



# VAR KON FER ENSEN 2015

JUBILEUMSKONFERENS  
4-5 FEBRUARI, ÖSTERSUND



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# Audience Development

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The conversation around the audiences/visitors/users has changed. From talking about availability a couple of years ago, we have now turned to talking about engagement, co-creation and development of audience/visitors/users. But how do the cultural institutions conduct and engage in audience development? What does it mean and what does it require from those involved in audience development? NCK's Spring Conference twists and turns around these concepts during two inspiring days in Östersund, Sweden, packed with high-quality speakers and workshops. On the occasion of our tenth anniversary, we have put extra effort into getting exceptional speakers, coming from a range of different organizations and countries. This is also why we call this year's NCK's spring conference the 'Anniversary Conference' and we would like to take this conference as an opportunity to celebrate together with you.

We look forward to welcoming all of you!

## 4 FEBRUARY

09.00

Registration

10.00 – 10.05

Welcome  
Anna Hansen (NCK)

10.05 – 11.05

From Access to Participation: EU Policies on Culture  
Luca Bergamo (Culture Action Europe)

## COFFEE BREAK

11.30 – 12.30

Audience Development and Cultural Segmentation  
Andrew McIntyre (Morris Hargreaves McIntyre)

## LUNCH BREAK

14.00 – 15.00

Cultural Production and Social Movements  
Bonnie Gordon (Interference Archive)

15.00 – 17.45

Workshop A: Beyond the Norm (in Swedish)  
Heidi Lunabba (Artist)

Workshop B: Museomix - Let's Remix Your Museum!  
Samuel Bausson & Julien Dorra (Museomix)

Workshop C: Augmented Reality And Archive Material  
Susan Kozel & Maria Engberg (Living Archives, Malmö University)

18.00

Pub  
Restaurang Hov

19.00

Dinner  
Restaurang Hov

## 5 FEBRUARY

09.00 – 09.45

Activating Art and Culture Companions  
Hanne Laitinen (kulturell samordnare, Jyväskylä)

09.45 – 10.45

Opening Up the Museum  
Janice Lane (Amgueddfa Cymru - National Museum Wales)

## COFFEE BREAK

11.15 – 12.15

How Do You Engage the Television Audience with History? (in Swedish)  
Karin af Klintberg (programledare, journalist och producent)

## LUNCH BREAK

13.30 – 14.45

How Can You Develop Your Audience in a Nordic Context  
Bente Jensen, Peter Aronsson, Ann Siri Garberg, Brynja Birgisdóttir

14.45

Closing

## COFFEE BREAK

10.05 – 11.05

4 February

# From Access to Participation: EU Policies on Culture

Luca Bergamo (Culture Action Europe)

How do we move from availability to participation and then to audience development? Luca Bergamo, General Secretary for Culture Action Europe, talks about the European approach and how there has been a shift from talking about access to culture to speak of participation or involvement. This shift has a political background and has an impact on how many cultural institutions in Europe work.

Culture Action Europe is a European network and platform for cultural institutions and organizations that want to influence the arts and cultural policy at a European level. Luca has extensive experience in working with youth, cultural cooperation and active citizenship at international and political levels and has been the General Secretary for Culture Action Europe since 2012.



[www.cultureactioneurope.org](http://www.cultureactioneurope.org)

11.30 – 12.30

4 February

# Audience Development and Cultural Segmentation

Andrew McIntyre (Morris Hargreaves McIntyre)

How do audiences think and behave? In his presentation, Andrew McIntyre talks about cultural segments and how to develop cultural heritage institutions by focusing on the audience. Based on methods like "Test Drive the Arts" and "Audience Builder", Andrew offers theoretical and practical approach to understanding and working with the audience and audience development. One can then create institutions that interact with the visitors and can identify different groups of visitors, which in turn facilitate the adaptation of the institution's work so that visitors get the most out of their experience.

Andrew is one of the co-founders of Morris Hargreaves McIntyre and one of Britain's leading authorities on audience development and behavior. He has been working on visitor engagement while exploring how cultural institutions can become, or remain, meaningful. This branch of research has an impact on the structure of institutions, the ways these work as well as their communication and marketing policies. Andrew has worked both on a practical and theoretical level with this development.



<http://mhminsight.com>

NCK

Learning through cultural heritage since 2005

14.00 – 15.00

4 February

# Cultural Production and Social Movements

Bonnie Gordon (Interference Archive)

Interference Archive explores the relationship between cultural creativity and social movements. Public exhibitions, a study center, lectures, workshops and publications are some of the activities that the Interference Archive organizes and hosts. Their ambition is for archives to be created from below, a collective effort that will be open for everyone. The Interference Archive is based in New York, but they collect archival material from around the world. Bonnie Gordon will introduce Interference archives' work and talk about her role as a volunteer there. Bonnie will also discuss the ways in which the degree of participation attracts people and how the audience is active with running the archives, developing activities and crafting collaborations with other activist groups, which means that new members come in and develop new projects.

Bonnie Gordon has been working as a volunteer at the Interference Archive since 2013 and she is a member of the Interference Archive Core Collective. Bonnie is also actively involved in digitizing and cataloging archives. She has a master's degree in Archives and Public History from New York University and has worked at several archives and nonprofit organizations in New York.



[www.interferencearchive.org](http://www.interferencearchive.org)

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15.00 – 17.45

4 February

# Workshop A: Beyond the Norm (in Swedish)

Heidi Lunabba (Artist)

Following the norm affects our lives on a daily basis: how we live, how we should dress and whom we should love. We consider the norm different, depending on who we are and in which situation we find ourselves. It is difficult to see a norm when we are part of it. One way to discover and break the norms may be found in the creative process. For her workshop Beyond the Norm, Heidi Lunabba presents methods and approaches that engage and are part of the critical norm. The workshop is about how we can create art projects that invite participation and expose the standards of our society.

Heidi has studied at the Academy of Fine Arts in Helsinki, and for her art projects, the audience is often involved in her artwork. With installations, photographs and video she wants to explore issues of identity, gender and communication in public and private spheres.



[www.heidilunabba.com](http://www.heidilunabba.com)



15.00 – 17.45

4 February

# Workshop B: Museomix – Let's Remix Your Museum!

Samuel Bausson & Julien Dorra (Museomix)

Together we can redesign and think museum activities anew as well as give importance to our visitors and the community we serve. Since 2011, several European cultural institutions hosted Museomix during three intense days, opening their doors to creative groups and individuals together and inviting them to make prototypes of new kinds of experiences. In this workshop, you are invited to imagine what museomix could do for your own institution. We remix museomix and take some of the ingredients to create your own recipes: Imagine an event, a place or an experience that will reach out to your audience, involve visitors online and onsite and engage them in a collective cultural project.

Samuel Bausson and Julien Dorra are two of the founders of Museomix. Samuel has served as webmaster at the museum in Toulouse, where he revolutionized the visitors' co-creation of the museum. He now works at Les Champs Libres in Rennes with the crafting co-creation projects with visitors on site and online. Julien works with creative technology and community involvement. He creates events and workshops at the intersection of technology and creativity. Julien likes to gather people with different backgrounds and skills.



[www.museomix.org](http://www.museomix.org)

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15.00 – 17.45

4 February

# Workshop C: Augmented Reality and Archive Material

Susan Kozel & Maria Engberg (Living Archives)

Augmented reality and digital technology in mobile phones can bring archives and heritage institutions and the collections to life. How? For their workshop, Susan Kozel and Maria Engberg present augmented reality (AR) and mixed reality (MR) as an approach to practical experimentation and exploitation of archive material. The workshop consists of two parts. First, the possibilities and limitations of digital technology are presented. Discussion of the advantages and disadvantages of augmented and mixed reality follow with participants being offered the opportunity to have a hands-on experience of the technology through two programs: Argon and Aurasma. Please, bring your own archive material (in digital or analog form) to experiment with during the workshop.

Susan is a professor at the Art, Culture and Communication at Malmö University College. Mary is a University senior lecturer in media at Malmö University. They are both researchers at the Living Archives, a project run by Malmö University College.



[www.livingarchives.mah.se](http://www.livingarchives.mah.se)

09.00 – 09.45

5 February

# NCK's pedagogical prize 2014: Activating Art and Culture Companions

Hanne Laitinen (kulturell samordnare, Jyväskylä)

Jyväskylä's culture pilot operations received NCK's pedagogical prize in 2014. Culture Pilot is a support activity that helps people to take part and be involved in the local culture. Since 2006, the City of Jyväskylä, with support from several public and nonprofit organizations, organizes activities that are mainly run by volunteers. The city and the cultural operations show in an exemplary manner that it is possible to run a business that invites more people to take part in cultural life and the city's cultural heritage. Hanne Laitinen, coordinator of arts and culture in the city of Jyväskylä, has been the director since its inception.



09.45 – 10.45

5 February

# Opening Up the Museum

Janice Lane (Amgueddfa Cymru - National Museum Wales)

Amgueddfa Cymru is the National Museum of Wales. The next few years they will work intensively in order to change strategic areas that affect cultural participation, the museum activities and exhibitions as well as their contents.

Janice Lane discusses the ways in which the museum has managed to open up to the wider public, how they have established relationships with local organizations and how participation has been a central part in their work. The museum has consulted with over two hundred and external organizations and decided to collaborate with nine forums that will guide the museum through its transformation process.

Janice manages learning, exhibitions and digital media at Amgueddfa Cymru. She has previously worked for ten years at Glasgow Museums, where she took the museums on a journey to become more active through their work with audience development and participation.



11.15 – 12.15

5 February

# How Do You Engage the Television Audience with History? (in Swedish)

Karin af Klintberg (presenter, journalist and producer)

Drawing from her own experience as a presenter, journalist and producer, Karin af Klintberg discusses the ways in which we can present facts in TV in a way that anyone can understand, regardless of their previous experiences. Through specific TV programs, a great interest in history has been created. Karin hosts the "Historieätarna" program that mixes facts and entertainment and for which Karin invites her hosts to eat rooster head and garbage, creating discussions and insights into the past for the viewers. For her presentation, Karin suggests ways in which the selection of information and resources is made in order to tell the story more effectively.

Karin af Klintberg is a TV producer and works in the production company Thelma/Louise. She has produced a number of popular TV shows in Sweden, such as the "Värsta språket", "Historieätarna", "Landet Brunsås" and "Kobra". All these programs are based on cultural history and they have attracted a large audience.



13.30 – 14.45

5 February

# Debate: How Can You Develop Your Audience in a Nordic Context?

Bente Jensen, Peter Aronsson, Ann Siri Hegseth Garberg, Brynja Birgisdóttir

What is the purpose of audience development and promoting participation and co-creation? How are we affected by cultural policies? Does this help cultural institutions to make sustainable and learning communities? Representatives of archives, museums, and researchers from the Nordic countries discuss how we can work to develop our audiences/ visitors, and provide examples from their countries.

Bente Jensen, Aalborg, City Archives, Denmark; Peter Aronsson, Linnaeus University, Sweden; Ann Siri Garberg, The Museums of South Trondelag, Norway, and Brynja Birch Birgisdóttir, National Archives, Iceland.



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www.facebook.com/nckultur



Register at [www.nckultur.org](http://www.nckultur.org)

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