

# INTEGRATIVE DESIGN OF THE USER EXPERIENCE FOR VISITORS



Picture: Exterior view of the museum buildings, Image Credit: Photographer Oliver Pracht

## MODULE 10

## THE CLOTHIER MUSEUM BRAMSCHÉ PROVIDES AN INTEGRATIVE APPROACH

## TABLE OF CONTENTS

1	INTRODUCTION.....	2
2	BACKGROUND .....	3
3	GOOD PRACTICE.....	4
4	EFFECTIVENESS AND SUCCESS FACTORS.....	8
5	RESULTS AND IMPACT.....	8
6	ADDITIONAL LEARNING MATERIALS.....	9
7	QUESTIONS.....	10
8	ONLINE ASSESSMENT .....	10
9	GENERAL CONTACT INFORMATION .....	11
10	RESPONSIBLE ACCORDING TO THE PRESS LAW.....	11

### Module 10

TOURISM AND  
MUSEUM  
DEVELOPMENT



**Title:** Integrative Design of the User Experience for Visitors

**Topic:** This module shows how a museum implements an integrated concept of visitor experience.

**Educational Objective:** Knowledge building about special areas of museum development

**Key Words:** Integrated approach, guided tours, education, sustainability, research

**Duration:** Approx. 30 min. study + 15 min. questions

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# INTEGRATIVE DESIGN OF THE USER EXPERIENCE FOR VISITORS

THE CLOTHIER MUSEUM BRAMSCHÉ PROVIDES AN  
INTEGRATIVE APPROACH

AREA OF GOOD PRACTICE: TOURISM AND MUSEUM DEVELOPMENT

## 1 INTRODUCTION

The Tuchmacher Museum Bramsche (“Clothier Museum Bramsche”) is a specialized museum for craft and industry and also a regional museum of national importance. It is the only museum in Germany where two full production courses of cloth production from two different time periods are displayed. This is done at an authentic place in a technical and historical monument. Moreover, the museum is an important cultural centre for citizens in Bramsche and in the region and an important tourist attraction.

The buildings and collections of the Clothier Museum are an important part of cultural heritage. The cultural and educational mission of the museum is to preserve its heritage for future generations, to expand its collection with a clearly defined focus, to explore the history of textile production under different aspects and to convey it professionally. The base of the work of the museum is the “Standard for museums” which has been formulated by the German Museums Association (DMB) in the light of the “Code of Ethics” by the International Council of Museums.

The priorities in the field of collecting, preserving, and documenting, as well as the dimensions regarding the integrated approach arise from the dual character of a technical and regional museum.

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## 2 BACKGROUND

The Bramsche Tuchmacher Museum (Clothier Museum Bramsche) offers an integrated approach for the visitor experience combining the museum and its topics with the urban environment, guided tours, museum education, exhibitions, special events, and cultural research within the three key topics of the museum: textile technic, history of architecture, energy development.

The integrative approach takes the following aspects into account:

- Focus on textile culture: full lines of cloth production from two different time periods
- Inclusion of the environment: offers for visitors, which enables them to comprehend the former work and life at the Mühlenort (mill site), at an authentic site in an historical monument
- Guided tours in different European languages
- Special exhibitions are an inherent part of the integrated approach as well as the overall concept of the museum

Research: research focused on the regional economic, social and cultural history related to the cloth-making, history of textile and energy



### 3 GOOD PRACTICE

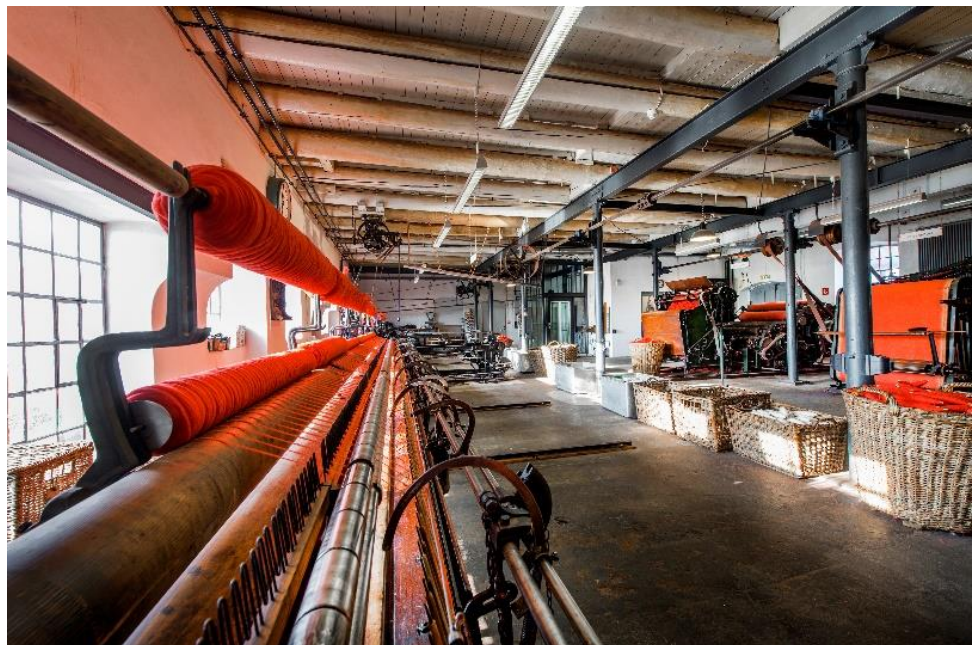
Especially the integrated approach of the Clothier Museum Bramsche leads to the multidimensional offers within the field of textile culture for the visitors.

Two crucial time phases in the development of the cloth manufacture are documented in the field of textile technology: the still mainly manual method of working on the eve of the industrial revolution (1810 – 1870) and the fully mechanical machine work at the end of industrialization (in 1890). For these two timelines manufacturing gears for making cloth are presented in parallel, showing how the clothiers in Bramsche used to work.

This time parallel representation of these two different lines of production makes it easy for the visitor to compare the traditional manual craftsmanship and the industrial production. By limiting the demonstration to these two periods it is possible to show the visitors not just the technical process, but also demonstrate the functioning of cloth production.

The Clothier Museum Bramsche is not only an authentic venue of producing, but it also presents the degree of mechanization, the division of labour and organization of labour in the Bramsche's guild is presented in an authentic way.

The Clothier Museum makes the technology and social history of the local cloth production comprehensible. Operational equipment, machines and tools are understandable by their use: They are placed in the museum, so that they can be understood not as inanimate objects, but rather as functioning and thus, speaking 'witnesses' of their time. Industrial cultural heritage with their individual use and work traces are information carriers of their time, which must be handled with care. Therefore, the presentation of the operations in the cloth manufacturing are limited to the demonstration of the machines.



Picture: Interior view of the hall of the spinning mill, Image Credit: Photographer Oliver Pracht

In addition to the two large time periods, which are exhibited, selected aspects of the historical development of textile technology are documented and their technical development is put into a larger historical and regional context.

The working environment and everyday life of a draper is an important part of the illustration. In the interaction of all aspects, the technology is understandable as a living environment. A special room in the Mühlenort is dedicated to the life and work of a draper. The sculptor Fumiari Ogawa has created seven life-sized figures that embody historical clothier personalities from Mühlenort as

representatives of their time. Their biographies, which have been reconstructed from church records, tax lists, photos, letters and stories are available at audio stations.

### **Inclusion of the spatial environment**

An important aspect of the integrated approach of the Clothier Museum Bramsche it to consider the spatial setup in the offerings for the visitors. The museum includes numerous outdoor points that give an insight into the former close connection of work and life at the “Mühlenort” (mill side).

- Washhouse: the wash-house for the washing of raw wool, which was demolished in the 1980s, was rebuilt on the former ground.
- Drying frame: a 40 meter long wooden drying frames for drying the cloth webs was rebuilt
- Drying house: 1868, in the course of industrialization, a dry house originated in close proximity to the "Mühlenort" in order to dry the cloth webs with furnace heat.
- Clothier houses at the Mühlenort: The Mühlenort as living and economic environment becomes tangible for the visitor through the observance of the street of houses itself. Panels on individual homes indicate the continuity in the handicraft families.
- Dyer's garden: Opposite the exhibition on dyeing and dyeing equipment, a small dye garden was created between washhouse and “Mühlenkolk”. Plants such as madder, woad and mignonette, which were important for the production of dyes, can be found here. In addition to that the fuller's teasel is planted.
- Gauging House: The level house of the Office of Water and Environmental Affairs Weser-Ems is used for regular water level measurements. It hosts a brief presentation about the regulation of the river “Hase” in the 1970s and offers explanations about the intentions and consequences of the current modern water management.
- Steam Engine: A lying single-cylinder steam engine (built in 1946) of the cloth factory Adolf Knölker was restored and erected on the Mühlenort. Knölker lived and worked here until the construction of the factory in 1928. The cloth towel factory was closed in 1967 and is now demolished.

### **Guided tours in various European languages**

The museum offers guided tours of the permanent exhibition in English, French or Dutch (60 and 90 minutes). On Sundays and public holidays a public guided tour takes place. The demonstration of the machines by museum technicians is assured for each tour. Special tours on special topics and guided tours for people with disabilities (e.g.: blind guides, guides for people with intellectual disability) are offered. A specially trained employee advises tour requests on the phone and takes into account individual wishes of the groups.

The guides are working as freelancers for the museum and were trained in a special course. Organizational and substantive issues can be clarified in the monthly meeting with the museum management.

### Special exhibitions and events

Special exhibitions are an important part of the integrated approach in the conception of the museum. They offer the opportunity to delve into subjects which cannot be enhanced in the permanent exhibition: like the history of cloth-making and the city's history, subjects from the field of textile and fashion or trends of current textile art, collections from other institutions, integrate co-operation partner, etc.

#### Four categories of special exhibitions have a permanent place in the museum:

1. Summer Exhibition: In the holiday season cultural and historical exhibitions from the topics textile, fashion, technology and local history are shown. These exhibitions usually last three months.
2. Exhibitions on textile art: presentations of artists or groups of artists. The duration of this exhibition is three to eight weeks.
3. Exhibitions of the Visual Arts Association, Bramsche: a curated exhibition of the local association during spring and an exhibition for members during autumn. The duration is four weeks.
4. Staircase exhibitions: Smaller projects, student exhibitions, exhibitions of the Tuchmacher Museum Working Group are shown in the galleries of the staircase. Its duration is approximately four weeks.



Picture: Exhibition "Interiors" of the Finnish Felt Association Fillti, Image Credit: Photographer Oliver Pracht

The Tuchmacher Museum developed a framework program to the exhibitions, ranging from academic lectures, concerts, readings, theatre performances to museum educational workshops. In addition, the museum organizes workshops and days of activity, including an active participation in the International Museum Day and the day of the open monument.

The museum supports partners from Bramsche and the region during events with its technology and facility or with presswork.

### Research

The close cooperation with local and regional institutions and actors plays an important role for the remit of the research of the museum. The focus is on the study of regional economic, social and

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cultural history in relation to the cloth-making, textile, energy history in the Osnabrück region that is yet largely unexplored. The conditions for their research, however, are good. The traditions of the town of Bramsche and the drapers' guild are preserved at the Lower Saxony State Archive Osnabrück and in the Central State Archive in Hanover. There is a delivery contract between the city and the State Archives. The clothier guild deposits their old records in the State Archives and makes them accessible to the historical reappraisal. Due to the integrated approach, research projects are connected with exhibition projects as far as possible.



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## 4 EFFECTIVENESS AND SUCCESS FACTORS

- Integrated Approach
- Open Approach
- Inclusion of the environment
- Dedicated staff
- Efficient use of resources
- Special focus on children and teenagers

## 5 RESULTS AND IMPACT

The integrated approach results in connections between the factors guided tours, events, exhibitions, research and workshops. The effectiveness of the approach is reflected in the practical offers of the museums educational department:

The museum offers varying guided tours for all school forms and grades and kindergartens. They can be integrated into school education in diverse and interdisciplinary ways and the offers correspond to the requirements of the Ministries of Culture. The contents are conveyed playfully and vividly. The individual offers are updated and expanded regularly.

For smaller groups and classes workshops are offered such as felting or dyeing, in which the children can try things out and work with their own hand.

For children's birthday parties, special programs and workshops are offered. On request, a birthday cake will be ordered and a table at the museum will be covered with colourful crockery.

For an annual competition for school classes, a special guided tour is designed, where students write clothier fairy tales or draper thrillers or draw comics. Winners are selected by an expert jury and awarded in a special ceremony at the museum.

The Clothier Museum maintains collaborations with schools in Bramsche. For example, since 2007, a museum education officer takes care of a "Clothier workgroup" from a local school once a week at the museum. They prepare exhibitions, guided tours and projects which are presented every second school term. Since 2010 there is a working group for gifted pupils of the Greselius Gymnasium (grammar school) in Bramsche, which also meets once a week at the museum and develops projects under the guidance of a museum education officer.

In the future, the integrated approach allows the Clothier Museum to respond adequately to societal questions, education, environment and media at any time with high technical and pedagogical standards.

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## 6 ADDITIONAL LEARNING MATERIALS

### 6.1 Links to websites

<http://www.tuchmachermuseum.de/>

<http://www.tuchmachermuseum.de/staticsite/staticsite.php?menuid=44&topmenu=44>

<http://www.bramsche.de/staticsite/staticsite.php?menuid=48>

### 6.2 Links to videos

[http://www.tuchmachermuseum.de/pics/medien/1\\_1150272805/maschinen\\_spinnen.mov](http://www.tuchmachermuseum.de/pics/medien/1_1150272805/maschinen_spinnen.mov)

[http://www.tuchmachermuseum.de/pics/medien/1\\_1150272915/maschinen\\_weben.mov](http://www.tuchmachermuseum.de/pics/medien/1_1150272915/maschinen_weben.mov)

[http://www.tuchmachermuseum.de/pics/medien/1\\_1150272512/maschinen\\_faerben.mov](http://www.tuchmachermuseum.de/pics/medien/1_1150272512/maschinen_faerben.mov)

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## 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](mailto:info@eumillennials-tour.eu)

1. If you were the director of the Tuchmachermuseum in Bramsche, what would your overall strategy for the next 10 years look like? Which changes would support the further development in the next 10 years? What are the most challenging tasks the Tuchmachermuseum has to face?
2. Often museums can have a huge impact on local and regional cultural landscapes. Taking the Tuchmachermuseum as a reference, what strategies are necessary to achieve such a position? Is this, generally speaking an area, museums should continue to focus on or should they work more international?
3. What are the advantages /disadvantages of learning at historical places?

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

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## 10 RESPONSIBLE ACCORDING TO THE PRESS LAW

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