

Report on
**Dissemination in Museums
(MUSEERNES FORMIDLING)**
2006
WWW.KUM.DK

Dissemination plan

Focus on Dissemination

2004-7: Preserving Heritage

2007-10: Dissemination of Heritage

Report on Dissemination in museums
(2006)

Finance Act (2006)

34,5 mio. Dk.kr. annually for Free Entrance.

40,5 mio. Dk.kr. annually for the
Dissemination plan.

Action points



- 1) Funds for development of dissemination in museums (9+14,7 mio. Dk.kr.)
- 2) *Support to galleries dissemination of contemporary art (1,5 mio. D.kr.)*
- 3) Research in Dissemination(1,5 mio. D.kr.)
- 4) Education and training(2,0 mio. kr.)
- 5) Museum and Education(7 mio. D.kr.)
- 6) Visitor Studies(3,3 mio. D.kr.)
- 7) Evalutaion and knowlege sharing on dissemination initiatives (2,2 mio. Dk.kr.)

Support to international exhibitions

Action point (1)



ARoS - Aarhus Art Museum	1,5
Moesgaard Museum	0,5
The Danish Museum of Art & Design	0,5
Ny Carlsberg Glyptotek	2,0
Louisiana Museum of Modern Art	4,5
Arken Museum of Modern Art	0,5
The Fisheries and Maritime museum	0,2
Ordrupgaard	1,0
The Danish National Gallery	1,5
The National museum	1,5
The Hirschsprung Collection	0,5
<u>The Danish Hunting and Forst Museum</u>	<u>0,5</u>
Total in 2007	14,7

Action point 6

Visiter Study

- **A National Survey of users and non-users of Museums.**
- Funds for focused quality assessments on visitors.
- Development of Museums statistics.
- New strategi for the development of Science Museums Dissemination.

Visitor Study



What will be the focus?

- Visitors socioeconomic background variable.
- Visitors behavior during the visit.
- Visitors outcome from the visit.
- Visitors expectations to the visit.

The Advisory Board

To qualify the survey:

- Include museum experiences.
- Include museums needs.

To give input to the requirement specification
To external consultant company.

Nanna Ebert, informationschef på Museet Koldinghus.

Peter Thor Andersen, museumschef på Faaborg
Kulturhistoriske Museer.

Lene Floris, museumschef på Holbæk Museum

Elisabeth Cederstrøm, formidlingschef på Statens
Museum for Kunst.

Nils M. Jensen, kommunukationschef på Nationalmuseet.

Hanne Strager, museumsdirektør på Zoologisk Museum.

Trine Locht Elkær, publikumschef i Den Gamle By.

Christina Bilde, kommunikationschef på ARKEN.

Søren Friis Møller, uddannelseschef i ODM

Randi Svendsen, projektleder på udviklingen af
kulturstatistikken, Biblioteksstyrelsen.

Visitor Study



Objectives:

- The Visitor Study will be used as material for local and national analyses and initiatives to ward visitors.
- The Visitor Study will establish a national overview of museums visitors.
- The Visitor Study will give every Museum an overview om their visitors.
- The Visitor Study will make a bacis for the museums to compare visitors.

Visitor Study



Model

- 1) The Basics survey, contents services connected to a running visitor survey, wich all state-owned and state subsidised museums participate in.
- 2) The Basic survey can be supplimented with different surveys: qualitiative surveys or specialised surveys based on site specific interests and needs.

Non-visitors survey

Objective

→ The survey of non visitors must be used as a strategic tool to focus dissemination in museums.

What will The survey focus on?

- Non visitors socioeconomic background variable.
- Non-visitors expectations to museums offers.

Non visitor survey



Organisation

Consultants will realise the survey.

Metode

- Non-visitors can be identified through telephone interviews.
- Non visitors of museums expectations to museums can be investigated through telephone interviews or focusgroups.

Five Funds for Dissemination



1. Development of Museums Dissemination

(9 mio. kr.)

2. Development of Educational programmes

(2,0 mio. kr.)

3. Research in Dissemination (1,0 mio. kr.)

4. Visitor Research(0,8 mio. kr.)

5. International experience exchange

(1,0 mio. kr.) (non deadline)

Advisory Board

→ *From ODM (Association of Danish Museums)*

Anne Højer Petersen, Storstrøms Kunstmuseum

→ *From af MID (Museums Educators in Denmark)*

Broder Berg, Kulturhistorisk Museum Randers

→ Udpeget af KUAS (Heritage Agency)

Morten Søndergaard, Museet for Samtidskunst

Sidsel Risted Staun, Københavns Bymuseum

Anette Østerby, Kunststyrelsen (The Arts Council)

Fund 1: Development of Dissemination in museums (9,0 mio. Dk.kr.)



Innovative dissemination with high quality in experience and knowledge sharing.

Prioriry:

- new visitors.
- User involvement in the development of dissemination.
- digitalt dissemination, several platforms.
- Combining digital and physical dissemination.

Tilskud til udvikling af museernes formidling 2007 (Pulje 1)

ARoS

The Sound and Contemplation of Art

300.000 kr.

Danmarks Mediemuseum

Mediescenen – publikum får ordet i tv-mediets varme stol

300.000 kr.

Greve Museum

Borgerinddragelse i udvikling af kommende permanent udstilling

378.250 kr.

Holbæk Museum

Ung i Provinsen, tværfagligt samarbejde mellem filmmedie og museum

270.000 kr.

Holbæk Museum m.fl.

Da spaniolerne kom – et kulturmøde 1808

475.000 kr.

J.F. Willumsens Museum

Forskellighed – et tværkunstnerisk formidlingsprojekt

103.000 kr.

Kertemindeegnens Museer

Dødeskibet – en vikingefyrstes liv og tro

300.000 kr.

Kroppedal

Virtuelle Verdensbilleder

160.000 kr.

Kulturhistorisk Museum Randers

Tag formidlingsmaskinen med i middelalderen

248.500 kr.

Kvindemuseet

Digitale formidlingskulisser og rollespil

330.000 kr.

Digital guide med tegnsprog til "Kvindes Historie fra Urtid til Nutid"

285.000 kr.

Middelfart Museum

Fortællinger fra byen

401.000 kr.

Hører du stemmer?

597.000 kr.

Moesgård Museum

Vikingerne Århus

240.000 kr.



Museet for Varde By og Omegn

Flygtninge.dk – et virtuelt besøg i flygtningelejren i Oksbøl 1945-49
240.000 kr.

Museet på Koldinghus

Alle Tiders Koldinghus
274.000 kr.

Museum Sønderjylland

Skrydstrupkvinden – fra fortid til nutid og tilbage
465.000 kr.

Nationalmuseet

Energispillet på Brede Værk
150.000 kr.
Forbedring af blindes og svagtseendes brug af museets udstillinger
240.000 kr.

Naturhistorisk Museum

Natur-Museum: Tur-Retur
335.000 kr.

Odense Bys Museer

Forprojekt "Sortebrødre Torv som historisk spejl"
40.000 kr.
Byhistorie for øje, øre og hånd
520.000 kr.

Ringkøbing-Skjern Museum

Forunderlige historier
258.000 kr.

Skovgaard Museet

Hvad er meningen? – Liv, kunst og tro på nye måder
494.690 kr.

Sydvestsjællands Museum

Kampen om Øllet – et undervisningsforløb
231.000 kr.

Trapholt

Et billede – mange blikke
300.000 kr.

Vejle Museum

Farverens Lærling – et farveexperimentarium
197.500 kr.

Vendsyssel Historiske Museum

Udstilling om Rubjerg Knude
200.000 kr.

Østsjælland Museum

Geomuseum Fakse
667.000 kr.

Ialt 8.999.940 kr. bevilget fra Pulje 1

Fund 2: Development of new educational programmes (2,0 mio. kr)



Criteria:

→ Collaboration, Educational Institution

→ The programme must be an integrated part of the curriculum

Prioritery:

→ marginalized groups

→ support students motivation to revisit the museum.

→ Researchbased knowlege

→ collaboration with other museums and cultural institutions

I alt 27 ansøgninger – der er ansøgt for 6,78 mio. kr.

Tilskud til udvikling af nye undervisningstilbud 2007 (Pulje 2)

Arbejdermuseet

Industriarbejdet.dk – integration af museumsbesøget i erhvervsskolernes undervisning

200.000 kr.

Arken

Samtidskunststafet mellem skole og museum

130.000 kr.

Greve Museum

Undervisningstilbud til børn og unge

217.329 kr.

Holbæk Museum m.fl.

Da spaniolerne kom – et kulturmøde 1808

210.000 kr.

Kulturhistorisk Museum Randers

Middelalderens mennnesker – undervisningsmateriale om livet i middelalderen

140.000 kr.

Kunstmuseet Køge Skitisesamling

Kunsten bag Tremmer

110.000 kr.

Museet for Thy og Vester Hanherred

Fra magasinhylde til skolebord

107.000 kr.

Odense Bys Museer

Find din Historie

246.000 kr.

Skovgaard Museet

Hvad er meningen? – Liv, kunst og tro på nye måder

173.000 kr.

Storstrøms Kunstmuseum

Tværfaglig skoletjeneste mellem billedkunst og musik på det nye Fuglsang Kunstmuseum (tidl. Storstrøms Kunstmuseum)

250.000 kr.

Struer Museum

På sporet af lokalhistorien – mobil storytelling

80.800 kr.

Teatermusset

Dødens Teater 1772

132.000 kr.

I alt 1.996.129 kr. bevilget fra Pulje 2

Fund 3: Research in Dissemination (1,0 mio. Dk.kr.)



Surveys and research, which is directly linked to dissemination practice.

Criteria:

- The project is based on existing research nationally and internationally.
- Sharing the results.
- Contributes actively to a running reflection in scientific field of museum education.

Priority:

- collaboration with scientific competences on university level.

Funding for Research-projects 2007 (Pulje 3)

The National Museum

Museumsdidactics – Education in Cultural Heritage Museums
540.000 kr.

Ringkøbing-Skjern Museum

Research in Cultural Heritage Pedagogy - museums,
historical workshops and Heritage Environments as learning
spaces.
250.000 kr.

Thorvaldsens Museum

When young people speak – Research in userinvolvement in
Museum Education.
100.000 kr.

Fund 4: Visitor Studies (0,8 mio. Dk.kr.)



Support to visitor studies focusing on expectations, experiences and outcomes from physical and digital museum visits

Criteria:

- Includes external expertise
- Includes imperical material and action.
- The results must be accesible for other museums

Tilskud til brugerundersøgelser på museerne 2007 (Pulje 4)

Greve Museum

New opening hours in the evening

80.000 kr.

Herning Museum

Mangfoldighed i brugerinddragelsen

107.000 kr.

Kulturhistorisk Museum Randers

En undersøgelse af publikums oplevelse af en moderne kulturhistorisk udstilling

162.500 kr.

The Museums of Art and Design

Learning outcomes from Educational Programmes

80.000 kr.

The Womans Museum

Girls and boys use of exhibition spaces

52.500 kr.

Ringkøbing-Skjern Museum

Forstår du dine brugere? Forstår de dig?

200.000 kr.

Struer Museum

På sporet af lokalhistorien - mobil storytelling

56.000 kr.

Teatermuseet

Brugerundersøgelser af "Dødens Teater 1772"

60.000 kr.

I alt *798.000 kr.* bevilget fra Pulje 4



Fund 5: International exchange of experience (1,0 mio. kr.)



Support for travel expences and stay
→ No deadline for Applications

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Priority:

- The study will qualify dissemination in the museum
- The stay will lead to new educational initiatives in the museum
- The study has relevans for the museum scientific field and educational strategy

Action point 5

Museums and Education



A National Survey of Educational Programmes in Museums:

Questionare

- 1) Example of Best practise: (Titel, content, aim, participants, what kind of learning, methode, where, and when, planning, finance (budget), exhibitions and collections involved, contact and sustainability, partnerships.
- 2) Educational programmes
- 3) Target groups and subjects / interdisciplinary programmes
- 4) paedagogical and didactic considerations
- 5) Physical facilities in the museum
- 6) mission and vision
- 7) Evaluation
- 8) Access to the museum
- 9) Collaboration and facilities for education from educational institutions
- 10) Training programs for students
- 11) Permanent and free-lancers working with educational programmes
- 12) External partners and network
- 13) marketing of educational programmes
- 14) Future Visions

Action point 5

Museums and Education



Objectives:

To develop the educational role of danish museums.

Develop a national network for museum education

Collaboration

Kulturnet Danmark (Culturenet
Denmark)

www.dmol.dk

(Danish Museums On Line)

ODM Association of Danish Museums

Børnekulturens Netværk (Network for
Childrens Culture)

www.e-museum.dk

Education Center Copenhagen

www.skoletjenesten.dk

www.kulturarv.dk

