

*InterMedia Research Group and the Department of Education, University of Oslo
invite you to the closing conference for the CONTACT Project*

THE FUTURE MUSEUM PUBLIC: Approaches to Media and Meaning Making



*Young adults,
the future public,
are a coveted
audience for museums
and cultural heritage
organizations.*

Friday, September 27, 2013 | 9:45 – 5:00

CIENS Conference Center | Forskningsparken, 5th Floor

No cost to attend, but registration is required.

Registration must be received by September 20, 2013

Please note that the conference is limited to 50 attendees.

Young people are the future preservers and curators of national collections of art and cultural heritage, and forthcoming participants in societal processes of collective remembering. In targeting this audience, museums have actively incorporated digital and

social media into their education and communication programs – online, in public spaces, and onsite in galleries and exhibitions. An important aim of using technologies is to engage young people in meaning making encounters with art and cultural heritage.

At this closing conference for the CONTACT project (Communicating Organizations in Networks of Art and Cultural Heritage Technologies), approaches to media and meaning making are the focus of a full day of presentations. For four years, researchers have collaborated with experts in Norwegian museums and cultural heritage organizations to focus on the design and use of media for young people's meaning making activities. This unique collaboration between university and cultural sectors has created a shared space – 'experimental zones' – for investigating how digital and social media for the future museum public may be conceptualized, designed and researched. Three activities will mark the close of the project:

CLOSING CONFERENCE

On September 27, a conference will be held for partners, policy makers, and participants from the cultural sector. Key findings from the CONTACT project will be presented along four themes: Places of Engagement, Methods for Engaging, Collaboration and Co-design, and Meaning Making. Conference participants will receive a bound illustrated report on the CONTACT project.

OBSERVE PRODUCT LAUNCH

As part of the conference, a presentation and hands-on demo of the mobile application Observe will be held. Observe is an innovative 'visitor studies tool' that has been developed for the cultural sector as one of the project's outcomes. CONTACT has received special funding from the Verdikt Program, Research Council of Norway, to make Observe commercially available.

PH.D SEMINAR

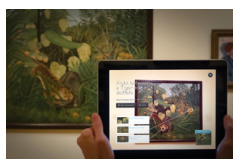
On September 26, a pre-conference seminar will gather research fellows from the Nordic countries and the United Kingdom to discuss and present scientific work related to "Learning perspectives for media design for museums, science centers and heritage sites." Dr. Alexandra Weilenmann, University of Gothenburg and Dr. Ingeborg Krange, University of Oslo are guest lecturers.

THE FUTURE MUSEUM PUBLIC: *Approaches to Media and Meaning Making*

PROGRAM*

- 09:45 – 10:00 Registration and coffee
- 10:00 – 10:15 Introduction to Program > *Palmyre Pierroux, CONTACT Project Leader*
- 10:15 – 10:30 Museums and the Future Public > *Speaker to be announced*
- 10:30 – 11:15 “From Learning Center to Interactive Experience: Designing Gallery One for Browsing Museum Visitors” > *Caroline Goeser, Director of Education and Interpretation at the Cleveland Museum of Art, Ohio, USA*
- 11:15 – 11:45 “Places of Engagement” > *Research Fellow Rolf Steier*
- 11:45 – 12:15 “Methods for Engaging Young People” > *Sten Ludvigsen*
- 12:15 – 12:30 Discussion
- 12:30 – 1:00 Lunch (provided)
- 1:00 – 1:45 “Collaboration and Co-Design” > *Dagny Stuedahl, Norwegian University of Life Sciences and Ole Smørdal, EngageLab, Faculty of Educational Sciences, University of Oslo*
- 1:45 – 2:15 “Meaning Making and Young People” > *Research Fellow Ingvild Andreassen*
- 2:15 – 2:30 Discussion
- 2:30 – 2:45 “Research, Practice and the Future Public” > *Palmyre Pierroux*
- 2:45 – 3:00 Break
- 3:00 – 3:30 “Observe – A New Tool for Visitor Research” > *Rolf Steier, Jeremy Toussaint, EngageLab*
- 3:30 – 5:00 Observe Demo and refreshments

** subject to slight changes*



KEYNOTE SPEAKER

On the topic of designing media now for the future public, we are pleased to have Dr. Caroline Goeser as guest speaker. Dr. Goeser directs the Department of Education and Interpretation at the Cleveland Museum of Art, where the newly launched Gallery One has drawn national and international attention and has been featured in an article in the New York Times: [“Technology That Serves to Enhance, Not Distract.”](#) Dr. Goeser received her PhD in Art History at Rutgers University.

The CONTACT project is financed by VERDIKT, The Norwegian Research Council, and runs from October 2009 – 2013.

