



MUSEUM MEDIATORS EU
- PROFESSIONAL GUIDELINES FOR MUSEUM PROFESSIONALS
2012-2014

Museums should change from being about something to being for somebody. (Stephen Weil)





MAPA DAS IDEIAS

Cultura, arte e património têm um enorme potencial para o exercício de uma cidadania informada e participativa.

Museus e instituições culturais têm que criar meios e interfaces de relação com os seus públicos, desenvolver estratégias de desenvolvimento de audiências e perceber o seu impacto social.

FUNDADA EM **1999**. EM REDE COM **11** PARCEIROS EM PORTUGAL (WEB, APPS, MOBILIÁRIO, ILUMINAÇÃO, MULTIMEDIA, IMPRESSÃO, CONSTRUÇÃO, MERCHANDISING). CONTA COM CERCA DE **22** COLABORADORES (DESDE COZINHEIROS ATÉ ARQUITECTOS). **34** PARCEIROS EM **10** PAÍSES EUROPEUS, EUA, ÍNDIA E AUSTRÁLIA. **200** FORNECEDORES. **5** PRÉMIOS. **MUITOS E BONS AMIGOS.**



SOMOS ESPECIALISTAS EM PESSOAS EM MUSEUS

.....
a ideia de mediação cultural



2001

Criação do primeiro curso de Mediadores Culturais

2001-2010

11 edições de norte a sul, em Portugal.

Parcerias.

Anfitriões generosos como o CAMB, o Museu Romântico, o Museu de Cerâmica...Oeiras, Lisboa, Sacavém, Leiria, Évora, Porto...

Discussão e reformulação constantes.

2010

Fazemos um novo amigo (JJ). :)

Vamos a um seminário em Helsínquia, financiados pelo programa Grundtvig.

2010

Organizamos um seminário de disseminação sobre a experiência de Helsínquia.

Fazemos mais amigos (militantes da AN). :)

Criamos a primeira versão do Museum Mediators EU com formadores e formandos Europeus (Portugal, Turquia, Estónia, Espanha, Itália), com o apoio do programa Grundtvig.

2011

Primeira candidatura a um PTI.

Perdemos. :(

2012

Segunda candidatura a um PTI.

Ups! Ganhamos. E agora?!





A GESTÃO DO PROJECTO

- Gerir um orçamento de 280.000,00 € durante 2 anos.
- Gerir 5 parceiros que são muito diferentes como culturas, instituições, dimensão, pessoas.
- Fazer e perder amigos: a difícil decisão de substituir um parceiro.
- Garantir os produtos do projecto.
- A entrega dos relatórios e o cumprimento de responsabilidades.
- A relação com a Agência Nacional.



EXPECTATIVAS

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Expected results are:

- Assess training needs.
- Create training framework with European lecturers, interactive contents that deal with horizontal and specific issues in different national settings.
- 5 pilot training courses organised in each country.
- Technical publications and website.
- European Network of Museum Mediation and Education professionals. ?????
- European Thinktank. ?????
- ~~Erasmus Mundus Master, based in the Polytechnic of Tomar.~~
- ~~Specific proposals for VET courses for unemployed and without formal education people, adapted to the different national settings. ???~~

Museum Research

State of the Art em Reino Unido, França, Portugal, Itália, Finlândia e Espanha.

10 entrevistas.

400 inquéritos durante o estudo em Portugal, Espanha, Itália, Finlândia e Estónia.

Museum Mediators

EU

Curso de formação de 40 horas.

Vários formatos (1 vez por semana, 2 vezes por semana, uma semana inteira).

10 formadores.

100 formandos.

Materiais e produtos de projecto.

www.museummediators.eu

Manual de formação em Inglês (versão completa)

Manuais de formação em Português, Estónio, Italiano, Espanhol e Dinamarquês (versão resumida).

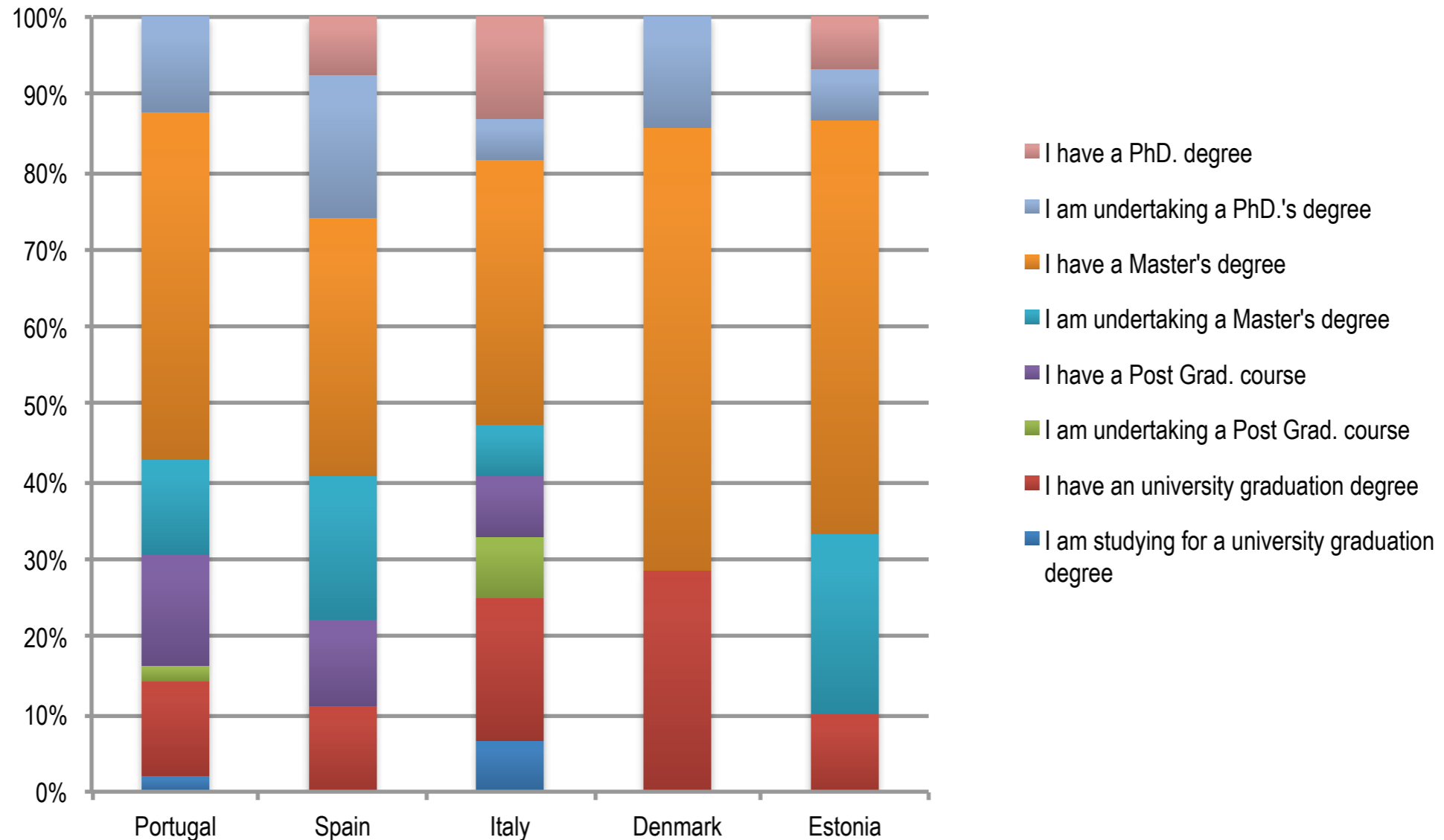
20 estudos de caso em Portugal, Estónia, Itália e Espanha.

17 referências e artigos científicos.

21 videos relacionados com a experiência do projecto entre os parceiros, formadores e participantes.

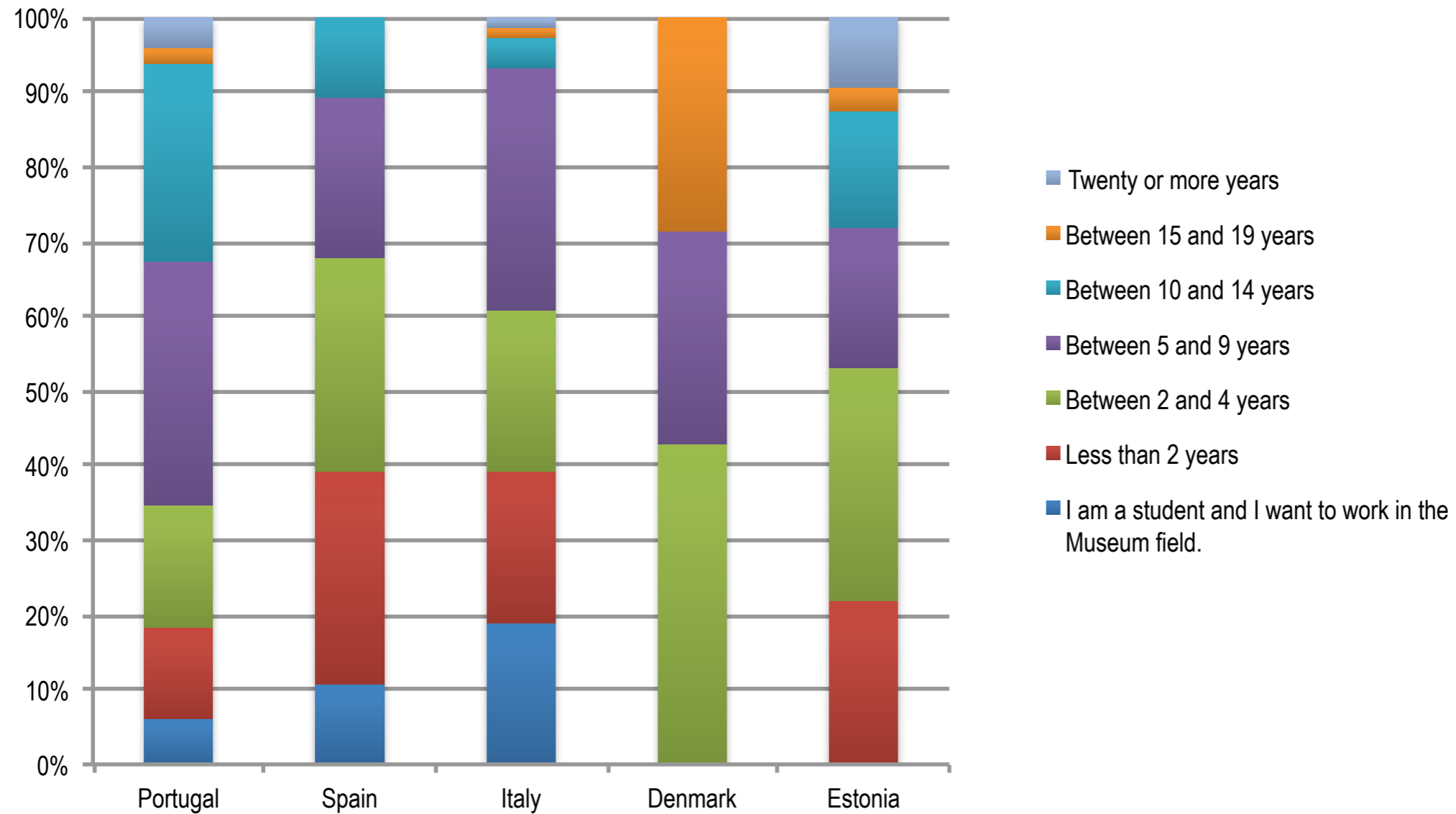
Characterizing course applicants

FIGURE 1. Course applicants by academic level and country



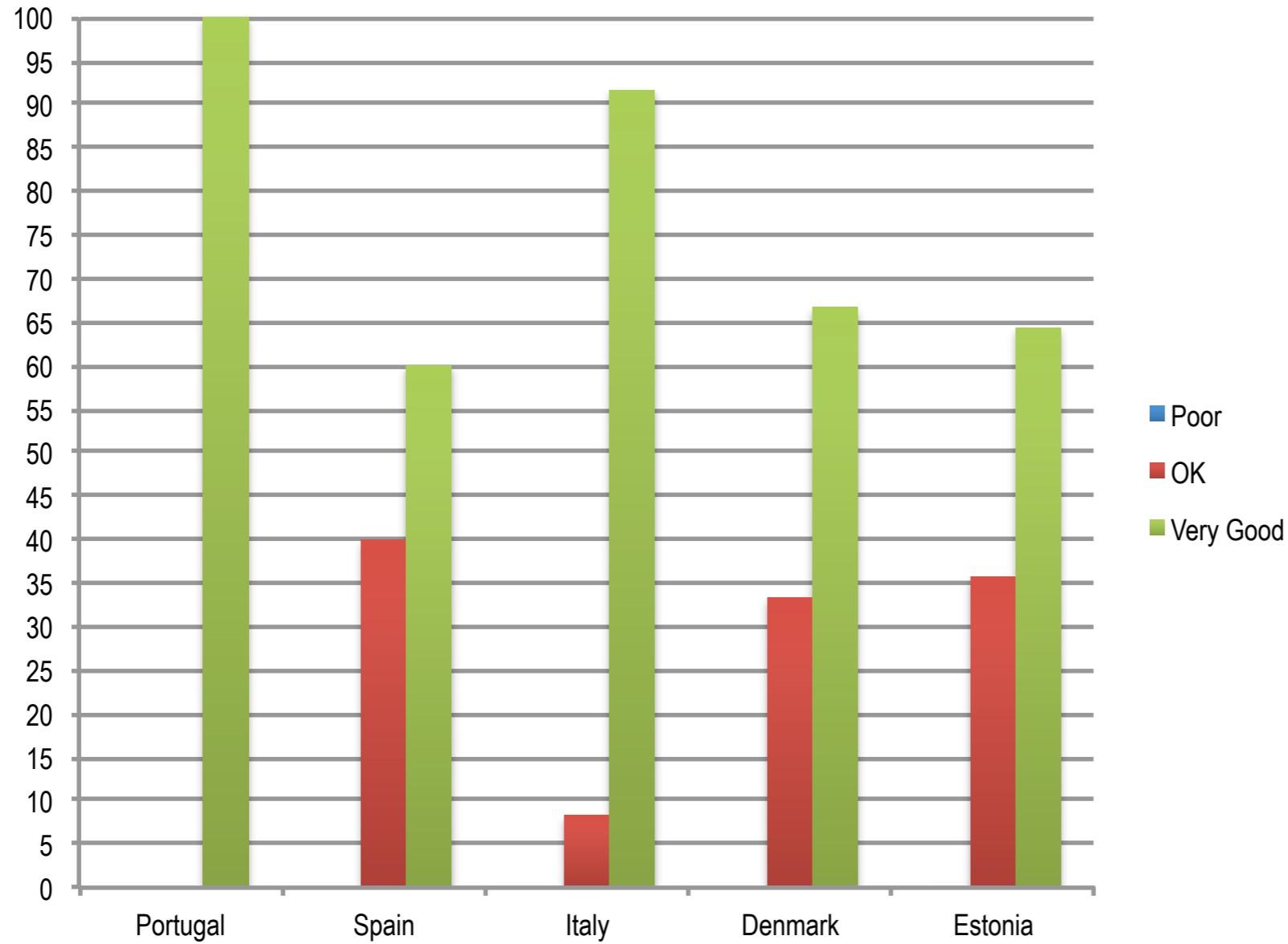
Characterizing course applicants

FIGURE 2. Course applicants by work experience and country



Course evaluation

FIGURE 6. How did this training course compare with other similar events?



Discussing Museum Mediation



Museum educator no doubt! We do also mediate contents, of course, but now I see the mediation as a smaller portion of the work. I have the feeling to see my work from a broader perspective and I'm more aware of the educational role we can play if we are able to mediate in such a way that people perceive the (huge!) potentialities of museums.

Italy

Museum mediator or museum educator. Both concepts are correct. It depends on the kind of work that you do in the museum. I think that the concept of museum mediator is more connect with communication (with the act of communicate) and museum educator is more close with the tradicional approach of a formal learning system. Meanwhile in my point of view, this concepts must be more matured by research...but probably museum educator is better because the educator is one vehicle the teaching-learning process and in the museums we promote non-formal education as a process with learning from both sides, So is no only mediation is a restricted sense.

Portugal

Both. In my work I do both: I'm dealing with education directly with children or adults, also indirectly making them programs or events. I'm dealing with mediating while I'm sending press releases or communicating our activities or thinking how make the museum exhibition better to understand for our visitors.

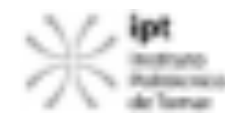
Estonia

Museum mediator. I have always felt this label to be more fitting for my own practice as it is more encompassing for what so many of us do especially when considering how many communicative hats come into play for so many of us in our daily work.

Denmark

Museum mediator of course: as I do not intend to merely transfer information or knowledge about objects, but rather establish relationships with subjects

Italy



Interchange of experience with nice and committed people from other Museums/Countries - Learning and training with fun - Very good organization.

Italy

The course was a constant challenge to me. It involved my commitment in an active learning process. It gave me strength and new ideas. It made me surprised about the creative capacities I have and which I usually don't develop in myself. It gave me tools to learn and to be a better mediator. It allowed me to better know myself.

Portugal

It was a pleasure to be a part of an international knowledge sharing community such as museum mediators. All presenters displayed a unique and inspiring passion for their field and made great efforts to connect with participants and understand their professional contexts.

Denmark

A great opportunity for museum mediators/educators to extend their training. - A great opportunity for museum mediators/educators to amplify the professional network. - A great opportunity for museum mediation/education to dignify the profession.

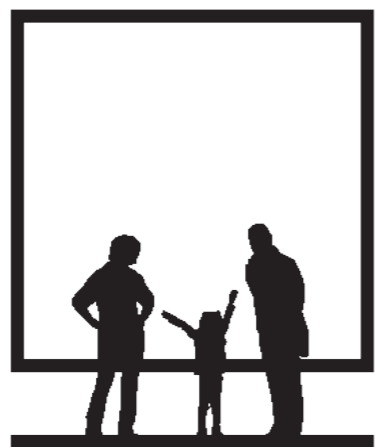
Spain

I liked the opportunity to get to know museum professionals who conducted the course but also the possibility to tighten the relations with the colleagues from different museums in Estonia.

Estonia



Conferência final no Museu do Trajo de São Brás de Alportel, Algarve.



MUSEUM MEDIATORS

2012/2014

DIFICULDADES

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- **Manter a rede de Museum Mediators a funcionar sem orçamento próprio.**
- **Não conseguimos cumprir todos os objectivos do projecto, nomeadamente o Master.**
- **A tentação do project making.**
- **A dificuldade de manter a ideia e acreditar na sua evolução.**
- **O tempo.**
- **Não perder a intimidade do grupo e os amigos.**



MUSEUM MEDIATORS



AUDIENCES EUROPE NETWORK



ADESTE: AUDIENCE DEVELOPER

O NOSSO PRESENTE E O NOSSO FUTURO



MAPA – TRAINING CENTER

cultural management and audience development





Thank you! Obrigada!

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