



#### REACH

# **RE**-designing **A**ccess to **CH** for a wider participation in preservation, (re-)use and management of European culture

## Pilot: Institutional heritages



REACH project has received funding from the European Union's Horizon 2020 research and innovation programme, under grant agreement No 769827.





#### **Objectives**

- Analyse of impact of participatory activities and of potential and needs of different types of cultural heritage institutions to widen their participatory approach
- Collection of examples
- Creation of a network





#### Approaches

- Institute for Museum Research (SMB-PK) is a research and documentation institution in the field of museums and museology in Germany, acting nationwide.

 $\rightarrow$  focus of pilot: <u>museums</u>

- Selection of three museums representing a variety of framwork conditions, activities, addressees, motiviations, objectives

- Interviews with museum / project staffs and participants and participatory observations







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### Industrie- und Filmmuseum (Industry and Film Museum), Wolfen

- <u>Objectives</u>:
  - Data enrichment of the photography collections
- <u>Approaches</u>:
  - Joint content exploration with erstwhile workers of the former film factory
- <u>Benefits</u>:
  - Emotional + social value for the participants
  - Changed awareness + greater social commitment on the part of the museum to constituent communities
  - Further involvement planed, e.g. in designing new exhibition

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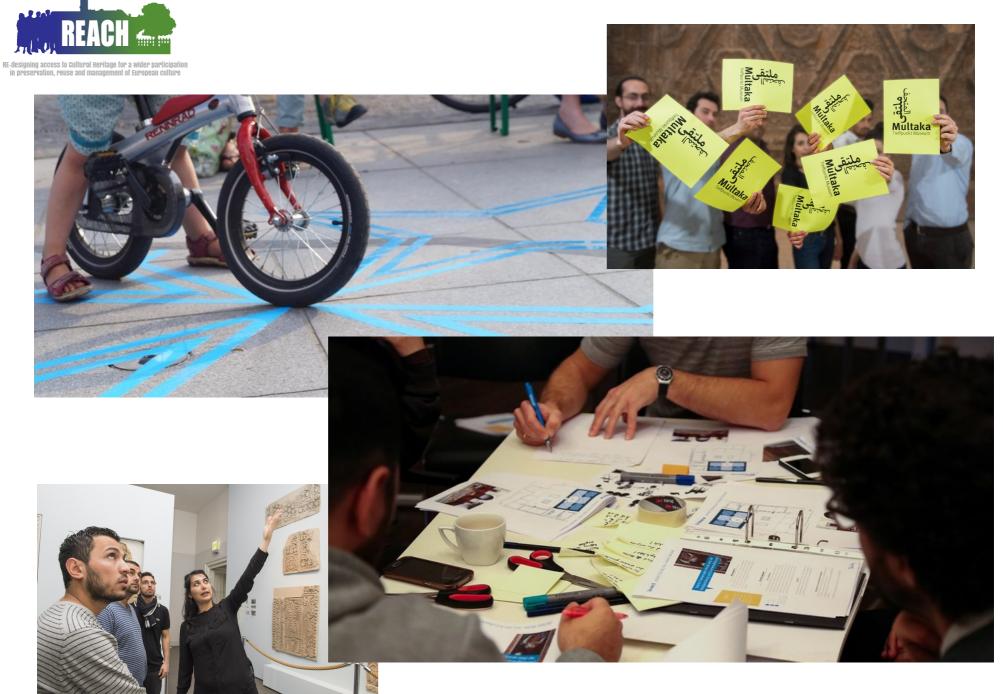


### Haus der Geschichte (House of History), Wittenberg

- <u>Objectives</u>:
  - Fulfilment of museum work
  - Maintenance of museum premises
- <u>Approaches</u>:
  - Offering Voluntary Services in diverse museum areas
  - Offering guided tours performed by volunteers
- <u>Benefits</u>:
  - Social and emotional support for volunteers
  - Reducing the threshold through non-academic access to the exhibition, to local history







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Fig.: a) SP - SF © Staatliche Museen Berlin, Museum für Islamische Kunst / Martina Kopp; b, c) Multaka: © Staatliche Museen Berlin, Museum für Islamische Kunst / Milena Schlösser; d) TAMAM © Staatliche Museen zu Berlin, Museum für Islamische Kunst / Alexander Papadopoulos;



#### Museum für Islamische Kunst (Museum of Islamic Art), Berlin

- <u>Objectives</u>: Engaging people with museum collection until now scarcely addressed in museums (Muslim communities, migrants, young people)
- <u>Motivation</u>: Contribute to the current debate on migration, cultural contact, diversity, hybridity
- <u>Approaches</u>:
  - Broad offer of interaction: TAMAM, Multaqa, Shared Past – Shared Future – focused on intercultural encounter and exchange
  - Improvement of the exhibition communication enabling access for a wider audience beyond the art historian circle







#### Museum für Islamische Kunst (Museum of Islamic Art), Berlin

- Benefits:
  - Collection is presented/used as starting point for debates on current issues
  - Museum presents itself as interlocutor
  - Inhibition threshold is reduced
  - Participants / constituent communities felt accepted and appreciated
  - Diverse network is created







#### Resilience

- = response on external challenges
- objects (in multiple senses)
- stakeholders: constituent communities

source (~) current: extern + intern (funders / politicians society/-ies)

- heritages institution (incl. as cultural technique / practice)







#### Institutions' contribution

- Providing access to cultural assets, knowledge, ... and putting them up for discussions (e. g. concerning current issues)
- Offering a space for encounters, debates, inspiration, creations
- Being a partner for exchange and action
  - $\rightarrow$  relevance of cultural heritages
  - $\rightarrow$  social cohesion







#### Institutions

#### $\rightarrow$ network building

- + partnerships: mutual + sharing responsibilities
- $\leftarrow$  acceptance by /commitment of communities
- $\leftarrow$  support by politics
- $\leftarrow$  recognition by society



