

THE MUSEOBILBOX



Picture: Guided tour at the Nordwolle Museum Delmenhorst, Image Credit: Nordwolle Delmenhorst, Photographer: Maike Tönjes

TABLE OF CONTENTS

1	INTRODUCTION.....	2
2	BACKGROUND	3
3	GOOD PRACTICE.....	4
4	EFFECTIVENESS AND SUCCESS FACTORS.....	6
5	RESULTS AND IMPACT.....	6
6	ADDITIONAL LEARNING MATERIALS.....	7
7	QUESTIONS.....	8
8	ONLINE ASSESSMENT	8
9	GENERAL CONTACT INFORMATION	9
10	RESPONSIBLE ACCORDING TO THE PRESS LAW.....	10

Module 4

EDUCATION/
YOUTH



Title:	The Museobilbox
Topic:	The module presents an educational project for kids and participative learning about immigration history and young workers
Educational Objective:	Extension of competencies in the field of the museum education
Key Words:	Education – arts & crafts – design – participation of children from disadvantaged groups- historic re-enactment for kids
Duration:	Approx. 30 min. study + 15 min. questions

THE MUSEOBILBOX

CREATE YOUR OWN MUSEUM

AREA OF GOOD PRACTICE: EDUCATION/ YOUTH

1 INTRODUCTION

The Nordwolle Museum was founded in 1996 and is located in Delmenhorst, a former industrial city in north-western Germany, located between the cities of Bremen and Oldenburg. The city is dominated by the former residing industries, especially linoleum, jute, clothing and textile industries, many inhabitants have an immigrant background and their families belong to educationally disadvantaged levels of society.

The location of Delmenhorst between the culturally more diverse and larger cities of Bremen and Oldenburg make it difficult for the museums in Delmenhorst, including the factory museum of Nordwolle, to attract larger tourist groups. According to these demographic and touristic peculiarities, the museums educational department tries to offer actions, such as the Museobilbox, especially for the local population and in particular for children from disadvantaged backgrounds. A special feature of the factory museum is that one can experience the local history exactly where it happened.

2 BACKGROUND

The aim of Museobilbox is to give children the opportunity to create their own little "museum box", by doing playful handicrafts. The boxes, mostly in the form of a small diorama, show a historical scene. The content depends on the museum. In the case of Nordwolle Delmenhorst usually issues are chosen that deal with working life and the migration background of the former Nordwolle workers and their families. The museum's educational staff provide the working-materials, the suggested topics and all relevant information. They also assist the children in the handicraft and the presentation.

Together with the educational staff, the kids re-enact in workshops the way our great-grandmothers used to live and present their experience in the "Museum boxes" afterwards.

The general objective is to increase the participation of local children and youngsters from disadvantaged areas and social groups in the museum as well as the mediation of the museum's contents. The intention is to address visitor groups who do not belong to the traditional museum visitors (also by involving the parents of the participating children).

The project is sponsored by the Federal Ministry of Education and Research. The Nordwolle Museum has applied for the funding over the Bundesverband Museumspädagogik (Association of Museum Educational Service).

3 GOOD PRACTICE

This year the action week "Museobilbox" in the Nordwolle addressed the topic "life in great-grandma's days".

Therefore the nine participating children slipped into the role of workers' children and young workers employed in the Nordwolle about 100 years ago. Over three days the children took part in various workshops. In their roles they experienced the different aspects of the workers' everyday life and the life at that time in the Nordwolle. Subsequently, the children processed their experiences of these days into the "Museum boxes", and exhibited the boxes at the end of the week.



Picture: Children taking part in the "Museobilbox" project, Image Credit: Nordwolle Delmenhorst, Photographer: Maike Tönjes

The project "Museobilbox", which is funded by the Federal Ministry of Education and Research (BMBF) requires two local partners working with children and young people between three and sixteen years from educationally disadvantaged groups. In the case of Nordwolle museum the „Youth Center Sachsenstraße“ and the „Wollepark Community Center Sachsenstraße“ functioned as partners. The action was performed by the museum's educational staff.

With the "Museobilbox" project a close relation between subject and audience is established, since many of the children who live in Wollepark have a similar migration background or even descent from those foreign workers who traditionally presented the majority of workers in the Nordwolle. Therefore the project offers many links for the participating children to learn and to emulate something about their own family history.

Program:

Day 1: On the basis of photos and names from the factory museum, the children select their "historical identity" for the next week, and learn the "history" of their chosen person. Then the children dress up in historical clothing, take part in a portrait photo shooting, and write postcards to their parents in their historic roles.

Day 2: Adventure day "life without electricity". The children grind grain by hand, bake bread, produce butter manually, and cook a typical worker's-potato soup.

Day 3: Adventure day "washday like 100 years ago". The children experience a historic washday with the associated equipment. In addition, there is a historic breakfast and a socks potting action.

Day 4 and 5: The children create their individual "Museum boxes" from the perspective of the "historical" person, they have embodied the last days. The following Sunday, the children present their boxes in the historical costumes to family and friends. The boxes are exhibited for one month in the museums education rooms.

The program takes about three hours a day. Through this intensive and practical study the children get a taste of the past living conditions in the Nordwolle. Additionally, they learn about the traditional tasks of a museum in a clear way. This playful kind of mediation creates a strong identification with the subject and the "historical" person. It increases the zeal and commitment of the children involved and thus the learning effect. The museum becomes associated with fun and interaction, which ideally leads to a long-term commitment of the children with the museum.



Picture: Children dress up in historical clothes, Image Credit: Nordwolle Delmenhorst; Photographer: Maike Tönjes

This is of particular importance, since the "Museobil" program specifically addresses children from educationally disadvantaged levels of society, who have no access to museums and to similar cultural events. As a multiplier effect in this context, the families and friends of the children involved, visit the museum at the presentation of the "Museum boxes", a lot of them for the first time in their lives. Thus, the families and friends become multipliers of a positive experience and have the potential to increase the awareness of the museum and its offerings among audiences, which are normally difficult to be advertised.

Another positive side effect is the enhanced perception of the museum as a social place in the city, which is involved in the care of children and adolescents and in playful knowledge and cultural mediation. It therefore gets interesting for parents from disadvantaged backgrounds who are little enthusiastic about museums.

The playful communication of historical content and living conditions, which, for example, schools, are unable to afford, increases the potential learning effect and the historical interest of the participating children.

4 EFFECTIVENESS AND SUCCESS FACTORS

- Children can participate actively, wear historical clothes and get to know historical working and living conditions
- Motivating (and motivated) museum educational staff ensures smooth running
- Early bond of children and families to the museum
- Technical conditions (space, raw materials) are available
- Close contact between museum educators and youth facilities, which in some cases are also funding partners
- Strong multiplication effects for the museum in the local population, positive image

5 RESULTS AND IMPACT

Because of the playful practical approach a high level of identification and participation of the children involved is achieved as well as a successful placement of topics and content. Another effect is an early bonding of children to the museum, which also extends to the children's families. With the "Museobilbox" project the museum can reach a higher level of awareness, particularly in sections of the population who do not belong to the classical museum visitors, so the so-called educationally disadvantaged. Therefore, groups are reached, where classical museum marketing often fails.

With fact that in connection with these actions the children stay in the museum for quite a long time (up to 3 hours daily over the course of a week), also comes a child care aspect, under which the museum is perceived as a trustful place where children and parents can go to. This strengthens the position of the museum as a place of interaction for as many people as possible and increases the awareness of the institution.

6 ADDITIONAL LEARNING MATERIALS

6.1 Links to websites

<https://www.delmenhorst.de/aktuelles/presse/151027-museum-museobilbox-projekt.php>

<https://foerderung.buendnisse-fuer-bildung.de/massnahmebeschreibung/24/>

<http://www.kubinaut.de/de/magazin/termine/museobilbox/>

6.2 Links to videos

<https://www.youtube.com/watch?v=HfXsqk1nlkE>

<https://www.youtube.com/watch?v=A9EDGuN7UMw>

<https://www.youtube.com/watch?v=nEAhwmoITVY>

7 QUESTIONS

This is the professional self-learning section to reflect on the topic, improve your skills and sharpen your creativity. Please use it as a starting point for the development of your own ideas and thoughts. Please select at least one of the questions below and note your answer in max. 1000 characters. You can also use the additional online material or consult other online sources to refine your arguments. Please send your answers to the following contact: info@eumillennials-tour.eu

1. Delmenhorst is a city dealing with demographic and touristic peculiarities. In how far can the example of the Museobilbox serve as a model for other smaller cities with similar location factors?
2. The Museobilbox can help to attract educationally disadvantaged people as museum visitors and supports the participation in the museum in one single case. What are necessary steps to make the participation of the newly gained visitors sustainable? Invent a strategy for a participative design to involve the newly gained visitor group in the conception of the permanent exhibition including digital and social media.
3. Historical re-enactment is sometimes used as a touristic and as an educational strategy but still is questionable for some stakeholders. What do you think about the use of history online games for museums education? Please describe the advantages/ disadvantages.
4. Migration is a key topic in education. What would be a smart strategy in the design of educational offers in cultural institution as museums specifically for people with a migration background?

Please send your answer(s) to the following contact: info@eumillennials-tour.eu

Please add the number of this module and the number of the question to your answer (e.g.: module 1, question 1.).

We will not give grades. Individual feedback will only be given by the online assessment contact.

8 ONLINE ASSESSMENT

For those that are interested in deepening their knowledge about the module, a personalized online assessment is offered. For all questions on the topic and further information about this module, please contact your experts for your online assessment:

M2C Institut für angewandte Medienforschung

Martin Koplin

Director

Email: koplin@m2c-bremen.de

Skype: Mobile2culture

Carolin Schrank

Researcher

Email: schrank@m2c-bremen.de

Skype: schrankcaro

9 GENERAL CONTACT INFORMATION

M2C Institut für angewandte Medienforschung

Martin Koplin

Director

Email: koplin@m2c-bremen.de

Phone: +49 421 5905 5402

<http://www.m2c-bremen.de/>

Nordwolle Delmenhorst – Nordwestdeutsches Museum für IndustrieKultur

Am Turbinenhaus 10-12

27749 Delmenhorst

Germany

Email: nordwolle-museen@delmenhorst.de

Phone: +49 4221 29858 20

Opening hours: Tuesday – Friday, Sunday 10:00 – 17:00

10 RESPONSIBLE ACCORDING TO THE PRESS LAW

V. i. S. d. P.:

Martin Koplin

M2C Institut für angewandte Medienforschung

Flughafenallee 10

28199 Bremen

Germany

Phone: +49 421 5905 5402