

NEMO Training Course
Activate the Well-Being Potential of Your Museum

Date: Friday, 27 September 2019 from 10h00 – 17h00

Place: Willa, 35 rue du Sentier, 75002 Paris, France, www.hellowilla.co

COURSE PROGRAMME

10h00-11h00: Dis/Oriented Museums and Their Future
Lecture & Discussion

Is it true that museums are becoming working spaces, wellness destinations, startup incubators, community, refugee or learning centers or even hotels? Museums are in the middle of an identity crisis. Activist, mindful, inclusive, digital, virtual, neighbor, open, they find their new role and place in this society juggling between itinerant explorations and sense-making. Diane Drubay will explain where the museum world stands today by clarifying how society revolutions and trends impact our museums. She will outline future models of museums as powerful soft power resources, platforms for social change, networks of collective intelligence and drivers of impact. She will give a special attention on how museums are a bridge to access happiness and well-being to create a comfort zone for visitors to fully express themselves.

11h00-12h30: From the Happy Museum to the Museotherapy
Lecture & Discussion

After focusing on the visitor more than on the collections, museums want now to be useful and reply to their communities needs. They can be material, intellectual, educational but also physiological. This session will give a wide range of international best practices but also controversial ones of what museums are doing today to reach audiences focusing on their wellness, wellbeing or even spiritual potential.

12h30-14h00: Lunchbreak at participants' own costs

14h00-17h00: Activate the Well-Being Potential of Your Museum
Workshop

The workshop will guide participants to become well-being accelerators.

If we consider museums and art as services, the question of the quality and the impact of what they offer is fundamental. International best practices and discussions about the top-priority impacts for museums will serve as inspiration to work towards a transformative museum.

From printed pictures of audiences in museums' exhibition spaces to the analysis of well-being triggers in a museum, using value, vision and needs mapping and then ideation workshop, the group will work on ways to create a first happiness-focused step in its museum. The ability to put new knowledge to use will be an important focus of the workshop.

The workshop will use tools and methods inspired by design thinking and gamestorming (Ludo-pedagogical methods) to produce an idea fitting the participant's vision and its museum's identity.

Coffee and Snacks will be provided.

Workshop leaders

Diane Drubay, Founder, We Are Museums

Founder of We Are Museums, Diane accelerates the transformation of museums internationally since 2007. She leads consulting missions in strategy, identity and innovation but also training and courses, organization and curation of international professional meetings like We Are Museums and Museum Connections or future-oriented interventions around the museums of the future. She also co-founded Museomix, a hackathon for museums in 2011 and founded the Museum Think Tank Berlin in 2014 that are now both supported by the community.

Julie Rouzaud, Interaction Strategist, CentVingtSix/WeAreMuseums

An engineer by training, a graduate of the Ecole de Guerre Economique, she founded CentVingtSix, an innovation agency to support project leaders, startups and SMEs in accelerating their innovation. She puts at their service its skills in strategy and economic intelligence to allow them to better analyze their market and its evolutions, and to develop a coherent and impactful business model.