



## Parallel activities for audience engagement during museum exhibitions

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*Type of best practice*

Travelling and Digital Exhibitions

*Keywords*

workshops, parallel activities, audience engagement, travelling exhibitions

*In the framework of the ReThinking exhibitions, the Museum of Cycladic organized a set of parallel activities which were thematically related to the Identities theme. The main purpose of the activities was to promote creativity, visitor – exhibit interaction, co-creation and maximization of the exhibitions' impact. The activities included a cinematography workshop for teenagers, a fashion workshop and an online talk.*

**Organisation in charge of best practice**

Museum of Cycladic Art

**Location**

Athens, Greece

**Dates**

• Online talk: 1 session, 1 hour duration • Cinematography workshop: 4 sessions, 3 hours each • Creative workshop: 1 session, 4-hour duration • Specially curated path: during and beyond the exhibition duration

**Description**

The aim of this good practice is the promotion of a cultural heritage product, in this case the ReInHerit Travelling and Digital Exhibitions, through the involvement of the main target group in a series of activities which promote co-creation, collaboration, creativity and interaction with the exhibits.

In the framework of the exhibition “ReThinking Identities: Gender, Diversity, Discrimination”, the following parallel activities took place with the aim to increase impact and visitor-exhibit and can be considered as Best Practices:

• An online talk on gender and its relevant internal conflicts titled “Emotional conflicts and bodily protests” took place in the framework of the exhibition. Organizing online or face to face talks which are thematically related to an exhibition spreads the word on an





exhibition. At the same time, such opportunities promote dialogue between the museum and its local and global community. To reach a wider and international audience, this Best Practice was delivered in English. Registration was free. It focused on somatic symptom disorders (SSDs) that occurred in young women passing from puberty to sexual maturity in Ancient Greece and fin de siècle (late 19th century) Europe. It also examined adult women's somatic disorders as a reaction to rethinking their roles as wives or mothers.

- A workshop with teenagers with the title “Identities” delivered by the Civil Non-Profit Company Cinemathesis. The workshop was completed in four sessions which spanned over two months. Through the use of photography, cinematography, photocollage, self-portrait, the analysis of visual and audio material, books, archives and personal references and iconic films of international cinema, the participants had the opportunity to approach the topic of gender identity, building a digital archive of their artworks which will be in dialogue with the “ReThinking Identities” exhibition. At the end of the workshop, a short film narrating the whole experience was created. It is suggested that a small group of participants is selected for this workshop. Collaboration with experts in the field is also required, unless your organization is expert in the field of cinematography.
- A creative workshop with the title “It’s a Shirt” with a youth group in collaboration with an artist and a designer and a psychologist took place in the framework of the ReThinking exhibitions. During this workshop, the participants had the opportunity to share their own experiences, discuss and create their own genderless shirts. The whole session was filmed and the video can be used for the promotion of the exhibition and the workshop itself. Following the workshop, a mini exhibition was organized in the framework of the exhibition. All participants’ shirts were exhibited so a mini exhibition within the exhibition took place further increasing impact. A small group of people who preferably feel comfortable with each other would be preferred for this workshop as also personal and deeper experiences are exchanged. Throughout the workshop, the designer helps the participants create their own genderless shirts, paint and decorate them in the way that best expresses themselves. Simultaneously, the psychologist also leads a conversation with the participants, which is based on the concept of gender, identity and how people see themselves.
- In the framework of the exhibition, a specially curated path with the title “Identities” has been created. This curated path, guided the visitors through selected objects from the four permanent collections of the Museum of Cycladic Art which are related to gender, diversity and discrimination.

## Links

<https://youtu.be/I4XgzVNS7x0>

<https://www.tiktok.com/@reinherit/video/7225913360246787355>

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### **Resources needed**

The following resources are required: Online talk: a good internet connection and access to a platform such as Zoom, a guest speaker expert in their field Cinematography workshop: collaboration with cinematography experts, a quiet, spacious room for at least 10-15 participants, material such as easel, painting supplies, a professional camera, in case the equipment is not provided by the cinematography experts Creative workshop: a quiet, spacious room, painting material, garments such as shirts, designer or artist and a psychologist Specially curated path: a QR code, texts, organization's website

### **Challenges encountered**

The main challenge is to choose the appropriate target group for the workshops. Especially, for the creative fashion workshop in which the participants share their personal experiences and the way they see themselves and their identity. A confident and safe environment needs to be created.

### **Evidence of success**

These parallel activities increased visibility of the ReThinking exhibitions. At the same time, they facilitated the deeper understanding of the themes of the exhibitions by all participants based on their involvement and also their feedback at the end of each session. Based on the principle of co-creation, the workshop participants interacted with the exhibits which were also their inspiration and food for thought. The material produced after each activity was also used as means for dissemination to increase the visibility of the project. At the same time, they strengthened the project's network as for the making of these workshops, professionals from various disciplines were involved and also organizations outside the consortium.

### **Potential for transfer**

These parallel activities have the potential to be transferred to different museum exhibitions. Based on the theme of each exhibition, it is possible to generate relevant content and therefore implement the activities with minor changes, involving relevant professionals.

### **Further Information**

More information is available on the digital hub of the project: <https://reinherit-hub.eu/>

