



Creative Museum project

The Creative Museum Project seeks to explore and inform connections between our cultural organisations and their communities by capitalising on the emergence of new and democratising digital technologies. Seeking to extend the language of engagement through the medium or media? of accessible, customisable, and personal digital experiences. The project sees museums as dynamic learning environments in which staff and visitors can use accessible digital tools to explore and reason about collections in new and creative ways.

The Creative Museum is a three-year Strategic Partnership running from 2014-2017 funded via Erasmus+, Key Action 2 (Cooperation for Innovation and the Exchange of Good Practices) - Vocational and Educational Training (VET).

The Partners



Museomix

Museomix is the first open and participatory innovation mechanism for the world of museums, Museomix disrupts and shakes up, for the duration of the event, the conventional operating procedures. It promotes the implementation of a collective intelligence, by encouraging work in multidisciplinary teams, and sparks the evolution of the practices of all museum organisations.

Museomix Event - what is it?

Museomix event consists of a three day creative incubation period in which teams of six people (and a facilitator) brainstorm and transform their ideas into prototypes. It brings together museum professionals and amateurs, innovators, and technologists, all with a passionate for culture and the arts. They are selected by two calls for participation; launched in June and September. Each team is composed of people with complementary roles, such as content, mediation, graphic design, technological design, fabrication and communication.

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Experiment in Museomix

Our Ethos:

Inclusion. Anyone can be part of the community. There are no barriers to entry. We value diversity and encourage participation.

Collaboration. Collaborative creation is the foundation of our business. It goes beyond the boundaries of institutions, businesses, territories. It is working with other user becomes a full member of this community of practice open to all.

Sharing. We enjoy freedom of movement and the free sharing of knowledge and know-how. We adopt free licenses, sharing sources, the remix and the exchange of ideas.

Contribution. Community users are encouraged to become active contributors, and enrich the shared resources they find.

Iteration. The action is based on experience and continuous improvement of prototypes, mediation solutions, evolving ideas.

Autonomy. Contributing, by initiating projects, each member acquires autonomy, responsibility and authority within the community. If there is something wrong? We repair ourselves, we change it, or we offer a solution.



Museomix association role in the Creative Museum project

Museomix association is responsible for *Making Museomix* training. It consists of a peer-to-peer training programme for museum professionals.

- Museum professionals will be invited to put into practice during the *Making Museomix* training programme innovative practices.
- They will explore ways to bridge the gap between participatory webculture and institutional culture.
- The purpose of the programme is to encourage audiences imagine a cultural space that allows them to become engaged users.

Within The Creative Museum project, Museomix association circulates innovative methodologies to contribute to the evolution of professional practices in museum organisations.

The opportunity offered by the European project enables the organisation to share widely and openly resources and outcomes.



Making Museomix training key outcomes

- > to understand Museomix concept
- > to discover collaborative working methodologies
- > to create space for collaboration with local communities
- > to create new mediation/education tools

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- > to experiment co-creation processes
- > to discover new possible integration of new technologies into the cultural arena



Making Museomix training methodology

Teaching methods: peer-to-peer learning activities and training through experimentation

Format: with a tutor, immersive format within the Museomix organization team

Location:

- Nice: Musée National du Sport
- Paris: La Cité des Sciences et de l'Industrie
- Rennes: Musée de Bretagne

Dates: 5 days 5-9 November 2016 for Paris /// 12-16 November 2016 for Nice and Rennes

Evaluation: trainees will have the opportunity to evaluate the training programme and assess the possibility of translating Museomix outcomes into their organisation.



Museomix tutor missions

Tutors – are members of the Museomix community builders – will welcome, inform and train museum professionals from *The Creative Museum* partner organisations.

They will accompany the group of trainees (2/3 trainees) along the duration of the training programme.

The tutors will:

- > provide education material
- > provide theoretical training sessions
- > make sure that the trainees are well integrated within the Museomix organisation team
- > enable the trainees to experiment « museumixing » processes
- > provide the trainees with an evaluation tool

Tutors:

- > are the link with the local community of Museomixers
- > have significant experience in community building
- > have significant experience in the organisation of Museomix events (strategic & executive)
- > have an excellent knowledge of Museomix concept
- > are fully dedicated to trainees!

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Objectives of Museomix training

- Understanding the principles and capture the spirit of Museomix
- Initiate creativity and innovation in museums
- Explore and experiment with collaborative methods, the creation process of Museomix
- Understand the challenges of innovation in terms of public visitor of the museum and encourage contributions (to include the audience in the development of the museum)
- Work in synergy with all the actors of a museum and other external stakeholders (other institutions, trades, public, etc.)
- Gain knowledge and mastery of collaborative tools as a means to sustain new work practices
- Identify concrete innovation possibilities for the museum in its mediation and digital tools
- Good practices on the design process, the use of technology,
- Project Management Tools Museomix
- Overview of useful technologies



Training material

- Museomix manual and project management tools
- How to build my community
- Museum: how to build my application in Museomix ?
- Technical specifications
- Museomix global presentation
- Design of the event
- How to build a staff, rules and organisation
- Project production calendar
- Charter of the museum remix
- Video
- Interview
- Communities tools

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Making Museomix training programme



DAY 1 PROGRAMME: THUESDAY

- 9.00am Welcome and introduction by tutors
Presentation of the programme // Training resources and documents // methodology //Badges
- 10.00am Visit of the museum // first meeting with the organization team and museum staff
- 12.00am Lunch break
- 2.00pm What is Museomix? (history & objectives)
- 3.00pm How does Museomix work?



DAY 2 PROGRAMME: FRIDAY

- 9.00am Programme of the day
- 10.00am Welcome of Museomixers // Tour of the museum by museum staff
- 11.00am Pitch of ideas // team building
- 12.00am Set up of the different teams in their working spaces
- 1.00pm Lunch break
- 2.00pm Brief mixroom and training on the use of video material
- 5.30pm Meeting of the teams // update on the project development
- 7.00pm Dinner with the teams, organization team and museum staff



DAY 3 PROGRAMME : SATURDAY

- 9.00am Community building processes // how to build a local community around my museum?
- 11.00am Innovative practices – technology based // audience based
- 12.00am Meeting point with Museomixers for an update on projects development
- 1.00pm Lunch break with the teams and organisation team
- 2.00pm Preparation for the interviews (material & content)
- 3.30pm Interviews of Museomixers and organization team
- 5.00pm Meeting point with Museomixers for an update on projects development

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DAY 4 PROGRAMME: SUNDAY

- 9.00am Update on projects
- 9.30am Collaborative approached – How do I build a Museomix event?
- 11.00am Visit of the museum with on-going installations of prototypes
- 12.30am Lunch break
- 2.00pm Preparation for the interviews (material & content)
- 4.00pm Opening for public // interviews of audiences



DAY 5 PROGRAMME: MONDAY

- 9.00-12.00 Meeting // Feedback // with museum staff
- 1.30-3.00pm Evaluation of the training
- 3.00-5.00pm Identification of concrete innovation possibilities in my museum

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<https://www.facebook.com/creativemuseum0>

https://www.youtube.com/watch?v=nARPbj1e00M_

Contact Training

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