

THE CREATIVE MUSEUM

Analysis of Best Practices
8 October Bologna 2015

Creativity in the Creative Museum

In the **Creative Museum** the visitor engages with the collection, the building, and the people to make or create something. The Creative Museum project is about **opportunity: doing and making; experimenting and innovating; making connections; opening up museums; learning; concrete results and interpreting** collections.



Approach: 5 types of engagement

- **1:** Workshop or short project where visitors come and make / create something facilitated by a member of museum staff or facilitator / specialist
- **2:** Spaces within a museum dedicated to creativity where visitor can participate in creative processes
- **3:** Visitors engage with the museum over a period of time, work collaboratively with museum staff - e.g. project; co-curated exhibition or display
- **4:** Visitors to the museum remix the museum by taking over spaces in the museum / reinterpret collections working as active agents in the process
- **5:** “Permission-free” – visitors “do their own thing” and respond to the collection without the agency of the institution

Sometimes partnerships
audiences building create
prepared opportunities
ownership project Challenging
museum working
communities collaboration projects methods
agility people everyone successful each broken
clear Finding
breaks build equipment relationships realistic
willing amount break communication right hard
using staff look across
timings carries achievable case away visitor seem comfortable
beyond all focus person adapt another same Collaborative
activity audience key bumpy find back include
being assess job Planning tools other
one academic adults ground visitors easy
carried collections barriers within activities goals new
Funding museums need language
belong piece Relationship increasingly
use setting always specialists co-create
specialists themselves different time
common technology

Key findings

- Communication
- Cross-sector partnerships
- Relationship building
- Finding a common language
- Challenging visitor perceptions
- Challenging the museum
- Ownership
- Planning
- Programming
- Reaching new audiences
- Using technology
- Finding the right tools for the job
- Maintaining focus and relevance
- Funding
- Time management
- Sustainability

..and finally...

be prepared for surprises!

Type 1: Projects & workshops



Slottfjellmuseet, Norway



Via Marsala, Italy



Working with hackers / hackathons



Gallen-Kallela Museum, Finland



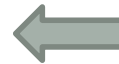
Radiona Hackerspace, Croatia



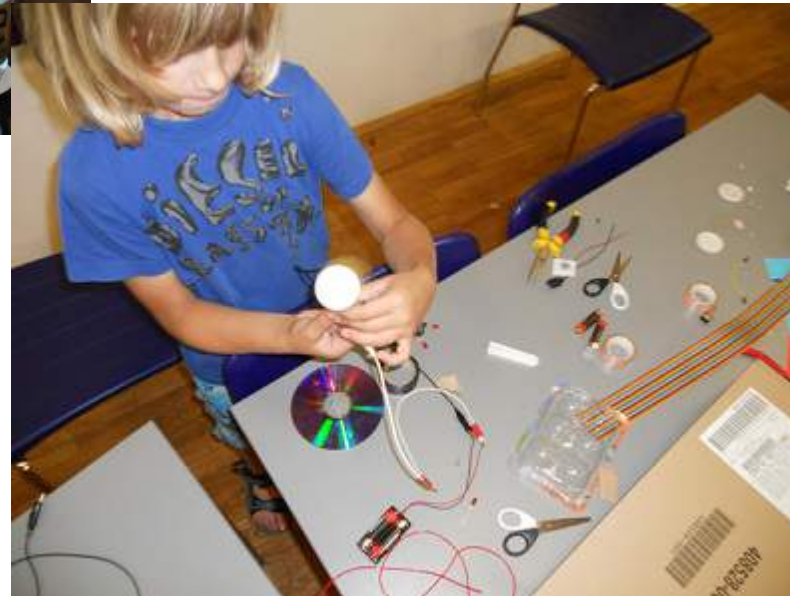
Working with makers / maker community



Chester Beatty Library, Dublin



Radiona Hackerspace, Croatia



Type 2: Dedicated museum spaces



Oslo Science Centre, Norway



Cap Sciences, France



Type 3: Co-curated exhibitions



Helsinki City Museum, Finland



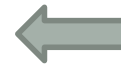
Halden 365, Norway



Long-term partnerships



Palazzo Madama, Italy



Hat Works, UK



Working with collections



Norway



Italy



Type 4: Remixing the museum



Derby Silk Mill, UK



Museomix, France



Type 5: “Permission-free”



Museum Hack, USA



TRACES, France



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