ARCHES

H2020 – 693229

D 6.4 Strategy for on-site demonstrations

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With contributions from all involved project partners

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Abstract

This document describes the workshops and open-house demonstrations as part of the dissemination of our results, which consist both in the methodology of creating inclusive cultural ecosystems, and in the technological solutions that we have developed, together with the participatory groups.

The workshop content for the first workshop has been developed by the consortium members Helena Garcia Carrizosa and Jara Diaz. This workshop will be focused on the methodology. The technological solutions will be ready for the fall/winter 2019, at the end of the project, and will therefore be presented at several workshops throughout Europe.

We have made a selection of museums with special interest in inclusion, in countries that have been previously chosen, in consent with the consortium: France, Italy, Germany. Due to the collaboration with COME-IN! we also included Slovenia and Croatia. We have chosen museums in these countries, due to their relevance as partner institutions and to their accessibility programmes: In Italy, the Museo Capitolini in Rome, in Germany the Bundeskunsthalle in Bonn, in France Musée d'arts in Nantes, in Slovenia the Maritime Museum of Piran and in Croatia the Archaeological Museum of Istria.

We will invite the representatives of the Italian, German and French museums, as well as a representative of COME-IN! as guests at our final event in Madrid, in November 2019, and participate ourselves in the final conference of COME-IN!, in September 2019, at the European Parliament.

End of the Abstract

Executive summary

This deliverable describes in detail the strategy for on-site demonstrations in the framework of ARCHES. The content of the deliverable is divided into several sections. After and Introduction that links the content to the requirements in the Grant Agreement, we explain our Strategy, and the Workshops. The first workshop, in Madrid (13.6.2019) is described in more detail. This workshop will be more focused on the methodology. The technological solutions will be ready for the fall/winter 2019, at the end of the project, and shall be presented at several workshops throughout Europe and at a final event to take place on November 7, in Madrid. The Collaborations (especially the one with our new partner project COME-IN!) will be described in the end, before drawing some final conclusions.

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Abstract (for dissemination)	This document describes the workshops and open-house demonstrations as part of the dissemination of our results, which consist both in the methodology of creating inclusive cultural ecosystems, and in the technological solutions that we have developed, together with the participatory groups.
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April 22, 2019	0.7	Moritz Neumüller	Final touches and latest update
April 29, 2019	1.0	Moritz Neumüller	Final Version

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Abbreviations

ARCHES: Accessible Resources for Cultural Heritage EcoSystems

CA: Consortium Agreement

EU: Europe Union

H2020: Horizon 2020

ICOM: International Council of Museums

UK: United Kingdom

UNESCO: United Nations Educational, Scientific and Cultural Organization

V&A: (partner short name) Victoria & Albert Museum

WC: (partner short name) The Wallace Collection

Introduction

This document describes the workshops and open-house demonstrations as part of the dissemination of our results, which consist both in the methodology of creating inclusive cultural ecosystems, and in the technological solutions that we have developed, together with the participatory groups. As specified in the Grant Agreement, the technical partners have been working on the solutions to customise and adapt them to the specific characteristics of the on-site demonstrations. These shall be organised in the participating museums but also in other centres all around Europe with the purpose of promoting the adoption of the strategy developed in ARCHES to boost the generation of innovative ecosystems and more inclusive environments. As described in section 2.2.1.2, this task is split into two subtasks.

Subtask "Training for professionals". This part is intended for people who will collaborate in the generation of the materials from digital assets, but also to those who are responsible for the preparation of educational activities, guided tours, etc. Apart from the workshops, online materials, such as videos and PDFs will be shared through the website.

Subtask "Open house days". Selected museums from our consortium will show the technological solutions to the general public. In this case, we do not want to restrict the activities to people with differences and difficulties associated with perception, memory, cognition and communication, but to expand the scope by allowing the access to a wider audience – children, older people, etc. Visits from schools and groups will be also welcome. Visitors will be encouraged to provide feedback through questionnaires, so that feedback gathered at each stage will be used to further development work within and beyond the scope of the project.

It shall further be noted reminded that the consortium has decided to hold a Final Event, initially planned for June 2019. After the 3-month extension of the project was granted, the ARCHES Final Event has changed its date to November 7, 2019, and will be held at the Thyssen-Bornemisza Museum in Madrid. Furthermore, we have decided to print the workshop materials in the form of a publication in three languages (one in English, one in Spanish, one in German, 80 page each), called "Towards a participatory museum: A How-to-Guide on inclusive activities". The aim of this publication is to enable practitioners in museums to work towards a museum for all by providing them with an extensive description of participatory activities you can undertake. It will be used in the workshops and will be distributed to our museum network throughout Europe. The printing costs will be taken from the dissemination budget. This guide (also available in electronic forms on the ARCHES website). It will be ready early June 2019, just in time for the first workshop and open days at the Lázaro Galdiano Museum.

Strategy

Our objective is to reach other European countries, generating public interest and calling for new seed agents to expand and disseminate the ARCHES project for the future.

According to the previous communication plan, we had planned between 7 and 10 workshops/demonstrations. After restructuring the communication plan according to the comments of the first Review Session in Vienna, the on taking of the 'How-To-Guide' publication and adding the final event in, we had to reduce the number of workshops to four workshops. Through a collaboration with the COME-IN! project, we are now able to feature two additional workshops, one in Croatia and one in Slovenia, in order to extend the experience of the project in the Eastern European region.

ARCHES Workshops

Madrid Workshop

The first workshop with an open-house day will be on June 13 in Madrid. Under the title "Towards a Participatory Museum: Inclusive Activities in Cultural Institutions" we will offer a Workshop for Ibero-American museum professionals at the Lázaro Galdiano Museum, Madrid.

The workshop content for the first workshop has been developed by the consortium members Helena Garcia Carrizosa and Jara Diaz. This workshop will be more focused on the participatory research within the museums.

Participation in the workshop

The workshop is free and open to professionals working in Ibero-American museums.

Registration opened April and will be open until late May/early June.

With a maximum capacity of 50 participants.

Registration is by email workshops@arches-project.eu. Participants are required to provide Name, Surname, Affiliation, email, telephone. Participants are asked to indicate access needs and dietary requirements.

The workshop will be in Spanish and will be fully accessible. There will be translation in LSE provided, in case any participant needs it.

More details are available on https://www.arches-project.eu/es/que-hacemos/talleres/

All participants will receive a certificate signed by the ARCHES Communication Manager and the Museum Director as well as a copy of the How-to-Guide.

Timetable

Time	Title	Duration, Purpose	Material
First session, 9-10:30h:	An Introduction to ARCHES	15 mins *including ARCHES video*	Video, PPT presentation and sound
	On Dis-Ability	Picture-Priorities *Ask participant experience before and after ARCHES (15 mins)*	Resource done
Coffee break 20 mins			
Second session, 11-12h:	Show and tell	Participants share their worries and how we as ARCHES would solve it. Categories: Volunteers; Partners; Money; Physical space; limited resources (experiences/materials)	Different coloured post its and pens and whiteboard
Coffee break 20 mins			

Third session, 12:30-13:30:	Let's get down to business - Quick activities to undertake Our Group-Projects	Explain participants' projects (20 mins) Manifesto (show video/explain process) 10 mins Tech process (ups and downs) 30 mins	Physical resources videos/fotos/texts 'Finished' versions of relief/app/game uploaded on tablets
Q&A and closing: **13:30-14:00**	Q&A and closing		
Lunch break			
15:30-17h	Tour through museum	To give the participants an overview of the museum and its facilities	Guide (Jara Diaz)

Detailed Programme

After a short Introduction to ARCHES (explanation and ARCHES video), the first session "On Dis-Ability" begins. This part shall show how to support and help people with various needs. Within ARCHES we used the Social Model and so referred to people with disabilities, since we recognised that people are disabled by society, whilst having to live with the reality of their impairments.

In the second session participants are asked to tell their worries regarding accessibility in museums and also their thoughts and doubts about the project. We will discuss and analyse together the participants how we as ARCHES would solve it.

The third session consists of Quick activities and Group-Projects. We came up with several activities that show the range of different approaches we have taken when it came to engaging with each other, our senses and the artworks around the museum. Example of quick would be **Guess My Secret Talent.** The exercise is to ask everybody to write down a special talent or ability they have that nobody in the room knows about. Participants then pass their papers to the Pilot, who reads them aloud. Everybody tries to guess which talent belongs to which participant. The aim of this activity is to share each other's fun talents, and get to know each other. The participants will be able to discuss and analyse activities in their own museums with the workshop leaders.

Group projects are the whole core and soul of what we did in the ARCHES project. They provide solutions to problems identified by the group within your museums. They bond the group together and are unique and tailored to your individual institution. They require additional work from you the educators outside of the

session but will also solve youra lot of headaches. In each group we have had different project ideas and developments. Theis section of the workshop following chapter will highlight four core projects that were developed in the groups. These two sessions will be held together with participants of the Madrid ARCHES group.

After a Question and Answer session there will be a lunch break until 15:30.

Session four is a guided tour through the museum to give the participants an overview of the museum and its facilities.

On-site Workshops in European Museums

We have made a selection of museums with a special interest in inclusivity matters, in countries that have been previously chosen, in consent with the consortium: France, Italy, Germany. Due to the collaboration with COME-IN! we also include Slovenia and Croatia. We have now chosen museums in these countries, due to their importance and to their accessibility programs: In Italy, the Museo Capitolini in Rome, in Germany the Bundeskunsthalle in Bonn, in France Musée d'arts in Nantes, in Slovenia the Maritime Museum of Piran and in Croatia the Archaeological Museum of Istria. NOTE: We will invite the representatives of the Italian, German and French museums, as well as a representative of COME-IN! as guests at our final event in Madrid, in November 2019.

Bundeskunsthalle Bonn

The Bundeskunsthalle approaches social inclusion and the challenges of a changing society and its demographic transition with active solutions. They are committed to providing all visitors with the opportunity of cultural participation by enabling a creative and individual approach to our museum. This does not only include the exhibitions but also the accompanying educational programme. For this reason they develop offers specifically designed to convey displays and events to people with special needs. The Bundeskunsthalle ran the program Pilot Inklusion and now has initiated another project, called Verbund Inklusion, in which they collaborate with 7 German Museums (for example, the Deutsches Historisches Museum in Berlin) and 2 Associations. This seems the perfect setting for an interactive workshop, in which we can exchange our findings and opinions. The workshop will be on a Thursday in the fall, from 10 - 16 h in two rooms (Lounge and Conference Hall) and for a total of 20 - 50 people, on one of the following dates (to be coordinated with the other workshops): 26.09., 24.10., 07.11. or 28.11. Contact: Birgit Tellmann, Head of Inclusion / Education.

The workshop at the Bundeskunsthalle will be held in German, and will be led by a museum professional, Rotraut Krall, the OU's research associate, Helena García Carrizosa, a participant from the Vienna Group (TBC), the Communication Manager, Moritz Neumüller, and Andreas Reichinger, of VRVis, to present one of the tech companies' results.

The program for the morning session (10-13h) will be very similar to the Madrid workshop. It will concentrate on the ARCHES research methodology, general principles of our work, the activities, and the group projects. The afternoon session (14-17h) will separate the participants in two groups. One will be presented with the technology results of ARCHES, that is the App, Games and Multisensory Reliefs. The other group will discuss and interchange the similarities and differences of methodology and results between ARCHES and the Verbund Inklusion. After 75 minutes, and a short coffee break, the groups will change. The last hour will be dedicated to a common Q&A session, and a wrap-up of the workshop.

Generally speaking, this will be the strategy for all other workshops as well: A morning session for the methodology, the afternoon for technology presentations and learning from each other. Whenever possible with our resources and staff, we want to hold the workshop, at least in part, in the local language.

Museo Capitolini in Italy

The Italian partner we are working with is the Museo Capitolini, chosen for your their outstanding work on accessibility. The museums offer a wide range of tools and programmes specifically for adults and children with disabilities. The Capitolini museums are equipped with permanent tactile supports that allow the blind and visually impaired public to explore and learn about some of the most important works on display in the museums. The didactic supports, tactile books and panels, have been drawn up by the Direction of the Museums in collaboration with the Museum Association. Dates: probably in October. Contact: Isabella Serafini. Dates to be confirmed by the Director of Civic Museums, Dott. Claudio Parisi Presicce, and the new Sovrintendente, dott.ssa Maria Vittoria Marini Clarelli.

Musée d'arts de Nantes in France

In France, we collaborate with the Musée d'arts de Nantes, which is a perfect partner, in terms of accessibility because of its inclusivity program and an innovative Museum App. The Musée d'arts de Nantes App helps to explore the works from a different angle and locate all the museum's facilities.
It allows the users to find their way around the various exhibition spaces, covering more than 8 centuries of art history, thanks to the museum's Wi-Fi network and geolocation system. Dates: Looking for dates in October or November on Monday, Wednesday or Friday. Contact: Catherine LE TREUT, Chargée du développement des publics et de la médiation culturelle, Service des Publics.

Maritime Museum of Piran in Slovenia

In Slovenia, we are working on a partnership up with the Maritime Museum of Piran. In line with the COME-IN! Guidelines, the Maritime museum and the Municipality of Piran - among the 14 project partners, have completed a set of infrastructural and communication interventions, funded by Interreg Central Europe Programme, launching a multisensorial and fully accessible exhibition dedicated to Roman Architecture in North-eastern Istria. The interventions included tactile floor plans, 30 replicas of museum objects, translation of a guide on tablets in sign language, information in Braille for visually impaired people, an induction loop system for people with hearing impairment, the installation of additional measures such as handles next to the staircase to facilitate the physical access for people with mobility difficulties. Contact via COME-IN Project Management.

Archaeological Museum of Istria in Pula, Croatia

The Archaeological Museum is another member of the COME-IN! project. The plan is to do the workshop on a Wednesday in Prian and on the next day, Thursday, in Pula. Our museum coordinator at the V&A is of Croatian origin, which means that she will be the perfect link. Also, we have direct connection to the museum director, via, Darko Babic, Chairman of SubDept. of Museology and Heritage Management at University of Zagreb. The Archaeological museum of Istria is closed at the moment because of conservation and reconstruction works on the main building, and the opening will be not before the year 2021. In the framework of the COME-IN! project, this museum has focused on a temporary exhibition which was placed in our Sv Srca gallery. For the workshop there are several possibilities (depending on the number of people that will attend). After October, there will be an exhibition of 25 years of the educational department of the

Archaeological museum of Istria and it would be convenient to have the workshop while one or the other exhibition is in place. According to the museum there will be at least about 20 people attending, at least from their institution. The rest will be museum professionals from the region.

Production

All the on-site workshops and open-house activities will be held in late summer and fall 2019. The demonstrations in France, Italy, Germany, Slovenia and Croatia will count with the support of the consortium and the delegation we send to each museum should ideally be 1 consortium member, 1 participant of a research group, and the Communication Manager. Whenever possible, both in terms of availability and if the budget allows, Helena García Carrizosa, from the Open University should be present at these sessions. For some of the meetings, it should be possible to invite one of the technological partners to each meeting, also, for example, VRVis for the German meeting, Coprix for the Croatian and Slovenian meeting, etc. Apart from the delegation needed for the demonstration of our methodology, the process and our results, it will be necessary to take along reproductions of the original works used, one HP Sprout station (where feasible), the tactile reliefs, and several mobile devices (iPads).

In concrete, the delegations could look like this:

Germany: Rotraut Krall from the KHM, one participant from the Vienna group, or a participant of the groups that the Bundeskunthalle had worked with, Andreas Reichinger of VRVIs, the OU's coordinator, Helena García Carrizosa and the Communication Manager, Moritz Neumüller.

France: Similarly, one Consortium Member and one participant who ideally speak a little French (TBC), a representative from Signtime, and the CM.

Italy: Our Consortium Member from the Thyssen Museum (who speaks Italian), one participant from the Oviedo or Madrid group, Andreas Reichinger of VRVIs, the OU's coordinator, Helena García Carrizosa and the Communication Manager, Moritz Neumüller.

Croatia and Slovenia: Consortium Member Suzana Skrbic V&A (who speaks Croatian, one participant, one representative of Coprix Media, the OU's coordinator, Helena García Carrizosa and the Communication Manager, Moritz Neumüller.

Additional regional workshops

If possible (depending on calendar and budget), we will also try to organize local workshops, with interested museums, but on a smaller scale. One of the possible partners for this kind of event is the Catalan History Museum in Barcelona, which has shown interest in our program, with the help of a local organisation, the Design for All Foundation.

ARCHES Open House sessions

The final event of Nov 7, 2019 at the Thyssen-Bornemisza Museum in Madrid will count also as an Open House session on a large scale, and there will be additional sessions in the other institutions, namely the V&A Museum in London, the KHM in Vienna, the MBBAA in Oviedo. Also, we will hold the workshops in an open

setting, where regular museum visitors may also experience them, on the day of the workshop for the museum professionals.

Each of these events shall be mainly organised by the institutions, and coordinated with the help of the Communication Manager, to ensure impact and coherence. They will include guided tours, press events, workshops, demonstrations, Q&A sessions, etc.

The target public of these events are local and national cultural institutions interested in opening to a wider public, the stakeholder groups who are interested to find their place in cultural life, and the local press. It is important to remember that a key journalist from the UK and from Austria will have been invited to the Madrid event, which will produce a lead in the communication process that should be used for the local communication strategy, by the press departments of the museums. The local tech partners in Vienna (Sign Time and VRVis) should actively be involved, as should be the Universities (Open University, Bath University) for the event(s) in London.

Budget

The budget reserved for these events will go mainly into travel costs, printed and electronic materials and other production costs.

The preliminary Cost calculation is as follows:

Per Workshop:

Concept	Calculation	Total
Flights	5 x 200	1000 €
Accommodation	5 x 100 x 2	1000 €
Transportation (Taxis etc)	5 x 20	100 €
Transport of materials (sprout)		400 €
Sign Language interpretation	70 x 5	350 €
Catering		150 €
TOTAL per Workshop		3000 €

Total calculation Workshops

Workshops in France, Germany and Italy:	3 x 3000	9000 €
Piran and Pula (two consecutive days)		5000 €
Barcelona		1500 €
Madrid		500 €
TOTAL WORKSHOPS		16000€

This calculation does not yet include unexpected costs (can be up to around 10% of total), and the cost for design and printing of the How-To-Guide for the museums (roughly 3000€).

ARCHES Final Event

Objectives

Due to the extension of the project, the final presentation of ARCHES has been postponed to November 7, 2019, in Madrid, at the Thyssen-Bornemisza Museum. The main purpose of this event is to show the results and conclusions of ARCHES, to our stakeholders and the press. It shall also become one of the key elements

of our dissemination and exploitation strategies, by inviting possible partners from other countries. As described in D 7.4, there will also be a showcase of the technical solutions and some of the artworks produced by the group members.

This event will be held in conjunction with the evaluation of the project by an expert group.

Timetable of the event

6. 11.

- Exhibition preparation
- Meeting of the participants
- Rehearsals
- Dinner with guests and press

7.11.

10:00-11:00	Arrival at Thyssen-Bornemisza Museum. Coffee and buns.
	Videos in the exhibition, in 3 languages on screens, with headphones, 6 reliefs on tables, exhibition of materials.
11.00	Welcome from the Thyssen Museum (Guillermo Solana, Director of the Museum) and Gerd Hesina, as project leader.
11.10	Spanish Video + Introduction to ARCHES (by Jonathan Rix, Research Manager)
11.30	Presentation on the groups (Helena García Carrizosa, with participants from London, Oviedo, Madrid and Vienna) on the methodology and projects of the participants.
12.30	Presentation of tactile reliefs with 2 Sprouts. In parallel: Press interviews, in the museum context or in the mirador
13:15-14:15	Light Lunch in the Mirador
14:30	One group: Presentation of the How-To Guide, dissemination, and workshops. Auditorium Other group: Presentation of the Apps (SignTime, Coprix, with participants and public, in the context of the museum). Tech companies and Thyssen coordinator.
15:30-15:45	Coffee break
16:00	Change of groups
17:00	Q&A, and closing

8.11.   Review sessions. Programme to be defined (by EU)

Collaborations

Together with on-site demonstrations, the consortium is collaborating with research projects and international networks, to create synergies with other related projects. The participation in international networks will contribute to the achievement of the project goals, especially relating to communication and exploitation.

Apart from the already confirmed partnerships with H2020 projects, such as PLUGGY, EMOTIVE and SMARTIFY, we have been able to secure a collaboration with the COME-IN! (Cooperating for Open access to Museums – towards a widEr INclusion) project, which is funded under the Interreg CENTRAL EUROPE

Programme and aims at valorising the CENTRAL EUROPE cultural heritage by increasing the capacities of small and medium size museums, making them accessible to a wider public. COME-IN! coordinates a multi-faceted network of museums, disability associations, academic representatives, training institutions and policy makers, that have defined an innovative strategic approach on how to promote the accessibility to museums - in order to make them more attractive for the public.

In this collaboration between ARCHES and COME-IN!, transnational high-level standards will be discussed and established and know-how transfer structured. The COME-IN! guidelines for organising an accessible collection/exhibition and the training handbook for museum operators will be compared to the findings in the ARCHES project, and they will be elaborated and tested in both networks.

The final conference of COME-IN! will be on September 10th or 11th in Brussel (TBC by the European Parliament) and the ARCHES Comm. Manager will be present. Accordingly, a COME-IN! project leader will join our final conference in Madrid in November.

Contact: Anna Marconato, Project Manager, Central European Initiative - Executive Secretariat (CEI-ES).

Final Conclusions

The strategy for the on-site demonstrations, open-house days, workshops, and the final event has been defined with the participation of all partners and led by the Communication Manager. The report will be continuously updated based on the evolution of the negotiation with the partner institutions. The contents, timelines and budgetary allocation has changed considerably after the administrative and financial turmoil. However, it seems that we have now found the best way to inform our stakeholders and the general public about our findings.