



Erasmus+

**HERITEC**  
HERITAGE EDUCATION CONSULTING  
Developing and delivering programmes across the cultural spectrum

# Why can't a museum be more like a start up?

Jo-Anne Sunderland Bowe, Director, Heritec

# About The Creative Museum / The Making Museum

- ▶ The Making Museum is an 18 month strategic partnership which directly follows on from The Creative Museum project (2014-2017).
- ▶ The Creative Museum project was about opening museums to meet people, to speak with each other and become inspired by the collections in an innovative way.
- ▶ The Making Museum will provide a platform for further training opportunities and dissemination of The Creative Museum project outputs.
- ▶ [Creative Museum video](#) [Produced by Chester Beatty Library for ICOM Shorts 2016]



## TO COLLECT & ANALYSE

Identify, compare, analyse creative practices in Europe;  
to produce recommendations for museum professionals

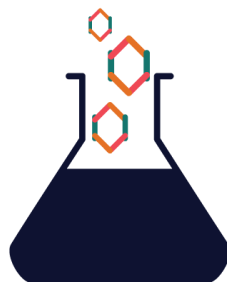


## TO DISCOVER & LEARN

To explore ways to bridge the gap between participatory web culture and cultural institutions through peer-to-peer training programmes

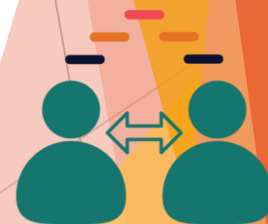
## TO EXPERIMENT

A maker in residence programme to connect makers and digital talents with museums



## TO EVALUATE & SHARE

Be inspired by startup approaches based on iteration and align with maker culture to share ideas and knowledge as freely as possible



# Our changing work

‘people-centred and culture-based approach to foster sustainable development and the importance of transparent, participatory and informed systems of governance for culture in order to address the needs of all members of society.’

Council of Europe (2014) *Council conclusions on the participatory governance of cultural heritage*

# Three ingredients to make a Creative Museum

- ▶ One. Connecting with communities. Cooperate with the existing communities around your museum to make the impossible, possible.
- ▶ Two. Spaces for Yes. Create a place in your museum where expectations are different, and where it is possible to experiment outside of existing infrastructures.
- ▶ Three. Strategies for success. Rethink the relationships between audience, artists, researchers, communities, and staff.

# Written outputs

1

- Analysis of best practices

2

- Recommendations: building a creative museum

3

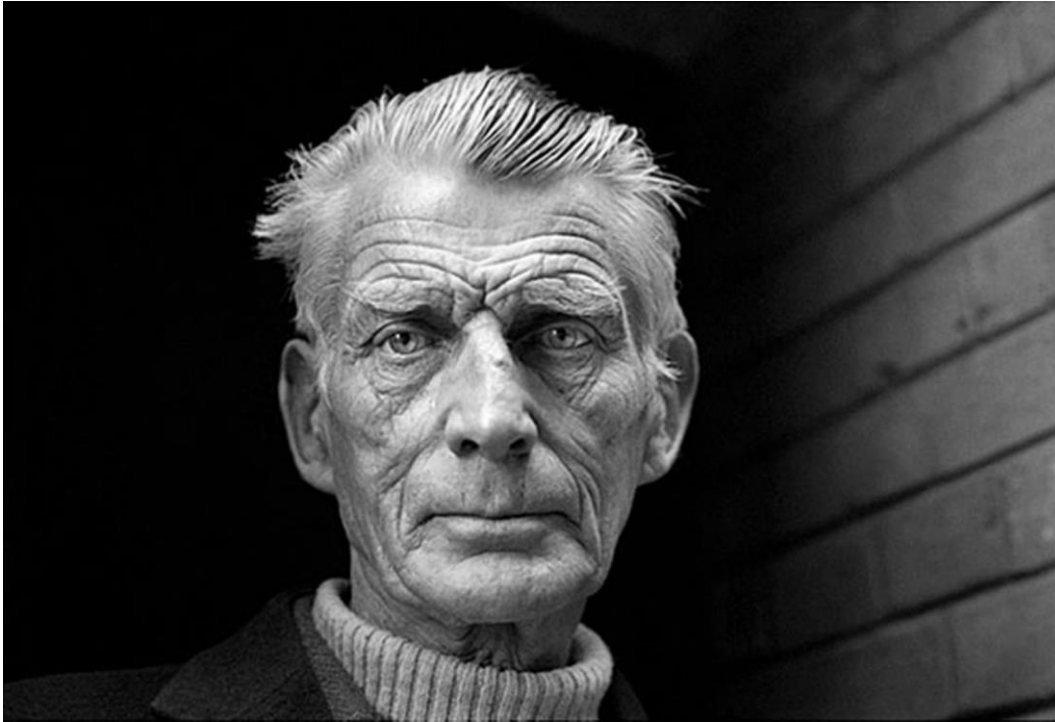
- Toolkit

# What is innovation?

‘Innovation is an elusive elixir. While innovation promises a cure for our ailments, finding it consistently is harder than it might seem. What does it take to instil confidence and experimentation among staff in the museum? How can the museum itself become a living laboratory of innovation?’

Stein, R. (2016) Museum Innovation: Risk, Experimentation and New Ideas in Museum i-D

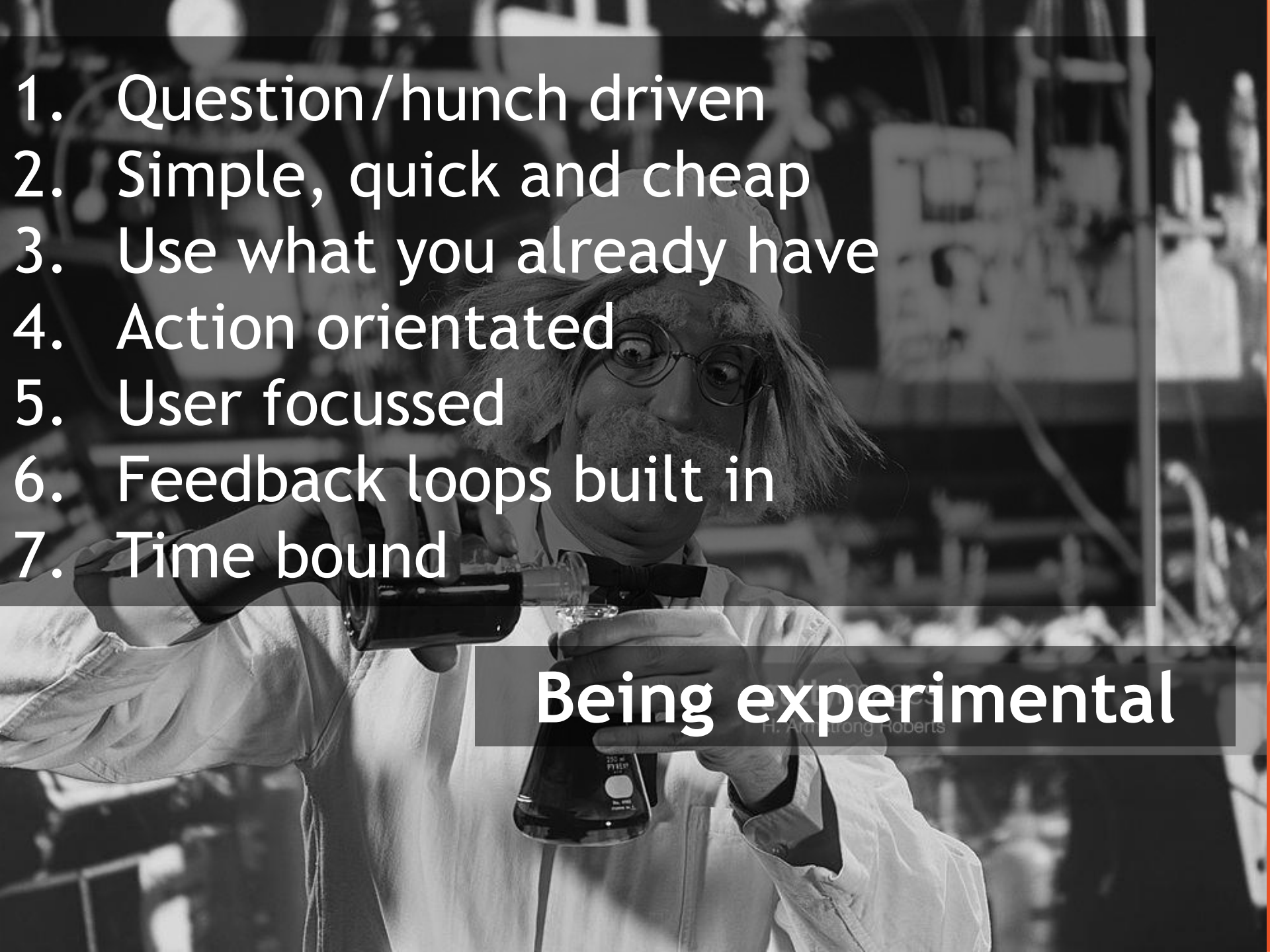
# Reflecting changing context



“Ever tried. Ever failed. No matter. Try Again.  
Fail again. Fail better.”

Samuel Beckett



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1. Question/hunch driven
  2. Simple, quick and cheap
  3. Use what you already have
  4. Action orientated
  5. User focussed
  6. Feedback loops built in
  7. Time bound

**Being experimental**

# Find out more www / Facebook / Twitter

[www.creative-museum.net](http://www.creative-museum.net)

[www.facebook.com/creativemuseum0](http://www.facebook.com/creativemuseum0)

Twitter: @creativemuseum0

#creativemuseum

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