Exhibits for Cultural Understanding: Case Study

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May 12, 2015
What we have learned:

1. Very young children, even infants, recognize visual differences among people.

2. Children pick up verbal and non-verbal cues about comfort with differences from their parents.

3. Start with the familiar – aspects that are similar.

4. Aim to demystify the other culture. Avoid the exotic.

5. Kids connect with other kids. Make it personal.

6. Parents need assistance in discussing cultural differences, and often information in a cultural exhibit is intended for the adult.
CHILDREN OF HANGZHOU
Case Study: Children of Hangzhou

**Project Goals**
- Promote understanding and appreciation of China
- Demystify China and dispel stereotypes
- Encourage children and families to learn about China and Chinese people
- Provide opportunities for families to talk about their own culture and traditions

**Project Messages**
- Chinese life today mixes ancient traditions with modern lifestyles.
- Life in China is in some ways similar to and some ways different from other places.
- Chinese children are a bridge to learning about China.
Main Messages
• You are visiting Hangzhou, a bustling Chinese city.
• You will meet four Hangzhou youth in this exhibit – they will show you what it is like to live in contemporary China.
• Like other Chinese cities, Hangzhou blends ancient traditions with modern culture and life.
• You will learn about the Chinese concept of yin and yang, which symbolize complementary forces that together create harmony and balance.
Children of Hangzhou: Entry Experience
China and the United States are about the same size.

China population: 1.4 billion

U.S. population: 327 million
Children of Hangzhou: Weicheng’s Apartment

Main Messages

- Family traditions are important in contemporary China.
- Although Weicheng lives in an ultra-modern high-rise, his living arrangement is very traditional: three generations under one roof.
- As in all cultures, special foods are part of Chinese family and community celebrations.
Children of Hangzhou: Weicheng’s Apartment
Children of Hangzhou: Weicheng’s Apartment
Children of Hangzhou: The Pavilion
Children of Hangzhou: The Pavilion
Children of Hangzhou: Gangzheng’s Classroom

Main Messages
- Chinese kids go to school – just like you.
- Chinese students learn about their country’s history, just as you do.
- The Chinese are particularly proud of their 3,500+ year long history.
Children of Hangzhou: Gangzheng’s Classroom
Children of Hangzhou: Ghengzeng’s Classroom
Children of Hangzhou: Gangzheng’s Classroom
Main Messages

- Agriculture continues to play a significant role in the economy and the fabric of China’s social life.
- Many Chinese people still live in rural areas, although more and more people are moving to the cities and towns.
- City dwellers stay connected to rural villages and may return to visit the family who remained.
Children of Hangzhou: Doudou’s Grandparents’ House
Children of Hangzhou: Doudou’s Grandparents’ House
Children of Hangzhou: Doudou’s Grandparents’ House
Main Messages

- Chinese opera is a traditional form of performing arts, combining martial arts instrumental music, dance, highly symbolic gestures, costumes and face paint, and singing.
- Performers begin learning this art form at a very early age.
- Traditional Chinese instruments are used in the operas.
Children of Hangzhou: Qianyun’s Theater
Children of Hangzhou: Qianyun’s Theater
Children of Hangzhou: Qianyun’s Theater
Children of Hangzhou Evaluation

Visitors gained...

- A sense of being in China
- A high level of engagement in all thematic areas:
  - Dressing up and performing on stage dressed in theatrical costumes
  - Cooking meals and serving each other in the kitchen at the apartment.
  - Feeding the buffalo rice from other areas of the countryside.
  - Building the Great Wall, and repeating facts about it
- Opportunities to identify with the four children of Hangzhou:
  - “She likes art, and I like art.”
  - “I also like to sing and dance.”
  - “We’re all children. We like to play and have fun.”
- Tools for adults to engage their children in a positive cultural experience
- Conversation starter about the Chinese culture/daily life
Thank you!

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World Brooklyn

Cultural Programs and Exhibits for Global Citizenship

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What People Think
What They Do
The Material Products People Produce
Culture is Shared
Transmitted Trans-Generationally
Adaptive
Integrated
The Big Idea

I can discover new things about myself, and others, by exploring the many ways the people and places in my neighborhood reflect and connect to the wider world.
Portals to Specific Communities

Italian Restaurant
Portals to Specific Communities

Italian Restaurant
Chinese Stationery Store
Portals to Specific Communities

- Italian Restaurant
- Chinese Stationery Store
- Mexican Bakery
Portals to Specific Communities

Italian Restaurant
Chinese Stationery Store
Mexican Bakery
W. African Import Store
W. Indian Travel Agency and Mas Camp
Multicultural Perspectives

Italian Restaurant  Chinese Stationery Store  Mexican Bakery  International Grocery Store  W. African Import Store  W. Indian Travel Agency and Mas Camp
Multicultural Perspectives

Italian Restaurant
Chinese Stationery Store
Mexican Bakery
International Grocery Store
W. African Import Store
Global Beats Theater
W. Indian Travel Agency and Mas Camp
Activities and Exhibits Invite Visitors

To understand that Brooklyn is home to people of many different cultures and countries.
Activities and Exhibits Invite Visitors

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To experience how businesses, shops, and restaurants are places of inquiry and cultural exchange
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To understand that Brooklyn is home to people of many different cultures and countries

To experience how businesses, shops, and restaurants are places of inquiry and cultural exchange

To examine objects and hear stories drawn from real people and places in Brooklyn to appreciate the ways people express their culture
The real thing...
The exhibit
What People Do, Make, and Share
Don Paco Lopez
PANADERIA
Baking Mexican treats in Bushet Park

Real People / Real Places
The exhibits are a framework where children can explore cultures through familiar settings and activities that encourage the development of cultural inquiry skills.
Describing

noticing observable characteristics
Identifying who, where, and why
Making creating and building a product
Using

Trying things out; seeing how things work
Comparing

Finding commonalities and differences
role playing and story telling
Sharing

exchanging ideas and connecting with others
Thank You!

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Gyeonggi Children’s Museum

Education on cultural diversity in the Gyeonggi Children’s Museum
– A child living in the world
Gyeonggi Children’s Museum curator Choi hyekyoung, Kim youngmee
Gyeonggi Children’s Museum

- Opened in September 2011
- Mission:
  Life-leading Creative Children and Family’s Cultural welfare power station
- 9 hands-on galleries, 1 gallery for temporal exhibits and an auditorium
- 10,000m², B1- 3rd Floor
Cultural diversity in South Korea

- Immigration from various countries
- Gyeonggi-do, most foreign residents living in South Korea
Foreign residents in the Republic of Korea:
- 1,445,631 person
  (2013. 1.1. ministry of government administration and home affairs)
- Foreign residents in the Gyeonggi:
  440,735 person (30.5%)
Annual Foreign residents in Gyeonggi-do

The number of Foreign residents in Gyeonggi-do
Children’s age of Foreign residents in Gyeonggi-do
Education on cultural diversity in the Gyeonggi Children’s Museum

- **Target**
  - Children · Family who visit the Gyeonggi Children's Museum

- **Goals**
  - Provide other cultural experiences to children in Korea
  - Expand understanding of other cultures by experiencing the culture of various countries through play and experience
  - Lay the foundation for being global citizens

- **Way**
  - Manege of Cultural diversity programs
    - Elementary school ONE-CLASS program
      - Summer vacation special program ‘Let’s go to the world’
Cultural diversity program in the Gyeonggi Children’s Museum
Contents of cultural diversity program I

- **Program title**: Let’s go to the world
- **Target**: Early Childhood · Elementary School Students · Family Visitor
- **Participants**: 8,809 person
- **Place**: Museum 1st, 2nd, 3rd floor galleries, Education room, Eco-atelier
Around the world in the museum

- Explore the sights of the world's 10 places in Museum galleries
- Make a world culture map to complete the mission with the family
Children Programs

- Make a fabulous feather fan
- Yummy Halo-Halo

Three developmentally appropriate programs for children
Eco-Atelier : Global One Hundred Boys

- Reinterpret Korea traditional culture in context of world culture
Family Program

- Understand & Experience other cultures with Family Fun Toys
  - Experience traditional games & play with toys of foreign countries
  - Make the Japanese traditional toy called ‘Kendama’
Family Program

- Making a Vietnam Mask
  : Experience the world of Mask-culture & make a unique Vietnamese traditional mask with bamboo baskets
Contents of cultural diversity program II

- **Program title**: Travel the world with Cinderella
- **Period**: May ~ Jun, Sep ~ Oct. 2014.
- **Target**: One-class of Elementary School
- **Participants**: 1,556 person (56 class)
- **Place**: Education room
Travel the world with Cinderella
Thank you!
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The Netherlands

Population 17 million
Population 800,000
178 nationalities
International trade since 17th century

In the top ten richest countries
Open economy
2.2 million jobs in export = 50% of employment
Tolerant society

Political situation since 2000

Assassination
Pim Fortuyn (2002)
How do we guide children to recognize and accept a multi-cultural society without prejudice?
1st European Children’s Museum Winner of the Children’s Museum Award 2012 Designed to make children curious and open to different cultures
In depth immersion in another culture
Experience that it is worthwhile and fun to encounter the unknown with a curiosity and open mind.
Contribute towards building an open-minded society
Dutch national museum of art and history

RUJKS MUSEUM
Dutch art and history from the Middle Ages onwards
Main building

First impression

Teekenschool

Learning to watch by doing
For everyone

Connecting people, art and history
Conveying a feel for beauty and a sense of time

**Core values:**
- Authenticity
- Quality
- Personal
- Innovative
- Simplicity

The Rijksmuseum = my museum
CULTURE TOURISTS  |  ART LOVERS  |  TEACHERS & SCHOOLS  |  FAMILIES & CHILDREN  |  PROFESSIONALS  |  POTENTIALS

“A city break Amsterdam is incomplete without visiting a museum”  |  “We visit exhibitions regularly and keep up with cultural news”  |  “A visit to the museum is part of our educational program. It should be fun for students and convenient for the teachers”  |  “Visiting a museum is a fun and educational experience”  |  “I visit museums on a regular basis and I have quite some knowledge of their collections”  |  “I visit museums when I am abroad, but I never went to the Rijksmuseum”

900,000  |  400,000  |  100,000  |  200,000  |  100,000  |  300,000

TOTAL: 2 MILLION VISITORS

Our public
Education is an essential task of the Rijksmuseum

The needs of the public are starting point

Set an example
Workshops in the Studio for children
Workshops in the Medialab for children
All Dutch children have to see the Nightwatch before to go to Highschool

Guided programs
All transfer methods
We develop every school program in collaboration with teachers and pupils
Demand-driven
All programs correspond with the school curriculum
28 classes a day
Secondary school programs

RIJKS MUSEUM
The Rijksmuseum has many objects that are part of the school curriculum:

- Rembrandt
- Canals of Amsterdam
- The Republic
- Hugo de Groot (Grotius)
- Maps Major van Blaeu
- VOC
- Michiel de Ruyter
Winner of the ICOM/CECA Best Practice Award
Winner of the NOT Innovation Award
Main building
Stories
International rooms
Rijksmuseum

Children from different backgrounds learn about their common history.

Shared history and beautiful objects to be proud of
Challenge:
How to reach children that do not visit museums with their parents?
Campaign: all school children should see *The Nightwatch*
Hands On! is an international network of museum professionals. Our aim is to make all museums and science centres meaningful places for children, to professionalize the (children’s) museum field and to share our expertise.

Professional network
Hands On! has connected (children’s) museum professionals from all over the world for the past twenty years. Our members range from large institutions to ambitious individual museum professionals. Any museum, science centre or professional dedicated to making museums more accessible and fun to children is welcome to join!
Read more

Meet the people behind the website!
In November 2014 the brand new website of Hands On! finally saw the light! Meet the two people behind the design and the technique: Marit van der Meer and Michiel Vergunst. We asked them about this special project.
Read more

Our members, from around the world.
10th Hands On! Conference
October 13 – 17
October 2015
Amsterdam
Main organizers
Rijksmuseum and Jewish Historical Museum

Apply for Children in Museums Award 2016
Welcome