



## Openstage: Museums as Leaders for Change

Notes by: Ashley Eady

<p>Speaker(s):</p> <p>Chair: Adam Rozan</p> <p>William Cary</p> <p>Shirani Aththas</p> <p>Hartwig Dingfelder</p> <p>Brendan Ciecko</p> <p>Frith Williams</p>	<p>William Cary—“Museums as Leaders for Change”</p> <ul style="list-style-type: none"> <li>• Museums can engage with corporations to better understand their needs</li> <li>• Companies have moved closer to museums             <ul style="list-style-type: none"> <li>❖ Example: partnering with nonprofits; community investment</li> </ul> </li> <li>• BUT museums haven’t moved toward companies             <ul style="list-style-type: none"> <li>○ Museums average 40 cultural partners</li> </ul> </li> <li>• Museums have expertise that companies need</li> <li>• How to drive corporate engagement             <ul style="list-style-type: none"> <li>○ Young leadership board</li> <li>○ Drive visitation &amp; grow awareness</li> </ul> </li> <li>• Museums can use companies to expand reach             <ul style="list-style-type: none"> <li>○ High visibility in community, ERGs</li> <li>○ “Museums are the perfect place to be doing this new work to bring in these new groups.”</li> </ul> </li> <li>• Goal: museums can be the place where companies go to solve their problems</li> </ul>
<p>Key Learnings:</p> <p>Museums are places of social and cultural significance</p> <p>Museums can partner with corporations to drive audience engagement</p> <p>Get involved in issues that are relevant to your audience and stakeholders</p> <p>There is huge value in face-to-face audience engagement</p> <p>No matter how well you think you know your audience, there are always surprises!</p>	<p>Shirani Aththas—“Museums and Cultural Diplomacy”</p> <ul style="list-style-type: none"> <li>• Museums are becoming more active in international relations</li> <li>• “How can you become powerbrokers in international engagement?”</li> <li>• Get involved in issues that are relevant to your stakeholders</li> <li>• Long term goals             <ul style="list-style-type: none"> <li>○ Have a document to outline how you’ll engage + terms of engagement</li> <li>○ Build trust</li> </ul> </li> <li>• How can you do this at your museum? (5 tips)             <ul style="list-style-type: none"> <li>○ Build trust</li> <li>○ Look long-term</li> <li>○ Be selective with media (Control the story; don’t chase it)</li> <li>○ Develop MOUs</li> <li>○ Develop relationships w/ diplomatic corps</li> </ul> </li> </ul>

Hartwig Dingfelder—"Beyond Walls, Behind Bars"

- Museum is a location for a diverse audience
- Create emotional links btwn museum & the public
- Picasso Meets the Streets
  - Art brought to young people in jail
  - Prisoners do a painting project
- Programs have to be meaningful to everyone, regardless of targeted demographic

Brendan Ciecko—"Disrupting Museums"

- If you had to build a rocket, how would you do it?
  - Answer: By forging new partnerships!
- "Innovation is as much about finding partners as it is about building products"
- Museum innovation landscape
  - Hosting a hackathon (partnership museum + startup) →analogy: speed dating
  - Incubator: founders & tech people given space to hatch ideas into a company→analogy: committed relationship
  - Accelerator→analogy: marriage
  - Coworking
- Innovation isn't limited to technology
- When coming up with new ideas/products, ask yourself: Is this progress or buzz?
- Museums and startups are living, breathing organizations!

Frith Williams (Te Papa museum New Zealand)

- Pushing at walls—which 4 walls
  - Past/present
  - This/that discipline
  - Inside/outside
- Audiences are classified by psychological motivations ("psychographic")
- Humans are part of, not separate, from the natural environment
- Interactivity
- Marrying past & present (How does this affect what's going on today?)
- How to present positive actions in a creative way

- Takeaways
  - There's huge value in face to face audience engagement
  - There are always surprises (no matter how much you think you know your audience)
  - We're not "off the hook" (still have a creative vision)