



ReInHerit

WEBINAR



ReInHerit

“Co-creation and prototyping:
Concepts and practical examples”

5 May 2023 | 3:00-4:00 pm (CET)



European
Commission



ReInHerit Project | *Webinar*

Co-creation and Prototyping in Museums

- concepts and practical examples

5 May 2023

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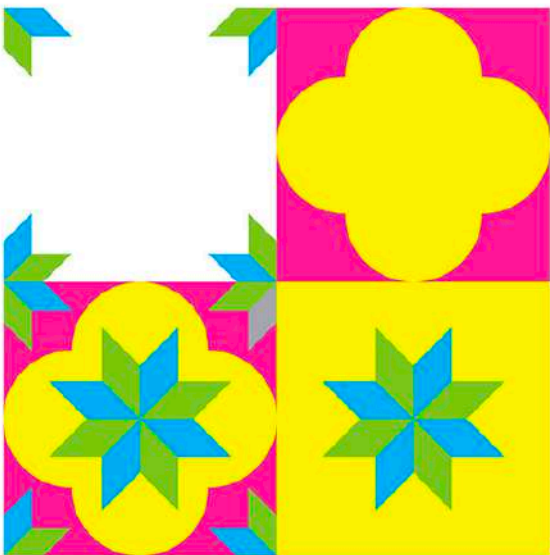


#make it
your own

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004545



ARCADA



Hello world!

ReInHerit

Redefining the Future of
Cultural Heritage

#make it
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Arcada

Is a multi-professional University of Applied Sciences in Finland. At our campus in Helsinki (Finland), our 2,700 students and 170 staff work across disciplines to advance culture and knowledge.

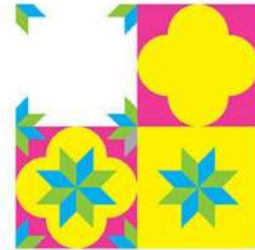
At Arcada high level research with societal impact meets lifelong learning within all our areas of expertise; Business management and analytics, Energy and materials technology, Health and welfare, Culture and media, and Healthcare. Together with our partners, we are building Nordic bridges to be globally relevant. We create smart solutions for a dynamic working life and a vibrant Swedish-speaking culture.



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of Cultural Heritage

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“

ReInHerit's Mission

to disrupt the current status quo of communication, collaboration and innovation exchange between museums and cultural heritage sites



REINHERIT.EU/



@REINHERIT_



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@REINHERIT H2020

Work Packages

WP1 Project Management

WP2 Needs analysis & guidelines

WP3 ReInHerit Toolkit

WP4 Digital hub

WP5 ReInHerit Best Practices on CH Management

WP6 Pilot Phade tested Through Digital and Travelling Exhibitions

WP7 Dissemination, Exploitation, Communication

WP8 Ethics Requirements



<https://www.reinherit-hub.eu/>

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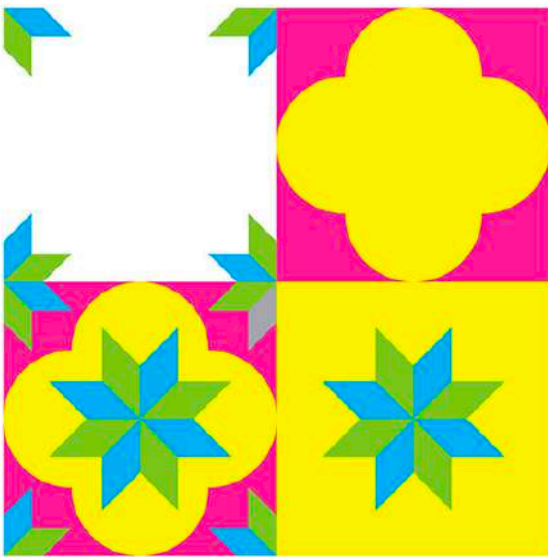


ARCADA

Co-creation

- Origin, **concept** definitions and non-existing formulas for **success**

- Risks of using it as a **buzzword?**



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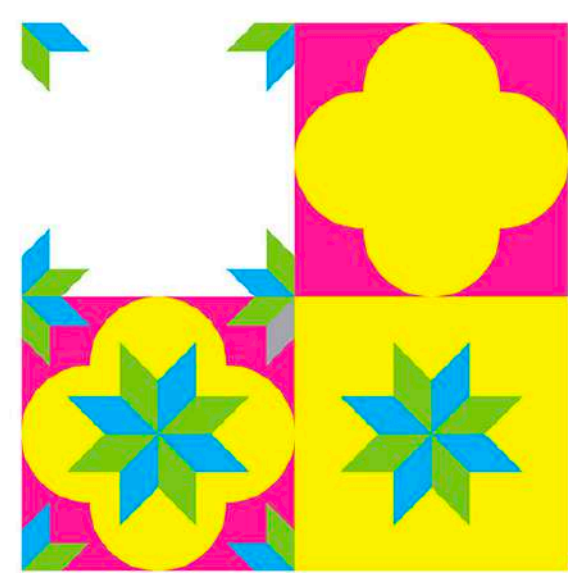
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Co-Creation

- Doing together, central to human-centred design
- Involving **all stakeholders** in the design process
- Gaining **genuine insights** from different user perspectives
- **Valuable solutions** created with users, **piloting & prototyping**
- Different stakeholder **activity levels**, proactive to passive
- Facilitates a **smooth interaction** between stakeholders

(Stickdorn & Schneider 2017. This is Service Design Thinking)

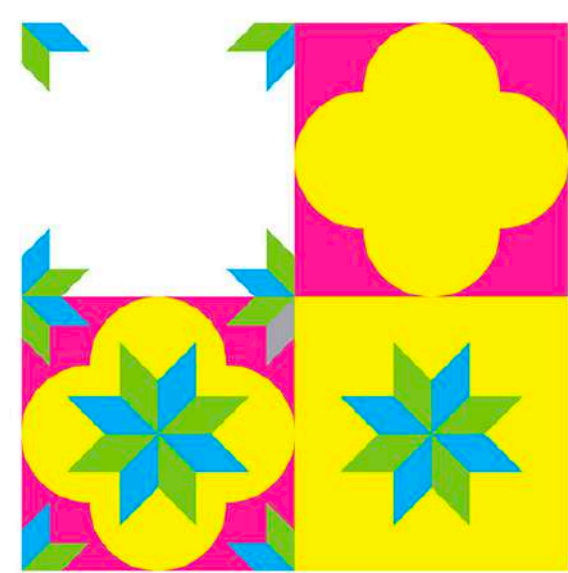




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”Co-creation can most bluntly be seen as a necessary strategy for survival: by listening to people’s needs and by involving them in active participation the museum remains relevant to existing and potential audiences...”

SHARE Museums East ”Co-creating Community Projects – an introductory guide”



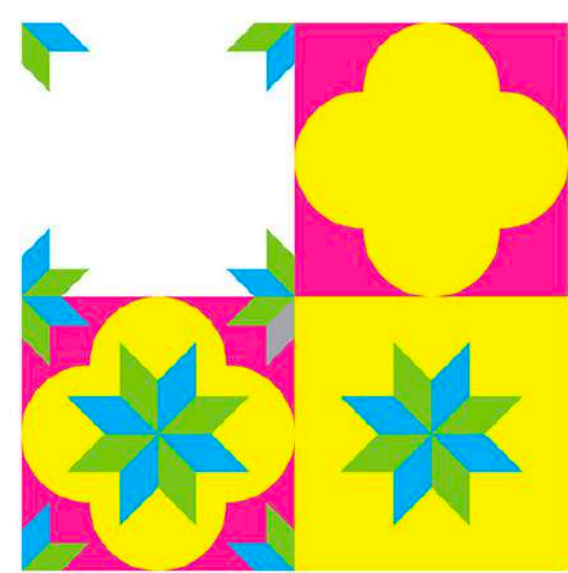
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CO-CREATION

doing for/with, at different levels

- **Internal/ Institutional**
- **External Collaboration**
- **Participation & Community-building**



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CO-CREATION

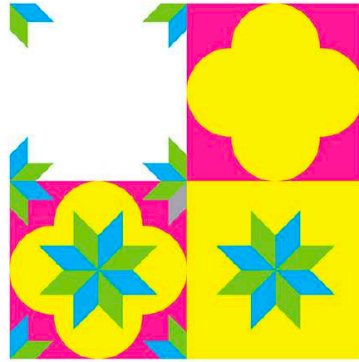
doing for/with, at different levels

- **Internal/ Institutional**
- **External Collaboration**
- **Participation & Community-building**

HOW? Doing together

WHY DOING TOGETHER?

SHARED EXPERIENCE



Meaningful
Memorable
Transformative





WHY DOING TOGETHER?

- To challenge
your Assumptions
- To understand
People and Context
- To evoke
Emotions



“The moment a visitor walks into the space of my installation, he or she is already involved and enters a world of memory, feelings, relationships – everything that makes a person a human being.” Chiharu Shiota

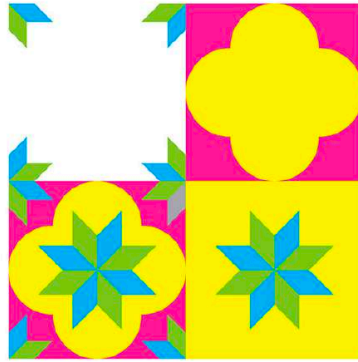
DOING TOGETHER

- **Has a Great Creative Power:**

We are not stuck in traditional roles

- **It is Exponential:**

Everyone takes part in it, doesn't only bring oneself but their whole network

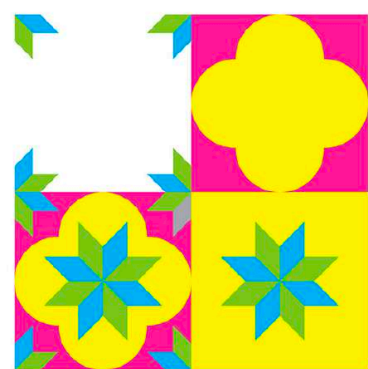


- **It is Fragile:**

It needs the right place, time and energy combination

- **It has No Limits:**

The results are **unpredictable**



TING

TEKNOLOGI DEMOKRATI

Ting er den første danske
og nordiske...
Teknologi og demokrati
er to ting, som
er tæt på hinanden...
og som begge er vigtige
for vores samfund.

Teknologi har et potentiale
for at gøre vores samfund
bedre og mere bæredygtigt.
Men det kræver, at vi
også tænker på, hvordan
vi kan sikre, at teknologien
er til gavn for alle.

Teknologi har et stort
potentiale for at gøre
vores samfund mere
demokratiske og mere
inkluderende. Men det
kræver, at vi tænker på,
hvordan vi kan sikre, at
teknologien er til gavn
for alle.

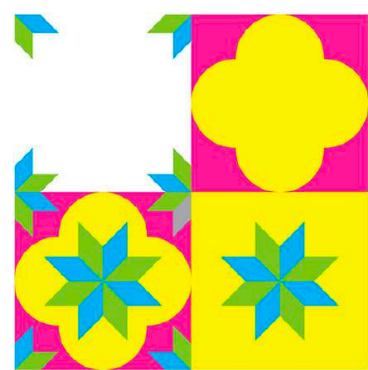
5. Udfordringer omkring
etiske aspekter af
teknologi.

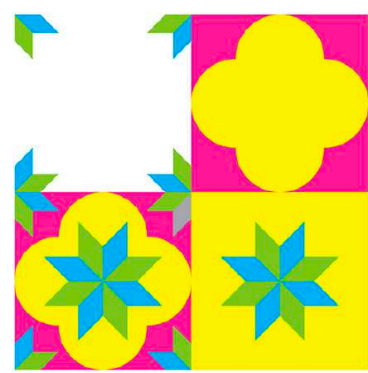
1. Skab nye og innovative
løsninger.

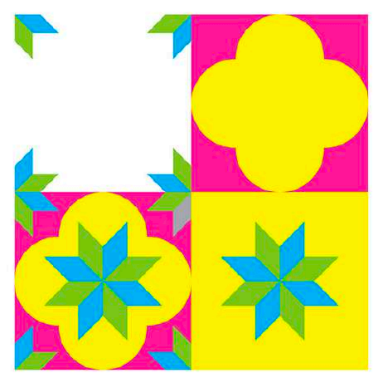
2. Beskæftig dig med
teknologi og innovation.

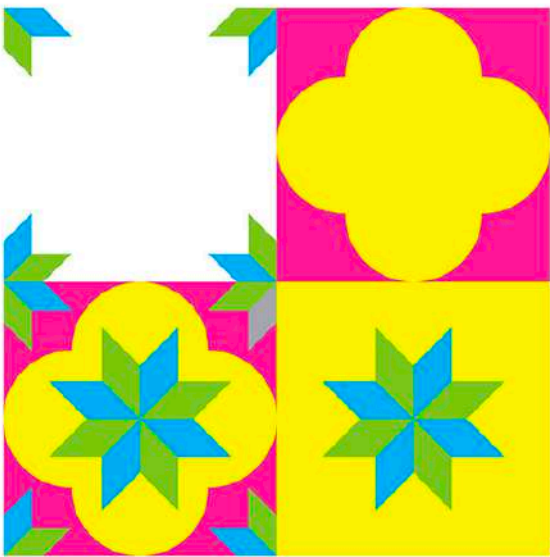
3. Husk at tænke på
etiske aspekter af
teknologi.

4. Husk at tænke på
etiske aspekter af
teknologi.









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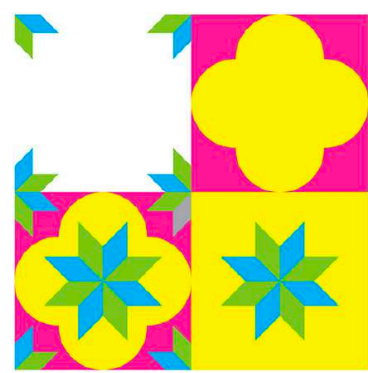
CO-CREATION

DOING TOGETHER
is exposing yourself
without knowing how
others will react and what
will come up

DOING TOGETHER HOW?

- Don't be afraid of **PARTICIPATION**
- Prototyping
Prototyping
PROTOTYPING





WHY & HOW TO CREATE PARTICIPATION?

- **There is a need for action**
- **The concept is understandable**
- **Participating is easy and doesn't require long-term commitment**
- **Participating is rewarding**
- **There is room for people's own creativity**
- **Everyone is welcome – be inclusive and accessible**

PROTOTYPING

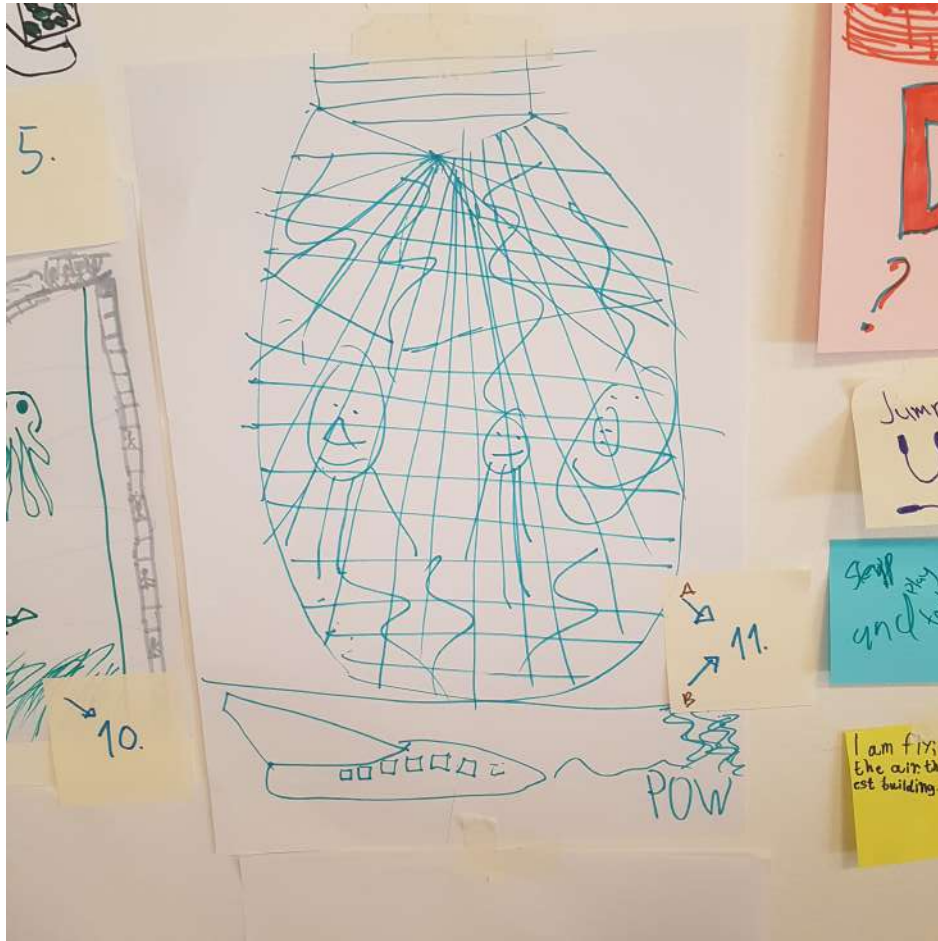
back to basics!



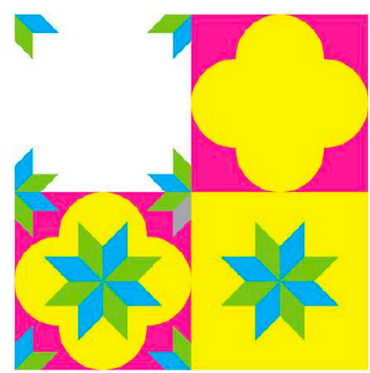
PROTOTYPING



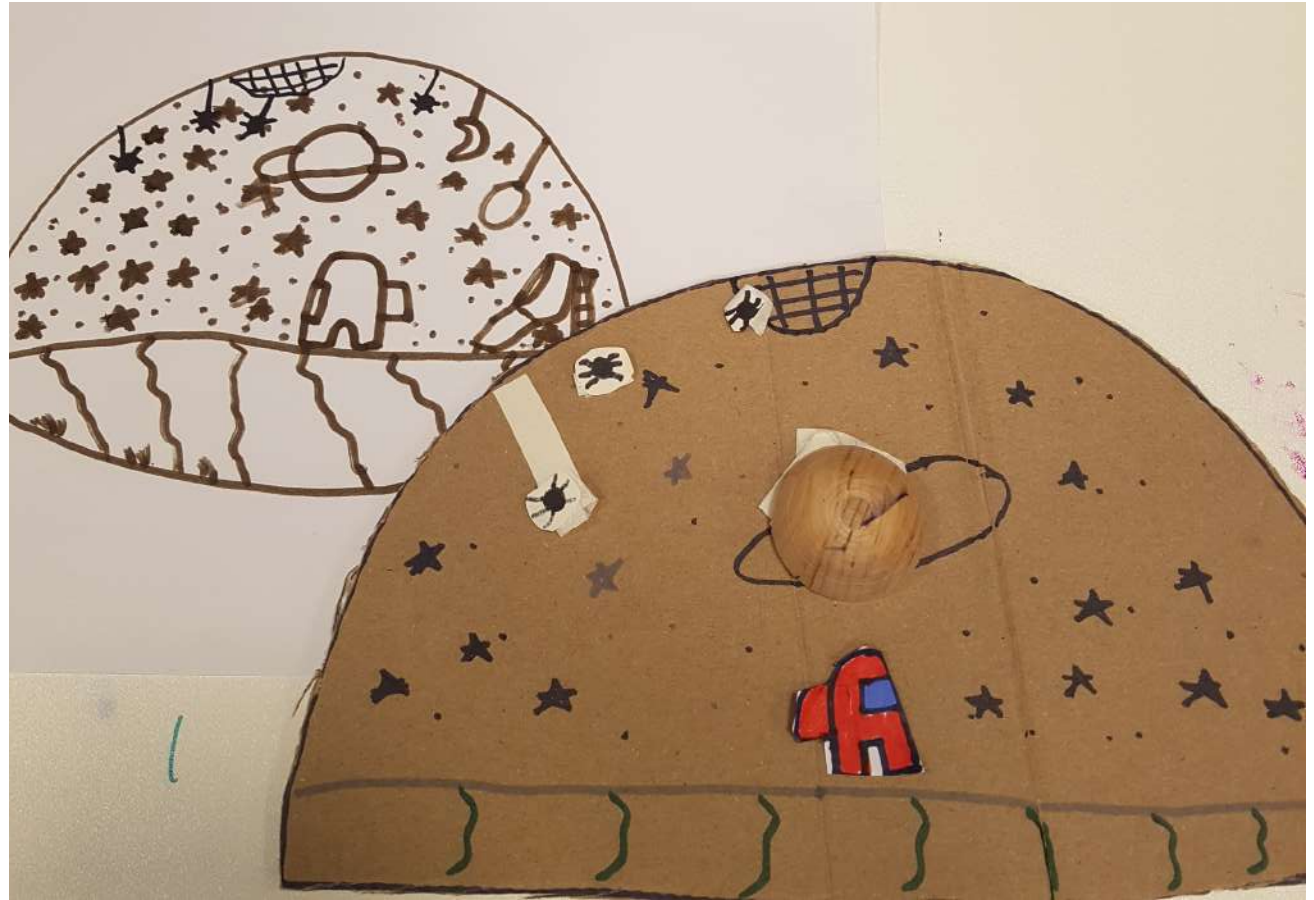
PROTOTYPING

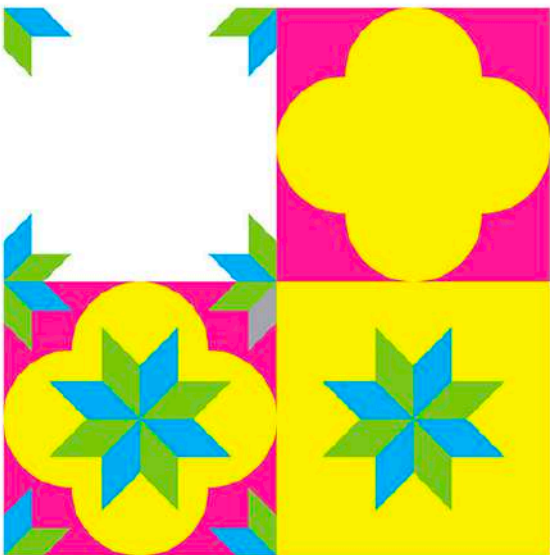


PROTOTYPING



**If you can
draw it...
you can build it!**





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PROTOTYPING

another buzzword?

WHY?

HOW?

WHEN?

WHERE?

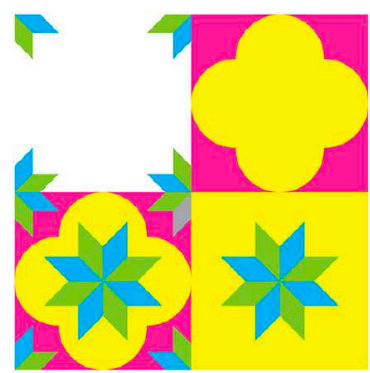
FOR WHOM?

FOR HOW LONG?

...

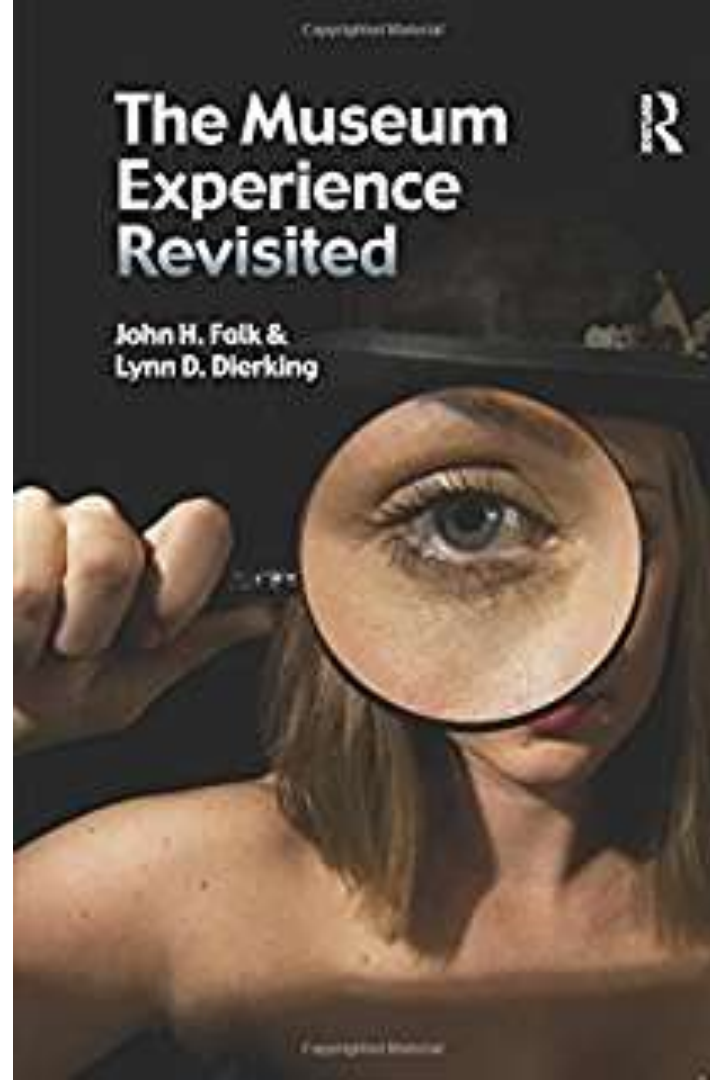
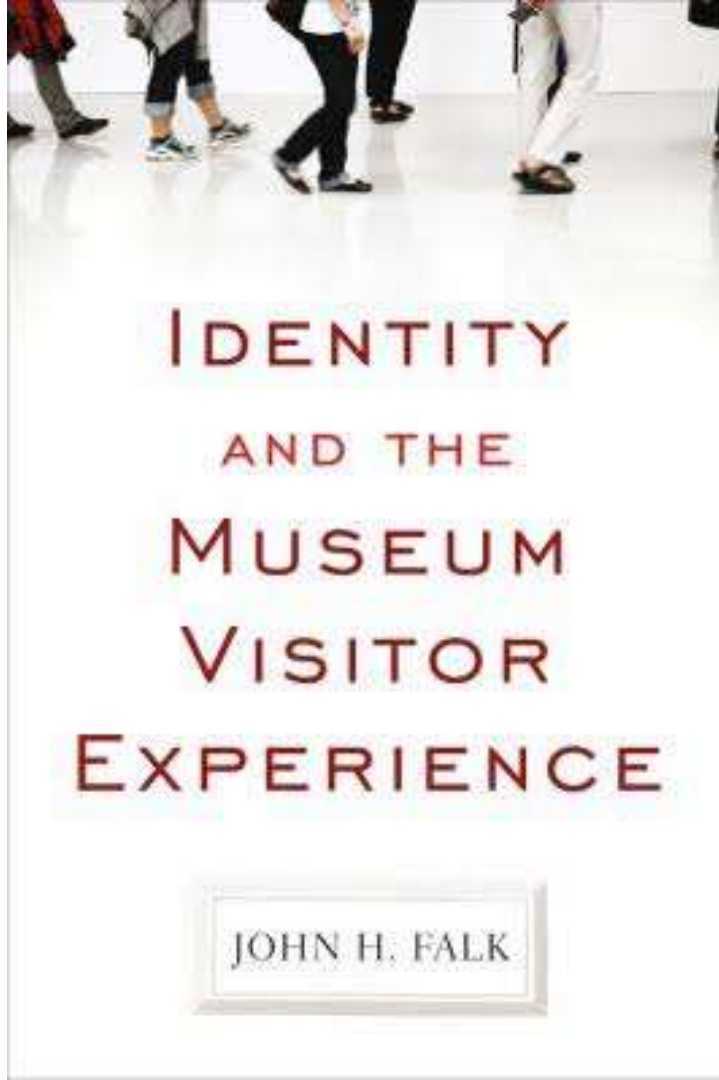
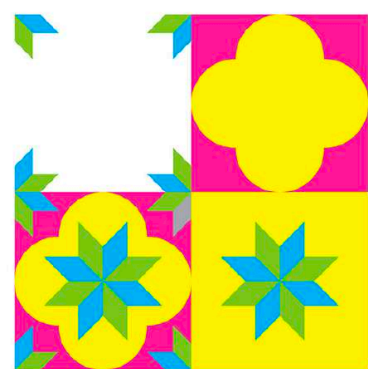
WITH WHOM?

CO-CREATION & PROTOTYPING WITH WHOM?



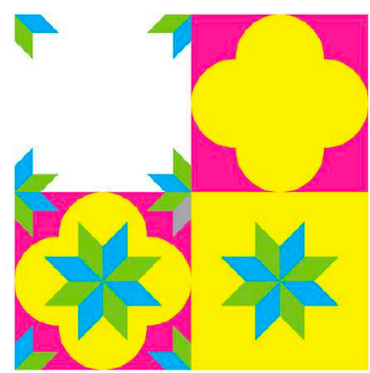
**“Traditionally, museum professionals have failed to recognize that visitors create their own museum experience”
Falk & Dierking**

**“The artefacts are clearly tangible; it s the emotions they evoke which are intangible. Experience, therefore, is the intangible characteristic of the museum”
Fiona McLean**



WITH WHOM?

In his book *Identity and the Museum Visitor Experience*, Falk identifies **five key types of visitors** who attend museums and the internal motivations that drive repeated visitation.



WITH WHOM?

Explorer

The need to satisfy personal curiosity & interest in an intellectually challenging environment

Facilitator

The wish to engage in a meaningful social experience

Experience Seeker

The aspiration to be exposed to the things and ideas that exemplify what is best and most important within a culture or community

Professional or Hobbyist

The desire to further specific intellectual needs in a setting with a specific subject matter focus

Recharger

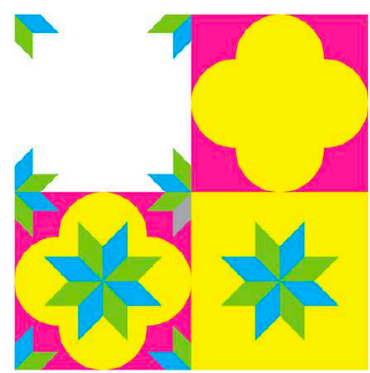
The yearning to physically, emotionally, & intellectually recharge in a beautiful and refreshing environment



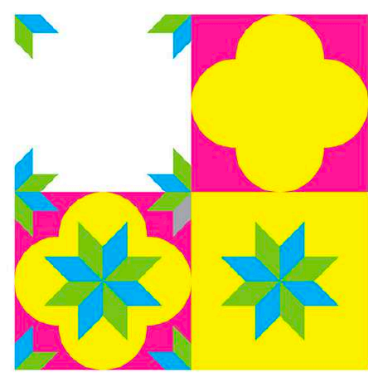


WITH WHOM?

“Each visitor’s experience is different because each brings his **own personal and social contexts**, because each is **differently affected by the physical context**, and because each **makes different choices** as to which aspect of that context to focus on.”
(Falk and Dierking)







EXPLORERS

Curiosity driven

Generic interest

Expect to learn or find something new

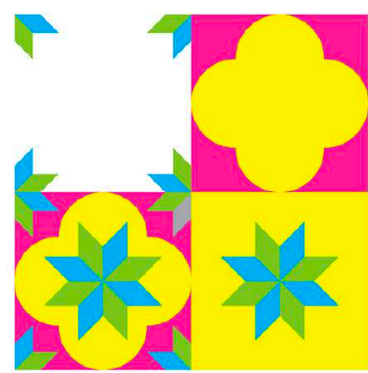


“Behind the scenes” tour

Public programs

Demos

Brochures



EXPERIENCE SEEKERS

Desire to see and experience place

Perceive site as important destination

Search for prestigious attraction in the area



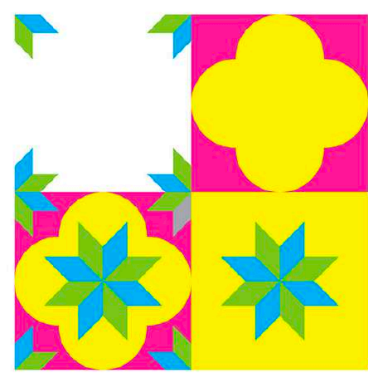
Special tour/program/event

Photo opportunities

Souvenirs

Customized experiences





PROFESSIONAL / HOBBYISTS

Content specialists

Visit to meet goals like new ideas or answer to questions



Specialty tours

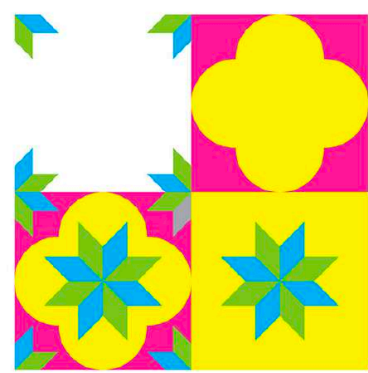
Adult classes

Information desk

“Clubs”

Brochures/ Guides





FACILITATORS

Socially motivated

Want to enable learning for other people



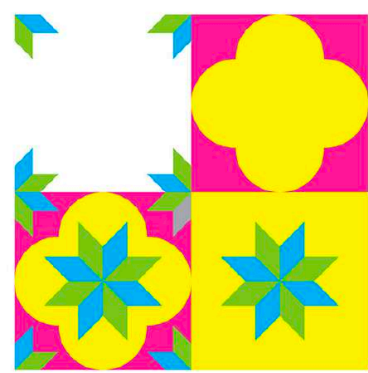
Family programs

Guided experience

**(e.g. labels, audio guides,
printed materials, Q&A)**

Facilitators/ Explainers/

Mediators/ Inspirers



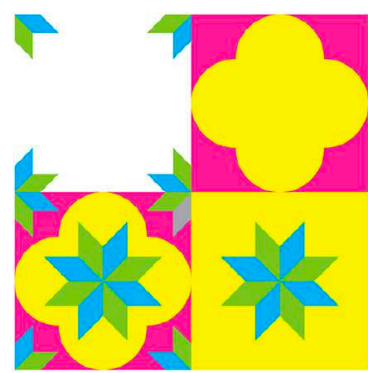
RECHARGERS

Look for contemplative or restorative experience

See site as refuge, escape



“Contemplation” points
Sensory experiences
Appropriate enrichment
(e.g. yoga, painting, etc.)



Why do people come to museums?

What do people do inside the museum and why?

What messages do visitors take away from their museum visit?

How can we improve museum practice?



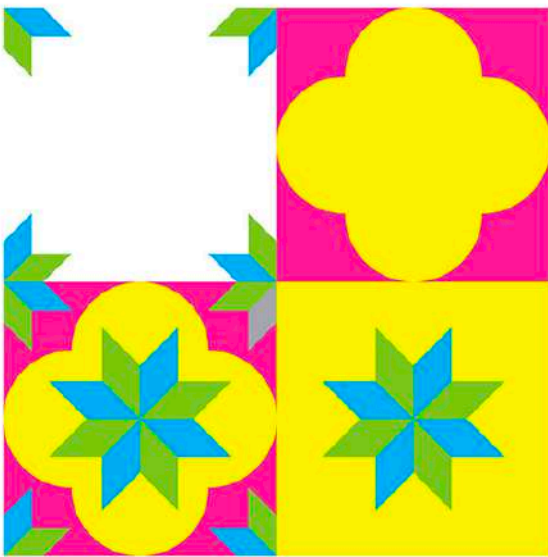
Roman Ondák "Measuring the Universe"

CO-CREATION & PROTOTYPING

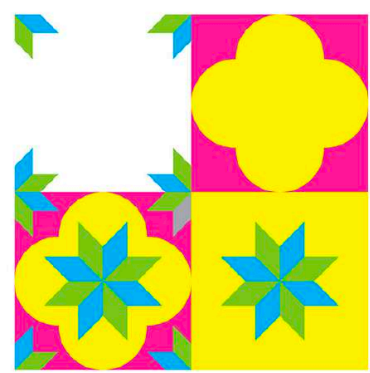
Good practices?

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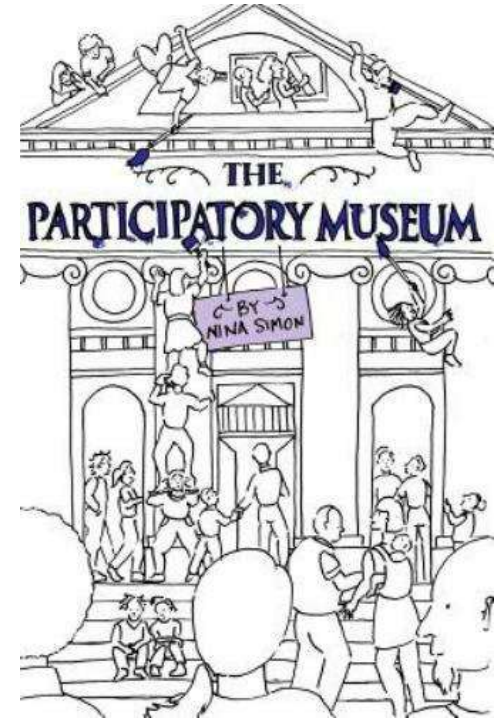
CO-CREATION & PROTOTYPING WITH WHOM?



Nina Simon



<http://www.popupmuseum.org/>



CO-CREATION & PROTOTYPING WITH WHOM?

Nick Gray

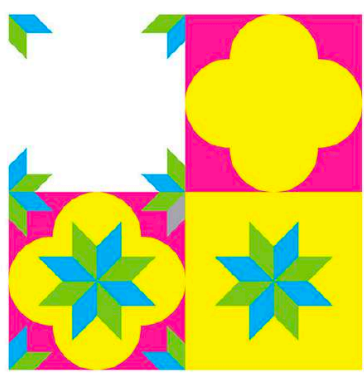
Jasper Visser - check Vending machine!



<https://museumhack.com/>

[Cards for Culture: Playful strategy development for museums](#)

CO-CREATION & PROTOTYPING WITH WHOM?



<https://brokenships.com/>

Greenwich Maritime Museum

CO-CREATION & PROTOTYPING

more Resources & References

TIPS >> the power of museum stories / new mediums and tools for storytelling / being for everyone / no ownership without authorship



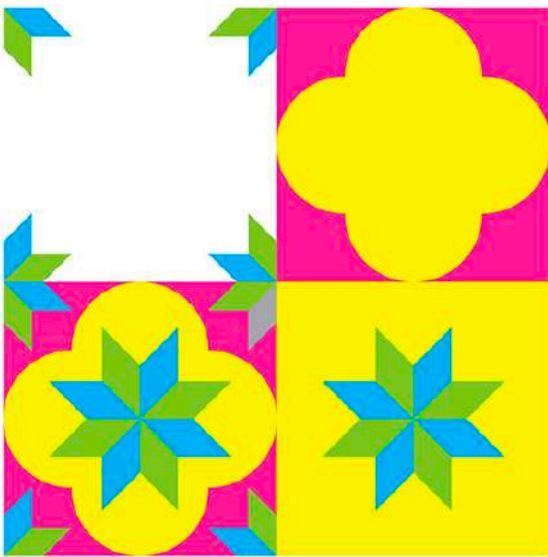
Internnational Museum of the Red Cross and Red Crescent



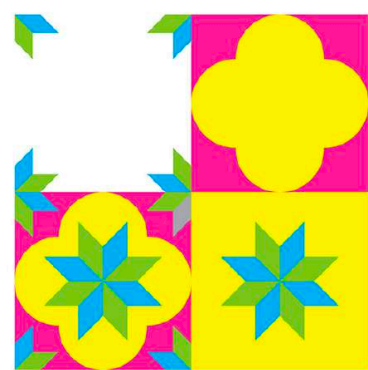
Microcosm: the story of CERN

CO-CREATION & PROTOTYPING

Best tip?

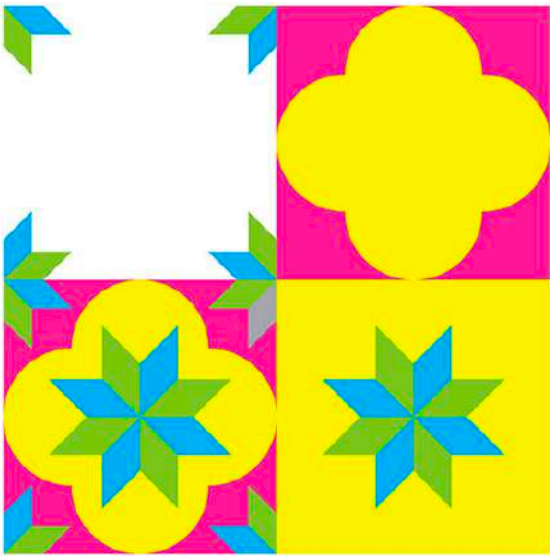


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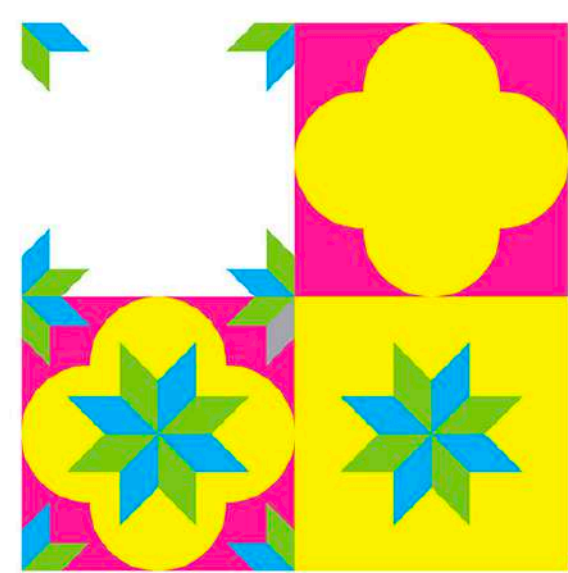
**DONE
IS
BETTER
THAN
PERFECT**

CO-CREATION & PROTOTYPING



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**Questions
Thoughts?**



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CO-CREATION & PROTOTYPING

Questions
Thoughts?

Nina Simon's
"A letter about creative collaboration"

<https://ninaksimon.substack.com/p/a-letter-about-creative-collaboration>

Thank you!!

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