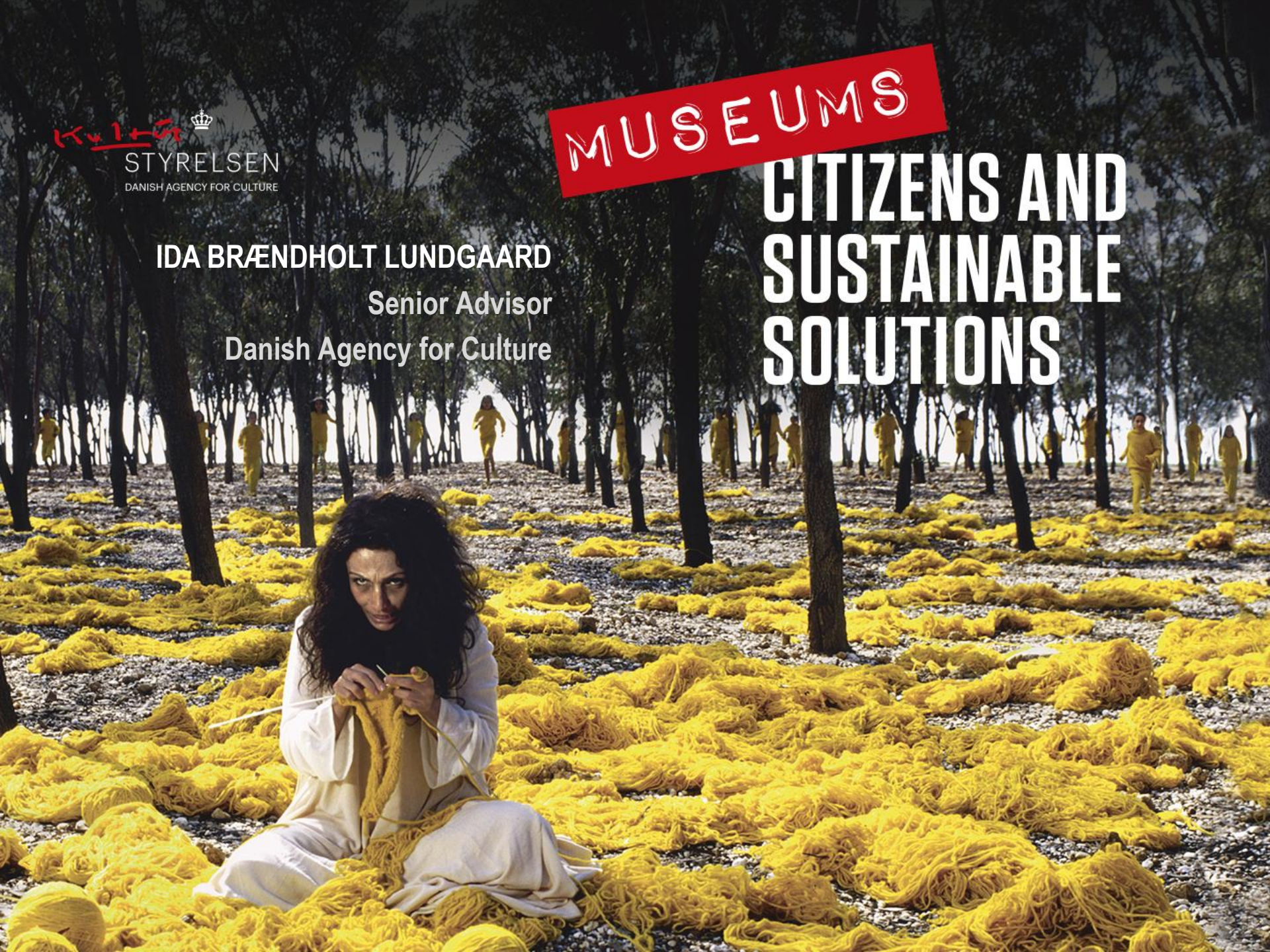
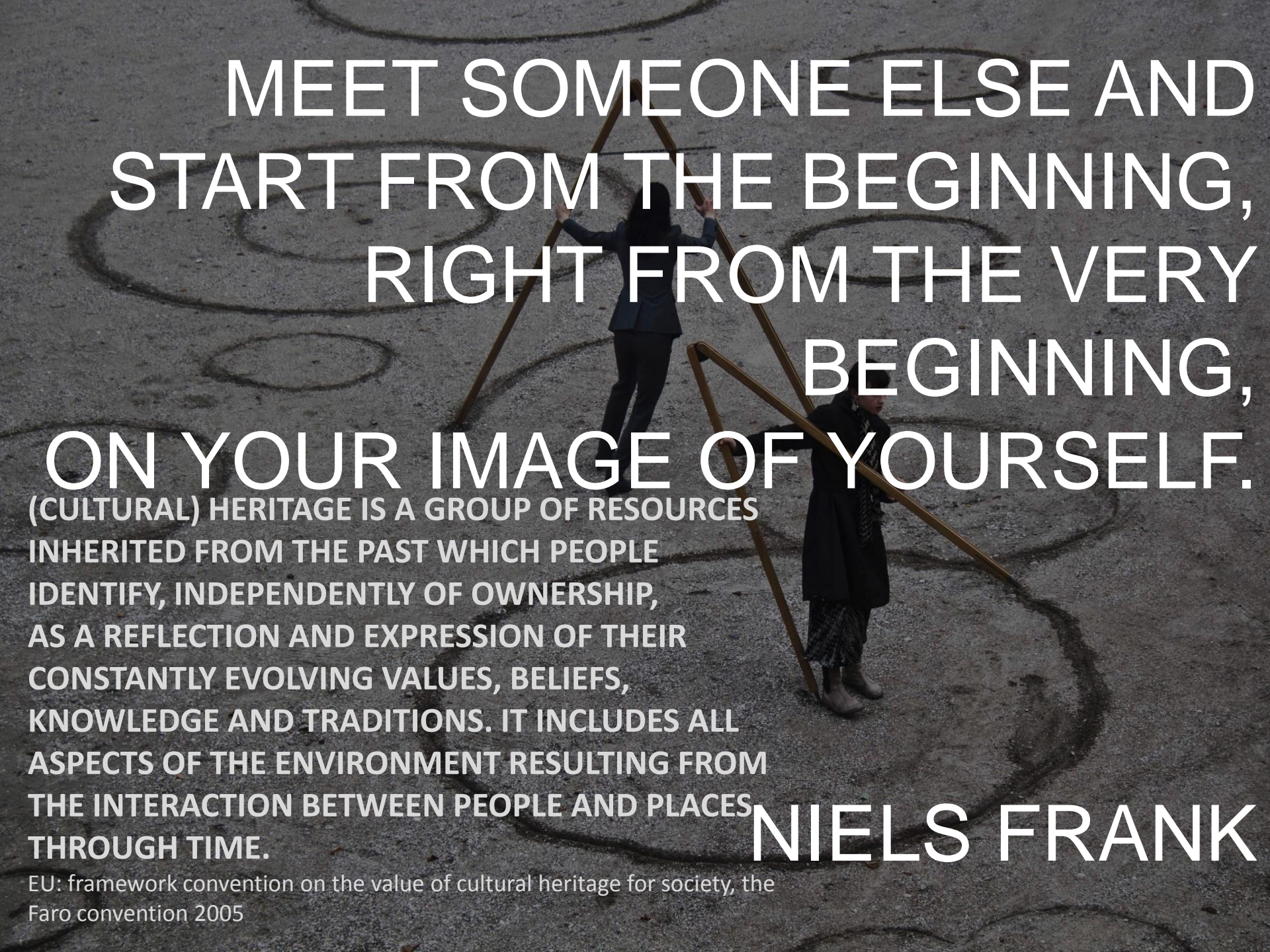


IDA BRÆNDHOLT LUNDGAARD
Senior Advisor
Danish Agency for Culture

MUSEUMS

**CITIZENS AND
SUSTAINABLE
SOLUTIONS**





MEET SOMEONE ELSE AND
START FROM THE BEGINNING,
RIGHT FROM THE VERY
BEGINNING,
ON YOUR IMAGE OF YOURSELF.

(CULTURAL) HERITAGE IS A GROUP OF RESOURCES
INHERITED FROM THE PAST WHICH PEOPLE
IDENTIFY, INDEPENDENTLY OF OWNERSHIP,
AS A REFLECTION AND EXPRESSION OF THEIR
CONSTANTLY EVOLVING VALUES, BELIEFS,
KNOWLEDGE AND TRADITIONS. IT INCLUDES ALL
ASPECTS OF THE ENVIRONMENT RESULTING FROM
THE INTERACTION BETWEEN PEOPLE AND PLACES
THROUGH TIME.

NIELS FRANK

EU: framework convention on the value of cultural heritage for society, the
Faro convention 2005

PARADIGME SHIFT

INDUSTRIAL SOCIETY - KNOWLEDGE SOCIETY

ACTIVE CITIZENSHIP COMPETENCES

CULTURAL AWARENES & KNOWLEDGE

COMMUNICATION SKILLS

MEDIA - & SOCIAL COMPETENCIES

LIFE LONG LEARNING

CREATIVITY & INNOVATION

SUSTAINABILITY

DIVERSITY

DANISH MUSEUM ACT

COLLECTING

REGISTRATION

CONSERVATION

RESEARCH

EDUCATION

ACTIONPOINTS

EDUCATION FROM A USER PERSPECTIVE

RESEARCH

TRAINING

MUSEUMS AND EDUCATION

USER STUDIES

INTERNATIONAL EXPERIENCE EXCHANGE

**EVALUATION &
KNOWLEDGE SHARING**

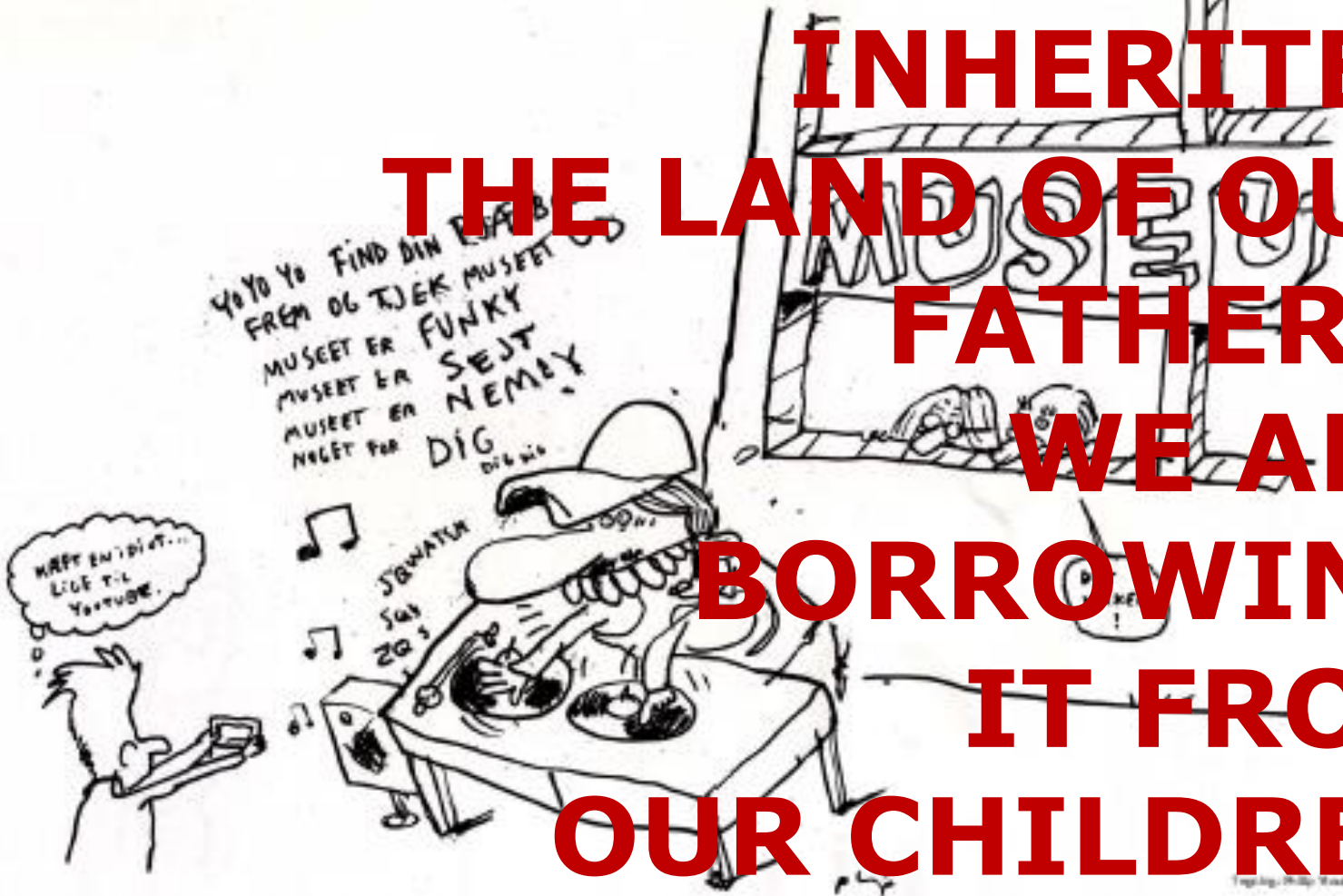
KULTUR



Ny afskærmning i Torvehallerne forhindrer, at madvarerne bliver ødelagt af solen. Stadsholderne svarer igen på kritikken fra Torvehallerernes arkitekt. Side 3

KRITIK | DEBAT | NAVNE

**WE HAVEN'T
INHERITED
THE LAND OF OUR
FATHERS;
WE ARE
BORROWING
IT FROM
OUR CHILDREN**



Hvordan vi får museer til at blive 'nice'

DET ER IKKE DIN SKYLD

IT`S NOT YOUR FAULT

2011

WOMANS MUSEUM

AARHUS



Middelfart Museum

THE AVERAGE OF THE AVERAGE (2011)

<https://vimeo.com/121328686>

Password: Average

With Denmark's first 3-D documentary, director Michael Madsen questions how we represent human life. The story is divided into 13 chapters of small, seemingly mediocre moments, both true and fictitious, that define life in the town of Middelfart in 2011 — from a young girl communicating with a friend on her mobile phone, to the mayor visiting a fortune teller—as well as 3-D photographs of the town in the 1880s. 50 min.

ACTIVE CITIZENSHIP

DIALOGUE BASED

EDUCATIONAL

PROGRAMMES

CURATORIAL &

ORGANIZATIONAL CHANGE

MULTIPLE VOICES

PARTICIPATION

SELF REFLECTION

CASE STUDIES:

LOOKING AT ART FROM NEW PERSPECTIVES

NATIONAL & CULTURAL IDENTITIES

SUSTAINABILITY IN DESIGN & SOCIETY



MUSEUMS FOR THE PRESENT AND THE FUTURE

CITIZEN

- Generate new knowledge that is of relevance to and has a connection to everyday life.
- Stimulate curiosity and personal reflection as well as the ability to think critically.
- Create opportunities for studying and clarifying values that contribute to bolstering and challenging identities.
- Contribute to handling complexity and uncertainty and promote motivation and action.

INSTITUTION

- Develop a learning organisation that builds on interdisciplinarity, intercultural dialogue and co-worker diversity.
- Develop the co-worker's specialised knowledge and competences.
- Challenge the co-worker's institutional assumptions.
- Create learning partnerships with citizens, private and public institutions.

SOCIETY

- Address vital issues and potentials.
- Facilitate meetings between different social groups, promoting debate, social interaction and intercultural dialogue.
- Establish long-term collaborative relations that contribute to a sustainable social development.
- Create conscience on Global influence on local conditions



USER SURVEY

2009-2011 2012 -2014

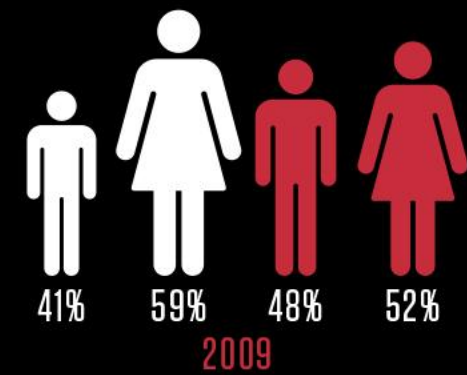
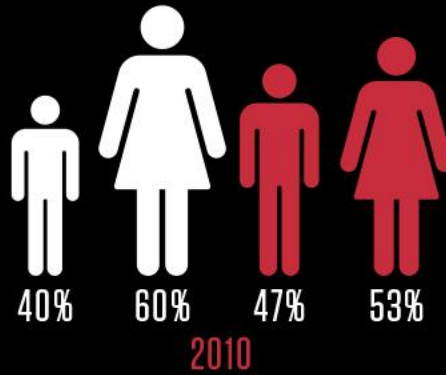
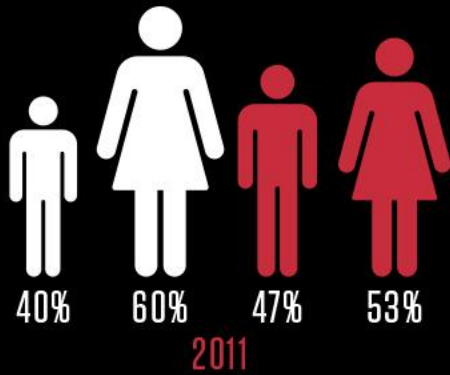
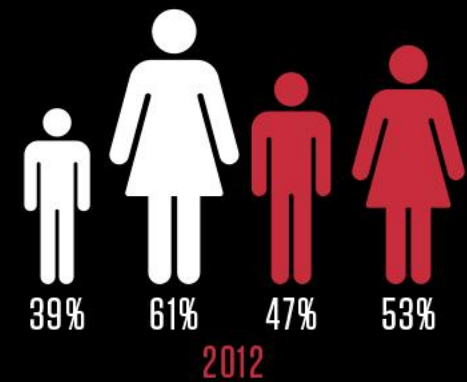
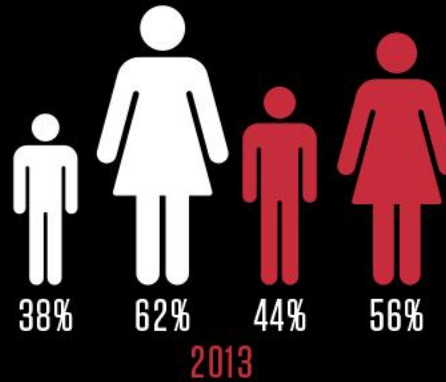
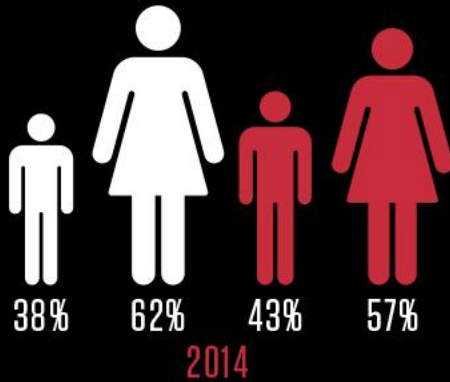
GENDER

2009-2014



DANISH POPULATION 2014

THE PERCENTAGE OF WOMEN HAS INCREASED
AMONG BOTH DANISH AND FOREIGN USERS
FROM 2009-2014



AGE

2009-2014

■ DANISH USERS
■ FOREIGN USERS

— DANISH POPULATION 2014

50%

14-29

30-49

50-64

65+

40%

33%

MORE DANISH YOUNG
PEOPLE FROM 2009-2014

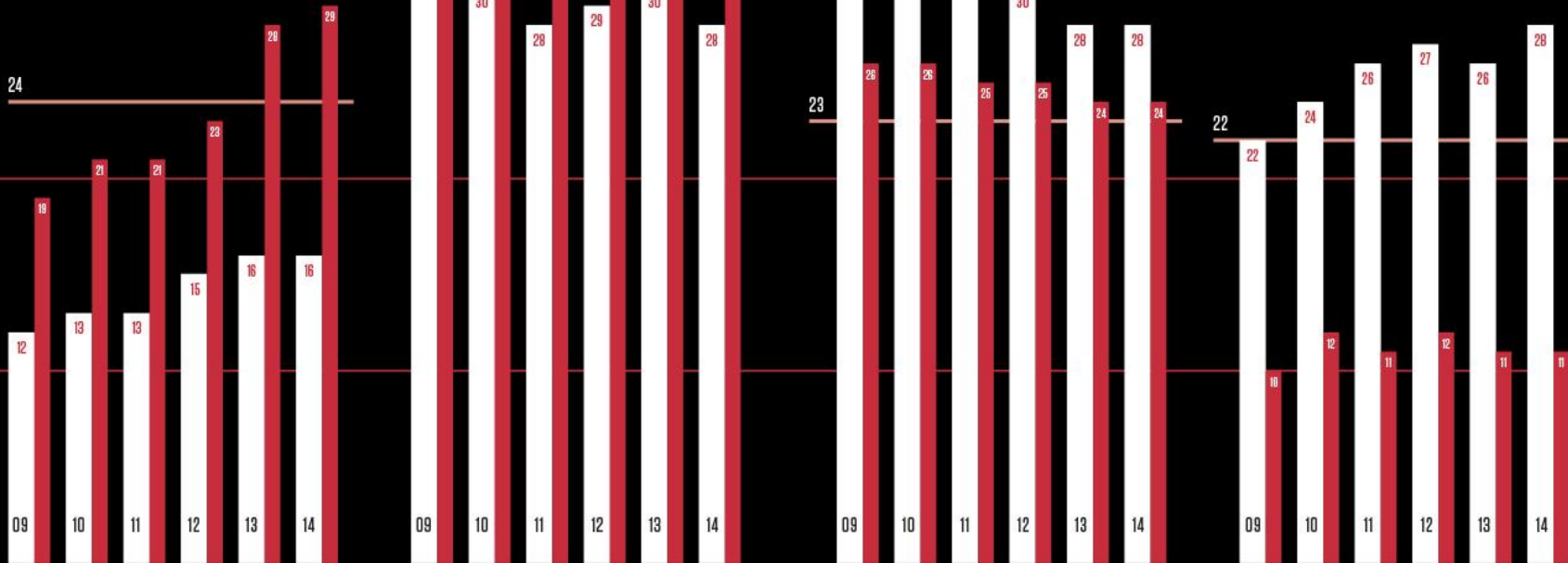
53%

MORE FOREIGN YOUNG
PEOPLE FROM 2009-2014

30%

20%

10%



EDUCATION

2009-2014

■ DANISH USERS
■ FOREIGN USERS

— DANISH POPULATION 2014

LOWER SECONDARY SCHOOL EDUCATION

UPPER SECONDARY SCHOOL EDUCATION

VOCATIONAL EDUCATION

SHORT HIGHER EDUCATION

MEDIUM-LENGTH HIGHER EDUCATION

LONG HIGHER EDUCATION

60%

50%

40%

30%

20%

10%

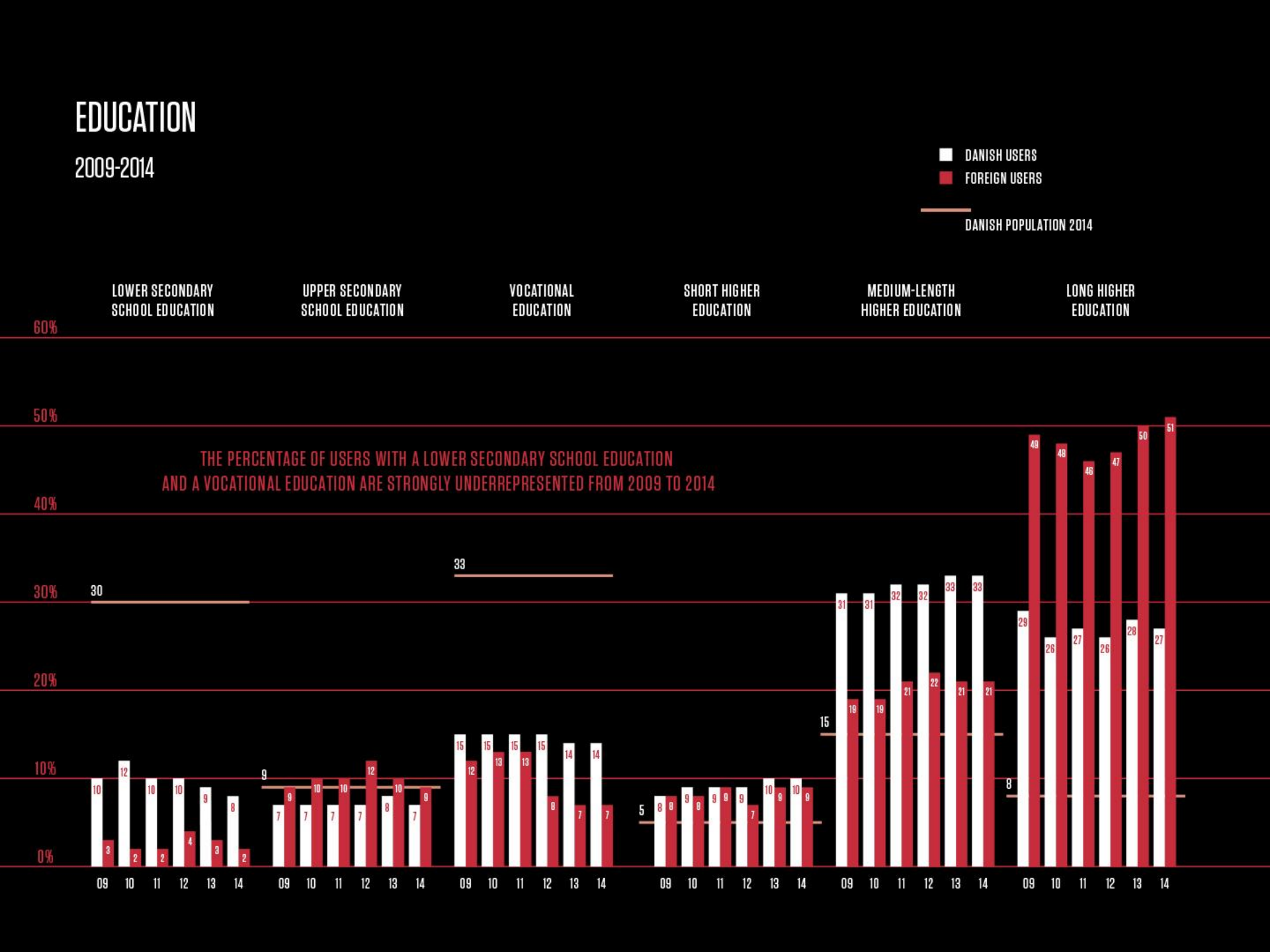
0%

THE PERCENTAGE OF USERS WITH A LOWER SECONDARY SCHOOL EDUCATION AND A VOCATIONAL EDUCATION ARE STRONGLY UNDERREPRESENTED FROM 2009 TO 2014

33

15

09 10 11 12 13 14 09 10 11 12 13 14 09 10 11 12 13 14 09 10 11 12 13 14 09 10 11 12 13 14



USERS' PRIORITY OF THE MUSEUMS' CORE SERVICES

1 EXHIBITION

- Exhibitions
- Atmosphere
- Possibility of learning something new
- Exhibition themes
- Exhibition design

2 ACTIVITY AND REFLECTION

- Suitability for children
- Possibility of participating actively
- Events
- Space for reflection and contemplation
- Variation in mediation

3 SERVICE

- Service and assistance
- Information at ticket sales

MOTIVATION & LEARNING



33%

EXPLORER



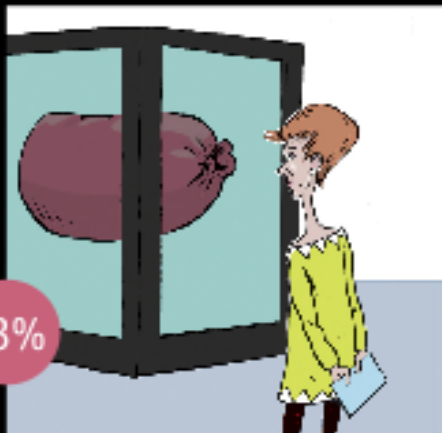
10%

FACILITATOR



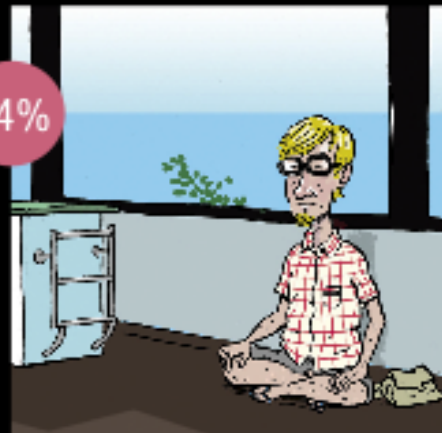
23%

EXPERIENCE SEEKER



13%

PROFESSIONAL/HOBBYIST



14%

RECHARGER



7%

TAG-ALONG

USERS' MOTIVATION AND LEARNING BEHAVIOUR

14%

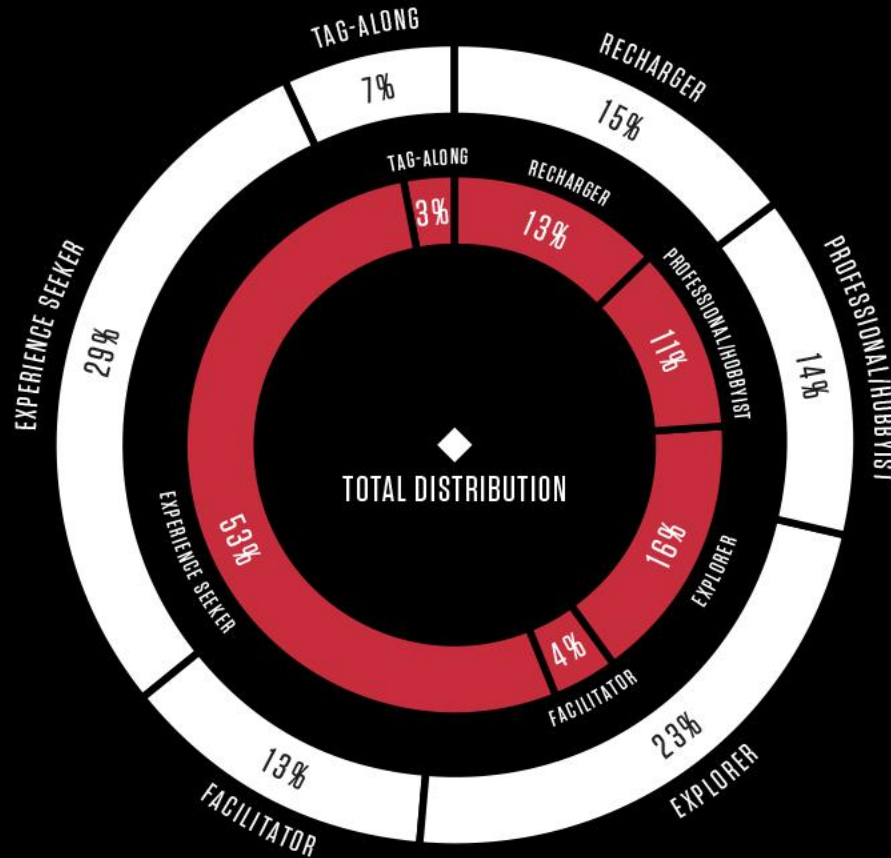
OF THE DANISH USERS
ARE PROFESSIONALS/HOBBYISTS

23%

OF THE DANISH USERS
ARE EXPLORERS

29%

OF THE DANISH USERS
ARE EXPERIENCE SEEKERS



11%

OF THE FOREIGN USERS
ARE PROFESSIONALS/HOBBYISTS

16%

OF THE FOREIGN USERS
ARE EXPLORERS

53%

OF THE FOREIGN USERS
ARE EXPERIENCE SEEKERS



31%

OF THE DANISH USERS HAVE A CULTURAL AFFILIATION TO ANOTHER COUNTRY

CULTURAL AFFILIATIONS AMONG DANISH USERS

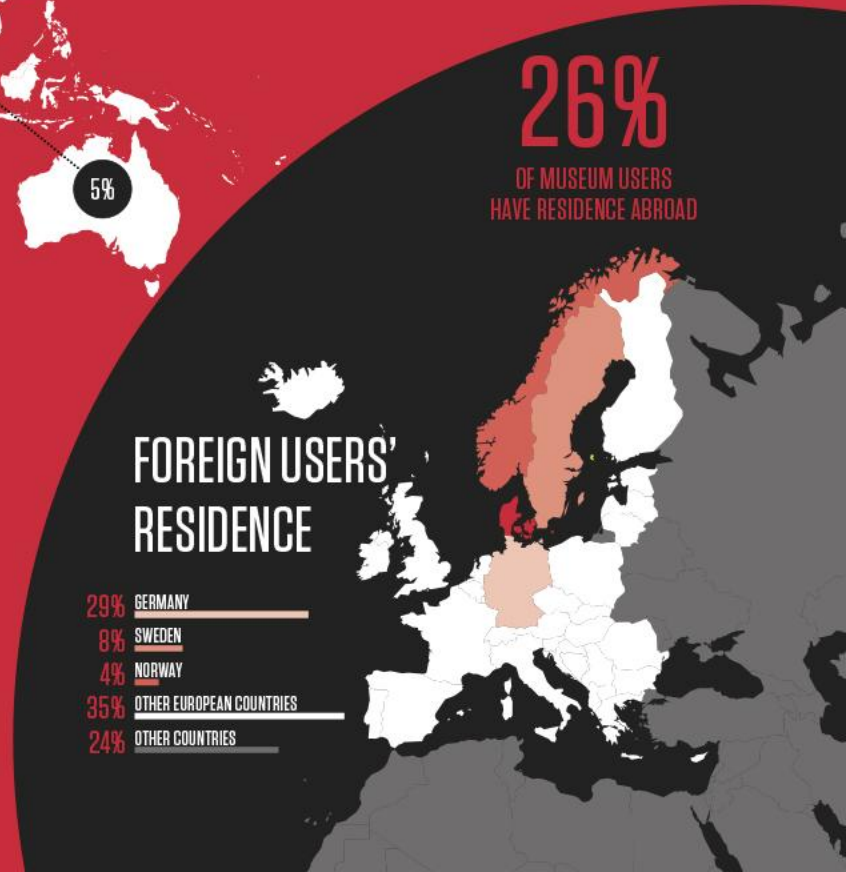
THIS ONLY APPLIES FOR THOSE, WHO RESPOND THEY HAVE A CULTURAL AFFILIATION TO ANOTHER COUNTRY (31%)

26%

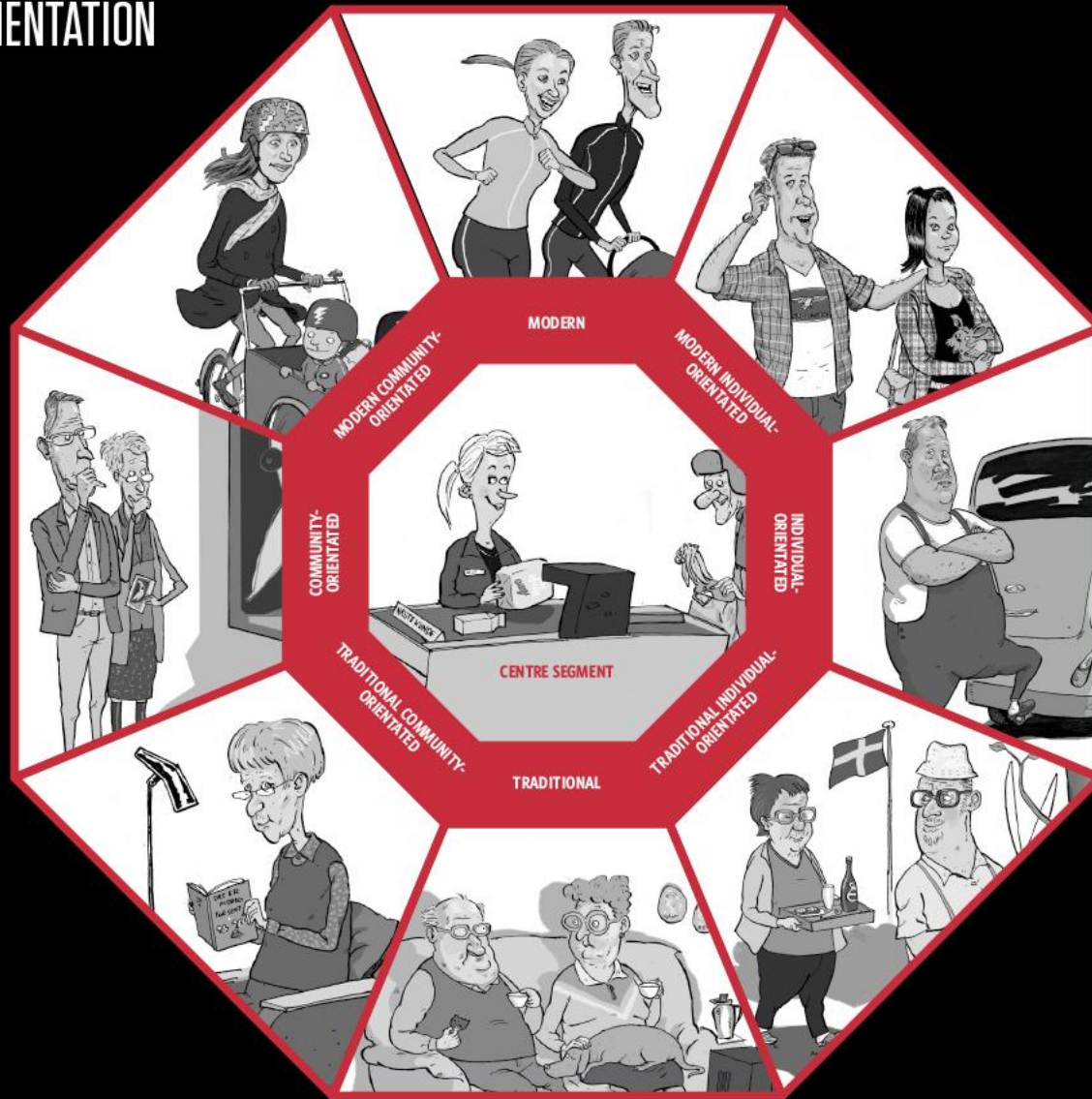
OF MUSEUM USERS HAVE RESIDENCE ABROAD

FOREIGN USERS' RESIDENCE

- 29% GERMANY
- 8% SWEDEN
- 4% NORWAY
- 35% OTHER EUROPEAN COUNTRIES
- 24% OTHER COUNTRIES



COMPASS SEGMENTATION



USERS' VISITING PATTERNS

2009-2014



TOTAL



ART

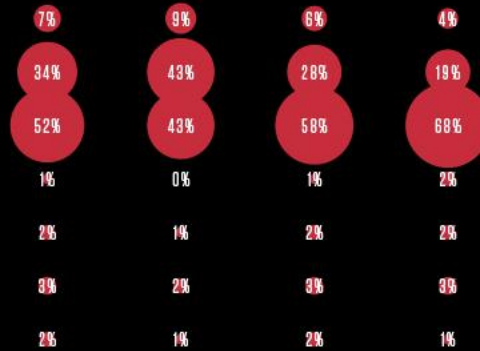


CULTURAL HISTORY



NATURAL HISTORY

THE DATA INCLUDES DANISH AND FOREIGN USERS

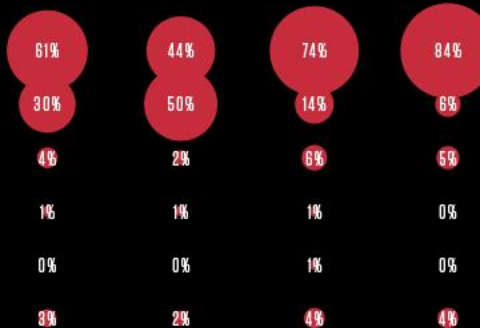


WHO THE USERS GO TO THE MUSEUM WITH

- I AM ON MY OWN
- I AM WITH A COMPANION
- I AM WITH FAMILY, FRIENDS OR ACQUAINTANCES
- I AM WITH A GROUP OF TOURISTS
- I AM WITH COLLEAGUES/BUSINESS ASSOCIATES
- I AM HERE AS A TEACHER/STUDENT
- I AM HERE WITH AN ASSOCIATION OR ORGANISATION

93%

OF USERS VISIT TOGETHER WITH OTHERS



REASON FOR VISITING THE MUSEUM

- TO SEE THE MUSEUM
- TO SEE A CERTAIN SPECIAL EXHIBITION
- TO PARTICIPATE IN AN EVENT OR ACTIVITY ARRANGED BY THE MUSEUM
- TO VISIT THE MUSEUM CAFÉ
- TO VISIT THE MUSEUM SHOP
- WORK-RELATED VISIT / IN A PROFESSIONAL CAPACITY

61%

OF USERS VISIT TO SEE THE MUSEUM



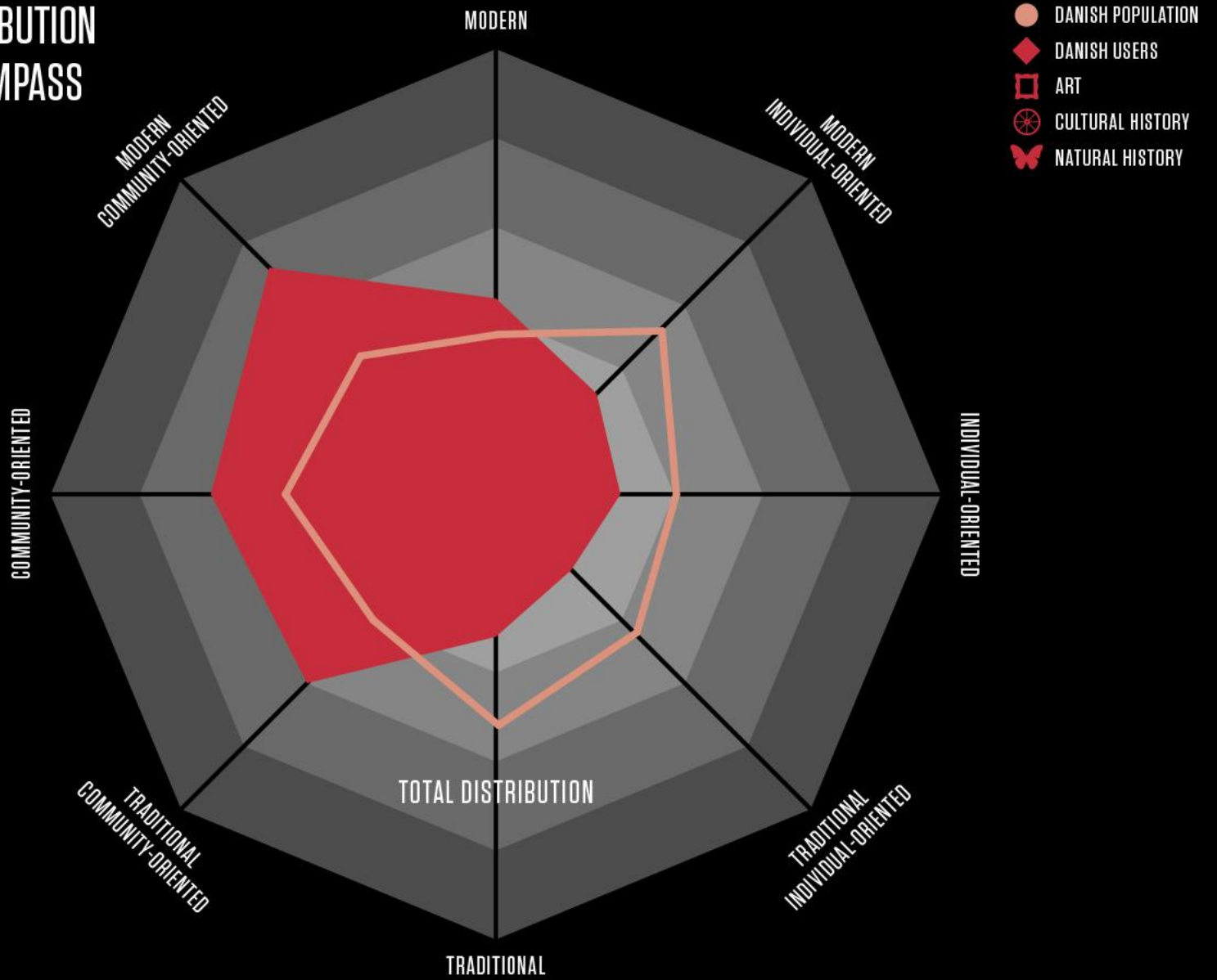
FIRST TIME USERS AND USERS WHO HAVE VISITED THE MUSEUM BEFORE


- FIRST TIME USERS
- USERS WHO HAVE VISITED THE MUSEUM BEFORE

39%

ARE FIRST TIME USERS

USERS' DISTRIBUTION IN GALLUP COMPASS





SOCIAL LEARNING SPACES &
KNOWLEDGE
PRODUCING
PROCESSES

KNOWLEDGE DEMOCRACY TRANSFORMATION

WHAT

ART/OBJECTS
EXCLUSIVE
LOOKING
PASSIVE
NATIONAL
REASSURE
INWARD
STATIC
MONOLOGIC

WHY


KNOWLEDGE / EXPERIENCE
INCLUSIVE
PARTICIPATION
ACTIVE ENGAGEMENT
GLOCAL
PROVOKATIVE
LOOKING OUTWARD
DYNAMIC / MULTI VOICED
PLURALISTIC

What skill, discipline, or methodology would you want to contribute to an interdisciplinary team?



MUSEUM – SOCIETY - CITIZEN

What part of your subjectivity is still waiting to be addressed in a museum experience?



“When angels speak of love they tell us it is only by loving that we enter an earthly paradise.

They tell us paradise is our home and love our true destiny.”

— Bell Hooks, *All About Love: New Visions*

SOCIAL POETRY

“Which global regions comprise your cultural heritage?”

“Which countries of the world do you feel strongly connected too?”

“With which religious or spiritual traditions do you most identify?”

PEACE DEMONSTRATION: COPENHAGEN 2015 Februar 16.

USER SURVEY METHOD



A user is a visitor at the physical museum or someone who has participated in an event at or outside the museum, which has been organised by the museum. Furthermore, the user is a citizen aged 14 years or above, who is capable of completing a questionnaire.

QUESTIONNAIRE

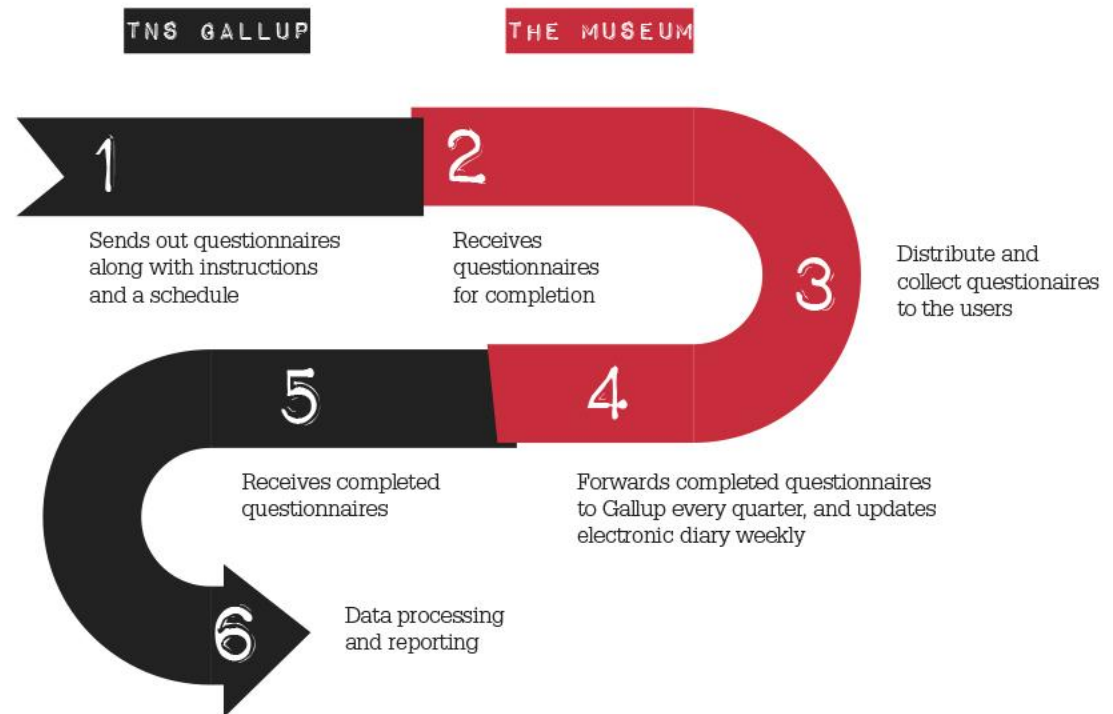
- Level of satisfaction
- Motivational and learning behaviour
- Knowledge about the exhibitions
- Socio-economic background variables
- Value segmentation
- Cultural affiliations

DATA BASIS

- 2014: 52,033
- 2013: 51,854
- 2012: 41,728
- 2011: 51,657
- 2010: 56,124
- 2009: 34,666

PARTICIPATING INSTITUTIONS

COLLECTION OF QUESTIONNAIRES



USERS' KNOWLEDGE LEVEL

	 TOTAL		 ART		 CULTURAL HISTORY		 NATURAL HISTORY	
	DANISH USERS	FOREIGN USERS	DANISH USERS	FOREIGN USERS	DANISH USERS	FOREIGN USERS	DANISH USERS	FOREIGN USERS
I know nothing	5%	8%	5%	6%	4%	9%	4%	7%
I know only a little	37%	40%	34%	32%	39%	44%	41%	32%
I'm interested in this field and have some knowledge	37%	39%	42%	44%	35%	36%	36%	44%
I know quite a lot	18%	10%	16%	12%	18%	9%	16%	17%
I have profound knowledge at a professional level	3%	3%	3%	4%	3%	2%	3%	-