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CREATIVE
MUSEUM



Origine of the project

- > A continuation of the LEM-Learning Museum project
- > A response to a need to provide resources for museum professionals to innovate in public engagement
- > A strong wish to open the doors and step out of the box



The project

- > European cooperation project funded under Erasmus+ strategic partnership programme for Vocational and Educational Training
- > Septembre 2014-August 2017
- > 402 000 euros



The partnership

Cap Sciences (FR) Science centre – Coordinator

Chester Beatty Library (IR) Asian Art Museum

Museomix (FR) Association to promote innovation in museum sector

Radiona (CR) Makerspace

Heritec (UK) Museum Consultancy Agency

Museoliitto (FI) Finnish Museum Association

MIST – Museene i Sor-Trondelas (NO) – Regional Museum Association

Institutio Beni Culturali Emilia Romagna (IT) Regional Agency for Culture

STEPS (IT) European project management company

Experts :

@Don Undeen – Cultural Technology Consultant, BoomHiFive, Washington, USA

@Jasper Visser – Inspired by Coffee – Change agent, innovator, facilitator specialized in culture, heritage and the arts, The Netherlands



Goals, activities and outcomes



To raise awareness / To experiment / To document

- To **develop basic and transversal skills** (digital, innovative creativity, informal approaches to learning)
- To encourage the development of **new programmes for audiences based and experimentation in museums** on the concept of the project
- To create opportunities for new **partnerships** with **local Maker** communities and **entrepreneurs** and the **creative industry sector**
- To create an **open community of learners and innovators** in museum sector
- To create **debates** on efficient and sustainable investment in **innovative education and training**
- **To co-produce tools** for museum professionals in the field of **creative practices**
- To have a targeted **dissemination strategy** with EU agencies, museums, science, maker, creative industries and education sectors

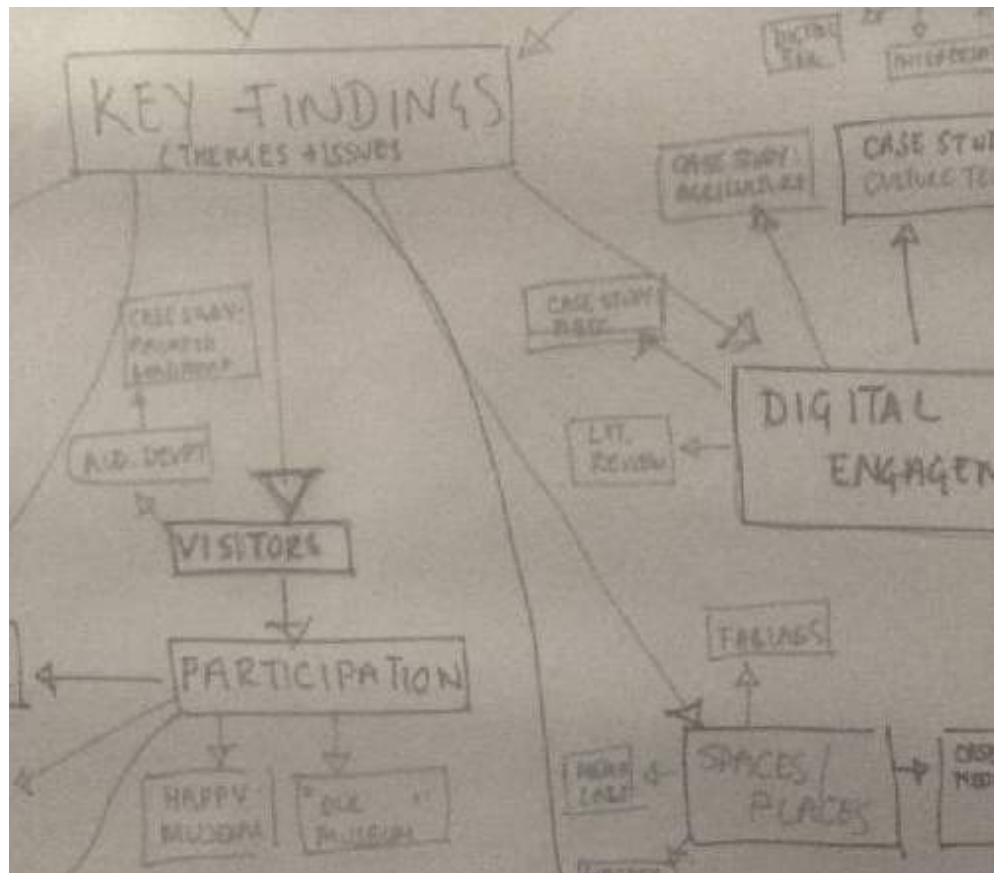
How we will do this?



To collect & analyse

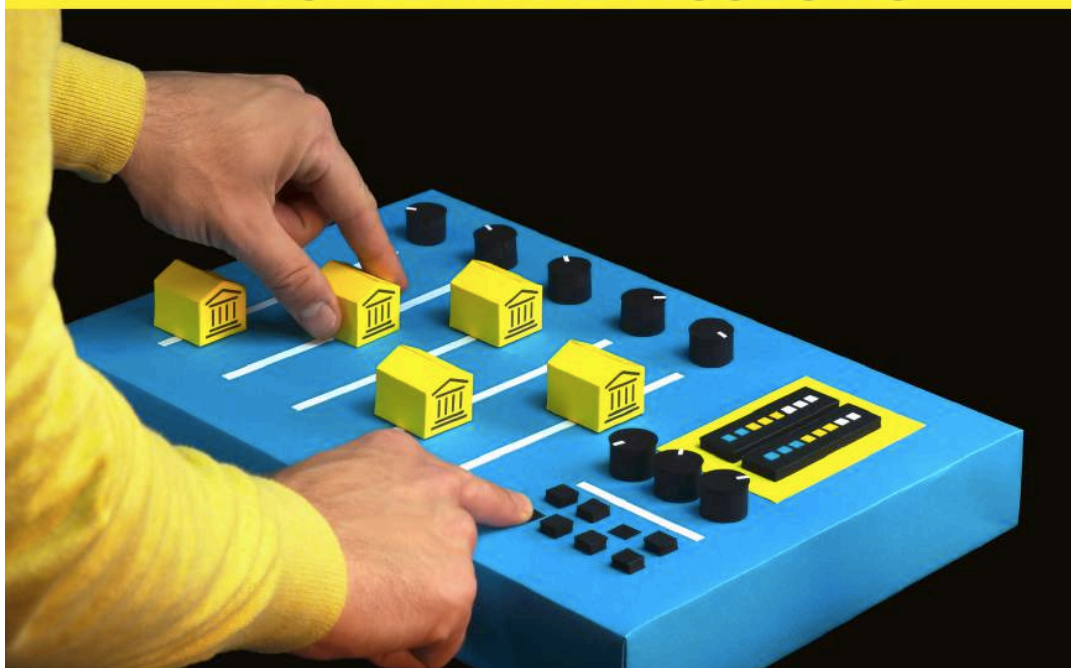
The compared analysis of creative practices in Europe is aimed to provide partner organisations and museum professionals with **state-of-the-art creative practices** in Europe.

A set of **recommendation** for the implementation of such practices will be produced based on the **compared analysis**.



How we will do this?

MUSEOMIX
PEOPLE MAKE MUSEUMS



To discover & learn

Museum professionals will be invited to take part to the **Making Museomix training** programme
(Peer-to-peer)

They will explore ways to **bridge the gap between participatory webculture and institutional webculture**. The purpose of the programme is to encourage audiences imagine a cultural space that allows them to become engaged users.

How we will do this?

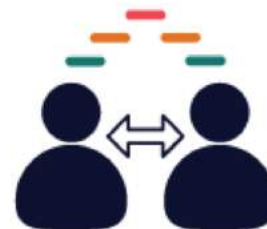


Experiment

The **maker in residence** programme will be an opportunity **to connect makers and digital talents with host museums** to explore ways of **cooperation, experiment** making and **share** ideas and outputs.

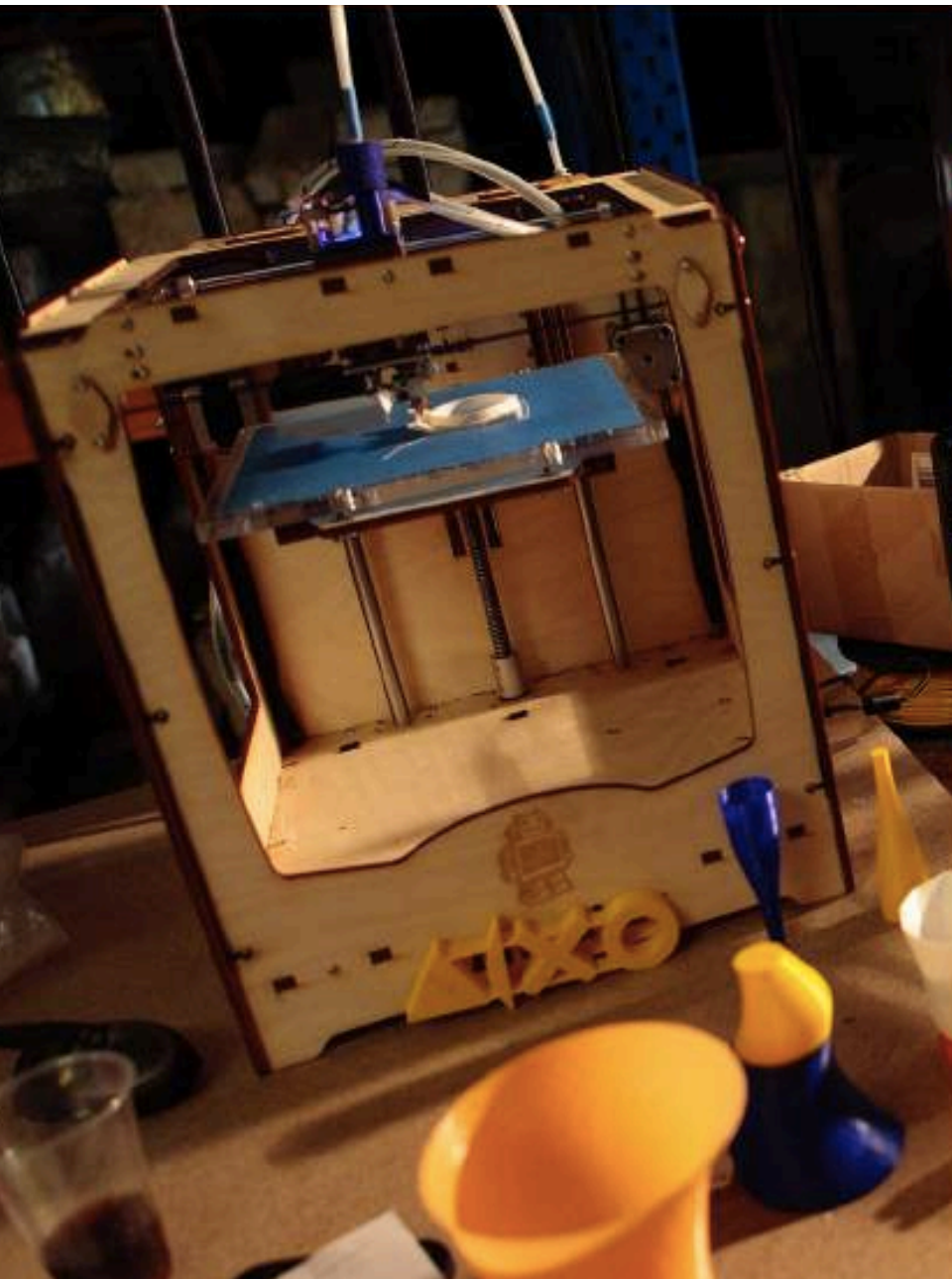
This programme is inspired by numerous formal and informal creative projects found across the globe as a result of globalization.

It adheres to the development of **new tools for creative production** and the rise of the culture of Maker, a Do-it-Yourself ethos that believes it is **more fun to create than to consume**.



To evaluate & share

Maker culture and Do-it-Yourself approaches are based on the idea of **sharing with everyone and transferring knowledge to new generations**. It aligns with the traditions and mission of museums in many ways, as it is their interest to share information as freely as possible.





Outcomes

- To provide museum professionals with **tools and resources**
- To set-up **collaborations** with local maker communities: traditional crafts, skills and tech
- To build **partnership** with creative industries sector and entrepreneurs for **mutual learning**
- To develop **new programmes** to encourage audiences to have **an active role** in their visitor experience and engage them with **co-creation/co-curating processes**
- To provide a **platform for cultural exploration and debate**



Dissemination



Communication&Dissemination

- > Blog www.creative-museum.eu
- > Facebook <https://www.facebook.com/creativemuseum0>
- > Twitter @creativemuseum0 and #creativemuseum

MuseumNext (Dublin) /// ECSITE annual conference (Gratz)



**KEEP
CALM
AND
BE
CREATIVE**