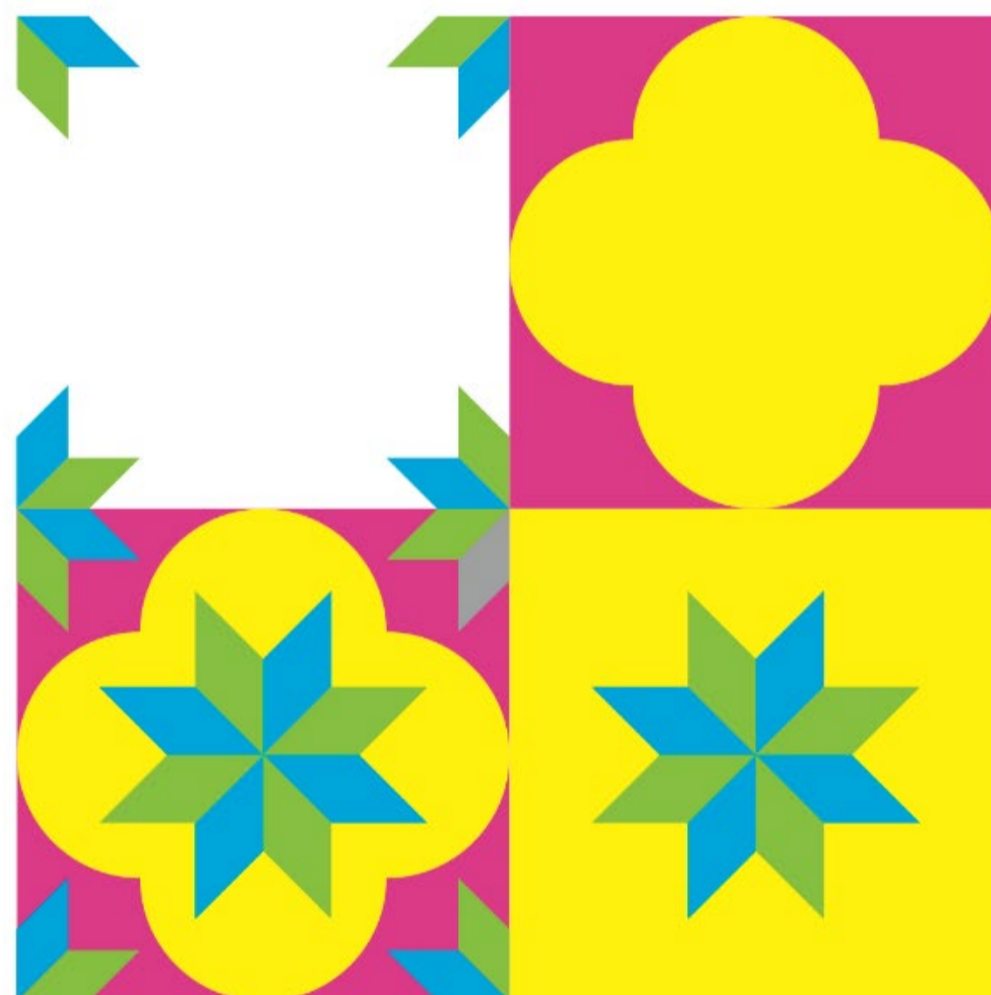




ReInHerit
Redefining the Future of Cultural Heritage, through a
disruptive model of sustainability



ReInHerit
Redefining the Future
of Cultural Heritage

www.reinherit.eu



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

Project

Project Number	101004545
Project Acronym	ReInHerit
Project Title	Redefining the future of cultural heritage, through a disruptive model of sustainability
Starting Date	01/03/2021
Duration in Months	36
Funding Scheme	Coordination and Support Action
Call (part) Identifier	H2020-SC6-TRANSFORMATIONS-2020
Topic	TRANSFORMATIONS-19-2020 <i>Culture beyond borders – Facilitating innovation and research cooperation between European museums and heritage sites</i>
Website	www.reinherit.eu

Deliverable

Work Package	6
Task	
Deliverable	D6.2-6.7
Dissemination Level	Public
Type of Deliverable	Brochure
Leader	Graz Museum
Due Date	30.09.2022
Submission Date	17.10.2022
Keywords	Exhibition, Open Call, Call for Contribution

Version History

Version	Date	Authors	Notes
V1.0	17.10.2022	Nefeli Bantela, Catalin Betz, Sibylle Dienesch, Helene Gödl, Irimi Khenkin, Martina Schiller, Rainer Stadlbauer, Chiara Zuanni	Review by: Paolo Montemurro (MateraHub), Susanne Ådahl (ARCADA), Dr. Panayiotis Charalambou (CYENS)



ReInHerit
Travelling Exhibition Brochure
→ *Open Call*

ReThinking CONFLICTS



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ReThinking CONFLICTS

A modular Travelling Exhibition

Have you ever considered making your museum's objects part of a European exhibition? Have you always wanted to take on a Travelling Exhibition that allows you to include your own local perspective and references? Are you thinking about innovative and affordable ways to exhibit digital representations of objects in your physical museum space? Are you intent upon offering an exhibition that specifically attracts a young audience?

ReThinking CONFLICTS is a Travelling Exhibition designed for small and medium-sized museums that addresses the above-mentioned questions for the topic of conflicts: Conflicts and approaches to handling and resolving them have accompanied human history from the very beginning. We find their manifestations in objects all around the world.

ReThinking CONFLICTS is a Travelling Exhibition that presently covers a small fraction of the topic but has the potential to accommodate a large number of objects and perspectives. It provides a modular structure for the physical space and can host many more objects in the digital collection.

ReThinking CONFLICTS is analogue and digital at the same time. It is easily adaptable and extendable. It is interactive and specially addresses a local audience and young adults.

What is the project about

The Horizon 2020 project ReInHerit focuses on current challenges in the heritage sector across Europe and aims to foster further communication and exchange opportunities between actors of the cultural heritage sector. This includes the networking of Cultural Heritage Sites and museums, the transfer of knowledge, and the exchange and sharing of collections and contents.

Based on the results of the primary and secondary research conducted in the ReInHerit project the three partner museums, Bank of Cyprus Cultural Foundation, Museum of Cycladic Art and Graz Museum have developed three Travelling and three Digital Exhibitions and a Digital Collection in a co-creative process.

Social Issues and the three Thematic Areas

The topic “Social Issues” serves as the basis for the three overarching Thematic Areas. Societal challenges in the changing context of times are of equal concern to societies worldwide. The Thematic Areas “Conflicts, Conflict Handling and Conflict Resolution”, “Gender Roles, Diversity and Discrimination” and “Craftsmanship, Production and Environmental Issues” have emerged from this context, taking into account the respective collections.

The subjects and concerns of this exhibition are at its core the different cultural skills and abilities that we cultivate in order to deal with social issues and social topics. If we look at how these skills and abilities are articulated through objects, museum collections can act as a starting point for the display, interpretation, and contextualization of social issues through a pan-European lens.

By having each museum supplement the other’s topic through the open sharing of their collections, the Thematic Areas are no longer separate from each other but in reality, share many commonalities. This collaboration highlights different ways of approaching social issues which fosters multidimensional perspectives and invites other museums to join the discourse.

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The Exhibitions

One Travelling and an online Digital Exhibition will be dedicated to each of the three Thematic Areas. All Thematic Areas will be on display at the three venues in Athens, Nicosia and Graz, with the respective objects, as well as the changing narratives, travelling exclusively digitally. The three exhibitions can subsequently be taken up and expanded by other museums.

Digital Collection

As an integral part of the exhibitions, a digital collection is being created within the three Thematic Areas. In addition to the partner museums, other museums and Cultural Heritage Sites will be invited to contribute their objects to the collection. This growing collection serves as the basis for the exhibitions, and it aims to simplify the exchange of collection objects between museums in the future. It will be hosted on the RelnHerit Digital Hub provided by the University of Graz.

Target Group

The exhibitions intend to address a mainly local audience with a special emphasis on a younger audience. As these visitor groups represent an important audience, specific content and media, such as the integration of Social Media tools, developed with a focus group, are explicitly developed that may make a visit to the exhibitions more attractive.

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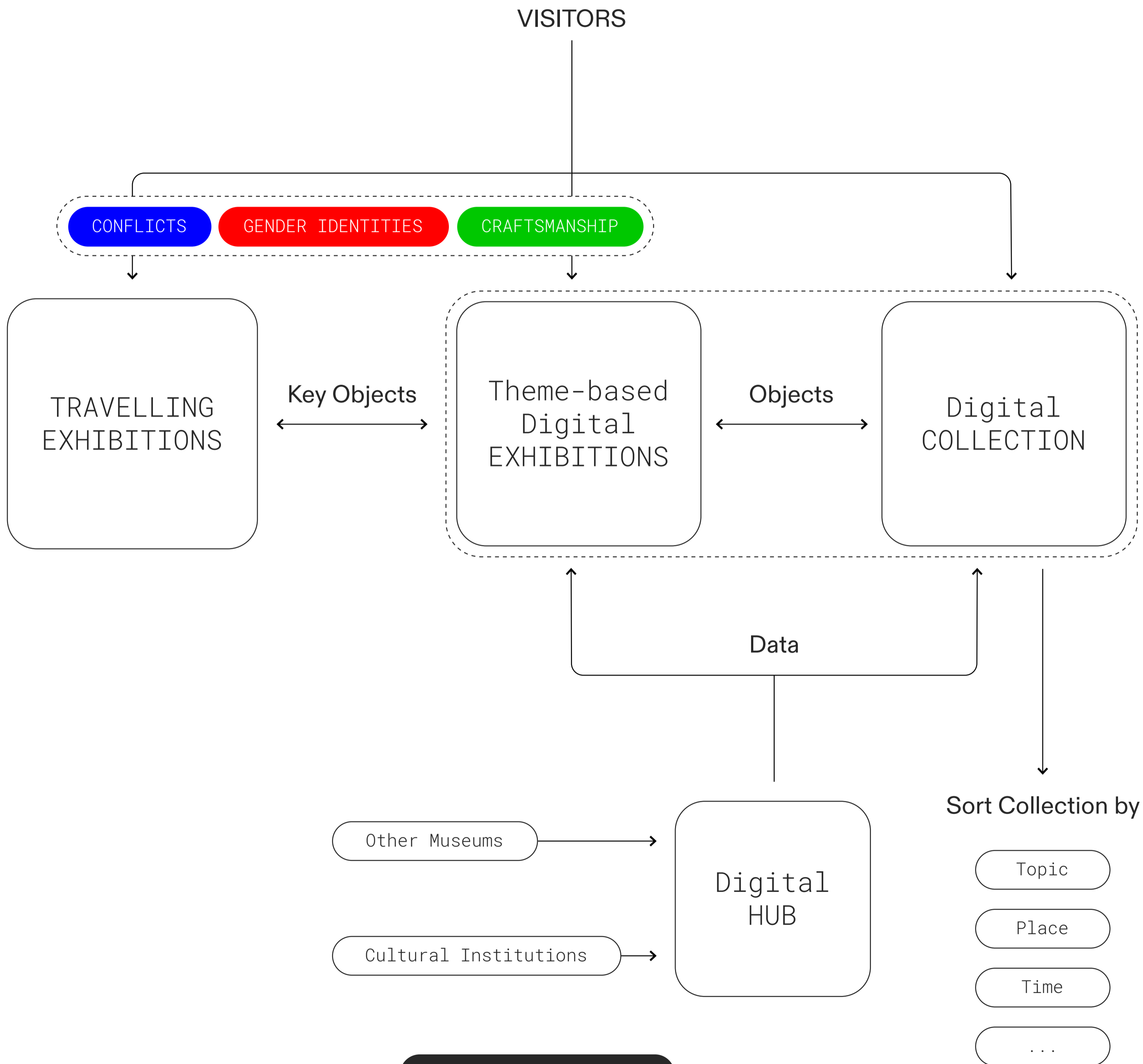
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Interested in hosting an exhibition?

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Call for Hosting an Exhibition

The Travelling Exhibitions aim to be shown in as many different places as possible. To this end, they are designed in such a way that they can also be taken over on smaller and medium-sized museums without major costs and effort. The exhibitions are structurally conceived like a puzzle, which can be expanded with new puzzle elements that can be filled with their own narrative strands and objects. The exhibition will be shared digitally and the easy to implement exhibition architecture can be produced regionally and with locally available resources with the help of concrete instructions.

How to host a Travelling Exhibition

The exhibition concept consists of various puzzle components and aspires to be expanded. Therefore, the already provided content (audios, texts, digital objects) can be taken up and extended with new content and objects from the respective museum/cultural institution. The exhibition grows with each takeover.

In the exceptional case that an interested institution cannot add its own content or would like to show an existing puzzle element within a thematically matching exhibition, it can also be shown without its individual extension.

1

DOWNLOAD INFORMATION

- Thematic Areas
- Exhibition Architecture
- Content Implementation

2

CREATE A NARRATIVE

- Select a topic
- Choose objects
- Find key objects

3

ORGANISING THE CONSTRUCTION

- Check the dimensions of the exhibition space
 - Check what media are needed
- Find local workshops and (reused) material
- Install the structure and the devices

4

CONTENT IMPLEMENTATION

- Download the "implementation instructions"

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ReThinking CONFLICTS

Conflicts have accompanied mankind from the very beginning. They are an intrinsic part of social systems. They manifest themselves in different forms such as fight, dispute, classism and competition, strike and industrial conflict, class struggle/class conflict and rebellion, war and civil war.

Conflicts can have different functions for society: they can relieve social tensions and, under certain conditions, even become the decisive motor for necessary social changes. Conversely, conflicts can escalate to such a high level and be carried out so destructively that they have fatal consequences for the people (societies) affected.

Right now we experience multiple forms of crises. We can not foresee where these are leading us, as individuals, on a national and on a global level. It is only clear that the world is undergoing a massive process of change. In this situation, conflicts are a normal and inevitable consequence.

Post-modern, individualistic societies that exhibit only weak social cohesion can cope less effectively with conflicts. It is therefore important to gain a deeper understanding of conflicts, their dynamics, the underlying systemic issues and the roles of each and everybody. The exhibition will support this insight with objects that mirror conflicts from different times and places and allow various perspectives. They will

- Represent/ depict the conflict
- Show the consequences of a conflict or the result of reprocessing it
- Be part/ object/ trigger of the conflict

The exhibition explores objects in terms of what they reveal about conflicts across history and in a global context.

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The three partner museums cover different subjects within one Thematic Area. The diversity of the museums and their collections evoked the emergence and adoption of different perspectives. The objects in all three collections represent parts of social life from different times. They tell stories of the past, but they also give us the opportunity to compare, contrast and reflect on them with the challenges of today.

RISING FOOD PRICES AND GROWING POVERTY



Cherry Rage 1920

Axl Leskoschek, 1955
Woodcut
Graz Museum

After the First World War, people suffered from hunger. Especially the increased food prices led to the escalation of a social conflict in Graz on 7 July 1920, which manifested itself in a hunger riot. Since food was hardly affordable, women went to the market places and called out for cheaper prices to feed their families. They especially protested against high prices of cherries, which were in high demand because of the jam tax and the shortage of sugar. Throughout the day more and more people joined the protest whereby the situation got out of hand. 13 people died. Rising food prices and a growing number of people living in the precariat continue to challenge societies around the world.

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GEOPOLITICAL CONFLICTS

Cipro

Nicolò Nelli
Venice, 1570 (first appearance)
Loose-sheet map
Bank of Cyprus Cultural Foundation



Issued in 1570 by Nicolò Nelli, the year the Ottoman attack on Cyprus had begun, this map shows the island surrounded by vessels of the Venetian fleet oriented towards the east, facing the direction of the Ottoman threat. The military situation in the Eastern Mediterranean encouraged the production of large numbers of maps to illustrate the islands and possible threats of war. Other than geographical depictions of land, maps also illustrate how knowledge surrounding conflict is produced.

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HIERARCHIES AND SOCIAL STANDING



Pyxis

clay vessel with lid
760-750 BC. NG 1103
Museum of Cycladic Art

The pyxis or pyxides (plural) were used as storage boxes for jewellery and cosmetics. They accompanied female burials as grave goods. Pyxides decorated with horses on the lid have been intended exclusively for rich male burials as horses were symbols of the privileged class of knights and the wealthiest males. This clay vessel apart from being a sign of social discrimination based on wealth and social class, also reflects discrimination at war. On the battlefield, the most privileged male citizens had the opportunity to use horses.

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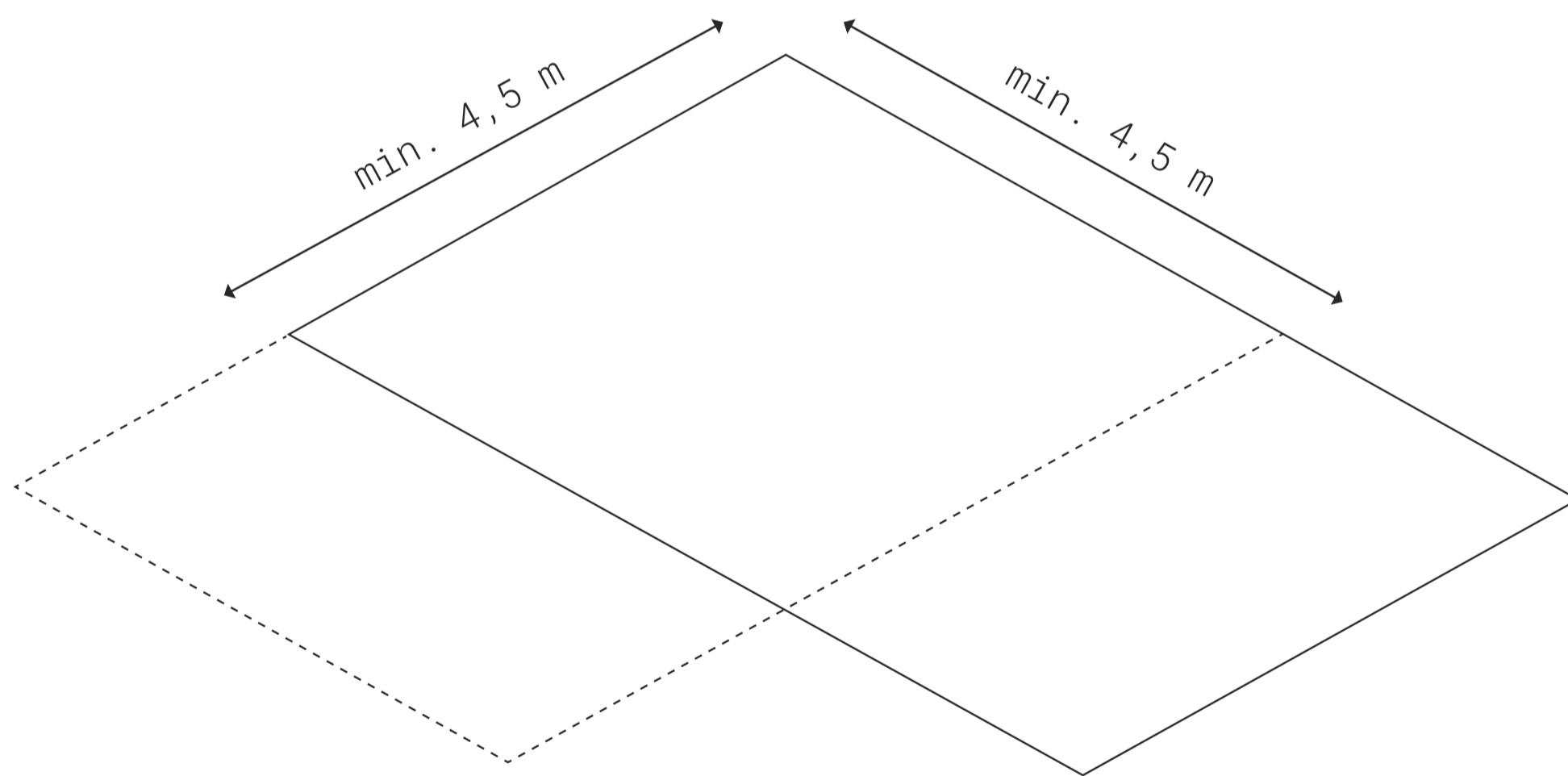
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Exhibition Design and Requirements

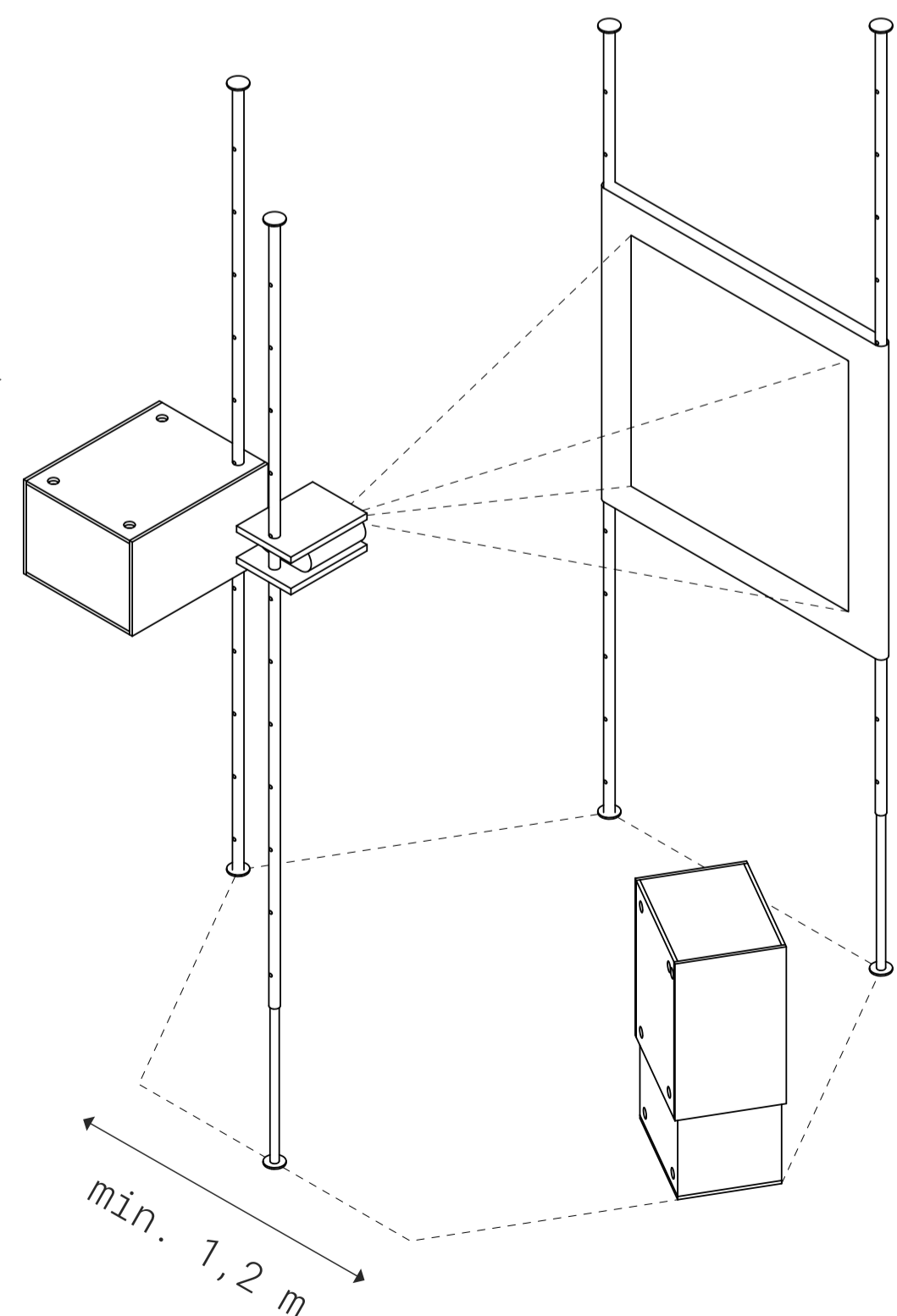
ReInHerit's Travelling Exhibition architecture adapts to the specific conditions of each venue. It is modular, flexible in use and expandable. The design of the modular components is related to the physical dimensions of digital key objects as core entities. Each of the key objects defines a spatial footprint in the exhibition spaces independently of its actual physical presence. Transport boxes materialise the dimensions of the objects within the network of the exhibition and redefine the absence of objects as different form of presence. Various properties of the key objects can be exhibited via digital media like projection mapping or holography.

Measure the dimensions of a possible exhibition space:



Area must be at least 45 m² &
no side may be less than 4,5 m

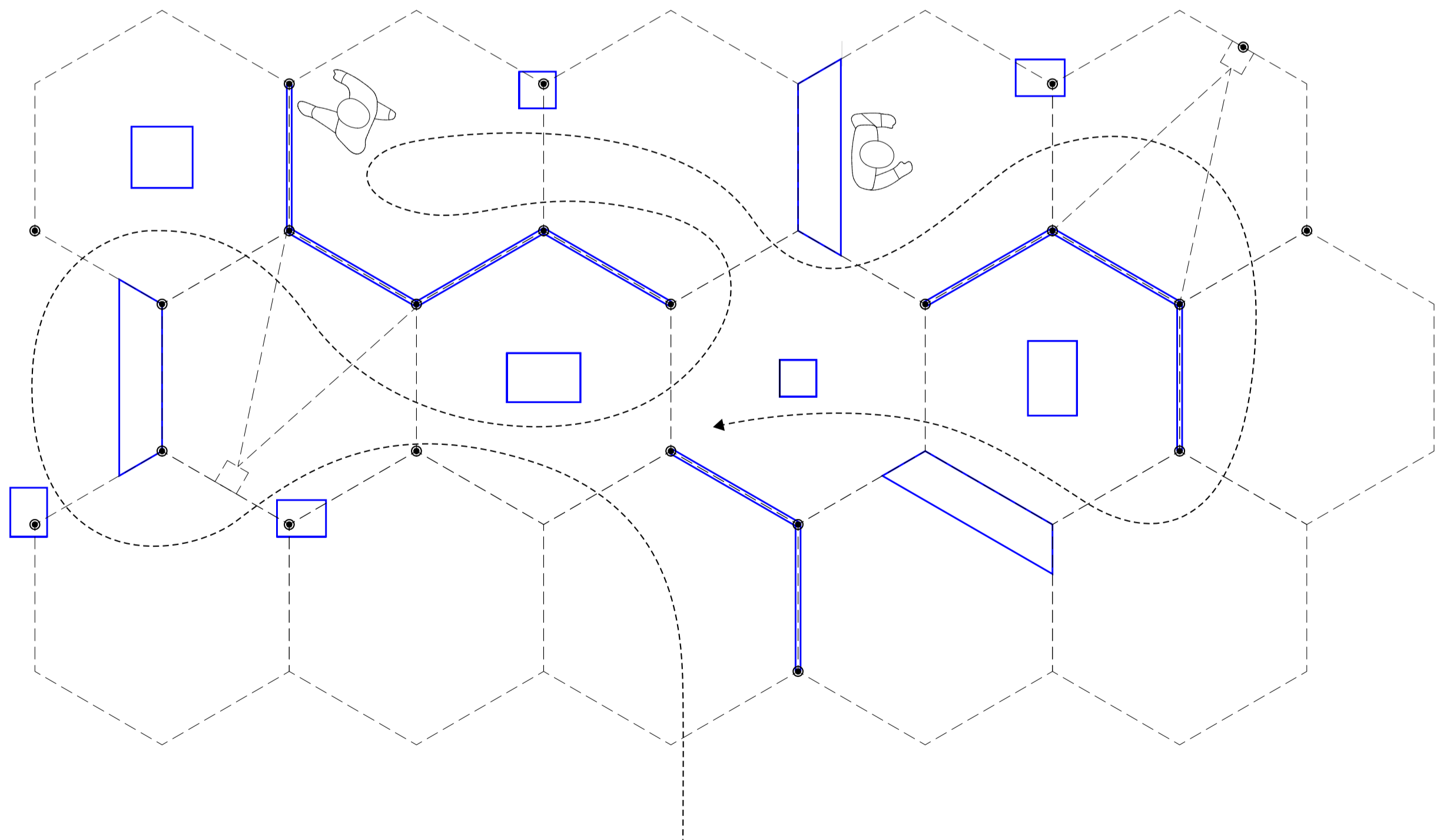
Choose display elements which relate to key elements:



Telescopic rods serve as anchor points for different screens within the display system. Depending on the point of view and interactive use of different media, each visitor creates his/her personal exhibition space.

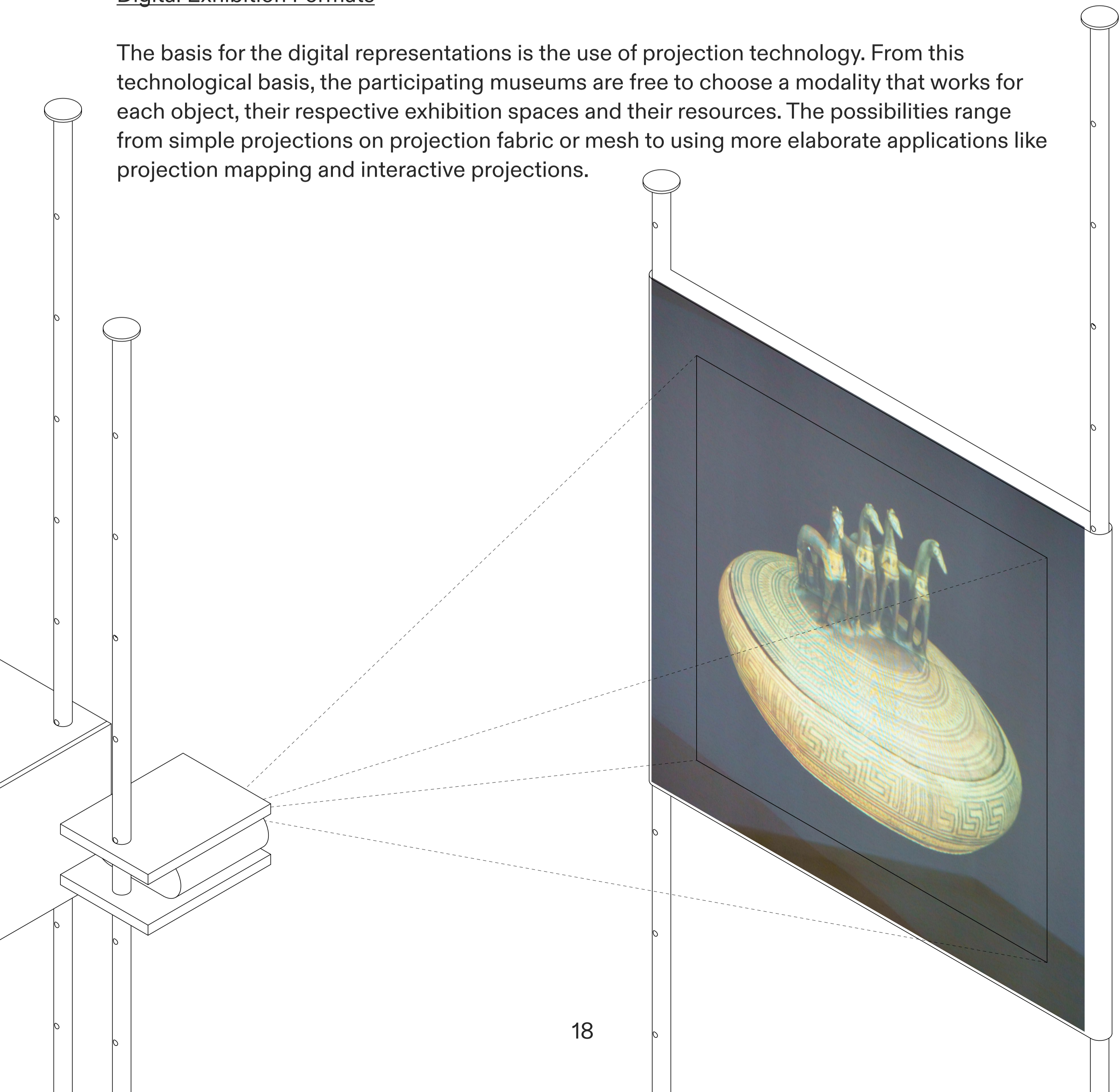
The display system can be adopted by a growing number of museums in the future. Instructions are provided so that the architecture can be produced by local carpenters and with the materials commonly used in the region.

Define the relation of key objects through defining a spatial network:



Digital Exhibition Formats

The basis for the digital representations is the use of projection technology. From this technological basis, the participating museums are free to choose a modality that works for each object, their respective exhibition spaces and their resources. The possibilities range from simple projections on projection fabric or mesh to using more elaborate applications like projection mapping and interactive projections.



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→ Workshops

Common Event

From 27 to 31 March 2023, a joint week of workshops, impulse lectures, discussion sessions and other opportunities for interaction will take place. Interested people and visitors from all over the world can participate in the programme online or on site in Athens, Graz or Nicosia, exchange ideas and experience how the three locations and the three exhibition subjects grow together.

Additional Programme

Across the duration of the exhibitions, the museums will offer different workshops that correspond to the Thematic Areas displayed at the time. Each museum develops workshop formats based on the topics. The museums can then pass on their formats and suggestions among each other and the participating museums and Cultural Heritage Sites. The programme addresses a heterogeneous target audience with a focus on young and local participants.

→ Engagement in the Travelling Exhibition

Thematic Frames

Each of the three exhibitions includes interactive stations, which provide a thematic frame. The visitors are involved in the exhibition before entering (Intro), at various points in the exhibition (Stations) and after leaving the exhibition (Outro). The involvement is geared towards the respective exhibition topic and is therefore integrated into the Travelling Exhibition in a digital, analogue and partly hybrid format. The digital stations will collect the input from visitors anonymously and the collected data will be visible in the form of a general overview, offering a comparison of visitors input from other places around the world.

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ReThinking Conflicts

The exhibition of conflicts and conflict handling integrates viewpoints and opinions of the visitors into the exhibition and asks about the role of conflicts in their own lives. This Thematic Area provides different narratives and invites the visitor to choose one of the variants to try out how stories can be told and perceived from different angles. Social Media applications with various filters and tasks with sharing options are integrated into the exhibition. Questions, which are asked at all three locations and may be answered by the visitors, give the opportunity to compare one's own opinion with others in a digitally visualised overview.

Taking Action

In the Travelling Exhibitions, visitors can interact with some of the digital key objects. This is realised through gesture-controlled, playful applications of the 3D objects or through the Smart Lens developed by the University of Florence as part of the ReInHerit Toolkit. The Smart Lens may also be provided to the hosting institutions to integrate their objects.

Social Media Engagement

As young visitors are expected to be the main audience, each museum develops a strategy for the respective Social Media channels. One part of the strategy will be for the outreach before and during the exhibition, therefore hashtags for every Thematic Area will be created and a young audience will be engaged, by specific tasks, to share or develop content on their own. The other part contains content and information of the exhibition and invites visitors and users of the exhibition to create new content out of it e.g. digital 3D models of the exhibitions will be implemented to AI Instagram filters and can be projected in any other place – photos can be taken and shared.

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Travelling Exhibitions 2023

Graz Museum

Graz

Week 6 – Week 19

Week 24 – Week 36

Week 41 – Week 51

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GENDER IDENTITIES

CRAFTSMANSHIP

Museum of Cycladic Art

Athens

Week 12 – 15

Week 18 – 21

Week 24 – 26

GENDER IDENT.

CRAFTSMANSHIP

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Bank of Cyprus Cultural Foundation

Nicosia

Week 9 – Week 21

Week 25 – Week 36

Week 40 – Week 51

CRAFTSMANSHIP

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When may I download the files?

15 January 2023

www.reinherit-hub.eu/resources



What will be provided?

- An info sheet about how to host an exhibition
- Instructions about the exhibition architecture
- A manual about the estimated costs of the exhibition
- The digital content of the existing Thematic Areas (digital objects, audios, texts...)
- A webinar about producing 3D objects

How will the exhibition be licensed?

This exhibition is licensed under a Creative Commons Attribution Share Alike licence. Further details on the licence as well as terms and conditions that apply for redistribution can be found soon on the ReInHerit Digital Hub.

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Project Partners



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www.cycladic.gr/en

Exhibition Design

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