

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

# Pilot: Institutional heritages



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# 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.

→ focus of pilot: museums

- Selection of three museums representing a variety of framework conditions, activities, addressees, motivations, objectives
- Interviews with museum / project staffs and participants and participatory observations



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

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



# Haus der Geschichte (House of History), Wittenberg

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



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



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

- Objectives: Engaging people with museum collection until now scarcely addressed in museums (Muslim communities, migrants, young people)
- Motivation: Contribute to the current debate on migration, cultural contact, diversity, hybridity
- Approaches:
  - 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
- relevance of cultural heritages
- social cohesion

# Institutions

- network building
  - + partnerships: mutual + sharing responsibilities
  
- ← acceptance by /commitment of communities
- ← support by politics
- ← recognition by society