

## **Memorandum of Understanding, continuing the consortium of trustees of the VCM-project**

### (A) Partners in this Memorandum of Understanding

This is an agreement between 6 member museums of the ASEMUS network who wish to safeguard the sustainable future of the “Virtual Collection of Masterpieces”-project.

This memorandum replaces an earlier one, signed in 2007. Two signatories have left the consortium: the Gyeonggi Provincial Museum in Yongin City, Korea and the National Museum of the Philippines in Manila. The new signatory party to this agreement is the National Museum of Korea.

These are the current partners in this Memorandum of Understanding:

- (1) National Museum of Korea, Seoul;  
represented by Prof. Kwang-shik **Choe**, director general;
- (2) Seyeon Iron Museum, Eumseong-gun;  
represented by Mrs. In Kyung **Chang**, director; on behalf ICOM-ASPAC
- (3) Museum Volkenkunde, Leiden,  
represented by Dr. Steven **Engelsman**, director
- (4) National Museums of World Culture, Gothenburg,  
represented by Mr. Göran **Blomberg**, director general;
- (5) Chester Beatty Library, Dublin,  
represented by Prof. Michael **Ryan**, director;
- (6) Tropenmuseum, Amsterdam,  
represented by Mr. Lejo **Schenk**, director;

In the remainder of this memorandum the partners will be called: “trustees of the VCM-project” or simply “trustees”.

### (B) The Virtual Collection of Masterpieces

The Virtual Collection of Masterpieces (the “VCM” in short) consists of the website <http://masterpieces.asemus.museum> and its content management systems. The VCM is a Web-accessible selection of images and accompanying information on Asian masterpieces. The VCM displays photographs, films, stories about the masterpieces and descriptions of masterpieces chosen from the collections of a great range of contributing museums. It aims at promoting mutual understanding and appreciation between the peoples of Asia and Europe. The VCM was officially launched and its URL released to the general public on 13 September 2007 in the Gyeonggi Provincial Museum, Yongin City, Korea.

The initiative to build the VCM was taken by the ASEMUS network, and the plan was officially announced at the Museum Hopping Conference in Singapore in March 2004. The project was carried out by a consortium<sup>1</sup> of museums from the ASEMUS network under the leadership of the Gyeonggi Provincial Museum in Yongin City, and the Museum Volkenkunde in Leiden. It was financed by a range of participating museums<sup>2</sup> together with the Asia Europe Foundation ASEF<sup>3</sup>. The actual project and development work was done by external consultants<sup>4</sup>.

### (C) Purpose of this Memorandum

Following the guidelines of the VCM project which is to connect museums in Asia and Europe by focusing on sharing masterpieces on-line and by sharing knowledge and experience, the trustees agree that the VCM-project has enormous potential to be further developed into an alliance or active community of contributing museums. It is the firm intention of trustees to safeguard the future of the VCM-project. To this effect, they agree to form a board of trustees for the VCM-project, which will provide the financial means to sustain the VCM-project. The board of trustees have the ultimate decision-making authority.

It is the purpose of this agreement to lay down the principles of governance of the board of trustees and to pledge sufficient funding. This agreement also commissions project leadership and administration of the project funds to the Museum Volkenkunde, Leiden. The agreement replaces the agreement signed on 20 December 2007. It is effective as from the 15<sup>th</sup> of October 2009 and will end on the 1<sup>st</sup> of January 2011. This Memorandum of Understanding is renewable.

### (D) Initial trustees and new trustees.

Initially, trustees are those museums that have signed the agreement on 20 December 2007. Other museums may be invited to join the board of trustees as well. Acceptance of new trustees is a decision to be taken by the board of trustees. New

---

<sup>1</sup> The following museums have participated in the development of VCM-consortium: National Museum of the Philippines, Manila (Prof. Corazon Alvina); Hanyang University Museum (Prof. Kidong Bae); Seyeon Iron Museum (Mrs. In Kyung Chang); Museum Volkenkunde, Leiden (Dr. Steven Engelsman and Mr. Jos Taekema); Musée du quai Branly, Paris (Mr. Stéphane Marin and Mrs. Severine le Guevel); Asian Civilisations Museum, Singapore (Dr. Tan Huism); Swedish Museums of World Culture (Dr. Karl Magnusson); Gyeonggi Provincial Museum, Yongin City (Mr. Rhi Chong-Son, dr. Sang-Hoon Yang and Mr. Duck-Ho Chang); Cultural Centre of Macao, Lisbon (Mrs. Maria Jose Tavares).

<sup>2</sup> Financial contributions in 2006 and 2007: ASEF: € 75.000; Gyeonggi Provincial Museum: € 40.000; Museum Volkenkunde Leiden: € 32.000 plus in kind; Musée du quai Branly: € 15.000; Swedish Museums of World Culture: € 14.000; Museum für Völkerkunde, Munich: € 3000.

<sup>3</sup> The Asia Europe Foundation ASEF in Singapore has provided strong moral support and contributed in kind and in cash (Executive directors ambassadors Delphine Colomé and Wonil Cho, directors of Cultural Exchange Mr. Jean Anes and Mrs. Chulamane Chartswan, project assistance by Mrs. Marie le Sourd, Mrs. Vanini Bellarmino, Mrs. Katelijn Verstraete, Mrs. Azizah Fauziah).

<sup>4</sup> The consortium has profited immensely from the expertise and advice on a pro bono basis of Dr. Pitt Kuan Wah, National Archivist of Singapore. The two consultants who really got the project moving are: Mr. John Perkins, Mexico who devised the basic architecture and project planning and Mr. Manus Brinkman, Chiang Mai who is the editor of the VCM project and established very fine relations with all contributing museums. The company C-it in the Hague (Mr. Brik de Zwart) provided hosting and software.

trustees will have to sign on to this Memorandum of Understanding and make an annual contribution of € 10.000 to the project funds.

#### (E) Principles of governance

The trustees agree to govern the VCM-project in good faith and to act in the best interest of all stakeholders of the VCM-project. In particular, trustees pledge to keep all contributing museums to the VCM involved in the further development of the project and to provide adequate formats for them to make their voices heard. Moreover, trustees will maintain direct links with the Executive Committee of ASEMUS and seek its advice and feedback whenever relevant.

The National Museum of Korea will act as Asian lead partner in the board of trustees, the Museum Volkenkunde will act as European lead partner.

Trustees agree that they will proceed in their business along the following lines:

- Every year before the 15 November, the trustees will receive a draft action plan and a draft annual budget for the VCM project. These plans will be elaborated by the project manager.

- Trustees will approve, amend or refuse the action plan and the budget before December 15<sup>th</sup>, preferably by e-mail or by fax to one of the lead partners or the project manager.

- The lead partners of the consortium will officially adopt the action plan and the budget. They will do so only after careful consideration of all objections raised and remarks made. They will only do so if at least a two-third majority of trustees supports the action plan and the budget.

- Every year before the annual meeting, the trustees will receive an annual report including the financial report of the previous year, together with a chartered accountants statement.

- The trustees will meet once a year for a one day board meeting, at their own expense, in order to discuss all matters at hand, including the reports of the previous year, the ongoing activities and the priorities of the coming year. The board meeting will be convened by the lead partners.

- The trustees who are unable to attend this meeting will inform the lead partners of their opinion on matters that need a decision.

#### (F) Financial contributions and principles of accounting

The trustees will pay an annual contribution of € 10.000 into the consortium fund. This year the payment will be due in January 2010. Lead partners will make an annual contribution of € 25.000 each, which can be part in cash and part in kind including the above stated € 10.000.

The Museum Volkenkunde, Leiden will act as the treasury of the consortium fund. It will send out invoices for the contribution of the upcoming year to each trustee on 15 November.

Consortium funds will only be spent in accordance with the annual budget as approved by the trustees. Should the necessity arise to deviate from the approved budget, the trustees will first be consulted and their approval requested. Should a case of urgency emerge which requires spending funds without prior approval, trustees will be notified at once and their reactions will be shared among the entire consortium of trustees. A one-third minority of the consortium of trustees can decide to stop such spending at once.

#### (G) Project management

The project management of the VCM will be assigned to the ICT-manager of Museum Volkenkunde, Mr. Jos Taekema. He will have full authority to act as he deems necessary in order to achieve the targets set out in the annual action plan and spend the funds according to the annual budget as approved. He will have full discussion with the National Museum of Korea, the Asian lead partner before and in the course of implementing the action plan. The project manager will sign annual contracts with the VCM-content editor Mr. Manus Brinkman, with the liaison and innovation officer Mrs. Julie Trebault and the IT-company that hosts the VCM and supplies the software platforms.

#### (H) Concluding remarks

This agreement will become effective as soon as it is signed by at least 6 trustees. This Memorandum of Understanding replaces the Memorandum of Understanding signed on 20 December 2007, is effective as from the 15<sup>th</sup> of October 2009 and will end automatically on the 1<sup>st</sup> of January 2011. In their 2010 board meeting, the trustees will indicate if and how they want to continue the VCM-consortium after on the 1<sup>st</sup> of January 2011.

Should grave and unexpected circumstances so require, trustees can terminate their participation in this memorandum before November 15<sup>th</sup> of each year. They will inform the lead partners of the reasons why they are forced to take such drastic decision and try to suggest replacements in the board of trustees.

Done at Dublin, Ireland on 15 October 2009 and will replace the MOU between trustees signed on 20 December 2007.

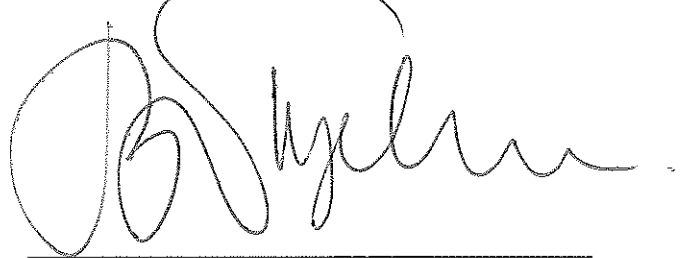
Signed by:

**National Museum of Korea, Seoul**




on behalf of  
Prof. Kwang-shik **Choe**  
Asian Lead Partner

**Museum Volkenkunde, Leiden**



Steven **Engelsman**  
European Lead Partner

**Seyeon Iron Museum, Eumseong-gun**



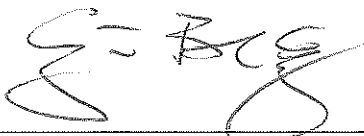
Mrs. Inkyung **Chang**, director; on  
behalf ICOM-ASPAC

**Chester Beatty Library, Dublin**



Prof. Michael **Ryan**, director

**Swedish Museums of World Culture,  
Gothenburg**



Mr. Goran **Blomberg**, director general

**Tropenmuseum, Amsterdam**



Mr. Lejo **Schenk**, director