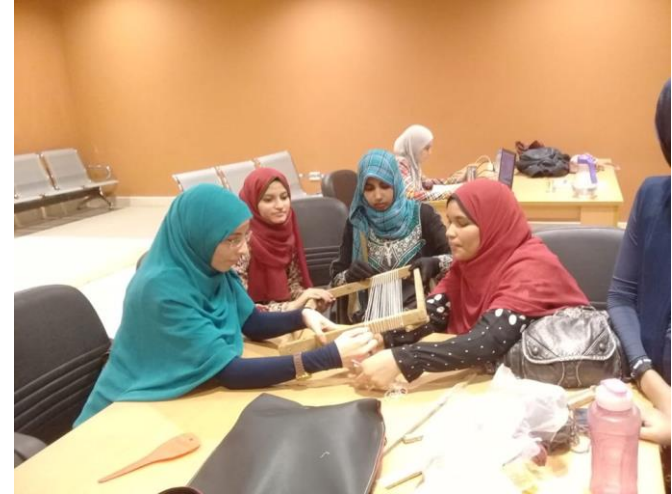


The Program presents the history of the Basket industry designs Museums' Sector Volunteers especially upper Egypt train the participants how to design basket inspired by the Malawi Museum collection.



## Heritage Craft Program Sohage National Museum Upper Egypt

The Program presents the history of the Textile Industry designs and motifs the Museums' Sector Volunteers train the participants the techniques used by the people of Akhmim in weaving textiles that were inherited from the ancient Egyptians, inspired by the Sohage Museum textile collection



## Workshops following the Cultural identity approach



## "Egypt Reads" Ministry of Tourism and Antiquities

### Government initiative

Egypt's mobile public library on a visit to archaeological sites (Pyramid and the Giza Plateau) the program follows the identity cultural approaches under the Supervision of the Archeology Sector in cooperation with the Egyptian Ministry of Culture Egypt





## Activities following the Cultural identity approach ( writing and Crafts in ancient Egypt





## The academic-educational approach

(The design of the Ministry programs linked with this approach aims to stimulate learning with proven academic ideas and techniques, build and improve observation and skills in students, retain the new information and construct personal relevant knowledge) the aim is to utilize that the Ministry programs **are a parallel educational system to schools**

**Tour Program @Egyptian Museum** explores highlights throughout the Museum and focuses on specific objects to be agreed with the school. Tours last between 55 and 60 minutes. The program aims to Engage and empower learners, link the museum objects directly with the school curriculum , provide educational opportunities for students of all grade levels and abilities

Children's Museum of the

Egyptian Museum School

**Programs The academic-educational approach**



## Examples of Worksheets Tour Programs

### The academic-educational approach



#أنشطة\_تعليمية #رياض\_الأطفال







حاول ان تتعرف علي أنواع الأطعمة المختلفة في اللوحة التي امامك ثم اذكرها لنا ؟

Try to know the different kinds of food on the stela in front of you and then mention them to us?



*Numbers in Ancient Egypt Worksheet*

key stage





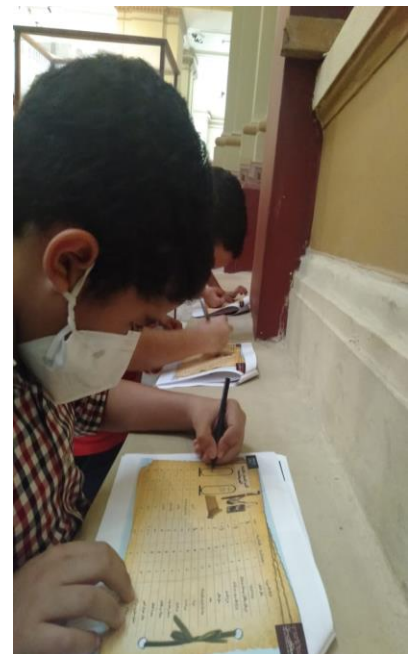
3,244





21,237

	HIEROGLYPHIC NUMBERS					HIERATIC NUMBERS				
x	1	2	3	4	5	1	2	3	4	5
1						1	2	3	4	5
10	⎎	⎎⎎	⎎⎎⎎	⎎⎎	⎎⎎⎎	10	20	30	40	50
100	⎐	⎐⎐	⎐⎐⎐	⎐⎐	⎐⎐⎐	100	200	300	400	500
1000	⎑	⎑⎑	⎑⎑⎑	⎑⎑	⎑⎑⎑	1000	2000	3000	4000	5000
	10000	100000	1000000			10000	100000			
	10000	100000	1000000			10000	100000			



## Mummification Program Children's Museum of the Egyptian Museum

Following The academic-educational approach,

it is one the school programs presenting activities applied on a replica mummy one of the museum educational models

### Materials used in mummification

1. Henna
2. onion
3. linen pads
4. frankincense
5. Myrrh
6. Cinnamon





## Special programs focus on the cultural link

### The academic-educational approach

The Museum Sector offers Special programs aim to link the past with the present where Heritage is a value that is important enough to be conserved and passed to future generation , the education programs highlight the cultural value and intangible practice see the music in ancient Egypt and the same practice today





## Special programs focus on the cultural link

Tahteeb is a game/dance still in practice and quite popular in Upper and Lower Egypt.

Egypt Inscribed Tahteeb in 2016 (11.COM) on the Representative List of the Intangible Cultural Heritage of Humanity UNESCO



## Archaeological Excavations Program Suez National Museum "The academic-educational approach

### The academic-educational approach

This practical program enables the Participants tested the major operating phases of modern archaeological research to understand its role in the reconstruction of the historical eras of Egypt. it is one of the major school Programs at Suez National Museum



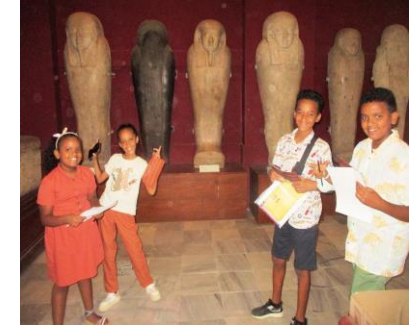


## The Imhotep Museum Tour Program that is following the academic cultural approach

The Imhotep Museum an archaeological museum located at the Saqqara necropolis complex, near Memphis in Lower Egypt.



The Egyptian Museum recent program that is focusing on the new display of the gallery 50 Greek Roman gallery at the museum

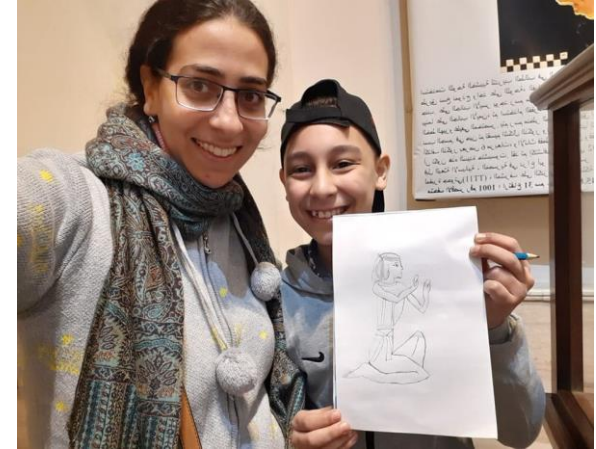




## The Artistic Approach

((The design of the Ministry programs linked with this approach aims to build confidence about constructing their own meaning from art works that could stimulate their thoughts and imagination, pose questions, arouse their curiosity )

## Art Programs presented for schools in the museums ( the case of Egyptian Museum )



## Designing Games in Ancient Egypt Children Museum of the Egyptian Museum Summer program

( the case of Egyptian Museum )

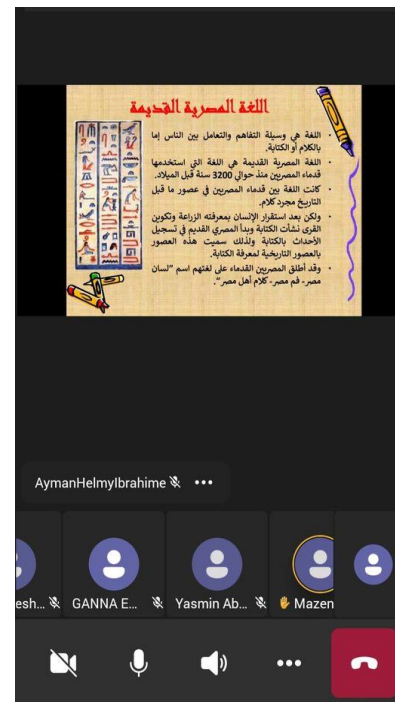


Within the framework of the "Speak Masri" initiative and the fourth and fifth-generation camps ... young men from the fourth and fifth generations of Egyptians in New Zealand on a virtual visit to the Egyptian Museum and on line art workshop



## Online Lectures For Students

Lectures of the **"Hieroglyphic Education"** program in cooperation with the Ministry of Youth and Sports for students from 12 to 17 years old, under the supervision of the Department of Cultural Development and Community Communication in the Office of the Minister of Tourism and Antiquities





## The impact of Education activities presented on the Social media platforms of museums

 **MUSEUMWEEK**  @MuseumWeek · 2h

The #Africa report! Thanks to all #MuseumWeek participants and congratulations to the <sup>top</sup> influencers! 🌞🌞

1. @FondationZinsou
2. @EgyptianMuseumC
3. @Glencoe\_Museum
4. @NyegeNyegeFest
5. @VisitConHill

**AFRICA** 

**889**  
UNIQUE AUTHORS 

**1,8K**  
HASHTAGS MENTIONS 

**4,6K**  
ENGAGEMENT 


**AFRICA** 

- 1  **FONDATION ZINSOU** 
- 2  **THE EGYPTIAN MUSEUM** 
- 3  **GLENCOE FOLK MUSEUM** 

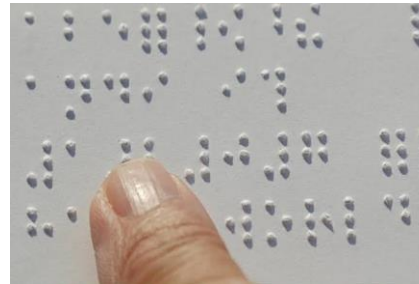
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The Twitter account of the Egyptian Museum in Tahrir Square came in the second rank as the most effective official page for an African museum. This came according to an annual initiative of the Museum Week under the auspices of UNESCO.

The Egyptian Ministry of Tourism and Antiquities Education Programs for people with Special needs are one of main programs within the framework of the ministry's awareness and societal role in introducing people with special needs to their cultural heritage and the various tourist and archaeological sites in Egypt.

**Follow the Ministry of Tourism and Antiquities events and education programs on the official website**

<https://egymonuments.gov.eg/ar/events/>



Evaluating the Education Programs and events of the **Egyptian Ministry of Tourism and Antiquities** aims to define the outcomes of activities or programs see one of the forms designed by the Museum Sector for participants of Heritage Craft Programs , others designed for the Education department of the Ministry for evaluating programs.

#### إمبيثيان للمشاركين في البرامج التعليمية ( المدرسين )

اسم البرنامج التعليمي الذي شاركت سيادتك به

اسم مدرسة سيادتك

الفئة العمرية من الطلاب التي شاركت في البرنامج التعليمي المقدم في المتحف مع سيادتك

ما تقييمك لمدى استفادة الطلاب من المعلومات المقدمة أثناء الشرح

ما تقييمك للورشة الفنية التي قام الطلاب بحضورها في المتحف

ما مدى تفاعل الأطفال مع الأنشطة التعليمية المقدمة بالمتحف من وجهة نظركم

ما هي الأنشطة التعليمية التي تقدمونها للطلاب والتي يمكن استخدامها في البرنامج التعليمي بالمتحف ؟

هل يوجد اساليب تفاعلية ممتعة تقومون بها خلال النشاط التعليمي بالمدارس يمكن أن تطبق في المتحف ؟

هل هناك برامج أنشطة في مدرسة سيادتك تهدف لربط المناهج بالمتحف ؟ برجاء التحديد

برجاء تحديد أسماء المتاحف المصرية التي شاركتكم في برامجها التعليمية مع تحديد نوع البرنامج الذي شاركتكم به

هل تقوم بربط المناهج الدراسية بمقتنيات المتحف أثناء الشرح ( برجاء تحديد نوع المنهج موضوع الربط والمتحف الذي تعتمد عليه في الربط

في رأيك ما أنواع البرامج التعليمية التي لابد أن يقدمها المتحف حتى تتم عملية ربط المناهج بين المتحف والمناهج الدراسية

Follow the Ministry of Tourism and Antiquities events and education programs on the official website

<https://egymonuments.gov.eg/ar/events/>

قطاع المتحف	
<div style="display: flex; justify-content: space-between;"> <div>  <p>وزارة الآثار</p> </div> <div>  <p>وزارة الآثار</p> </div> </div>	
اسم المتحف :	اسم المشارك :
الطراز :	
الاسم :	
تاريخ الميلاد :	رقم التليفون :
الجنس :	الفرع :
الصفة الوظيفية :	
اسم المدرسة :	
الهوايات :	
اسم البرنامج التعليمي :	
الإفرادات :	
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بالبرامج التعليمية : ..... و إيفاء التعليمات : ..... و إيفاء التعليمات : .....	
التاريخ :	اسم مدير المتحف :
<div style="display: flex; justify-content: space-between;"> <div>  </div> <div> <p>ملحوظة</p> <p>يسمح فقط للبرامج التعليمية بشرط الإشراف بالمتحف .</p> </div> </div>	



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ICOM Member <https://icom.museum/en/>

UMAC voting Member <http://umac.icom.museum/>

ITP British Museum Fellow <https://www.britishmuseum.org/our-work/international/international-training-programme>

LIVP U.S. Department of State Fellow <https://exchanges.state.gov/non-us/program/international-visitor-leadership-program-ivlp>

SAWA Museum Academy Fellow <https://www.goethe.de/ins/ae/en/kul/sup/sawa-museum-academy.htm>