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

Institutional heritages – potential and needs

Workshop "Resilience for European Cultural Heritage",
Prague, 2020, March 5th/6th

Official Media Partner

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Institut für
Museumsforschung
Staatliche Museen zu Berlin

Pilot's 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

- Institut für Museumsforschung (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: <u>museums</u>

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

Industrie- und Filmmuseum Wolfen (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

Fig.: a, b) Haus der Geschichte and Volunteers at the Haus der Geschichte © Christel Panzig

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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Museum für Islamische Kunst
(Museum for Islamic Art), Berlin

- <u>Objectives</u>: Engaging people with museum collection until now scarcely addressed/involved 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 outreach-projects: TAMAM, Multaka, Shared Past – Shared Future, focused on (inter-)cultural encounter, interaction 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

- <u>Benefits</u>:

  • Collection is presented / used as starting point for debates on current issues

  • Museum presents itself as interlocutor

  • Inhibition threshold is reduced by out-reach projects

  • Participants / constituent communities felt accepted and appreciated

  • Diverse network is created

"Resilience"

= Response on external challenges

Concerns:
→ Objects (in multiple senses)

→ Stakeholders: constituent communities

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

→ Heritages institution (incl. as cultural technique / practice / discours)

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' needs

→ Network building

    + partnerships: mutual + sharing responsibilities

← Acceptance by / commitment of communities

← Support by politics

← Recognition by society