

# new ways

of communicating science  
& collections 2020

Slot 1 | Object & Storytelling



Slot 2 | Limits of Openness



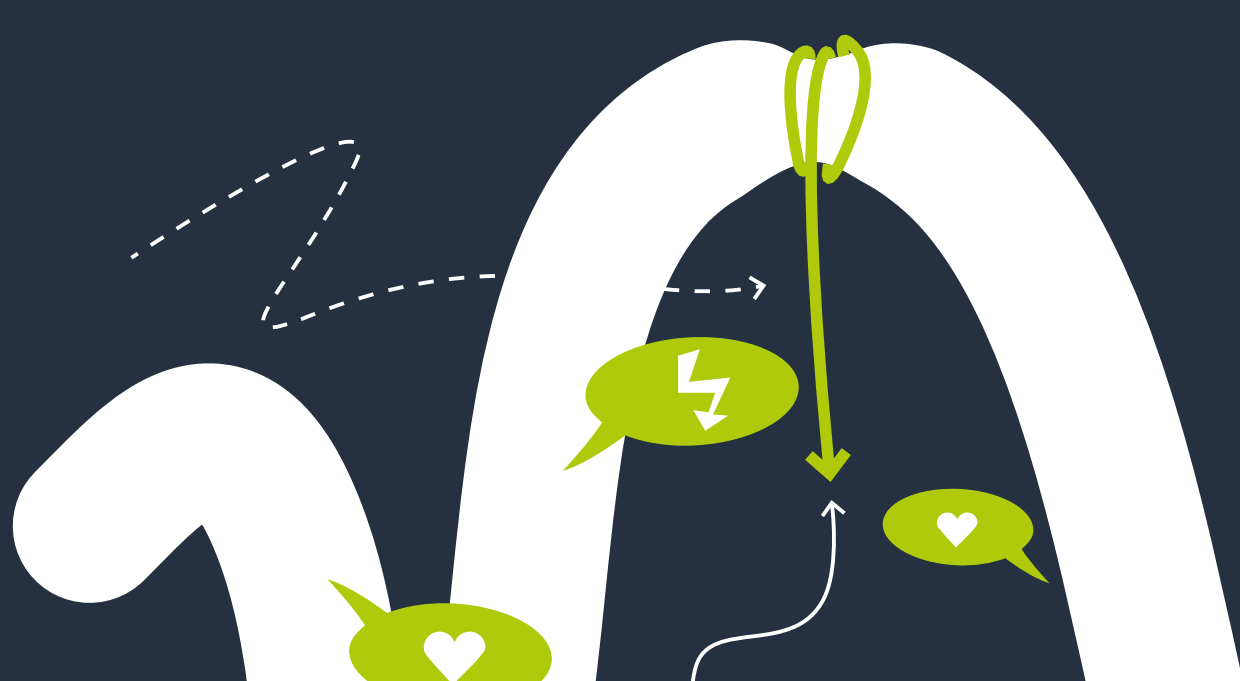
Slot 3 | Seeking Relevance



Slot 4 | Awfully Awful – The Confession Session



Slot 5 | New Audiences / Missing Audiences



Slot 6 | Lost in Translation



Slot 7 | Highly Enlightening – The Inspiration Show



Thank you for taking part in new ways 2020!  
We will contact you in 2021 with new plans and ideas.

Stay curious!

IMPRINT  
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## OBJECT & STORYTELLING

DOES EVERY OBJECT HAVE STORYTELLING POTENTIAL? & HOW DO YOU DECIDE WHICH STORIES TO TELL (OR NOT?)

**JOHANNES WITTMER'S FINGER 1818-53**  
THIS IS HOW WE POOR PEOPLE LIVED!  
BONES COULD BE MATCHED WITH MEDICAL DATA  
SHOW ME YOUR HAND AND WE CAN FIND OUT WHAT YOU CAN DO WITH IT

**FROZEN MOMENT IN DISEASE HISTORY**  
CHOLERA BACTERIA  
REDUCE & FOCUS TO JUST ONE OBJECT EXHIBITION  
STORY-TELLING  
WHY INTERESTED IN THE CONTENT?

USUALLY ONLY **17** SECONDS GIVEN TO ONE OBJECT  
A BOTTLE FULL OF QUESTIONS  
SHOULD IT BE OPENED?

**DAMASCUS ROOM**  
WHO IS ALLOWED TO TELL THE STORY?  
WHICH NARRATIVE IS APPROPRIATE?  
PUT ARTIFACT IN CONTEXT  
LEARN FROM PHYSICAL PROPERTIES  
E.G. STRATEGIES FOR WILD FIRES  
ADD PERFORMATIVE CONCEPT (NOT JUST VIDEO)  
EMBRACE THE INTANGIBLE HERITAGE  
MUSEUM AS PLACE OF DIALOGUE ... AND SAFE SPACE

COLLECTION & EXHIBITION  
SEE PEOPLE WORK IN THE MUSEUM

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## LIMITS OF OPENNESS?

CHALLENGE IDEAS  
EVALUATION: EXTERNAL ASSESSMENT  
HUB FOR ARTIST  
LINKING LEGALITY ETHICS ACCESSIBILITY TRUST  
COVID COMMISSION  
CREATE POSITIVE EXPERIENCES & SUPPORT ARTISTS IN THEIR WORK

**OPEN MUSEUM @ NATURALIS**  
ASK QUESTIONS + SEE WORK  
LIVE STREAM WHEN TOO SMELLY  
ENTRY FOR ALL EVERY DAY LOOKS DIFFERENT!  
OPEN ≠ TRANSPARENT

**LIVESTREAM SHOW**  
MODERATOR GUEST SCIENTISTS  
ADD MUSIC & ACROBATICS  
DARE TO KNOW & ENCOURAGE TO THINK  
CIRCUS + HIGH CULTURE ELEMENTS  
ARTIST BUBBLE SCIENCE BUBBLE  
THE SHOW IS HERE!

WHY BE OPEN AT ALL?  
COLLECTIONS AND EXHIBITIONS BELONG TO SOCIETY KEPT IN SOCIETIES LIVING ROOM  
SEE IT AS AN EXPERIMENT!  
WHAT WORKS? WHAT DOESN'T?  
TALK TO MANY PEOPLE ABOUT IT!  
INCLUDE PUBLIC FOR NEW PERSPECTIVES  
... AND DIGITAL FORMATS CHANGE PERCEPTION!

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## SEEKING RELEVANCE

UNIVERSITY OF GLOBAL HEALTH EQUITY  
LEARNING + RESEARCH DISEASE IMPACT  
POLITICAL CULTURAL  
LINK HEALTH + CREATIVE SECTOR  
IN RWANDA  
DIGITAL DISCUSSION  
Hamwic Festival 2020 SOCIAL JUSTICE & MENTAL HEALTH  
FESTIVAL AS PLATFORM 2019  
STILL DISCUSSING ONLINE

**NEW IMMERSIVE MUSEUM SETUP**  
EMOTIONAL NARRATIVE OBJECT STORYTELLING  
FOR THE WHOLE FAMILY (NOT JUST KIDS)  
I HAVE GOOSE-BUMPS!  
AND THINK ABOUT DEATH  
MAKE PEOPLE FALL IN LOVE WITH NATURE  
SO THAT PEOPLE TAKE CARE OF NATURE AND  
HOW DID YOU FIND THIS? IT WAS LIKE THIS...

**MUSEUM OF BROKEN RELATIONSHIPS**  
EVERYDAY OBJECTS  
I WITNESSED A RELATIONSHIP FALLING APART  
MUSEUM WITH SEEMINGLY RANDOM OBJECTS  
VISITORS CAN SHARE THEIR STORIES  
AND PEOPLE HOLDING IT  
REFLECTION & TRANSFORMATION  
PEOPLE READ AND GET INTO MENTAL CONTACT WITH PEOPLE'S STORIES

MORE THAN JUST ROMANTIC STORIES  
MY MOTHER LEFT...

EMOTIONAL BUT NOT OVERWHELMING - STILL POSITIVE

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## AWFULLY AWFUL - THE CONFESSION SESSION

KG  
YEAH, TRY MOUNTING ME IN YOUR MUSEUM...

WHO IS MY DAD?  
"NO, I JUST WATCH THEM GET KILLED & TAKE THE BABIES"  
ADJUST YOUR LANGUAGE

PEOPLE WROTE BAD THINGS INSTEAD OF POSITIVES  
MAMA, WHAT DOES \*XXX MEAN?

TELL ME YOUR SINS

IRONING OUT PAPER EATEN BY THE SCANNER

DISCUSSING A MEDICAL TOPIC AMONG PROFESSIONALS  
BUT SOMEONE WAS LISTENING

1 TICKET  
LOTS OF VIDEO TO WATCH  
→ UNDERSTAND VISITOR'S MOTIVATION

CHECK YOUR FACTS 10 TIMES (ESPECIALLY WHEN IT'S SOMEONE FAMOUS)  
BUT THE SUN STILL RISES THE NEXT DAY

ART PROJECT  
DISSECT A FAMOUS MUSICAL INSTRUMENT  
DID NOT WORK BEFORE OR AFTER...

A PRESENTATION, THAT DID NOT WORK...

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## NEW AUDIENCES / MISSING AUDIENCES

WE NEED LESS TALKING ABOUT INCLUSIVITY AND MORE IMPLEMENTATION!

WHICH AUDIENCES ARE APPROACHED?  
FIGHT SYSTEMIC EXCLUSION ON ALL LEVELS  
WHO DOES SOCIAL MEDIA? WHO DIRECTS?  
THINK BOTH ABOUT EMPLOYEE & VISITOR  
INCLUDED BASED ON THEIR MERIT!  
TRAIN PEOPLE WITH DISABILITIES TO BECOME GREAT ARTISTS

MUSEUM AS CULTURAL & STRUCTURAL ORGANISM  
THE MEMBRANE WE CREATE AROUND IT  
WHO IS LET IN?  
"MUSEUM" APPROPRIATE NAME FOR DECOLONIZED INSTITUTION?

HOW BIASED I REALLY AM?  
NEEDS HUMILITY  
NEEDS EXCHANGE  
MAKE PEOPLE FEEL WELCOME  
TECHNOLOGY DOES NOT CREATE BARRIERS OR SOLUTIONS, HUMANS DO!

ISSUES OF POWER & PRIVILEGE → SCIENCE IS NOT NEUTRAL!

RETHINK  
REPRESENTATION  
HIRING PROCESSES  
HIERARCHY  
CONTEXTUALISATION

HAVING A DISABILITY AND PAINTING DOES NOT MAKE YOU A GREAT ARTIST!

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## LOST IN TRANSLATION

INCLUDE RESEARCH IN EXHIBITION & COLLECTIONS

GOALS MESSAGES AUDIENCE PREMISES  
HOW? MAKE DECISIONS FOR THE EXHIBITION  
ANSWER THESE QUESTIONS

SHOW PEOPLE WORK & EXCHANGE  
SHOW RESEARCHERS + EXPLAIN RESEARCH  
THAT'S WHAT MY MOM LOOKS LIKE!

NOT EVERY PROJECT CAN BE SHOWN THIS WAY  
ALSO THE EMPLOYEES NEED TO BE INCLUDED  
"KNOWLEDGE" - "FEELING" - PROJECT?

SHOULD SCIENTISTS TALK TO VISITORS?  
JARGON 2 WORDS / MIN  
I DON'T UNDERSTAND OR FEEL WELCOME...  
VISITOR  
SCIENTIST DOES NOT KNOW AUDIENCE  
OPPORTUNITY: TRUST, REFLEXIVITY  
FOR MEANINGFUL COLLABORATION

CITIZEN SCIENCE  
INCLUDE PEOPLE (NOT ONLY DATA COLLECTION)

SHOULD WE EXPERIMENT ON VISITORS?  
RESEARCH INFECTION PATHWAYS IN AN EXHIBITION  
EEG ON LOVE  
DNA & PERSONALITY TYPES  
OPEN LAB  
SCIENCE CAN BE SLOW & BUREAUCRATIC  
CREATES LOTS OF DATA FOR RESEARCH

LEARN & UNDERSTAND OWN TOPIC THROUGH EXPLANATION  
RAISING CURIOSITY  
SHOULD WE EXPERIMENT ON VISITORS?  
HOW MUCH NEEDS TO BE UNDERSTOOD?  
COMPARABILITY: I KNOW THAT FEELING, I ALSO MAKE MISTAKES  
EMOTIONAL CONNECTION

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## HIGHLY ENLIGHTENING - THE INSPIRATION SHOW

CONTACT WITH MUSEUM STAFF  
I LIKE IT  
BROOKLYN MUSEUM  
AWESOME! IT'S FROM THIS PAINTER...

LISTEN + EXPERIENCE DIFFERENT INTERPRETATIONS

VARUS MASK  
ROMAN VS GERMAN SOCIETY

IDENTIFY NATURE WITH APP  
GET PEOPLE IN CONTACT WITH THEIR SURROUNDINGS

I DON'T FEEL SO WELL  
USE NARRATIVE TO CONNECT TO EVERYDAY LIFE  
MENTAL ISSUES OF THE KING  
#RELATABLE

RECREATE ARTWORK WITH 3 HOUSEHOLD ITEMS (OR PETS AND PEOPLE)

SCIENCE COIC TO COMMUNICATE WITH UNDERSERVED AUDIENCES

EXPLANATION HUB  
GAMIFICATION FOR ALL DIFFERENT TOPICS  
OR BUILD ONE YOURSELF!

DISCUSS ARTIST'S IDEAS ON ARTIFICIALLY SUPPORTING TREES

CHAIN REACTION MACHINE WITH PHYSICS, ART, ...  
PALETS  
CREATED BY SCHOOLS, ORGANISATIONS ...

TINY MUSEUM IN A CONTAINER IN NEW YORK  
VISIT MUSEUMS WITH COLLEAGUES!

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