

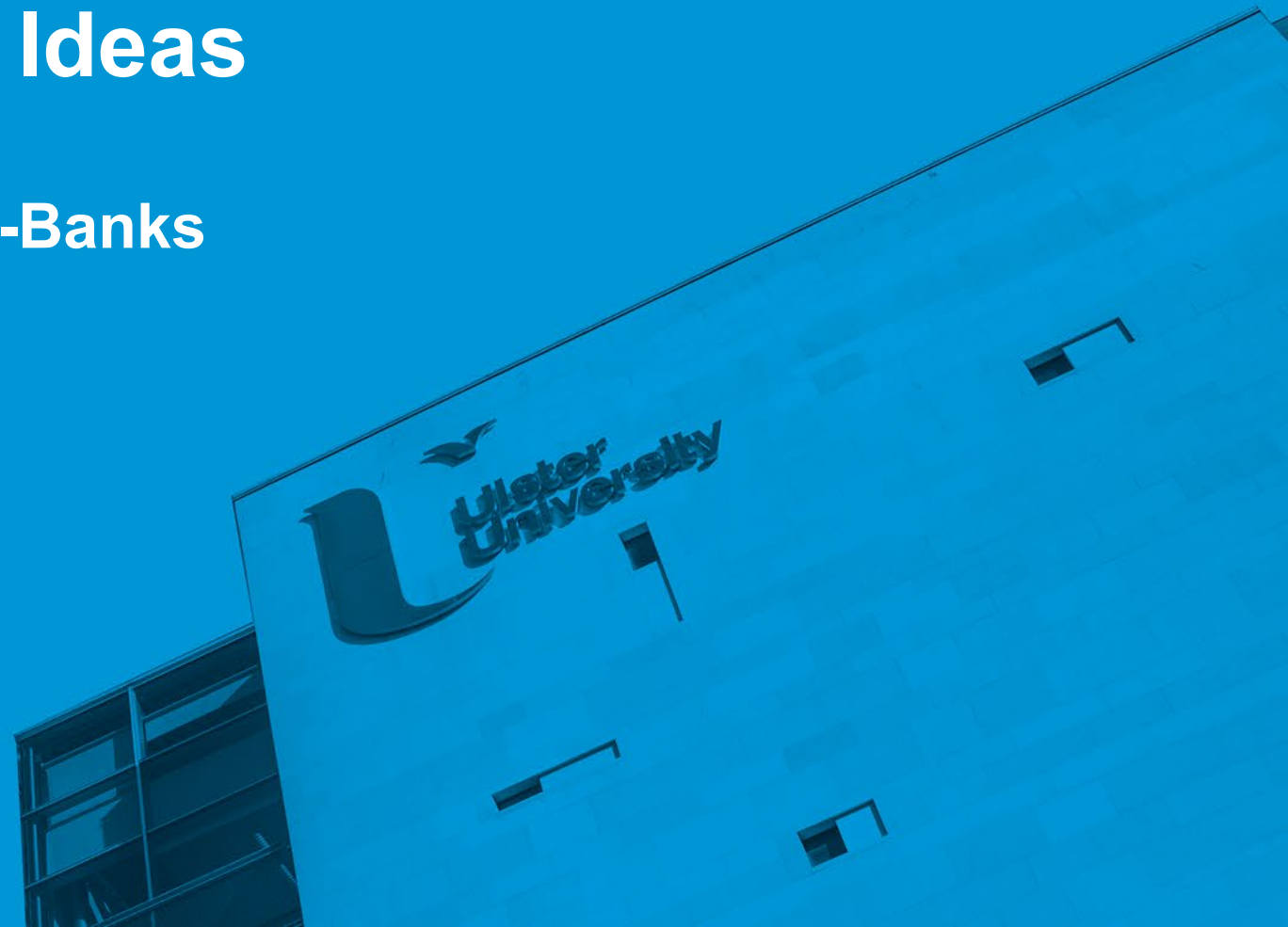


# Museums Challenge... Ideas

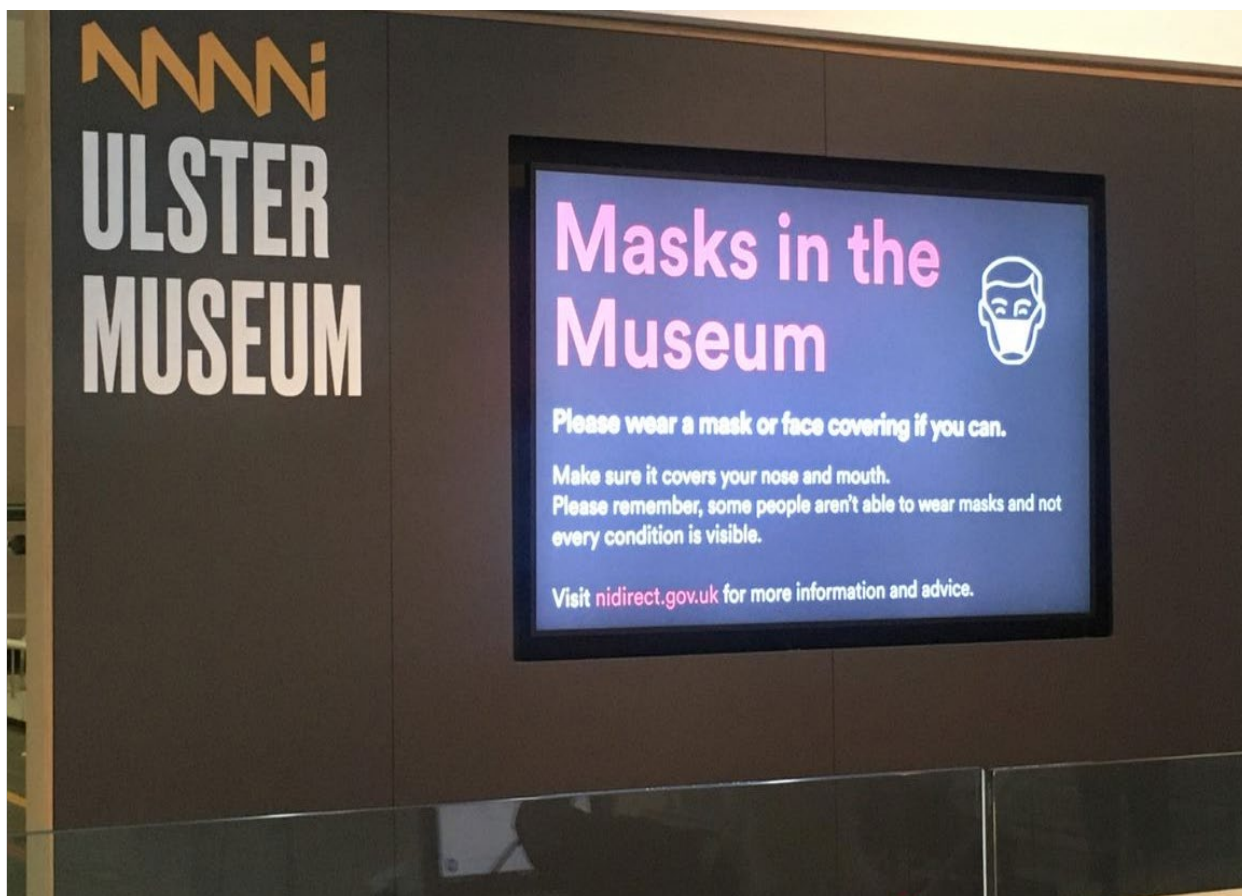
Elizabeth Crooke & David Farrell-Banks

Museums, Crisis & Covid-19

<https://www.ulster.ac.uk/museumscovid19>



# Museums, Crisis & Covid-19



"This UKRI Rapid Response project focuses on how museums can contribute to community resilience and wellbeing in a time of crisis.

It addresses sector adaptability as it adjusts audience engagement and collaboration (such as new collecting practices, programming and exhibitions) in response to Covid-19."



# MUSEUMS CHALLENGE...

# ...us to think differently



## ...others to think differently

moving

NOT NEUTRAL

A mirror & A window

A place to think

a process of looking & ideating

Daring

A place for questions

Treasure Trove

A place to feel connected to other people

for everyone

looking + remembering

from the Present

place

looking at the different perspectives of things

controversial space

healing

moving

reflecting & remembering

a shared space

Not neutral

Sharing histories

Political

A place of authority

For interacting with history

# Museums challenge... ...us to think differently

## And to question our mission, values and purpose

- When we collect in the present, for the future, what values guide us?
- What stories do we tell now? What do we keep?
- How do we tell stories where these values are opposed to our own?

"You can't keep doing what you've always done and expect a different result.

You cannot stand still – especially at a time like this.

Are museums clear about their value going forward?"

# Museums challenge... ...us to think differently

## And question who our work is for

- Digital media connects us differently, and with new and different audiences
- Who are these audiences?
- Challenge of digital exclusion:
  - Digital literacy
  - Access to technology
  - Digital fatigue
  - Museum resource

*"We have now opened this digital door... how do we sustain that going forward?"*

*"There has been advantages of [digital content], but you don't ever want it to substitute people coming in and engaging with the real thing."*



# — Museums challenge... ...us to think differently

## And create innovative practice

- Embedding innovative practice within museum values and goals: what does digital integration in museum practice look like?
- Do we have the language to guide innovation?
- A challenge to education: how can we build these skills into museum/heritage studies?
- Sustainable innovation



# Museums challenge... others to think differently

## and question their place in the world

- How does this differ between local and global audiences?
- What does it mean in a "post-Covid" world?

*"let's get stuck into social agenda issues, but let's not just pick the ones that are in vogue. I think it's bigger than that. It does go back to that ICOM principle of being accessible to everybody and facilitating multiple stories and sharing space"*

# Museums challenge... others to think differently

## Through objects, interpretation and education

- Digital media has maintained/increased connection to schools
- Museums can challenge preconceptions: how does digital media impact this?
- What responsibility do we hold for the stories visitors take away with them?





# Museums challenge... others to think differently

## Through supporting wellbeing

- Museums as sites of reflection
- Museums as sites of connection



# Museums challenge... ...other institutions

## To deepen their understanding of museum, value, purpose and impact

- Impact on wellbeing and social good are difficult to define quantitatively
- The challenge of articulating value
- How do we make visible the less seen work of museums?

"Establishing the need for spend in museums [is easier] if you've already demonstrated the value of museums, or the value of heritage, or the value of restoring monuments and historic buildings.

That evidence that we have for value and need is something we need to embed much more within our work."

# Museums challenge... ...our futures

"I think post-Covid people will need interaction ... if museums can respond to that challenge in a way that makes them seem relevant and interesting, and something people want to spend their time doing, that's great. Being able to embrace technology better makes us more future-proofed"

**...as we respond to new challenges.**

**How can we place values of:**

- Sustainability
- Equality
- Inclusion
- Wellbeing

**At heart of innovative responses to crisis?**



Home

People

Partners

Events

Outputs

Blog

[Museums, Crisis and Covid19](#) > [Blog](#)

# Museums, Crisis and Covid-19 Blog

Blogs from the museum and heritage sector.



## A Timeline of Furlough

by David Farrell-Banks Experiences of furlough have differed from one institution to the next. This is a timeline of furlough for an example museum sector staff member. Does this reflect your experience?

## Museum on the Move

By Louise Rice. National Museums Northern Ireland maintained education sessions throughout the pandemic. Read all about their Museum on the Move here.

## Reimagining Connections: How museum youth project Reimagine Remake Replay kept young people connected throughout lockdown

By Clodagh Lavelle. Read about how the Reimagine, Remake, Replay project kept young people connected and engaged with...

Contact:

[www.ulster.ac.uk/museumscovid19](http://www.ulster.ac.uk/museumscovid19)

[museumsandcovid@ulster.ac.uk](mailto:museumsandcovid@ulster.ac.uk)