**Monday October 6th Video Reading Guide notes (read highlighted stuff)**

**Nina Simon Tedx**

She wants museums to be not just places to visit, but places to what?

How does she think museums are viewed by people? Why is that a problem?

She tells you Two ways that they are opening up their museum

**1. Community as Co-creator**

--active participation (what are the examples? what are the problems with participation? Why is this? Is it because some people are just lame?)

She wants to “encourage people to feel valued and to feel like they better give something good back”

How does she think you can do that? What are the critical components to encourage this?

(Unfamiliar tools, special tools, design is critical!)

What is the result of this? Changes the way visitors see themselves as agents, makes the museum relevant, makes people get involved, makes museum exciting, makes it sustainable for the future

**2. Artifacts as Social Objects**

Why do you want to make museum artifacts more like dogs? How can you do that? And What is the result?

Makes conversations happen that wouldn’t otherwise happen, these conversations are bigger than you would otherwise have

Museum artifacts can expose the big conversations we should be having, how can you bring these conversations to life? Bridge a social gap you wouldn’t otherwise cross barriers, transform museums to move communities forward

Examples: games, a chair to have a conversation, $ blacks vs whites make in the U.S.

and then tells you her goal, to have Museums that Matter

What are the ways that a museum can matter? What should the museum’s role be in the community?

**3. Museums that Matter**

Ontario, invite visitors to create solutions to global problems

Use technology to engage

Hang your own art in a world-class museum

Diverse people are brought together through a shared experience

Homeless people and volunteers come together to uncover history, by restoring a graveyard

What was evidence that they were overcoming fear and divisiveness in her community

How do the experiences in a museum transform the experiences people have outside of the museum

Strengthen communities

**Chapter 1: Principles of Participation**

This book is by Nina Simon, whom you just heard talk. She is very inspiring, but she does not write in a textbook kind of way—not surprised are you☺

The title says it will be about principles of participation, but there is no bulleted list of the principles. That means I want you to make your own list as you read. These are the kinds of things you will want to think about as you make your video and as you evaluate museums. Here are a couple of bullet points I came up with for principles:

* good design (which tool/technique will produce the desired participatory experience?),
* multi-directional content experiences
* Scalable—not just a focus group, or for a short temporary exhibit
* Simple and inexpensive is better
* Core stakeholders
* Outcome must be defined and valuable to the institution
* Be clear, specific and honest about visitor’s roles
* Outcome should be valuable and interesting to the larger audience, not just the institution

Again, compare this to your two previous readings. What does she say is important when designing exhibits? Same or different from the National Academies and the Evolving Culture of science engagement and video recommendations?