

Using cultural heritage to  
shape our future



# Cities, museums and soft power

Gail Dexter Lord & Ngaire Blankenberg





#museumsrespondtoferguson



Photo by sxates



#museumsrespondtoferguson ...learning revolution  
refugees ...maker culture  
climate change ...the cloud  
mobility ...deaccessioning  
sharing economy ...big data  
millennials ...open access  
robots ...healthcare  
populism ...new leadership  
obesity ...privacy  
instant messaging ...games  
hollywood 2.0 ...etc.



# Hi, I'm Jasper

Change agent, innovator, facilitator  
inspired by coffee

@jaspervisser







Right to Play (2008)



National Vending Machine (2010)



Heritage Activism (2014)



Our plan for the next 30 minutes:

Cultural heritage in a high-tech world  
Partial solutions & promising examples  
Encouraging conclusion



#1

# Cultural heritage in a high-tech world











At its heart, the digital age is about new connections between organisations, people and causes.



Kevin Allocca:

“Tastemakers, **creative participating communities**, complete unexpectedness; these are characteristics of a new kind of media and a new kind of culture.”

[www.ted.com/talks/kevin\\_allocca\\_why\\_videos\\_go\\_viral](http://www.ted.com/talks/kevin_allocca_why_videos_go_viral)





# Teatro Sociale Gualtieri



[www.eenc.info/eencdocs/reports-documents-and-links/mapping-of-practices-in-the-eu-member-states-on-participatory-governance-of-cultural-heritage/](http://www.eenc.info/eencdocs/reports-documents-and-links/mapping-of-practices-in-the-eu-member-states-on-participatory-governance-of-cultural-heritage/)



# Redeveloping the Derby Silk Mill

Tremendous sense  
of pride in  
innovation

39



I love this painting,  
I'd like to see a  
photograph of the  
same area today  
to compare

39




















Derby Museums secures m x

www.derbymuseums.org/hlfsuccess/#.VgpnxNViko

Jasper

DERBY MUSEUMSWHAT'S ON?EXPLORETHE JOSEPH WRIGHT INSTITUTELEARNVISITSUPPORT USABOUT US



# DERBY MUSEUMS SECURES MAJOR HERITAGE LOTTERY FUND SUPPORT

We are thrilled to share that **Derby Museums** has received earmarked funding\* for a £9.38m bid from the **Heritage Lottery Fund** (HLF) for the Derby Silk Mill – Museum of Making project. This project will sustainably redevelop Derby Silk Mill, site of the world's first factory and part of the **UNESCO Derwent Valley Mills World Heritage Site**, to create an inspirational new museum uniquely made in collaboration with people of Derby. The new museum is timed to open in 2020.

Development funding of £817,300 has been awarded to help Derby Museums progress their plans to apply for the full grant at a later date.

Derby Silk Mill – Museum of Making will be 'Inspired by the Makers of the past, made by the makers of today and empowering the makers of the future'.

Peter Smith, Chair of Derby Museums Trust said,

*"I am delighted that Derby Museums has been successful in our bid, it demonstrates the confidence that HLF have in the Trust. The new Museum of Making will be a place to celebrate the essence of our city and will deliver significant social and economic impacts for Derby"*

The project once complete will reveal the whole building for the first time, re-introducing manufacturing to the site of the world's first factory by involving people in the making and creating of the new museum . The new Museum will celebrate Derby's heritage as a city of makers through its internationally, regionally and locally significant collections and provide public access to all of these collections. It will provide opportunities for local people to gain new skills and experiences and will aim to raise aspirations of future generations of innovators and makers.

Derby Museums Trust was established by Derby City Council in 2012, enabling it to work more entrepreneurially with a commitment to making heritage more available to the public. This has been a key factor in the success of the Heritage Lottery Bid – supported significantly by a partnership commitment of £4m from Derby City Council to the project, without which the Heritage

<<SEP 2015>>


M	T	W	T	F	S	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

SEARCH OUR EVENTS

From date:

To date:

SEARCH



[www.derbymuseums.org/hlfsuccess](http://www.derbymuseums.org/hlfsuccess)



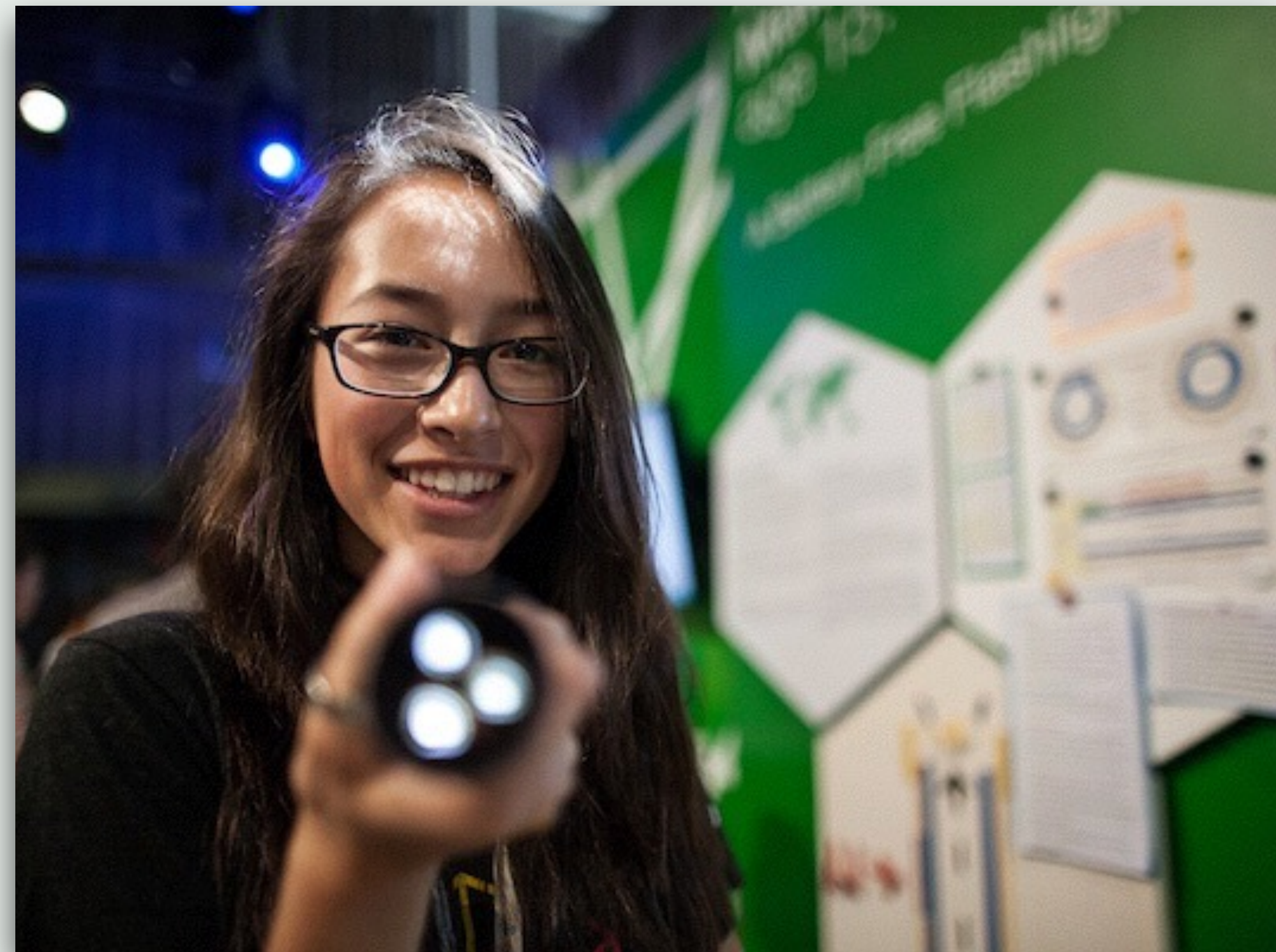


[crowdmap.com/map/participatoryheritage](https://crowdmap.com/map/participatoryheritage)





Jack Andraka



Ann Makosinski



Cultural heritage provides **real connections**  
between **real people** and **real experiences**.

It's something very real in a digital world.



#2

Partial solutions & promising examples





education

sustainability

healthcare

employment

innovation

security



# Healthcare



# Westminster & Chelsea Hospital



# Rhapsody: an app to improve people's hospital experience





100%

of patients were relaxed by the guides,  
56% very much so

100%

of patients had boredom alleviated,  
63% very much so

100%

of patients experienced a psychological lift,  
27% very much so

1 day

reduction in time at hospital per patient  
(target)





innovation

employment

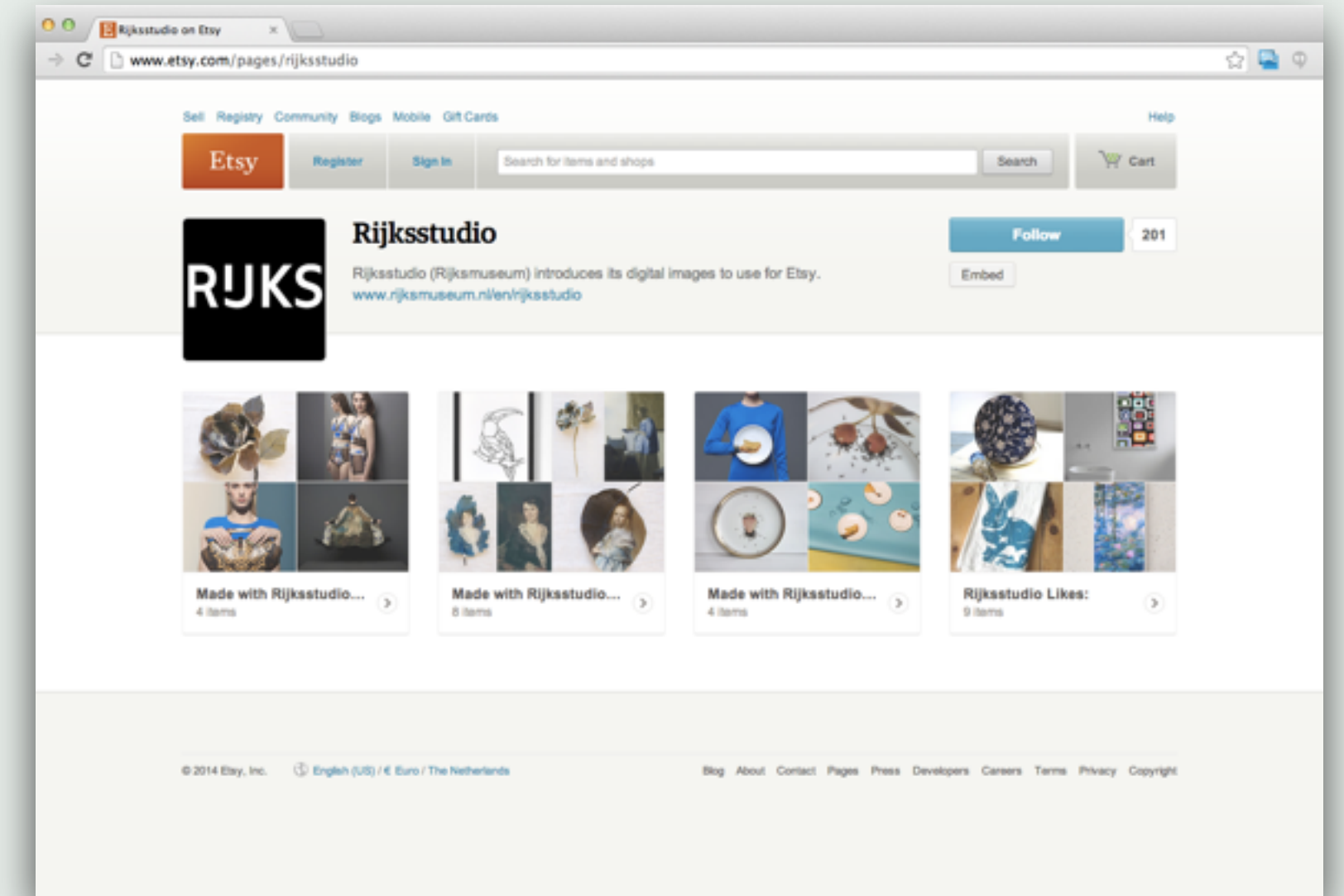
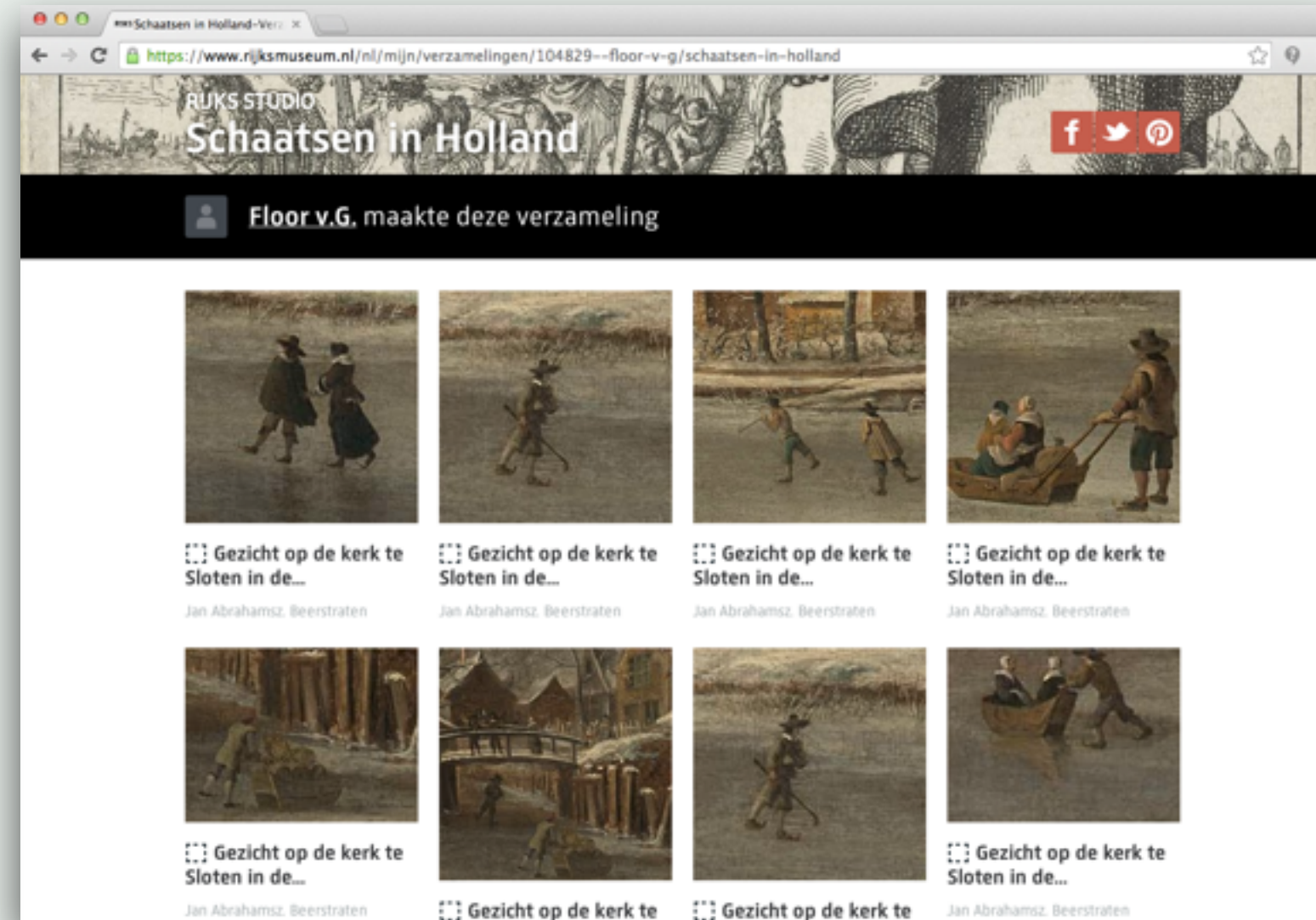
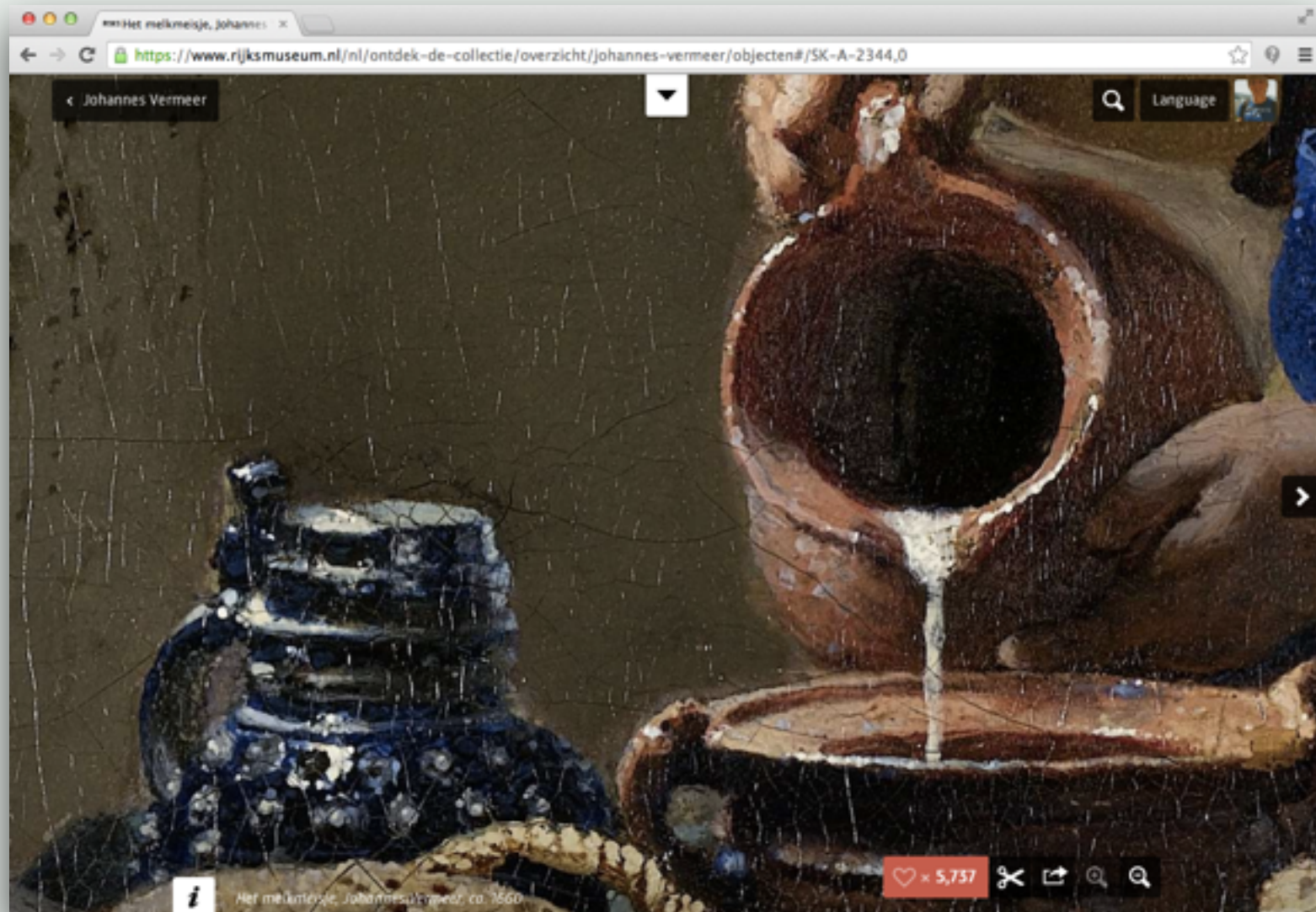
healthcare





Photo: Raymond Klaassen









sustainability

innovation

employment



# The happy museum project





#3

Encouraging conclusion (or, “how?”)



## Social institutions

A social institutions is a place where all stakeholders structurally and systematically work together to create value.

(i.e. the “how” is “by working together”)





Manifest 10,000 hours, York Art Gallery



# 44 museums collaborating in Amsterdam





# A marketplace for heritage professionals Jajce, Bosnia Herzegovina





## 8 themes that define our future

Story	Community
Leadership	Society
Audience	Space
Organisation	Assets





[cardsforculture.com](https://cardsforculture.com)  
[@cardsforculture](https://twitter.com/cardsforculture)





cardsforculture.com  
@cardsforculture





Photo: Sebastiaan ter Burg



# Thank you!

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Cards for culture - Museum edition  
available on Kickstarter from 8 October  
cardsforculture.com  
@cardsforculture

