



Museomix – People Make Museums

<http://museomix.com>

1. What is Museomix?

Over three consecutive days, participants co-create and test new ways to mediate exhibitions.

2. Where does Museomix come from?

Museomix is inspired by the open, participative and networked practices that have emerged from the web. It's an event-driven community of museum innovators.

Founded in 2011 by five very different persons and entities, it is now driven by an active community. Museomix harnesses their collective energies over three days, and enables them to change the museum from within.

3. Why is Museomix here?

If we are not satisfied with the way museums work, why not make the museum we would love to visit, or to work for? Why not make it a creative platform? This is the question we asked when setting up Museomix.

Museomix wants to demonstrate that museums can work differently, and that a disruptive experience can initiate change throughout an organisation.

Over three days Museomix makes it happen for real, in museums where people can be creative and have an immediate impact.

Beyond visitors: reaching out to museum user communities

Visitors want many things out of their museum visit.

Beyond simply watching, they seek diverse experiences: photographing, drawing, posing, dancing, learning, loitering, meeting, eating – experiences that they like to share with friends, and that they can't always have in museums.

Museomix opens the door to people who want to make a place for themselves. Museomix lets visitors imagine a cultural space that let them become engaged users and evolves with them.

The Museomix community shares a vision of today's museum:

- a museum that is open and inclusive to people, their uses, and the use of their content;
- a museum that is connected, and works outside-in with its user communities;
- a participatory museum, where contemplating is one of many ways to relate to artworks, where people can share and create – a read-write museum.

Museomix allows users to own their experience. Users help museums to change.



Museomix is community-based

Museomix is a community of people first.

Members share a common set of values, and find in Museomix a way to make them real by including museums as part of the community.

Museomix works only because volunteers want to make it work. Museomix successes – and failures – are the results of its members' initiatives. Museums are not clients to answer to. Museums are part of this intentional community only if they want to be.

That's the main engine for Museomix: an open community who finds a necessity to contribute to this creative and collaborative event to share a good time and make museums more akin to their ideas of how they should be along the way.

Cultural heritage prototyping

Prototyping interventions on a museum piece or exhibition space allows participants to test ideas immediately. New-media prototype reveal what works and what does not, and helps refine the best experiences over several iterations.

The knowledge gained via prototyping is not specific to an institution or to Museomix. The lessons learned can be applied to various institutions, communities, teams, etc.

A designed sprint format, but not a rush

Museomix is three days of intense work and collaboration, divided into specific steps and deliverables. There is clear deadlines, set in advance.

During the short production cycles participants are free to work and organise themselves as they please. The strong constraints help them find better, simpler creative directions.

Multidisciplinary

Seeking to un-silo briety of profiles: journalist-bloggers, screenwriter-graphic designers, hacker-maker-handymen, cultural mediators, geek-academics. Hobbies and expertise networks and practices, inside and outside the museum, Museomix brings together a va mix in a cocktail of competencies.

4. What does Museomix make?

Prototyping new museum experiences

- **Home Made Museum** – The digital passport project assists the visitor to act and choose its path through the museum depending on its feelings and allowing him to be surprised "by the museum (Museomix Grenoble 2013)
- **Oiseauxmix** (Birdsmix) – invites visitors to create the birds of the future! (Museomix Nantes 2014)
- **#yourvirtualMAS** – *What would you do if you were the curator of a museum?* The prototype gives the visitors the opportunity to choose their favorite artworks from a 3D-scanned catalog of items



through a multitouch tablet that is located in the boulevard of the museum, outside of the exhibition rooms. (Museomix Antwerp 2016)

5. What does Museomix look like from the inside?

An array of tools and experts are available to help participants make their prototype: coaches, tutors, technicians and coders; fabrication tools, media studios, and rapid prototyping devices.

Three Days

Participants work early and finish late. Teams manage their time as they see fit, but there are scheduled breaks and milestones along the way: general gatherings, and on-going meetings with the content team, tech team or web team to make sure projects are on track.

Here is how the three days of Museomix unfold.

Day 1 : Exploring the Museum, sharing ideas and setting a direction.

Day 2 : Prototyping, testing solutions, adjusting

Day 3 : Implementation, real-time testing, and exposing prototypes to visitors



Museomix Toulouse 2016. Picture by Janne Tielinen