

PROJECT HANDBOOK

TABBLE OF CONTENTS

01

The Project

02

The Surveys

03

The Installations

04

The Communication

05

Recommendations

KEYWORD: AUDIENCE DEVELOPMENT

01

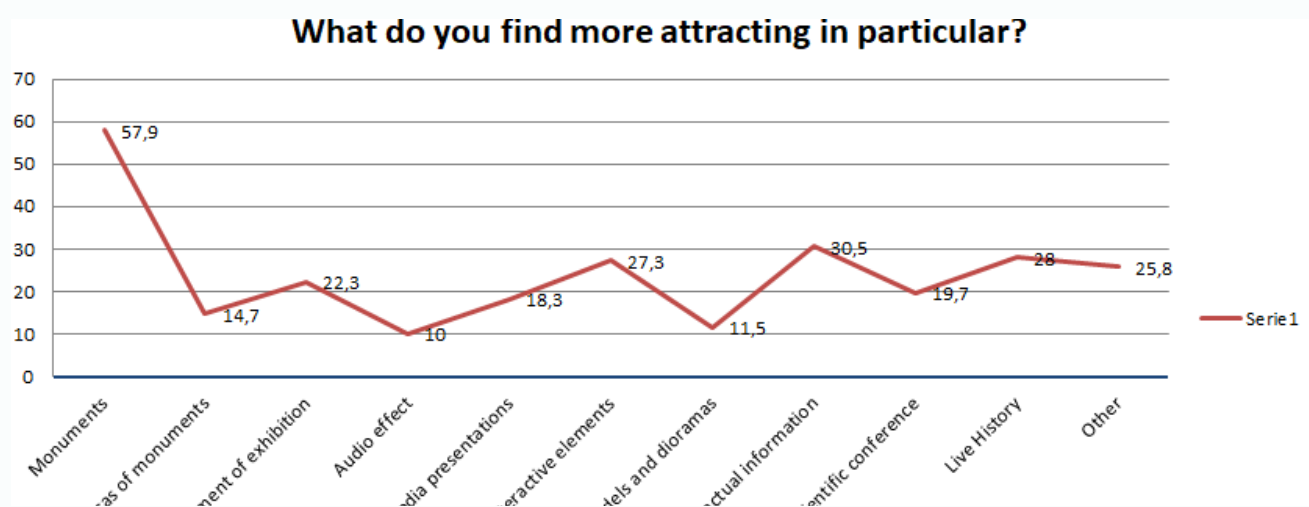
The Project

MUSEum NETwork is an audience development project developed for a network of European cultural institutions from four European countries. Project participants are: Provincia di Padova from Italy, Butterfly Arc s.r.l. from Italy, Fundación Santa María la Real del patrimonio histórico from Spain, Ris Raziskovalno Izobrazevalno Sredisce Dvorec Rakican from Slovenia and the Museum in Łębork from Poland. MUS.NET envisions a new role for museums, from traditional centres storing artefacts and exhibition venues to open and busy public spaces for study, education, performances, relax.

MUSEum NETwork also aims to solve the problem of the decreasing visitors by introducing new innovative solutions based on ICT technology (including the introduction of the "Museum in your pocket" application, Draw Alive children's corner, or a film advertising collections and the idea of the project). All these activities are aimed at audience development. One of the tasks of the project was to conduct a survey among museum visitors. The survey for visitors permitted examination of not only audience preferences, but also their needs, and indicated new directions in the development of small museums. The analysis of the questionnaire was to provide information on the solutions that are missing in the surveyed centres and what solutions should be introduced in order to increase the number of recipients. The opinion-forming data base that will be created as a result of the visitor survey will allow the project partners to set new directions for the development of their institutions in the future and the partners to create a better, more modern cultural offer, which will contribute to an increase in visitor numbers.

The questionnaire was prepared for the MUS.NET project under the Creative Europe program. The initial assumption was to conduct a paper-based survey in the areas where partner institutions are located. For this purpose, the plan was to involve volunteers to conduct street surveys. However, as a result of the COVID-19 pandemic and the resulting restrictions (partial or complete lockdown), the methodology of the survey had to be reconsidered. In order to protect both the employees engaged by the partners and the respondents, a decision was made to create and conduct an online survey. The creation of the on-line version was also dictated by the fact that some of the partner centres have either been closed or their activities severely limited.

The content of the survey was prepared by the Polish partner - the Museum in Łębork



THE SURVEY

The survey was translated into partner languages. The online survey template was prepared by two teams of IT specialists, Italian and Polish. The first team of IT specialists created an online survey in the Italian language for partners from Italy, i.e. the project leader Provincia Padova and the partner Butterfly Arc. The other team of IT specialists created on-line questionnaires in Polish, Slovenian and Spanish versions for other partners. The prepared links with ready-made questionnaires were sent to the partners. The statistics were collected by both IT teams. When the set number of completed questionnaires was reached, the statistics were sent to the partner responsible for the survey - the Museum in Łębork, which then analysed the data.

The survey comprised 12 questions. However, 4 questions were semi-open questions, requiring the respondent to complete them. The survey can be divided into two thematic parts. The first part contained 6 questions focusing on obtaining answers from respondents regarding their needs, expectations and preferences in terms of cultural offers presented by the project partners.

THE QUESTIONS

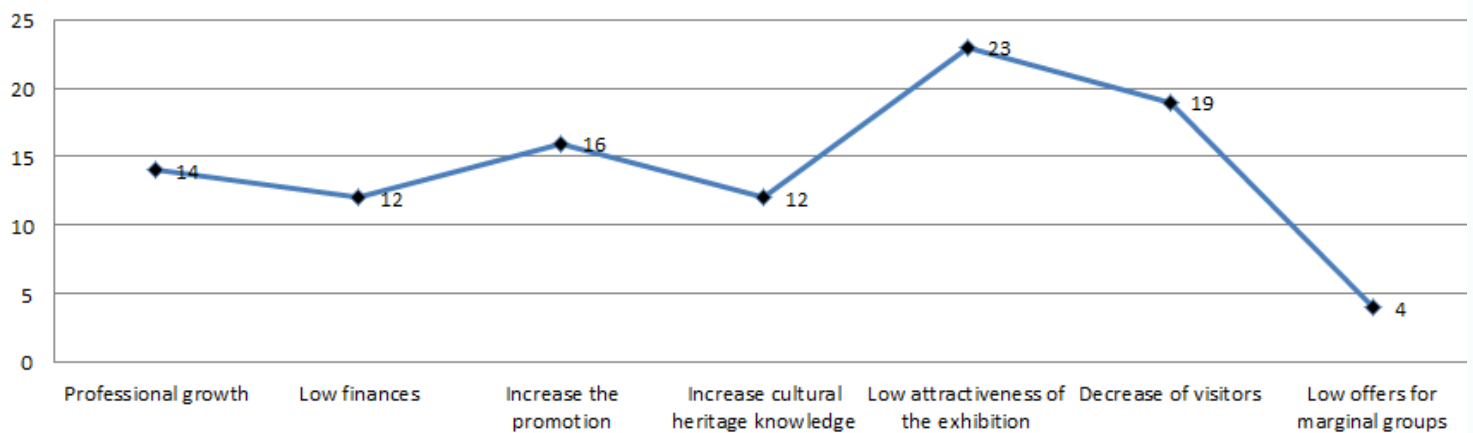
1. The frequency respondents made use of the cultural offer available in their local area
2. The sources from which respondents obtained information on the cultural offer
3. The type of cultural offer the respondents participated in
4. How often the respondents participated in the cultural offer offered by the partner institution
5. Details of the cultural offer that arouse the greatest interest among the respondents
6. Respondents' opinions on suggestions for making the cultural offer of the partner institution more attractive

The second part of the survey presented the profile of the respondents who took part. These questions concern:

7. Gender structures
8. Age structures
9. Educational profile
10. and 11. Place of residence of the respondents
12. The main life activity carried out by the respondents

A survey was conducted by all partners among selected cultural institutions. Constant technological progress, the attractiveness and modernity of displays in large museum centres, the popularity of multimedia forms of education provided for visitors are increasingly forcing smaller museums to update their exhibitions and search for innovative ways to attract audiences.

Why are new audience development solutions necessary?



Questions:

- Describe the history of the museum, collections, objectives
- What projects had the organization joined? Which target group/s were involved in these activities?
- Why are new audience development solutions necessary?
- Which good practices have been implemented to increase the attraction of the cultural offer and the number of visitors?

The survey shows that low funding for promotional activities is directly linked to low visitor numbers.

The largest number of respondents (24%) regarding the reasons for seeking new solutions for audience development (AD) reports the low attractiveness of exhibitions lacking in modern educational tools.

Best practices means modernization of the exhibitions in terms of applying the multimedia forms available on the market, 3D visualization, VR or AR technology and others. Most of the work of small museums in the educational field is still based on direct contact with the recipients through the organization of workshops, museum lessons, temporary exhibitions, conferences etc.

KEYWORD: TAKE BY SURPRISE

03

The

Installations

The main objective is to diversify and elevate the role of local small sized museums to cultural facilitators that involve other territorial cultural and creative institutions and consolidate partnerships with boroughs and communities.

This goal is achieved when audiences are taken by surprise by the ICTs and of the digital offer, i.e. the kidscorner Draw Alive, the app Museum in the Pocket and the welcome video.



THE KIDSCORNER DRAW ALIVE

Children use their imagination with the Draw Alive installation.

Several patterns, representing the collections of all partner museums are at the disposal of the kids to color and see come alive on a giant screen.

THE APP MUSEUM IN THE POCKET

Aside from helping visitors getting around, these beautifully designed Apps can also be consulted at home. Three free visually appealing apps are easily downloadable from major online stores or from the QR code from inside the museum. The Esapolis app has also a interactive kidscorner while it is accessible only during the museum tours.

Working on every device and giving lots of infos, they make each visit truly memorable.

THE WELCOME VIDEO

The key to creating an effective welcome space lies in many different but complementary details.

We have to make sure that visitors feel at home, that they can relax in a cozy atmosphere while enjoying high quality cultural contents so much so that they cannot wait to come back for a new involving visitors experience.

Beside accurate information, signposting and directions at the ticket office, visitors may like to lean back and watch compelling photos and images.

Communicating well with the audience, is another element for the success of the collections.

MUS.NET. videos showcasing the project have been released in four museums, in five languages, to suit even the most demanding visitor.

COMMUNICATE DISSEMINATE CAPITALIZE

04

The Communication

COMMUNICATE

Sharing knowledge about MUS.NET. achievements with the audience and several target groups.

DISSEMINATE

Transfer the experience acquired in the project with other subjects with a potential interest to replicate the experience in their environment.

CAPITALISATION

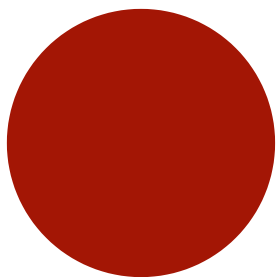
Take advantage of the experience acquired with the project beyond the financed period.



NETWORKS

- Each partner takes advantage of its own national and international networks of partners to disseminate the project. These actions can include:
- Publishing articles on newsletters of other organisations
- Publishing project findings in national journals and statewide publications
- Presenting at national conferences and meetings of professional associations
- Presenting program results to local community groups and other local stakeholders
- Local training sessions in national languages

Dissemination can take place via social media, brochures, journals, websites, presentations, conferences, press releases, team meetings, webinars, etc.



mi•**museum**
net•**work**



Provincia di Padova
Piazza Bardella, 2
35131 Padova Italy
0039 049 8201293

www.mus-net.eu
musnet@provincia.padova.it