



Culture in M0tion
in Adriatic NETwork
of Museums



MONET PROJECT NEWSLETTER

NO. 2

VIRTUAL TOUR OF THE "HOUSE OF LEAVES" MUSEUM

There is a building in the middle of Tirana, all covered with plants - therefore the name "House of Leaves". This eerie building, has been turned into the Museum of Secret Surveillance. It is most certainly the most intriguing museum in Albania, that tries to narrate to young people and to foreigners, one of the darkest periods of the country's history.

Opening the doors of this house, presenting the activities that were conducted in it and many other things related to it, this museum will unfold simultaneously aspects of Albanian society under a severe dictatorship regime that aimed at the total control over the human bodies and souls.

Interceptions, checks, spying that in turn brought on consequent arrests, internments, tortures, severe punishments for quite many innocent people. This museum is dedicated to them.

Conceived in 9 sections, the "House of Leaves" consists of 31 rooms which are connected in coherence with each other and each of them have a special function.

What is the best way to have a MONET Museum Virtual Tour experience? 360 ° of course!

Now two videos, a virtual tour of each floor have been produced in the framework of MONET Project.

Therefore, the museum is easily reachable throughout the two floor building with the virtual tour.

The "House of Leaves" walls have heard too much. Now, they are confessing. Take a look at our MONET page- Media section.

<https://www.youtube.com/watch?v=mPA1s-xHgnA>

<https://www.youtube.com/watch?v=uUIALmnpmuE>



SHTËPIA ME GJETHE
Muzeu i Përgjimeve të Sigurimit të Shtetit

HOUSE OF LEAVES
The Museum of Secret Surveillance

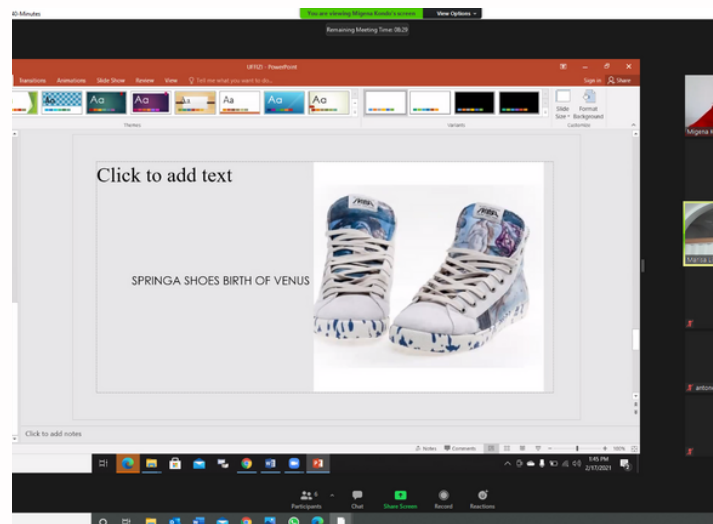


MERCHANDISING THE MUSEUM PRODUCTS

The online workshops for the merchandising of museum objects were organised on February 15-17th 2021. Four artists attended the workshop, enriching it with their excellent ideas and brainstorming on what objects to merchandise and how. This aimed to increase the public interest in museums, and increasing revenues as per the merchandising of museum specific items. Our excellent group of attendees, Klaudio Demaj, Marisa Liuzzi, Antonella Petrecca and Helena Tasic brainstormed and brought up excellent ideas on how to make museums' merchandise more appealing to the public. Their own experience, creativity intended to create a set of objects that are appealing to the customers, and render the idea of the museum at its best.

The activity was organized by the Albanian Ministry of Culture, and the three-day marathon of workshops come in view of MONET project. During the first day the "Legal Study of Museum Stores from a Merchandising and Design Prospective" was introduced. This is an important step as it sees the ability to merchandise objects from the legal point of view.

The workshop emphasised the importance of merchandising products and the creation of museum stores, bringing insights on designing and developing contemporary artifacts that can serve as museum merchandising products. Consequently all four artists present submitted their own set of merchandise and their very creative ideas for the museums, personalising each item as per the museum they targeted. Take a peak below!



Marisa Liuzzi

Beautiful, effective proposals from our artist from Puglia, Marisa Liuzzi - a collection of diverse items, ranging from t-shirts and headphones, to bookmarks and booklets. Who wouldn't want to get these precious memories?

THE MUSEUM BUILDING IS A PLACE THAT HAS BEEN HOLDING SECRETS AND STEALING CONFESSIONS FOR MANY YEARS. THE PALACE ITSELF IS HIDDEN BY CLIMBING LEAVES TO BEST PROTECT THEM. BY REPRODUCING THE ELEVATION OF THE BUILDING, FILTERED BY AN X-RAY VISION, ON THE COVER OF A DIARY, A T-SHIRT OR A SHOPPER, EVEN OUR SECRETS WILL BE SAFE.



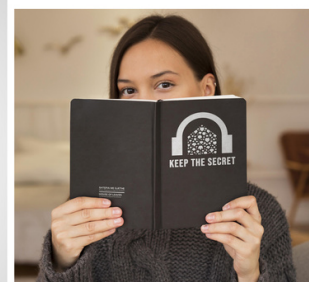
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SHOPPER



NOTEBOOKS



Klaudio Demaj

Easy and fun! Take a look at the creations of Klaudio Demaj, our artist from Albania for various museums. -T-shirts, gift boxes, puzzles with the artwork, are amongst the proposals of the young artist!

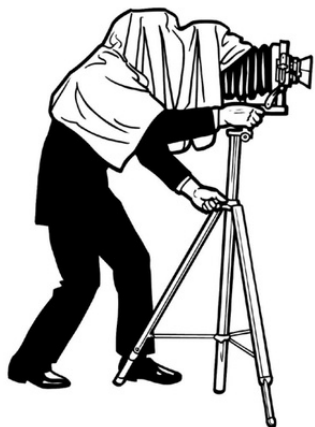


Antonella Pettreca

Our talented artist from Molise, presented an unusual way to recreate the Albanian masterpieces from the Albanian National Gallery of Arts. With a coloring book for kids, or her other proposal - becoming heritage, personalizing the photographs of the National Museum of photography, "Marubi".

Becoming heritage

A wall with a life size photo of a character from the Marubi collection (where a hole substitutes the face), could be used by visitors to take a customized version of the photo and to buy it as a special record of the visit at the museum



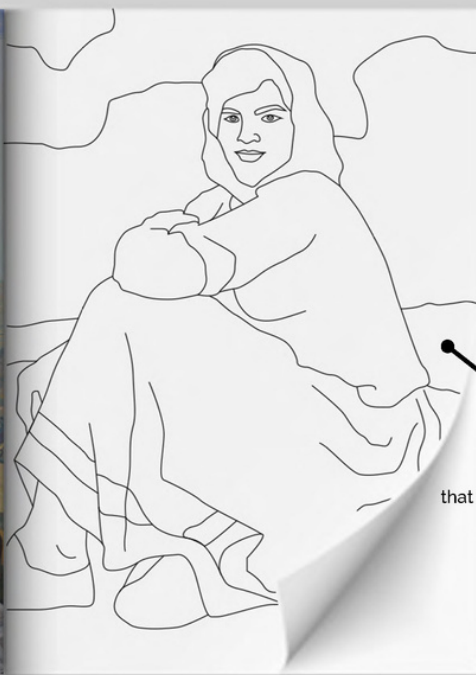
merchandising proposal
ANTONELLA PETTRECA

SIZE: 21X29,7 cm
MATERIAL: Recycled paper
For Children 4-10 years



INFO ABOUT THE PAINTING:

A small, simple description
of the painting, its autor,
and the context it was conceived in.



Simplified Outline of the painting
that might be re-coloured by kids follow
the original version on the right

merchandising proposal
ANTONELLA PETRECCA

Helena Tosic

Awesome branded materials with a photograph from the National Museum of photography, "Marubi" archive, that can be bought separately or as a set- including a poster, postcard, sticker and bookmark, as well as a tote bag. The slogan of the museum "A museum can change a city" and the red grid is inspired by the exterior of the museum. Also, inspired by one of the cameras exhibited in this museum you see it transformed in cardboard pencil holder. It contains 15 pencils and if empty, the photographs can be seen through the holes, where once the negatives were placed. This and more by our talented Helena Tosic to further promote museum merchandising materials!

The National Museum of Photography Marubi
ARTIST: Helena Tošić / PROPOSITION: 1

Poster

Postcard

Sticker

Bookmark

NAME OF THE PRODUCT: Visual identity and prints

NARRATIVE DESCRIPTION
Standardization of printed materials, that can be bought separately or as a set, includes: poster, postcard, sticker and bookmark, as well as tote bag. All of them contain a photograph from Marubi archive. Slogan of the museum "A museum can change a city" is also used as a part of promotional material, as it really changed Shkoder for better and made it more visited by artists and photographers from around the region and beyond. The red grid is inspired by the exterior of the museum, as well as the logo.

The National Museum of Photography Marubi
ARTIST: Helena Tošić / PROPOSITION: 3

Pencil holder

Pencil package

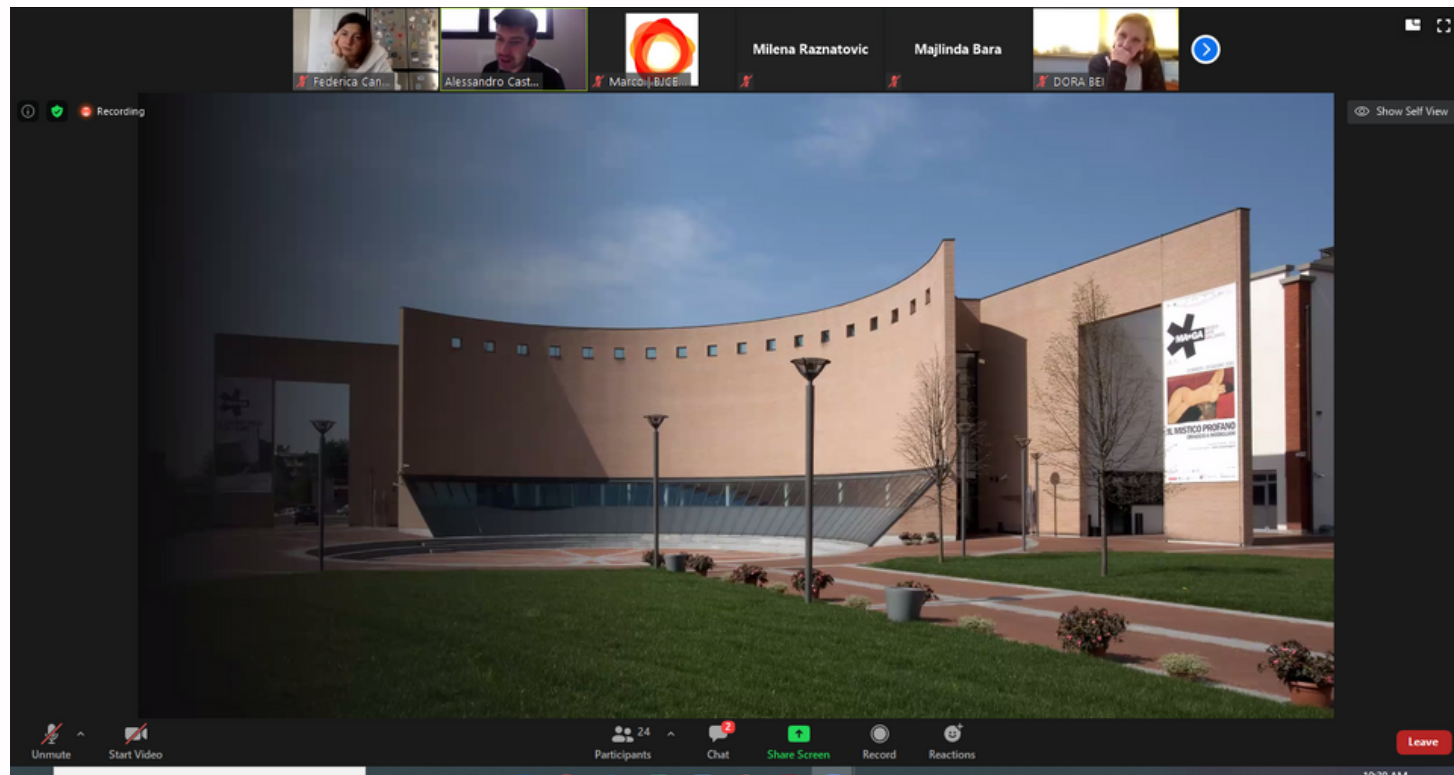
Magnet

NAME OF THE PRODUCT: COLORING PENCILS AND PENCILS HOLDER FOR KIDS

NARRATIVE DESCRIPTION
Inspired by one of the cameras exhibited in Marubi Museum, it has been transformed in the cardboard pencil holder. It can contain 15 pencils and if empty, the photographs can be seen through the holes, where once the negatives were placed. The pencil is connected to the back of the box by magnets. It can be bought together with a package of 15 coloring pencils. Stripes of the photograph of the pencils, package, made of cardboard, can be "peeled off" in search of the colour, or opened on the top of the box.

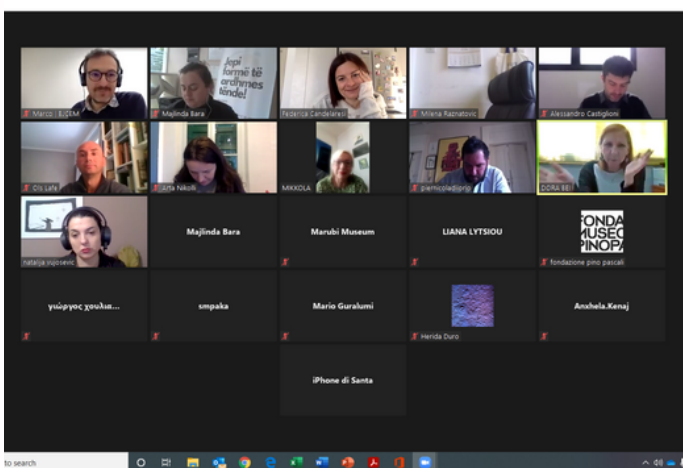
TECHNICAL DESCRIPTION
Pencils holder
Material: thick cardboard
Back of the pencil holder: magnet size 10x15cm
Hole size: 1.5x1.5cm
Coloring pencils package
Material: cardboard, 250gr
Stripes width: 7mm

ROUNDTABLE BETWEEN MONET PARTNERS AND BJCEM



A virtual roundtable meeting between MONET partners and BJCEM Networks was organized on March 10th. The roundtable which was organized by the Albanian Ministry of Culture, saw the vivid discussion of the participants on the:

- Strengthening connections and cultural understanding between museums
- Implementing smart management of natural and cultural heritage for the exploitation of cross border sustainable tourism and territorial attractiveness
- Museums of the Future
- Increasing the cooperation of the relevant key actors for the delivery of innovative cultural and creative products.
- Evaluate possible temporary exhibitions with exchanges of works or future realization of permanent collection



BRINGING THE PUBLIC CLOSER TO THE MUSEUM!

On March 25th, 2021 a meeting was held at the National Museum of Secret Surveillance - Muzeu Kombetar "Shtepia me Gjethe" as part of the "MONET- Culture in Motion in Adriatic Networks of Museums" project, funded under the program Interreg IPA CBC Italy - Albania-Montenegro supported by the Albanian Ministry of Culture.

Experts discussed how new technologies and innovation can be used in art marketing to bring the public closer to the museum. The event was enriched by the expertise of:

The image of a Museum - Mrs. Ilda Mara, Director of the "Art & Heritage" magazine

Virtual Guide of the Museum - Ms. Etleva Demollari, Director of the National Museum of Secret Surveillance

The role of the artist in communism and how art is marketed today, Artan Shabani artist, curator, director of Promenade Gallery.



FINAL CONFERENCE HELD IN TIRANA

The Albanian Ministry of Culture in the capacity of the partner of 'MONET - Culture in Motion in Adriatic Networks of Museums' organised on March 26th the project final conference.

The outputs of the implementation of project financed under Interreg IPA CBC Italy - Albania- Montenegro Programme, were presented to the authorities and to the project partners during the conference, where all the present were invited in the "House of Leaves" museum background, a museum that saw a multitude of activities organised in view of this project.

The discussions focused on the current challenges on Tourism and Cultural Creative Economies, as a strong intersection between the arts, business and innovation new business models.

The open discussion was lively and constructive, giving life to many new ideas to be implemented in the future.

Opportunities to exchange and good practices on the implementation of Monet project were shared, as well as activities and lessons learned for the next perspective for 2021-2027.

