Children’s Discovery Museum of San Jose

- 390,000+ visitors per year
- Annual budget $9.4 million
- Open Door Policy serves 60,000 annually
Voyage to Vietnam: Celebrating the Tet Festival
Children's Discovery Museum of San Jose

Exhibition Plan
Scale: 3/16" = 1'0"
CHILDREN'S CHINA
Celebrating Culture, Character & Confucius
Dress in traditional Chinese festival clothing and join in the Dragon Parade!
Enter the Great Achievement Hall to learn about Chinese musical instruments, the zodiac and write a wish for the future.
Learn all about Chinese character writing using interactive programs, and practice writing what you learn on water paper.
Cook up some healthy stir fry using a wok in the Restaurant.
Become a researcher and care for baby panda cubs at the Panda Reserve.
Learn about the importance of family in China and create your own digital family tree.
Visit the park to get some exercise, practice calligraphy and spend some time surrounded by nature.
Learn how to bargain for fresh fruits, veggies and seafood at the Market.
HELLO FROM Japan!
In Japan, many young people celebrate their individuality by dressing in a kawaii style.

En Japón, muchos jóvenes celebran su individualidad vestiéndose al estilo kawaii.
Create your own mascot!
Trace features to make a fun mascot that represents your city, school or family.
LEARN JAPANESE:
FRUITS & VEGETABLES

INTRODUCTION TO JAPANESE LANGUAGE

TAP TO BEGIN
APPLE

りんご [ RIN-GO ]

CLEAR
DONE

RI
GO
CHARACTER SOUNDS
Ringo (Apple) — A very popular fruit in Japan. The large, red and crispy fuji apple is most popular, but is not named after Mount Fuji, it is named after a small town in the Aomori Prefecture.
APPLE

りんご

TRY AGAIN
DONE

CLEAR
DONE

[ RIN-GO ]

CHARACTER SOUNDS
WATER BASIN

In Shinto, it is important to feel clean and pure around kami spirits found in nature.

Before entering a Shinto shrine, it is customary to rinse one’s mouth and hands at a temizuya. This ritual helps wash away negative thoughts and feelings. It also honors the importance of water in our lives.

てみずや

神道では、しなけらをつかさどる神さまの近くにいく前に、心と体を
よめなければならない。

神社に入るときは、かならず「てみずや」により、手をあらい、口を
やすきます。このしきたりは、きたない考えや心をあらいきめる
ためのものです。また、わたしたちのくらしをささえてくれ、
ありがたい水にかんしゃをさげることにもなります。

PILA DE AGUA

En el sintoísmo, es importante sentirse limpio y puro alrededor
de los kami, los espíritus que se encuentran en la naturaleza.

Antes de entrar a un santuario Shinto, la gente acostumbra enjuagar
sus manos y boca en el temizuya. Este ritual ayuda a deshacerse
de pensamientos y sentimientos negativos. También honra la
importancia del agua en nuestras vidas.
OFFERING AT THE SHRINE

1. Offer a small offering with your hands.

2. Give your offering to the kami in the shrine.

3. Make a wish or expression of thanks.

4. Light the incense stick.

5. Pray or offer thanks.

6. Place your offering in the shrine.

7. Participate in any additional rituals or offerings.
I wish my dad get the job.

I wish I have a life.

Sheila Gurgan
I wish to speak Japanese and Korean
My dream has come true.
I wish I could go to Japan.

I wish for happiness. I wish
my daughter...
Children of Hangzhou
Connecting with China

Sponsored by:
Boston Children's Museum
Freeman Foundation
Asian Culture Exhibit Series
Children of Hangzhou: Goals & Messages

**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.
Children of Hangzhou: Entry Experience

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
Children of Hangzhou: Entry Experience
Children of Hangzhou: Entry Experience
Children of Hangzhou: Entry Experience
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

Main Messages

- A special feature of Hangzhou is beautiful West Lake, which has scenic islands, causeways, bridges, and gardens.
- West Lake is a vast city park – it’s where the citizens of Hangzhou come to relax and it also attracts visitors from around the world.
- Like people everywhere, Chinese adults and children love to play games and exercise.
- Martial arts – including Tai Chi – are favorite and traditional forms of exercise.
Children of Hangzhou: The Pavilion
Children of Hangzhou: The Pavilion
Children of Hangzhou: The Pavilion
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
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: Ghengzeng’s Classroom
Children of Hangzhou: Ghengzeng’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: Dou dou’s Grandparents’ House
Children of Hangzhou: Dou dou’s Grandparents’ House
Children of Hangzhou: Dou dou’s Grandparents’ House
Children of Hangzhou: Dou dou’s Grandparents’ House
Children of Hangzhou...

- gave visitors a sense of being in China
- provided high level of engagement in all thematic areas:
  - Dressing up and performing on stage dressed in theatrical costumes
  - Carefully following along with the Tai Chi video
  - 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
- provided 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.”
- provided tools for adults to engage their children in a positive cultural experience
- promoted fertile conversation about the Chinese culture/daily life
Changes: Post Opening
Changes: Post Opening
Changes: Post Opening
Today's Lesson: Ancient China

The Great Wall is about 6,600 miles long (10,618 km).

Character Evolution Interactive
Programming and Festivals

Year of the Sheep 2015
CELEBRATE the CHINESE NEW YEAR with BOSTON CHILDREN'S MUSEUM
Sunday, March 1st

EVENTS
- Tai Chi
- Chinese Opera
- Folk Dance
- Live Animals
- Lion Dance
- And more!

WAYS TO SAVE ON ADMISSION
www.BostonChildrensMuseum.org/visit/ways-save

Learn about Chinese culture through our app:
THE LEAGUE OF EXTRAORDINARY BLOGGERS
Download it at: www.LXEgame.com

Visit the Museum's new exhibit until May 2015:
CHILDREN OF HANGZHOU

308 Congress St, Boston, MA 02210
www.BostonChildrensMuseum.org

CHINESE NEW YEAR ARTS AND CRAFTS
11:00am-4:00pm
2nd Floor: The Common

LIVE SHEEP PETTING ZOO
11:00am-1:00pm
1st Floor: Green Birthday Party Room

CHINA/BOSTON CHILDREN'S MUSEUM ART EXCHANGE 2015
11:00am-4:00pm
2nd Floor: Art Studio

WANG YMCA DANCE PERFORMANCE
12:00pm
2nd Floor: The Common

Sponsored by

Boston Children's Museum
Site of the World's Largest Indoor Flight from Boston to Beijing
**Host Checklist**

**6 months prior:**
- Submit first shipping payment to Boston Children's Museum.
- Access online style guide to review host materials
- Begin marketing exhibit to potential local presenting sponsors and local media using online Marketing materials.
- Finalize any changes to shipping dates.
- Finalize any changes to layout for your space.
- Schedule 4 qualified workers to unload, unpack, and install the exhibit when it arrives.

**45 days prior:**
- Insurance certificate must be received by Boston.

**30 days prior:**
- Final shipping fee must be received by Boston. (ACM grant will not be released until this payment has been received.)

**Exhibit arrival:**
- Send condition report to Boston within 48 hours.
In the online user manual, you will find:

- Education and Programs Manual
- Marketing and PR Manual
- Assembly Manual
- Style guide materials, including:
  - Logos
  - Fonts
  - Color palette
  - Patterns
  - Approved marketing photos
  - Marketing templates
  - PR templates
Online Style Guide

Children of Hangzhou: Connecting with China was produced by Boston Children’s Museum as part of the Freeman Foundation Asian Culture Exhibit Series, funded by The Freeman Foundation and administered by Association of Children’s museums. All underlying materials, including all artwork and the use of Children of Hangzhou. Connecting with China characters are used with permission of Boston Children’s Museum.

Download the Marketing Manual (PDF)
Download the Educational Resources (PDF)
Download the Assembly Manual (DOC)

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<td>80-22-98-7</td>
<td>70-13-79-1</td>
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BCM_Horz_10.eps
CoH Logo-FINAL.jpg

apartment
pavilion
Questions?
Children’s Museum of Manhattan: *Hello from Japan!*
Evaluation prepared by Blip Research

- New model for onsite visitor experiences, aimed toward fostering Global Citizenship.

- Integrate Exhibit and Programs
Methodology

- **Qualitative and Quantitative research protocol**

- **Qualitative insight**: program observation: over 100 on site observations and smaller group discussions with families

- **Survey**: 465 participants

- **Qualitative reflection**: post participation surveys: over 40 participants
Interesting Evaluation Findings

• **Frequency of attendance had no impact:** Number of times a child/family attended HFJ exhibit had no significant impact on their Global Citizens measures

• **Storytelling program coupled with exhibit visit was most significant:** in increased learning, aiding in cultural assumptions, exploring cultural similarities/differences, aids in demonstrating the interconnectness of the World Cultures
Gender and Age Differences were Minimal to Non-Existential

- *HFJ* was as useful and accessible for girls as it was for boys. No notable differences were seen across or between genders in terms of cultural exploration, learning of new information, parent/child conversation, or elsewhere.

- Younger children were more likely than older kids to feel they were learning more information, be more interested in learning more about Japan and Japanese culture, and find the programs to encourage parent/child conversations about world cultures.
Evaluation Summary

• *Hello From Japan!* Well Liked, Effective Motivator of Global Citizenship Tenets
• Best Practices for Engendering Global Citizenship Includes Exhibit+Programs
• Gender and Age Differences were Minimal to Non-Existent
• Qualitative Investigations Reinforce Quantitative Findings
• Conclusion: Programs Support Exhibit in Fostering Global Citizenship Goals
Qualitative Investigations Reinforce Quantitative Findings

- Onsite observations of hundreds of participants’ physical and verbal behaviors, along with onsite and follow-up interviews with 40 attendees supported the overall quantitative findings.
- All aspects of the CMOM Japan program were shown to work together to positively foster key aspects of global citizenship, including:
  - Encouraging a parent/child conversation about culture
  - Breaking down assumptions and stereotypes
  - Onsite and follow-up interviews with attendees also demonstrated a particular interest in, and connection to, arts, food, and culture as a means of providing an entre into a foreign culture.
  - HFJ was praised for including and featuring these elements in an accessible and child/family friendly manner.
  - Onsite interviews with visiting children and families revealed that HFJ exposed and deepened attendees’ experiences with Japan and Japanese culture, particularly in the realm of noting similarities and differences with a larger American or home culture.
  - Follow-up interviews with attendees and their caregivers (months subsequent to their visit to CMOM) demonstrated that the Exhibit and Guest Performances/Workshops were particularly memorable.
  - Conversations also indicated that experiences at Hello From Japan spurred an interest in, and deepening of, connection to other cultures.
Conversations also indicated that experiences at the CMOM programs spurred an interest in, and deepening of, connection to other cultures.

• “The origami was very interesting to them. So I got some books on origami and we’re planning on doing some of that over the summer.” –Mom

• “If I wanted to learn more about something I discovered here, I could go to the museum of Natural History to see a Japanese exhibit or go to the library and get books about other cultures, or ask my mom.” –Boy, 8

• “My kids are Japanese, so they know a lot already. But the program is not at all cliché. It’s quite current in its depiction of Japan. Things seep in. We’ll find out a month from now what else piqued their interest.” –Mom

• “It’s something different, but cool. It could make them interested in travel. Maybe they would want to go to Japan instead of just into Manhattan.” –Dad
Conclusion: Programs Support Exhibit in Fostering Global Citizenship

• By demonstrating that Global Citizenship measures are enhanced through attendance at more than one portion of *Hello From Japan*, this research proves conclusively providing and combining additional program elements—particularly Story Time and Guest Performances/Workshops—help to support the Global Citizenship goals of an exhibit.

• When designing programs with these goals in the future, it would thus behoove the museum to include these multivalent points of access for children and families.

• *New Version for CMOM: includes Manga and Origami Studios in the exhibit*
CMOM Information

• Link to CMOM’s Hello from Japan! evaluation reports: http://cmom.org/learn/

• Tom Quaranta, Director Exhibitions & Museum Operations tquaranta@cmom.org

• Leslie Bushara, Deputy Director Education & Guest Services lbushara@cmom.org
Value of Committee Input

• The Advisory Committee:
  – Serves as a rich resource in exhibit development.
  – Provides insight and guidance throughout the entire exhibit development process as a checkpoint for accuracy and relevance.
  – Brings enthusiasm and unique perspectives to the design process.

• To recruit committee members, explore resources within your community:
  – Local universities
  – Businesses
  – Cultural groups or organizations
Children’s China
Advisory Committee

Members

- Li Fang, Program Director at the Confucius Institute and Adjunct Faculty in Chinese Language and Culture, Webster University.
- Craig Larson, PhD, Educational Consultant, Adjunct Professor of Education at Maryville University.
- Alex Lee, past president of the Missouri Asian American Bar Association and founder of the St. Louis Asian American Chamber of Commerce.
- Pauline Chen Lee, PhD, Professor of Chinese Religion and Culture, St. Louis University.
- Priscilla Song, PhD, Assistant Professor of Anthropology, Washington University.
- Gao Tescheng, Professor of Moral Education in Nanjing Normal University in China.
- Jing Xu, PhD Candidate in Sociocultural Anthropology, Washington University.
- Matthew Yu, Vice Chair of the St. Louis Chinese Culture Education Services.
- Hao Zhai, Director of Solution Development at Knowledgelake and graduate from Nankai University in Tianjin.
Balancing Different Perspectives

- Different backgrounds and experiences result in different perspectives, even within the same culture.

Traditional Chinese character for the word ‘child’. vs. Simplified Chinese character for the word ‘child’.
Balancing Different Perspectives

Traditional vs. Current
Maximizing Committee Commitment

Our committee members wanted to be PART of the process, not just giving advice.
Maximizing Committee Commitment
Chinese New Year Celebration
Thursday, February 19
6:30 - 9:30 pm
The Magic House will open its doors for a spectacular adult-only event that transports guests to a cultural celebration dating back thousands of years. Featuring an authentic Chinese dinner, traditional lion dance performance and Chinese musicians, as well as a craft table for guests to make their own lanterns from the Museum's back garden. Proceeds: the evening will benefit the Museum's Education Program Pard. To further The Magic House's mission of providing all children with hands-on learning experiences. Reservations required. For information or to make a reservation, contact Carrie at carrie@imagchouse.org.

Chinese New Year Weekend
Saturday, February 21
10:00 am - 2:00 pm
Sunday, February 22
11:00 am - 2:00 pm
Celebrate the new Year at The Magic House during the grand opening of Children's China. Visitors can try their hands at traditional New Year's activities, including creating Chinese snacks, trying and decorating and blending Chinese folk dances. Free with Museum admission.

Chinese Calligraphy
Saturday, February 21
9:30 am - 5:00 pm
Saturday, February 22
11:00 am - 5:00 pm
Celebrate the New Year as artist Jimmy Liu leads drop-in workshops that demonstrate the ancient art of Chinese calligraphy through traditional brushstroke techniques. Part of our ongoing Visiting Artist Series, free with Museum admission.

Children's China: Teacher Appreciation Night
Monday, February 23
4:30 - 6:30 pm
Join us for a private, adults-only evening honoring teaching teachers within the Chinese tradition. Learn about China's educational system, teaching methods that have endured for thousands of years and traditional Chinese learning techniques. The evening also includes exclusive exhibitions of the Museum's newest exhibit Children's China, authentic Chinese food, and presentations by educators from the St. Louis Modern Chinese School and The Magic House's education department. Reservations required, visit www.imagchouse.org for details.

Centene Fitness Fun Friday with St. Louis Shaolin Kung Fu School
Friday, March 6
4:00 - 8:00 pm
Visitors can learn the techniques of the oldest and most famous martial arts style from the experts at St. Louis Shaolin Kung Fu School. Part of our monthly Fitness Fun Friday program, free with Museum admission.

Chinese Lantern Festival Weekend
Saturday, March 7
10:00 am - 2:00 pm
Sunday, March 8
11:00 am - 2:00 pm
Celebrate the culmination of the Chinese New Year with the Lantern Festival. Visitors will experience the traditional Chinese lanterns through Chinese food painting and creating a Chinese lantern to take home while learning about the Chinese lunar calendar. Free with Museum admission.

Chinese Brush Painting
Saturday, March 14
9:30 am - 5:00 pm
Sunday, March 15
11:00 am - 5:00 pm
Ping Yan will lead drop-in workshops that help visitors brush up on this ancient art by sharing techniques for painting panda, flowers, birds and more. Part of our ongoing Visiting Artist Series, free with Museum admission.

Washington University's Lunar New Year Festival (LNYF)
Saturday, March 28
10:30 am and 12:30 pm
Washington University's CSAA Dance Team will perform a special performance of traditional Chinese dances. Free with Museum admission.

Chinese Games
Saturday, April 11
10:00 am - 2:00 pm
Sunday, April 12
11:00 am - 2:00 pm
Let the games begin! Visitors will have the opportunity to play games and sports popular with children in China today. Learn to play a Diabolo, juggle a Chinese ball, or participate in a Chinese kickball. Pick up a game of table tennis (or rubber ball) in a game of Chinese jump rope. On Saturdays, visitors can also learn about traditional Chinese food and compete in a chopstick contest. Free with Museum admission.

Centene Fitness Fun Friday: Ribbon Dancing
Friday, May 1
4:00 - 6:00 pm
Experience the beauty of the ribbon dance as you watch a traditional performance and learn the techniques of this ancient dance form from the experts at St. Louis Modern Chinese School. Part of our monthly Fitness Fun Friday program, free with Museum admission.

Table Tennis
Saturday, May 16
10:00 am - 2:00 pm
Sunday, May 17
1:00 pm - 2:00 pm
Take a swing at China's national game, watch game demonstrations and receive tips and techniques from top table tennis competitors. Free with Museum admission.

Chinese Folk Dance
Saturday, May 20
11:30 am and 12:30 pm
Sunday, May 31
11:30 am and 12:30 pm
Enjoy the timeless art of Chinese folk dances with guest from St. Louis Modern Chinese School. Free with Museum admission.

Children's Day
Monday, June 1
11:00 am - 2:00 pm
Celebrate childhood on China's national Children's Day! Children will enjoy traditional Chinese face painting and creating sailor signs to take home. Free with Museum admission.

A Grand China Celebration
Saturday, June 7
5:30 - 8:00 pm
Grandparents and their grandchildren will enjoy exclusive performances from Shaolin Kung Fu Union Dance Company featuring the fantastic feats of Chinese acrobats and kung fu. Experience the beauty of Chinese embroidery and enjoy a traditional craft. Free with Museum admission.

National Get Outdoors Day
Saturday, June 13
10:00 am - 2:00 pm
We're celebrating the great outdoors with activities commonly found in Chinese parks, including lessons in martial arts and Tai Chi. Class sessions begin at 10:00 am, 11:00 am and 1:00 pm. Free with Museum admission.

Chinese Culture Day
Saturday, June 20
10:00 am - 2:00 pm
Have a full sensory experience of Chinese culture with hands-on art projects, Chinese cooking demonstrations and chopstick games and contests. Free with Museum admission.

Music of China
Saturday, July 25
10:00 am - 2:00 pm
Visitors can take a front row seat at concerts featuring the children's choir from St. Louis Modern Chinese School and dynamic visual dance performances, while discovering a variety of Chinese instruments. Free with Museum admission.

$8.00 Admission Day
Saturday, August 8
9:30 am - 5:30 pm
The number 8 is lucky in Chinese culture, so we're bringing Magic House visitors good luck on August 8, as we drop admission to $8.00 per person. This discounted admission cannot be combined with any other offer or discount.

Celebrating Children's China
Saturday, August 22
10:00 am - 2:00 pm
We're celebrating the final days of the exhibit with a festival of fun. Join us for a lion dance, dragon dance and one last lap through Children's China. Free with Museum admission.
Confirming Content for Relevancy

• Fact-check!
• Get first-hand knowledge.
• Visit the location personally, experience the culture.
Lasting Impact

• The impact of Children’s China on The Magic House and our community has been profound!

• Our community communicated their interest in cultural exhibits, like Children’s China, during our 2016 strategic planning process.

• As a result, our World Traveler Gallery is opening in June 2018 featuring Kenya’s Kids.

• The Kenya’s Kids Advisory Committee has been just as important to the development of this new cultural exhibit as our Children’s China Advisory Committee. Both have been invaluable!
Be a Listening Organization

- Convene an Advisory Group
- Meet with Focus Groups
Test the Experiences

• You might make mistakes
• How you respond matters
Respond to Community Feedback

• Communication is key – use your cultural allies
• Balance community hopes and desires with exhibit operational needs
Strive for Authenticity and Respect

• Listen, Learn, and Own Your Mistakes!
• Set visitors up for success and understanding