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CHILDREN THE FUTURE OF MUSEUMS

INTRODUCTION

The gem stones museum starts its duty 5 years ago to introduce Iranian ; the arts , sciences and the industry of the gemstones and minerals, but Iran is a young country so The most important investment for our museum is children and young population, the population that are not familiar with the museum and think museums are boring places but how we can excite the interest among the young generation? The visitors that we want them come back to us again not only alone but also with their family and their friends!? we want to excite the feeling of relationship with the collections and young generation ,and when we did that we can have the relation with families because the family is the most important unit of the Iranian society .

Our aim is to create the Museum as a place where play , joy and learning join together :

PARTNERSHIP

The characteristics and needs of children are attention and encouragement especially in the public places as same as museum so Children should involve in our museum programs:

Children that they are leader ;children with a process of third leader second leader first leader and then leader assistance help staff of the museum , but this is not only our attention to children but also by visitors who their attentions had captured by these young leaders assistance. Most of the time visitors attention carefully and encourage them, this act advertise more visitors especially the families of these children. We also communicate with children that they are in other cities with letter writing to their schools and send them Virtual museum cd so they can see our museum and share in our program too.

COMPETITIONS

Organizing many competition between children to excite the feeling of challenge and joy about painting, collecting information and designing . But from the painting we also understand which colors, which sections and which objects are important for the children .

Another competition is that how would be the future museum and which objects had missed in the museum by these question again we not only understand which things are important but also we receive many new idea from children that sometimes they are wonderful although it make the children carefully watching and thinking . We divide the students group in two teams and in two different section of the museum and when they replace their place then a member of each group assist the leader to speak about the objects to other group and it will be a challenge between two groups. We mark them through the competition between the schools.

NEW GENERATION OF COMMUNICATION(digitalizing)

digitalizing documentations is changing the books ,images and documentations to video information for better understanding. Transformation books to image-show and movie that effect on right brain function of children and student using exiting music in short clips and introduce them to children in the entrance of the museum to make them excited .

internet and email are the fastest growing mediums of communication amongst young people so we also work in this category and in museum also we send information to student mobile phone by Bluetooth center.

ENVIRONMENT AND MANNER

This is our standard :speak with each groups with their language of thinking

Our manner is story telling documentations. Information bombardment by story-telling posters full of interesting, mysterious, discovery of Iranian scientists victories in battles, deposits of gems and imperial jewelry stories. Through these posters we communicate with children and we can learn them many things with interest. we should receive the positive audience response By presenting the information that they would like to hear from us with girls about romantic stories ,fictions , the history of gems , goddess and angel that someday related to stones but about boys we present about exciting things as same as wars and battles long journeys ,heroes and legends. student should invite to museum in not crowded time, environments should make the feel of safeness for the children so they feel they are in their class & their brains will absorb more things than crowded time

in our museum we prevent from repetitious process, using some amusing object as same as magnifying glass in some exhibition to attract their vision, media stations and etc.

The manner that staff use to speak with children is very important informal learning, raising the voice on special words . Primary students believe their teachers so it's very important to participate with them

WORKSHOPS

Simple work shop and useful classes in our museum had been designed for the children to learn and experiment the new things and joy their time .we ask them to participate in our events rather than careless watching ,we let them feel the art and science ,something extra ordinary through their sense . These activities should designed

according to the abilities of children so each child can be a shiny star between the adults such as working with machines that adults are not allowed and it has designed for educational purposes only for children. When they feel these sense they will be ready for next steps children work longer when they know that adults notice them and they became attraction of museum, exactly when people take photo from them they think they have some talent that is respected by others, and also for encourage the activities of children Night with families in the museum had designed with showing of children activities

Conclusion

By paying attention to children activities and their idea it will be so easy to capture the attraction of these generation. Students will respond to messages that reach them clearly and honestly although the acceptance and believe of them is more than adult

children tend to continue a behavior when it is rewarded It depends How we define children in our museum Why they should think museum is a boring place when we Let them inform us what they need and then We capture their ideas and develop them?! So museums offers opportunities for children ; the experiences that in their future life they should have and they can improve their social skills ,self confidence ,responsibility and will learn to communicate with the world, become special thinkers, and acquire social-emotional skills.

Museu Paulista: communication strategies for the future

Maria-Júlia Estefânia Chelini, head of the Cultural Diffusion Department, Museu Paulista of the University of São Paulo, São Paulo, Brazil

Introduction

The Museu Paulista of the University of São Paulo is a centenary institution whose actions are concentrated in the History area. For the last decade, the museum has figured among the most visited museums in Brazil, with an average number of visitors higher than 350.000 visitors/year during the last 5 years. Researches conducted by the Educative Service show that the main public is divided into two equally important groups: the schoolchildren and the spontaneous public. The latter will be considered in the present work. It is interesting to notice that an important part of this audience consists of the young (15 to 24 years) and of foreigners.

Aims

We don't know precisely what attracts the spontaneous visitors to the museum but, until now, there has certainly been little communicative action targeting these groups. For the potential foreign visitors, just isolated actions have been developed, such as the elaboration of an English folder. Even strategies considered as basic in institutions worldwide, such as the use of an appropriate language for young audiences in the museum website, started to be discussed only during the recent years as an institutional communication strategy. Based on these facts, the museum decided to get an overview of the institution's potentials to choose where to concentrate its efforts.

Conclusion

The Cultural Diffusion Department of the Museum is presently making a diagnosis that will allow the creation of institutional communication strategies for the next years. The present contribution deals with this work.

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“Communicating Cultural Heritage to the Young”

ABSTRACT

“ Children for museum!”

By Romina Mancuso Melisenda Giambertoni, PhD
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Marketing and communication managers are trying all the time to make Museum more attractive for young visitors, thinking how better communicate to children, what new programs to arrange to attract them, which language to use to make more interesting and yummy the museum collections educational material. *Festivals, classes, workshops, concerts*, many resources are spent on getting children and youth to enjoy museums. But what can those young people do for the museum mission development?

How can they help museum to promote its image and reputation inside a specific target? Can they contribute to change a Non-museum-Goers into a museum-goers?

In this paper, with a provocative switch of the parts, kids are considered as tools and not just target of the museum communications strategies.

In order to discover the young visitors potential communication power, this presentation analyses experiences, theories and ideas that have turn kids in a communication tool. Examples, good practise and case studies from different museums will be compared, as the *Ambassadors program*, the “*Know my museum*” competition, the *Apprentice program* or the *Intercultural children festival*, just to mention some.

If is true that museums can be social actors and engine of social changing process, they must consider the contemporary society new emerging needs. Needs connected with intercultural, intergenerational, interethnic relations management. The new generations may do a lot to help Museum to play its role in facing this new challenge and developing its mission.

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Museums and Communications - the need to improve strategies

Presentation at the

2008 ICOM MPR Conference, Paraty, Brazil

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Norway

The paper will discuss communications processes with relevance to integrated marketing communications.

Today's wide choice of communication channels has resulted in an information overflow in society. As a consequence, the corporate industry has developed sophisticated communications strategies to communicate messages. Communications is treated as an integrated process which includes all channels for transferring a message from a sender to a receiver. This is called integrated marketing communications.

According to integrated marketing communications, a wide choice of communications channels is combined to transfer a consistent and common message. This process offers far more impact on the receiver than if a message is received only through one channel.

Museums that will raise awareness in this environment will certainly fight a hard battle. The paper will point out challenges in museum communications, and will be organised as a brainstorming exercise to gather ideas for reaching through in the information society.

Communicating Values through Cultural Heritage

Nina Zdravič Polič, Slovenia, vice-chair of ICOM - MPR

ICOM - MPR Conference 2008, Paraty, Brazil

Abstract

This paper examines the future realities for museums. It reflects on the significance of cultural heritage for developing our sensitivity and forms for an open society without discrimination, without majorities and minorities with differentiated rights and responsibilities, for improving people's knowledge about other cultures... In the case of this debate it is looked at from the perspective of communications practice in museums and it explores the integrated marketing communication paradigm as a new way, a new possibility for a more complex "promotion" of the respect for common universal heritage, cultural diversity, respect of every individual based on shared values and universal responsibility.

In the world of today -- in the whirlwind of uncountable dramatic changes (felt and seen) on the earth and in the contemporary information society, which is imposed by overall globalisation, expansion of new technologies, environmental and climate changes, mobility flows (implying the movement of people, ideas, images, mixing of cultures and many others), and last but not least, the most recent financial global crisis -- the museums are endeavouring to respond (by means of different methods and working patterns) to this universal phenomenon, and to develop the ability to anticipate these changes fast, and to relate to the society bringing forth the role of cultural and natural heritage in forging a stable world (Europe and beyond) where cultures and cultural groups coexist side by side, where the plurality of cultures cooperates in a dialogue.

This paper will thus, in the first part, focus on the issues of the dialogue as an indispensable element for the existence of communication, emphasizing an overall importance of intercultural dialogue that plays an important role on the international level and among Europe's future priorities. The cultural heritage is among key domains of intercultural dialogue.

In fact the year 2008 was declared the European Year of Intercultural dialogue (by the European Parliament and the Council of the European Union) and during the whole of this year, for almost months eleven months a rich programme consisting of a series of events (international conferences, seminars, exhibitions, etc.) dedicated to the theme of intercultural dialogue covering different areas – art and culture, media, education and science, economic sustainable development, etc.. - are taking place all around EU countries.

ICOM Slovenia and the Slovene museums joined in this initiative and prepared their own events, which will be illustrated by some cases. Also, as a case study the Ethnographic museum of Slovenia and some of its exhibitions dealing with the cultures of the world will be presented.