

# THE CREATIVE MUSEUM

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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  
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 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



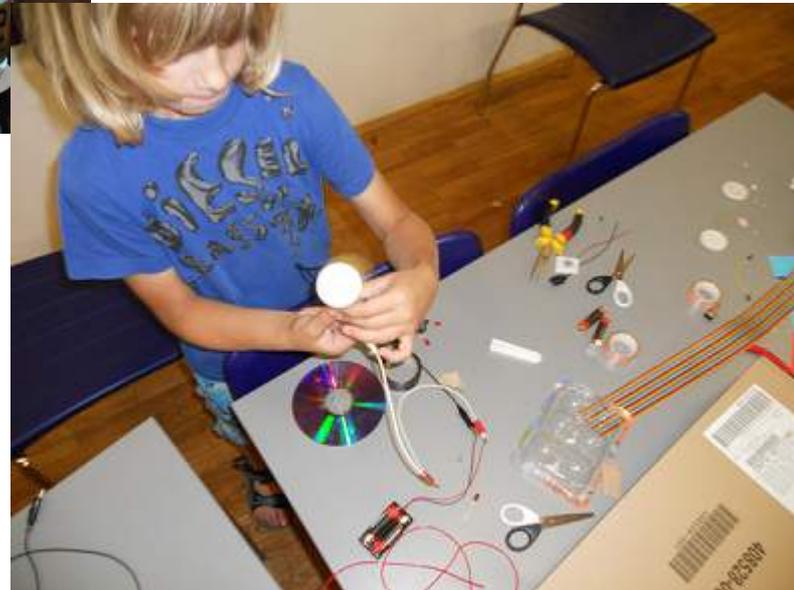
# Working with makers / maker community



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



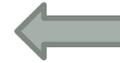
Halden 365, Norway



# Long-term partnerships



Palazzo Madama, Italy



Hat Works, UK



# Working with collections



Norway



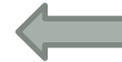
Italy



# Type 4: Remixing the museum



Derby Silk Mill, UK



Museomix, France



# Type 5: “Permission-free”



Museum Hack, USA



TRACES, France



