



Virtual Collection of Masterpieces

"It is indeed very remarkable, rich in content, broad in scope with an excellent choice of objects. What is interesting and important of course is the collaborative and inclusive aspect of the project."

Neil MacGregor, director of the British museum

An international cooperation project between museums

33 Asian and 38 European museums have contributed to gather together approximately 1400 masterpieces within the Virtual Collection of Masterpieces (VCM). The VCM is a Web-accessible selection of images and accompanying information on Asian masterpieces. It aims at promoting mutual understanding and appreciation between the peoples of Asia and Europe. This virtual collection is a considerable research tool for anyone interested in Asian art and cultural history.

The VCM is supported as a flagship project by the Asia Europe Foundation (ASEF) in Singapore and the Asia-Europe Museums Network (ASEMUS). It is led by a consortium of 7 Asian and European museums (VCM Board of Trustees): Museum Volkenkunde, Leiden (The Netherlands), National Museum of Korea, Seoul (Korea), Chester Beatty Library, Dublin (Ireland), National Museum of the Philippines, Manila (The Philippines), Tropenmuseum, Amsterdam (The Netherlands), National Museums of the World Culture, Gothenburg (Sweden) and Asia Pacific Regional Organisation of ICOM (ICOM-ASPAC).

Version 3.0 of the VCM has been launched by on November 6th, 2008 during ASEMUS General Conference in the National Museum of the Philippines.

Now on view: new contributors

- **The Henan Museum, Zhengzhou, China**
Henan Museum, located in Zhengzhou, is a newly-built modern history and art museum. It opened to the public on May 1, 1998. At present, the museum has a collection of more than 130000 pieces, of which more than 5000 pieces are treasures of first and second grade. 26 of its masterpieces are displayed in the VCM.
- **The Cernuschi Museum, Paris, France**
The museum shows a remarkable collection of old Chinese art (pieces of pottery, jade items, ivories, bronzes, statuettes), as well as beautiful contemporary paintings. 16 of its masterpieces are displayed in the VCM.
- **The Grassi Museum für Völkerkunde, Leipzig, Germany**
The museum is one of the three largest Saxonian ethnographical museums (Staatliche Ethnographische Sammlungen Sachsen, Saxonian State Collections of Ethnography) with one of the biggest ethnographical collections. The first section of its permanent exhibition has been opened on November 26, 2005. 10 of its masterpieces are displayed in the VCM.
- **The Röhsska Museum, of Design, Fashion and Decorative Arts, Gothenburg, Sweden**
This museum was founded in 1904 and opened to the public in 1916. At the Röhsska Museum you can follow the design and fashion evolution over time in the permanent exhibitions, while the temporary exhibitions reflect contemporary design issues. 25 of its masterpieces are displayed in the VCM.

To discover: new stories

- "Posing Questions: being & image and Asian & Europe"

Posing Questions: being & image in Asia & Europe is the second exhibition in the ASEMUS portraiture project. It complements the pioneer show, *Self & Other: Portraits in Asia and Europe*, which toured Japan in 2008-09 and surveyed how people in Asia have imagined Europeans (and vice versa) from before first encounters up to the present. The new exhibition shows that in both continents portraits do similar things, but that in modernism, whether European or Asian, portraits that claim to reveal 'character' as an inner attribute are open to question.

- "Self and Other: Portraits from Asia and Europe"

Jointly organized by Asia-Europe Museums Network (ASEMUS), with more than 20 museums from 18 countries participating, *Self and Others*, the Japanese version of the ASEMUS travelling exhibition seeks to show changing mutual perceptions of Europeans and Asians through "portraits" in its broadest sense.

- "Sharing cultural memory"

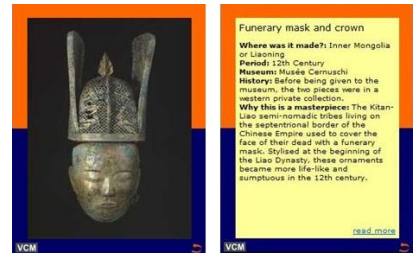
Sharing cultural memory is a cooperation-project of the Museum of Ethnology in Vienna and the Museum Siwalima on Ambon.

Now on view: the VCM widget

The VCM is the first virtual collection in the world to offer a 'widget'. The widget allows you to view a new major work of Asian art from the VCM collection on your desktop and on your mobile phone every day. The title of the work, where and when it was made, the museum to which it belongs and a link to the full description of the masterpiece appears with a simple click of the mouse.

The VCM intends to use a number of innovative products to reveal its collection in various ways, and it considers the widget to be one such product. It goes without saying that the widget's ultimate purpose is to entice people to visit the VCM website and marvel its masterpieces collection.

The VCM widget will be found on iGoogle, Mac Dashboard Widget and Iphone on February 2010.



Chinese campaign

On Monday the 9th of November 2009, Prof. Zhang Bai, Vice Director General of the State Administration of Cultural Heritage, the President of the Chinese National Committee of ICOM and Dr. Steven Engelsman, director of the Museum Volkenkunde, a Leading Partner of the VCM consortium, signed an agreement on the participation of Chinese museums in the Virtual Collection of Masterpieces. The signing ceremony took place at the Shanghai Museum in the first floor's meeting room the afternoon of the 9th of November 2009.

It is expected that approximately 30 to 40 major Chinese museums will have added their masterpieces to the VCM before the ICOM General Conference in Shanghai in November 2010.

New VCM staff member: Jongha LEE

Choe Kwang-shik, the director of the National Museum has signed a Memorandum of Understanding with the VCM in October 2009; the National Museum of Korea has become the new VCM Leading Partner in Asia. The National Museum of Korea has recently employed a VCM liaison and coordinator as of 9th November, 2009. Her name is Ms Jongha LEE.



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Contact

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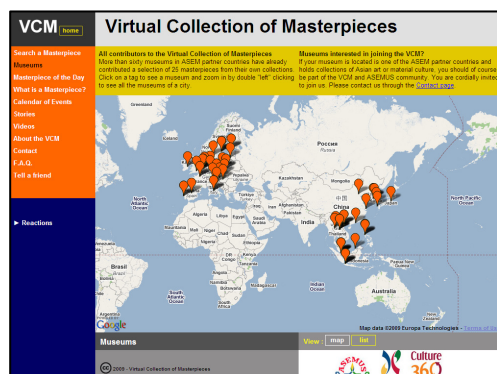
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List of contributing museums



Austria, Vienna, Museum für Völkerkunde
 Brunei, Kota Batu, National Museum
 China, Beijing, Palace Museum
 China, Hong Kong, Museum of Art, Kowloon
 China, Shanghai, Shanghai National Museum
 China, Zhengzhou, Henan Museum
 Czech Republic, Prague, Náprstek Museum
 Finland, Helsinki, Didrichsen Art Museum
 Finland, Helsinki, Kulttuurien Museo
 France, Paris, Musée du quai Branly
 France, Paris, Musée Guimet
 France, Paris, Cernuschi Museum
 Germany, Göttingen, Ethnographic Collection of the University of Göttingen
 Germany, Hamburg, Museum für Völkerkunde
 Germany, Munich, Staatliches Museum für Völkerkunde München
 Germany, Leipzig, The Grassi Museum für Völkerkunde,
 Hungary, Budapest, Ferenc Hopp Museum of Eastern Asiatic Arts
 Indonesia, Jakarta, Museum Basoeki Abdullah
 Indonesia, Jakarta, Museum Kebangkitan Nasional
 Indonesia, Jakarta, Museum Nasional Indonesia
 Indonesia, Jakarta, Museum Sumpah Pemuda
 Ireland, Dublin, Chester Beatty Library
 Italy, Rome, Museo "Giuseppe Tucci"
 Italy, Rome, Museo Nazionale Preistorico Etnografico "Luigi Pigorini"
 Japan, Nagasaki, Nagasaki Museum of History and Culture
 Japan, Tokyo, National Museum
 Korea, Busan, Busan Museum
 Korea, Seoul, Hanyang University Museum
 Korea, Seoul, National Museum
 Korea, Seoul, Sejong University Museum

Korea, Yongin-city, Kyonggi-do, Gyeonggi Provincial Museum
 Laos, Vientiane, Hong Prakaew
 Laos, Vientiane, National Museum
 Laos, Vientiane, Sisaket Museum
 Laos, Vientiane, That Luang Museum
 Latvia, Riga, Museum of Foreign Art
 Netherlands, Amsterdam, Rijksmuseum
 Netherlands, Amsterdam, Tropenmuseum
 Netherlands, Leeuwarden, Keramiekmuseum Princessehof
 Netherlands, Leiden, Museum Volkenkunde
 Netherlands, the Haye, Gemeentemuseum Den Haag
 Philippines, Dasmariñas, Museo De La Salle
 Philippines, Makati City, Ayala Museum
 Philippines, Manila, National Museum
 Poland, Krakow, National Museum in Krakow
 Poland, Torun, District Museum Torun
 Poland, Warszawa, National Museum in Warsaw
 Poland, Warszawa, Muzeum Azji i Pacyfiku w Warszawie
 Portugal, Lisbon, Calouste Gulbenkian Museum
 Portugal, Lisbon, Palácio Nacional da Ajuda
 Singapore, Singapore, Asian Civilisations Museum
 Singapore, Singapore, National Museum of Singapore
 Singapore, Singapore, National Archives of Singapore
 Singapore, Singapore, NUS Museum
 Singapore, Singapore, Singapore Art Museum
 Slovenia, Ljubljana, Slovene Ethnographic Museum
 Spain, Madrid, Museo Nacional de Antropología
 Sweden, Lund, Museum of Cultural History
 Sweden, Gothenburg, Museum of World Culture
 Sweden, Stockholm, Museum of Ethnography
 Sweden, Stockholm, Museum of Far Eastern Antiquities
 Sweden, Stockholm, Medelhavsmuseet
 Sweden, Gothenburg, The Röhsska Museum, of Design, Fashion and Decorative Arts
 Thailand, Chiang Mai, Chiang Mai National Museum
 Thailand, Chiang Rai, Rai Mae Fah Luang
 Vietnam, Hanoi, National Museum of Vietnamese History
 Vietnam, Hanoi, Vietnam Museum of Ethnology
 Vietnam, Hanoi, Vietnam Fine Arts Museum
 United Kingdom, London, Victoria and Albert Museum
 United Kingdom, London, British Museum
 United Kingdom, Bath, Museum of East Asian Art