



# Policy Plan 2022-2025

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## Policy Plan 2022 -2025

### General

The Museum of Contemporary Tibetan Art Policy Plan comes out of our strategies. Our policy plan for the coming years until 2025, would be our mission statement to support the strategy, accomplishing our Foundation goals and securing its position. Here are our common rules and regulations to take our day to day decisions.

### Targets

The Museum of Contemporary Tibetan Art (MOCTA) is an ANBI Status, registered with the Tax Authorities as a General Benefit Institution (ANBI).

MOCTA functions in accordance to the requirements of the ICOM of ethics for Museums. Museum uses the Code of Conduct for Culture Governance, Fair Practice Code and Diversity & Inclusion Code for the design and functioning of its organization, in order to contribute to the community in the best way.

Museum manages its collection by registering and describing everything that falls under it. It carries out this on the basis of its collection plan according to the Ethical codes, following guidelines for the disposal of Museum objects

Museum manages and functions and operates under its buildings, grounds, collection, facilities.

Museum presents and preserves its collection to a wide audience by exhibiting part of the permanent collection with the aim to changing exhibitions at times and attract visitors.

The experience being in a process to become a registered Museum of this country is a challenge to study and investigate into all rules and regulations and act according to the codes of ICOM and ethics of Museums. This is a diverse organization on itself because of its mission and its collection which is inherently diverse.

### Mission

Five years have already passed since the Museum of Contemporary Tibetan Art was established in the beautiful landscape of Renssenpark, in Emmen, making it the first Museum of Contemporary Tibetan Art in Europe. First of all, Its location was an ideal place to achieve the tranquility and calmness of mind, as manifested by the Buddhist Philosophy implemented into Tibetan culture, eons ago

During these five years the Museum served and is still serving the Tibetan Art and Culture having the support of different and numerous volunteers and the Municipality

of Emmen; working to transmit ideological concepts, bound by a goal to preserve the imprints of Tibetan art and culture. We aim to improve and expand further the topics, the themes, the activities to achieve the mission of the Museum.

By collecting, preserving, interpreting displaying object of artistic and cultural significance, educating the public about Tibet and its cause, attracting interest related to its voice, its land its cultural and its philosophical aspects; realizing individual and group exhibitions in public and private spaces with lectures, tutorials, live painting performances. Tibetan Mantras Lounge recitations and displays of scriptures paintings and illustrations along with avant-garde works of Tibetan in Diaspora and Tibetan from Tibet itself, with all their values they represent to the Museum and the world.

We hope to officially get registered in the Dutch Museums list. If we get registered will have more possibilities to be known to a broader audience who can visit us and can both parties benefit. Furthermore, to the best of our understanding, there is a tendency to trust more or grant greater funds to those Museums which are registered and they know the rules, the behavior, the protocols the codes and everything on ethics that a Museum should follow in order to fulfil its mission contribute to the society in the best and sound manner. The whole procedure was very challenging for us and many improvements have been performed while Museum staff has worked hard to achieve this goal.

#### Aim and visions.

The Museum of Contemporary Tibetan Art and its Gallery are two different spaces however in the same building and territory with indications to the visitors about the space they are. The methods in which these two spaces display and exhibit work are different.

The Gallery hosts Artworks and objects of Tibetan Artists as well Dutch and Western Artists in general, such as Photographers, Writers, Visual Artists, Painters, Poets etc. Artworks of this space are for sale so that Museum would be able to cover its expenses The Gallery space would host new projects, live painting performances temporary exhibitions, cultural events such a Tibetan Mandala or Tibetan Mantra Lounge.

The Museum hosts ancient Tibetan artifacts and modern Art, of a traditional route. It is recognized for its traditional pieces, while setting a modern and contemporary tone around its walls and the exhibition at a whole. The Museum collection consists of old Tibetan traditional objects and Artworks both, Modern Art and the Old Tradition become integrated; an expression of the Founder of the Museum Ven. Tashi Norbu exists, based on his artistic studies in the West, prior to his studies of Traditional Thangka painting in Dharamshala, India. Thus creating an ideal blend which dominates in the Museum, presenting a radical departure from the tradition creating a significant impact in the world of Contemporary Tibetan Art.

There are many things that need to be taken into consideration when making this argument about preservation of Tibetan Heritage and Exhibition of Contemporary Tibetan Art. The Contemporary Tibetan Art is derived by the Traditional route. And

its roots are based in the Traditional Tibetan way. This means that Modern Tibetan Art educates people on Tibetan Heritage. The notion of Tibetan art as a preservation of the “Shangri-La” culture that existed before Chinese occupation, is a pervasive ideology among western scholars. Buddhist Thangka paintings which are on Museum’s display, were and still are an important aspect of Tibetan heritage and sense of identity.

The entirety of the Museum’s collection, the mission statements of the museum, its aim and the audience that the museum is trying to reach, matches with the World Heritage Committee Confirmation that the preservation of the world cultural heritage in many countries, would increase human civilization development, the tourism and economic growth.

The Museum is run by volunteers at present. The pandemic lockdown enables the Museum to rethink its contribution to the community. Having to realize, to explore and expand Museum’s activities, while spreading aspects of Buddha’s wisdom and philosophy to the world; accomplishing the purpose of Tibetan Art and Culture and the mission to preserve it and remain alive.

Our aim is to be able in this year to hire an Art Historian to help with Museums demands such as collection, organization reports and administration matters. By April 2022 Museum will have the final results, whether would succeed to be as a registered and included in the lists of the registered Museums of the country. We believe that this would be achieved. Many improvements have been done and Museum staff worked hard to achieve this goal and we think our efforts would be rewarded.

## GoalsCollection

- Gain more Artworks
- Organize the storage for the collection in a more logical and sound manner
- Improve collection registration
- currently measuring since 25<sup>th</sup> Nov. 2020 UV, temperature and humidity in the Museum, the Gallery and Store room. We take necessary precautions upon results. Stimulate scientific research of the contemporary and historical collection

## Public

- Present the exhibition in a more cohesive way with according labels and explanations
- A temporary exhibition once a year, made with cooperation of around 10 artists at least. There is one happening now, presenting artworks of Tibetan Artists in exile and Artists from Tibet itself.
- Release a new publication and an Audiotour with information on the works and objects in the museum. This is going to be in English, Dutch and German
- There is a regular program of lectures, workshops events, Tibetan Mantras Lounge.
- There will be educational projects for the primary schools.

- We try to attract an international public by the use of social media and agents. Museum's reputation is expanding fast in the world, beyond Drenthe and the Netherlands

## Publications

In order to approach the type of public that has not heard of the museum and therefore did not connect with the social media or the website, the museum has been mentioned in a few publications by **Tourist Info Emmen 'Vriend van Tourist Info Emmen 2022'** 'Emmen en Omgeving 2022' |

Besides these publications it is the publication and advertisement of the Museum in the Drenthe Musea Magazine every year, something which will be followed in the coming years too. Additionally, flyers in Dutch, German and English are put regularly in public spaces around Drenthe and in other cities in the country. The Museum aims to continue this type of marketing to reach tourists in the area that they come to Emmen for relaxation, in its countryside.

As one of Emmen's more popular attractions, the museum's activities through Ven Tashi Norbu are popular subjects in local newspapers. Temporary exhibitions announced through newspapers can be considered free publicity, which is the reason we regularly reach out to the press during such events.

**Museum of Contemporary Tibetan Art, Artbook By Tashi Norbu.** This book is widely used by Tibetan schools in India, in an effort to give information on the modern Art

**Tibet 3.0 Nostalgia over the edges** Artbook with Artworks of Tibetan Artists from Lhasa Tibet and Tibetan Artists of "Diaspora" presenting the Tibetan Art of nowadays through symbolic paintings, or blending the Traditional with the modern.

## Target Audience

**Citizens of Emmen and surroundings.** The Museum is a popular attraction for citizens of Drenthe Province to visit on their weekends, as well as for people of Emmen. A way out for a small group of friends, or students of the nearby universities. Many of the visitors come from the South of the country. There are also senior citizens living in the neighborhood. We would increase visits in the coming years by regularly hosting temporary exhibitions with engaging subjects, using our PR experienced staff for this purpose.

**Enthusiasts of Tibetan culture** even Asian culture, see this as an interesting place to learn about one of the more obscure but highly engaging cultures, residing on the roof of the world.

**The culture lovers audience** is a large audience to be added to the register of Dutch museums. If Museum becomes a registered Museum it will attract this audience.

**International audience** As the only museum in the world that has a core collection on contemporary Tibetan art, we appeal to people that have affinity with (Tibetan)

Buddhism as well as contemporary art. These people can be found all over the world, from Germany just over the border, to Tibetans on the other side of the world.

## Activities 2022 – 2025

Museum performs at the Gallery space temporary exhibitions, at least twice annually “East meets West” and “West meets East”.

1. Currently in the Museum Gallery, “East meets West” starting 11<sup>th</sup> December 2021 until end of June 2022.
2. “West meets East” where Western Artists get inspired and paint Tibetan themes, images and motives. Scheduled for Autumn of 2022 for this year, scheduled for the following years too.
3. Cooperation with other disciplines like Musicians, and Artists from Emmen area, organizing Tibetan Mantra Lounges every two weeks starting 1<sup>st</sup> May 2022
4. Tibetan Festivals at the Museum Gallery space and in the small square in front of the Museum, held annually. Such as “Diwali” Indian festival, which is immediately connected with Tibetan culture, scheduled for November 2022 of this year and Tibetan New year celebration starting March 3<sup>rd</sup> 2022 and the following years too.
5. Monthly based lectures on objects of our Collection and Buddhist philosophy continues this year too, starting May 2022
6. Creation of Tibetan Mandala every week the Artist Tashi Norbu is working on it until its completion, starting May 2022.
7. Meditation sessions annually, every Wedn., from 1<sup>st</sup> May 2022
8. Participation in the Healing Festival in Emmen organized from this year, and onwards, (for the coming years beyond 2025), starting first event on 4<sup>th</sup> June 2022, in the central church of the square in Emmen. This is a program supported by the Municipality where modalities are used in order to help people to cope with daily routine life and give a psychological support and well being support; being sensitive on the impact that pandemic has created to all humans, as well as the war which is currently happening in Eastern Europe.
9. Participation in the yearly event “Emmen goes Eco” where the representative of our Museum Artist and Founder of it Ven Tashi Norbu will build a Buddha made out of recycled ply woods. This year event will start on the 24<sup>th</sup> April 2022. This is an event happening every year since the Museum opening. Tibet is a country that is very much sensitive about environmental awareness and our Museum takes this opportunity to send messages about environment and ecosystem, since Tibet as the Roof of the World, used to have a pristine environment, with hardly any problems with air and water. But humans have excessively exploited Tibetan natural resources, and this has created issues with **air and water pollution**, and many animal species are now extinct.
10. Workshops for the people of Emmen scheduled for May 1<sup>st</sup> 2022 and May 8<sup>th</sup> 2022. A program supported by the Municipality which we assume it will be carried forward to the following years.
11. Participation in various cultural activities organized by the Municipality of Emmen in the Rensenpark, where the Museum is located. Such events which could be up to 5 events in the Rensenpark, gives Museum the opportunity to participate. as it already did in the past years, for instance in the “Fables

and Phantasy” event, where Museum represented by Ven Tashi Norbu makes live painting performances, happening events with live music combined with modern and Tibetan Traditional musical instruments.

Our Museum will participate on the Van Gogh project plan in Drenthe in preparation for the Van Gogh Year (2023)

In the autumn of 2023 it will be 140 years since Vincent van Gogh stayed in Drenthe. In the run-up to this anniversary year and a major Van Gogh exhibition in the Drents Museum (September 2023), the van Gogh in Drenthe initiative group (Province of Drenthe, participating municipalities, Marketing Drenthe, Recreation Board Drenthe and the Drents Museum) has drawn up a project plan.

The plans are still under development. The Drents Museum will have a major exhibition about Van Gogh in the autumn of 2023. A (music) theater piece is being developed and there will be a film about Van Gogh's period in Drenthe. To connect the places where Van Gogh has been, a Van Gogh cycling and walking route is being made and arrangements are being made. We, as Museum will report our ideas, tell the story of Van Gogh together with local associations, institutions and entrepreneurs. We would bundle the ideas together as much as possible and would be decided if our ideas can be implemented.

Our Museum is proposed by the Municipality of Emmen to participate in this project as decision-making on this is take place within the municipalities. Participation in the Van Gogh Year is therefore programmed for our Museum

[Socializing with creative connections and Public Relations.](#)

Enhancing our Public Relation activities we are connected with local media for advertising our events in the local newspapers. For instance our current exhibition of the Museum Gallery of Ven Tashi Norby “East Meets West” which started in December 2021 and carries on until end of June 2022

Participation of our Museum in the radio program station of the Gemeente Emmen called ZO34, which is live, performing twice a month on Wednesdays. A representative of our Museum participates with different subject each time, talking about various Museum events such as current exhibition, festivals, workshops. Advertising our events on local newspapers starting once a week, since March 2022. A short text is prepared to be added for the weekly Museum activities agenda which is published every week in all newspapers in the 3 Provinces in the North. We have made an arrangement to pay extra for Fridays and Saturdays announcements with pictures, in these newspapers.

An appointed person advertises posts in Instagram, LinkedIn, facebook our Museum activities. Also our Museum is advertised in Trip Advisors.



## Staff/Volunteers Project

The Museum is run by volunteers at present. Most of them meet the requirements of our Museum and they are developing their knowledge day by day. The pandemic lockdown enables the Museum to rethink its contribution to the community; accomplishing the purpose of Tibetan Art and Culture and the mission to preserve it and remain alive; Our volunteers supported the Museum during pandemic times, thus being able to continue smoothly for the following years. We as Museum train the new volunteers for following all codes for Museums as expressed by the ICOM Ethics for Museums.

Volunteers organization in Emmen is willing to help in that direction and a meeting is scheduled in due course with the coach/trainer of SEDNA organization in Emmen, about the possibilities of training the volunteers on specific topics which would be useful for our Museum

Museum's aim is to hire a professional Art Historian to undertake Museum affairs and demands such as collection, organization reports and administration matters.

## AUDIO TOUR Project

This project was completed earlier this year. It would be renewed during the coming years as Museum has always new Artworks, or new objects of interest are added to our collection, from new donators or the Museum Foundation buys special pieces for exhibiting at the collection. Thus, will always show to the world our updates on our collections through audio tour and keep the interest of our visitors alive.

An appointed person to do adverts/posts in Instagram, LinkedIn, face book. Every 2<sup>nd</sup> Wednesday Museum Volunteers coordinator talks about Museum news and gives information on workshops scheduled and exhibitions. This I live the radio Emmen.

## Historical Profile

Plans for the Museum were formed in the beginning of 2020, due to Covid Times educational and scientific projects were postponed as well as events and festivals.

However the success of the Museum still exists, among others to ensure survival of the art and culture of Tibet through its collections, exhibitions and performances, at an era that Tibetan Art and Culture tends to get disappeared. The Museum Directors recognize the need to quickly expand its reputation and collection in the coming years. Through rapid professionalization we believe to cater to a growing public. Considering the growing interest in foreign cultures, the Museum works to make its reputation known to a public outside the immediate cultural environment and place.

## Our Collections

**AS A YOUNG MUSEUM WE ARE CONTINUOUSLY EXPLORING WITH NEW DISPLAYS AND HISTORICAL OBJECTS. AS FOR TODAY WE PRESENT A PART OF OUR COLLECTION CURRENTLY IN THE MUSEUM**

### **A COLLECTION BY TIBETAN ARTISTS IN DIASPORA**

- Paintings and sculptures by the Tibetan Artist from Bhutan Tashi Norbu- (Museum Founder)
- Series of Artworks “My identity” Gonkar Gyatso
- Digital Artwork by Tenzin Rigdol

Artworks by other Tibetans of Diaspora Losang Gyatso, Nwang Jordan, Konchok Rinchen, Rabkar Wangchuk, Sonam Dolma Brauen, Tsering Wangchuk, Tulky Yeshe Rinponche, Tulku Jamyang,

### **ARTWORK PRINTS OF THE ORIGINAL BY TIBETAN ARTISTS FROM GENDUN CHOEPHEL ARTISTS’ GUILD GALLERY:**

Anu Shelka, Jangyung, Jhamsanag, Kaltse Nortse, Penpa, Yak Tseten, Zhungde

### **BOTSUN ARTISTS’ SPACE GALLERY:**

Ama Dangtsen, Bhuchung, Chentsai Langchen, Nor Nor, Phurbu, Tashi Phuntsok, Tashi Norbu (Tibet), Tsultrin, Tsering Nyendak.

Artworks by unknown Artists of traditional Thangka paintings.

### **SUBCOLLECTIONS**

- Banners (24) of His Holiness 14th Dalai Lama of Tibet with photography exhibition related to his refuge to India in 1959 and his life in the west up to now. Granted from Tibet Museum in India/Dharamsala, the private office of HH Dalai Lama – Government in Exile.
- Tibetan Family Altar with statues of Tibetan deities and Buddhist masters
- Traditional Statues of bronze and iron presenting Buddhist deities 19th Century
- Tibetan objects for performing rituals
- Tibetan traditional musical instruments
- Cabinetries and rugs
- Traditional Tibetan house objects
- Decorative objects from Tibet
- Decorative objects from Tibetan home in Bhutan
- Ornaments from Tibet and semi-precious sbracelets and necklaces
- Semi-precious stones from Tibet
- Two publications 50x50 presenting Tibetan Thangka paintings
- Clothing of Lamas, traditional Tibetan dresses and Surreys
- Ancient metal or wooden molds for printing scriptures

## PUBLICATIONS

- related to Museum of Contemporary Tibetan Art, Museum Founder's story (Tibetan Artist from Bhutan Tashi Norbu)

## LIBRARY

- Our library is small but someone can be educated straight to the core having a great variety of books from donations. They are with reference to Tibet, Tibetan art and Culture, Tibetan paintings as Thangkas, HH Dalai Lama, important Lamas in Buddhism, Deities in Buddhism, Buddhism and History of Art in Eastern and Western countries.

## PHOTOGRAPHY

- by Western photographers Bryan Liptzin USA, Tobias Stokhof NL and others

## WESTERN ARTISTS DISPLAYS ON BUDDHISM

- Leela Skitsa – paintings on silk, contemporary Tibetan thangka
- Luise Burnet Munoz - art craft
- Valerie lebeau – painting & collage on canvas

## VIDEO ART

- Drentse Musea Platform
- Video Art documentary about the Founder Artist Ven Tashi Norbu by Misha Belien
- Dutch filmmaker Tobias Stokhol

## Museum Operation and Governance

In the past years we have been focusing on getting the museum running. It can be said that this is a relative young Museum which opened its doors to the public in June 2017. During the first two years Museum had no entrance fee. In 2019 there was a fee of Eu2 Later in 2020 the fee was increased to Eu5 while in March 2022 the fee was adjusted to Eu 7,50

The Tibetan Ven. Tashi Norbu, established the foundation Tibet House Holland in order to spread the Tibetan Art and Culture to the world. For this reason, he founded

the MOCTA. (Museum of Contemporary Tibetan Art). Many of the exposed valuable objects are part of Ven Tashi Norbu's heritage, a part of it, coming from his ancestors.

Ven. Tashi Norbu has good connections with the Tibetan world and he get in touch with Artists in Lhasa Tibet thus he created the Tibet 3.0 "Nostalgia over the edges" event two year ago. A great event is the exhibition which is running at this moment in the Museum, since December 2021 and will end 30<sup>th</sup> June 2022 with the possibility to be extended further.

At the moment Ven Tashi Norbu the Founder of this Museum is the Artistic Director of it as in January of 2021 Ven Tashi resigned from his post as President of the Tibet House Holland Foundation, where the Museum belongs. Along with him the ex Treasurer Mr Reindert Dooves also resigned in order to meet the requirements of the Museums Registration Norms. New adjustments have been created.

### Current situation

Tashi Norbu

Profession: Artist

Also:

- Founder of the Museum Artistic director of the museum
- lender of art and personal objects related to Tibet to the MOCTA
- donor (donates income of activities and sales of own art) He resigned from the Board since he has exceeded the eight years in the THH

### Board Members of the Tibet House Holland (Where MOCTA belongs)

- Marco Lier, President
- Shilpa Samplonius-Raut, Treasurer
- Eleni Skitsa, Secretary

Eleni – Leela Skitsa secretary of THH (remains in the Board)

- Profession: Artist
- The Board of the THH is a cooperative board. On behalf of the board, Eleni Skitsa takes care of the day-to-day management. She is the Manager of the MOCTA.

### Board of Advisors

Reindert Dooves – Financial Manager

Tim de Groot - IT Master

Janwillem Naaldenberg – Marketing / Graphic Designer

## Finances

The board of Tibet House Holland ensures that there are sufficient funds to support Museum expenses as well as to develop Museum activities. We strongly believe that our successful registration would enable us to achieve a respectful income and funds in order to invest in the Museum. In the coming years financing would be achieved by workshops made by artist Ven Tashi Norbu, live painting performances, 'Tibetan Mantra Lounge' recitations, Meditation gatherings, Tibetan "Mandala" creations, Festivals. The income from these activities go directly to the museum. We will participate in different cultural events and festivals, as well as gain income from sales of the Gallery space and Museum shop. New expenditures are expected in order to obtain new assets, improving existing ones, start new projects, as well as improve museum PR, maintenance, equipment and technology.

One of our aims is funds subsidies from various organizations, companies and individuals who share the same vision about the preservation of Tibetan Art and Culture and the message of environmental awareness in Tibet and the world.

In the first years after the opening of the museum we tried to make it as accessible as possible for the public to come in and learn about the collection and mission of the Museum, thus not asking an entry price. Our mission was to give information to the Dutch public about the Tibetan Art and culture, as well as promote environmental awareness about Tibet and the world. This approach, however, led to a shortage of funds and an irregular income, since income was only gained from the sale of artworks and souvenirs from the museum shop. Although we wished to continue with this approach, once we gathered data about the number of visitors, we asked an entrance price starting from Eu 2 (2018) Eu 5 (2020) and currently Eu 7,50 (2022) In this way, we will strike a balance between improving the museum's quality through income, and achieving the museums goals of making the public more aware on Tibetan Art and Culture enriching our collection at the same time by purchasing Tibetan objects of cultural significance.

### Continuity of the Museum of Contemporary Tibetan Art

**To a best and realistic scenario** the Museum, in the fast changing world of the 21<sup>st</sup> century, serves the purpose of preserving Tibetan Art and Culture; being under the pandemic hard times, proving to the public and its audience, that it is ready to face the challenge to its existence and operation.

Though MOCTA experienced the closing down, its Board and Directors' abilities together with the valuable help of volunteers, ensured its survival in the long term run. Measures at the Museum and the organized schedule, enabled visitors by

appointments, also sales of the Museum shop and workshops on line. A situation which -in case is repeated in the coming year, (2023) Museum will carry on, having the knowledge and experiences of the past.

Venerable Tashi Norbu, is a living Artist who during these hard times donated his income from workshops on line, Museum shop sales, and donations achieved, by “Tibetan Mantra Lounges”, as well as by meditation sessions happening at the Museum or at its surrounding nature. This will be happening again, in the next coming years

The above description applies **to a best and realistic scenario** which MOCTA experienced, proving its tendency and ability to survive at difficult times in case they exist again in the coming years.

**At a worst case scenario**, it is unlikely that Museum will not survive. During the pandemic it managed to turn things around. Its location helps a lot too. It is situated in an elevated location, overlooking the beautiful landscape of Rensenpark amongst tall trees and beautiful ponds. A best place for a time out during the pandemic; and visitors at MOCTA were attracted by the environment of this Park. MOCTA is still run by volunteers in a variety, such as volunteers being at a risk group with medical issues, or elder, or healthy young volunteers, or students making practice from the nearby Universities. During our closing down times, most of the volunteers were present, feeling happy amongst these hard times, as finding inner peace through creative experiences.

With a pandemic no one imagined the future will be all sunshine, but this is almost passed now and the Museum makes sure that enough activities take place that would enable it to remain open in the coming years. Activities would take place in the Museum such as creation of traditional Tibetan sand Mandala, or making exhibitions to attract visitors, or Live Painting performances with Tibetan Mantra Lounge. Ven Tashi Norbu schedules to participate, in Festivals all over the country and abroad, which would be relative to the Museum concepts, festivals, allocating income for the Museum. Performing Art inspirations from Tibetan culture.

**In various other scenarios:** if the Museum has to close down for months, his Founder Ven. Tashi would perform what is already mentioned here above, in order to allocate income for it. He is an Artist who travels all over the world, especially to the U.S. If in future another destination occurs for him, he will share his time between the two destinations, living however permanently in Holland, where his main studio is and he has been living, since 2009.

If the Founder passes away, this Museum could carry on with its volunteers, most probably having the support of the Gemeente Emmen. This Museum has artworks of Ven. Tashi Norbu on sale, in the Museum shop. As an Artistic Director of this Museum he will not make use of his title to sell his own Art. However, one of the Museum income for its survival was and is, the selling of Ven. Tashi Norbu's own Art at the Museum shop, because it is very much attracted to the visitors. The shop operates

from an interest and passion for the New Contemporary Tibetan Art movement, which has its roots in the traditional Tibetan culture, design and urban art.

**There is no worst case scenario for MOCTA**, as will definitely, apart from what it is mentioned above about its operation, it is going to survive by the support from its donors and Museum friends. It has also followers in the media who support it financially. MOCTA keeps its reporting open for all viewers, regardless of where they live, or what they can donate. Thus more people can be better informed and inspired in order to take a meaningful action. Museum reputation has been enhanced on environmental awareness; thus creating art in sculpting with waste products, attracting this way people through Museum Artistic activities, sending messages on ecological issues across the globe.

In the very best case, in one year from now, MOCTA shall be ideally back at where it was before the start of the pandemic. We trust that this kind of progress will also be achieved and grown by Museum registration in the lists of the Musea in the Netherlands.



The Founder Venerable Tashi Norbu the engaged person for the Museum continuity.

Venerable Tashi Norbu is the main person, whose efforts to keep the Museum alive have been realized. The Museum is greatly depended and relied on Ven Tashi Norbu' activities and his social relations with many sources. This a cultural place displaying objects of Art for study and enjoyment. It shares missions and statements involving the requirement to collect, exhibit and develop knowledge and insights, create inspirations and practices. This is the aim of its Founder Ven Tashi Norbu

who joined the monastic life in early February 2020. For him, who is a Monk and an Artist now, the truth represents the beauty of art and the beauty of art, represents the truth.

Thus the Monk and the Artist are one for Ven Tashi Norbu. Monasticism, according to his view, cultivates the Artistic spirit. The basic qualities of monasticism are the very qualities that Art demands from the Artist: silence, contemplation, discernment of spirits, community and humility. This is what Vincent Van Gogh the son of a Priest gave to the world, motivated by a deep spiritual vision, finding a new way to express his solidarity and compassion for humanity, and to awaken people to the sacred depths of reality. This is also what Venerable Tashi Norbu gives to his audience: a spiritual vision in Art. Through his Tibetan Contemporary paintings, his sculpting which talks about environmental awareness, his meditation sessions, his Tibetan Mantra recitations, his cultural events. Seeking to make connections between spiritual practice and creative expression.

Ven, Tashi Norbu says that “each one of us, carries within, archetypes which are found across all cultures and times; and the most powerful archetypes are the Monk and the Artist. The monk within us, is the mystical connection to the universal values, cultivating them through a commitment to spiritual practice. The Artist within us is the part of ourselves with passion and inspirations for awareness, creativity, beauty, or storytelling canvases”.

So far, the continuity of the MOCTA is very much based on the activities of Venerable Tashi Norbu the Founder and Artistic Director. The documentary of 2021 about his life, presented in the National TV was very successful and people were coming from afar to talk with him and buy his Art. He is a Tibetan who joined the Monkhood of Mahayana Tradition, following the spiritual leader of Tibet, 14<sup>th</sup> Dalai Lama’s path, who is one of the most influential and beloved person across the globe; who talks about universal values and was awarded the Nobel Peace Prize for Human Rights in 1989. While he is not the only Leader to speak on artificial intelligence, he has taken to Twitter to share his wisdom with his 18.7 million followers, and collaborated with Neuroscientists and Ethicists in Technology, in research about the sciences and the actions of meditation for cultivating compassion and altruism.

Such values are displayed at the Museum, representing the four commitments in life by the 14<sup>th</sup> Dalai Lama of Tibet, which were brought all the way in a series of 14 panels, from his Museum in McLeod Ganj, Dharamsala, India, to MOCTA. An asset for this Museum, since followers of 14<sup>th</sup> Dalai Lama would potentially visit the Museum to see the combination of Art and spirituality through the Founder’s initiatives, spreading to the world the Tibetan Art and Culture. Indeed, Dalai Lama represents also, the Tibetan culture, having no political or religious impact at the Museum since the 14 panels brought in the Museum, speak about the principles in life as spread to the world by the Dalai Lama himself. These principles, Museum tries to preserve along with its artworks and give a reason for study and further research.

This is a Museum surrounded by the natural energy of a beautiful landscape. It offers a place of calm in an idealistic world far away from the shifting terrain of the political world outside, evoking a dream-like vision of a promised land, an utopia and “Shangri – la”. = beautiful imaginary place where life approaches perfection.



Read and approved by the Board Members of Tibet House Holland Foundation

Macro Lier  
President

Shilpa Samplonius-Raut  
Treasurer

Eleni Skitsa  
Secretary

