

Doctoral course *The Hybrid Museum* • Danish Centre for Museum Research • September 17-18, 2013

Tuesday, September 17th 2013

Time	Room ØV-4-0-13 @ Biocenter	Room ØV-2-0-25 @ Biocenter
9.00-9:30	Welcome to the course and introductions (Marianne Achiam and Erik Kristiansen)	-
9:30-10:30	Mikkel Nielsen presentation and discussion session (coach: Gayle McPherson)	Pamela Barnes presentation and discussion session (coaches: Mark Carnall & Katja Lindqvist)
10:30-10:45	COFFEE BREAK	
11:00-12:00	Ingrid Eikeland presentation and discussion session (coach: Gayle McPherson)	Katrine Tinning presentation and discussion session (coaches: Mark Carnall & Katja Lindqvist)
12:00-13:00	LUNCH BREAK	
13:00-14:00	Sigurd Gronemann presentation and discussion session (coach: Gayle McPherson)	Eliza Estrup presentation and discussion session (coaches: Mark Carnall & Katja Lindqvist)
14:00-15:00	Louise Windfeldt presentation and discussion session (coach: Gayle McPherson)	Line Breian presentation and discussion session (coaches: Mark Carnall & Katja Lindqvist)
15:00-15:15	COFFEE BREAK	
15:15-16:15	Christian Mortensen presentation and discussion session (coach: Gayle McPherson)	Irene Campolmi presentation and discussion session (coaches: Mark Carnall & Katja Lindqvist)
16:15-17:15	Anne Rørbæk presentation and discussion session (coach: Gayle McPherson)	Judith Schwarzbart presentation and discussion session (coaches: Mark Carnall & Katja Lindqvist)

Biocenter is located on Nørre Campus at Ole Maaløes Vej 5, 2200 Copenhagen N (see map on page 3)

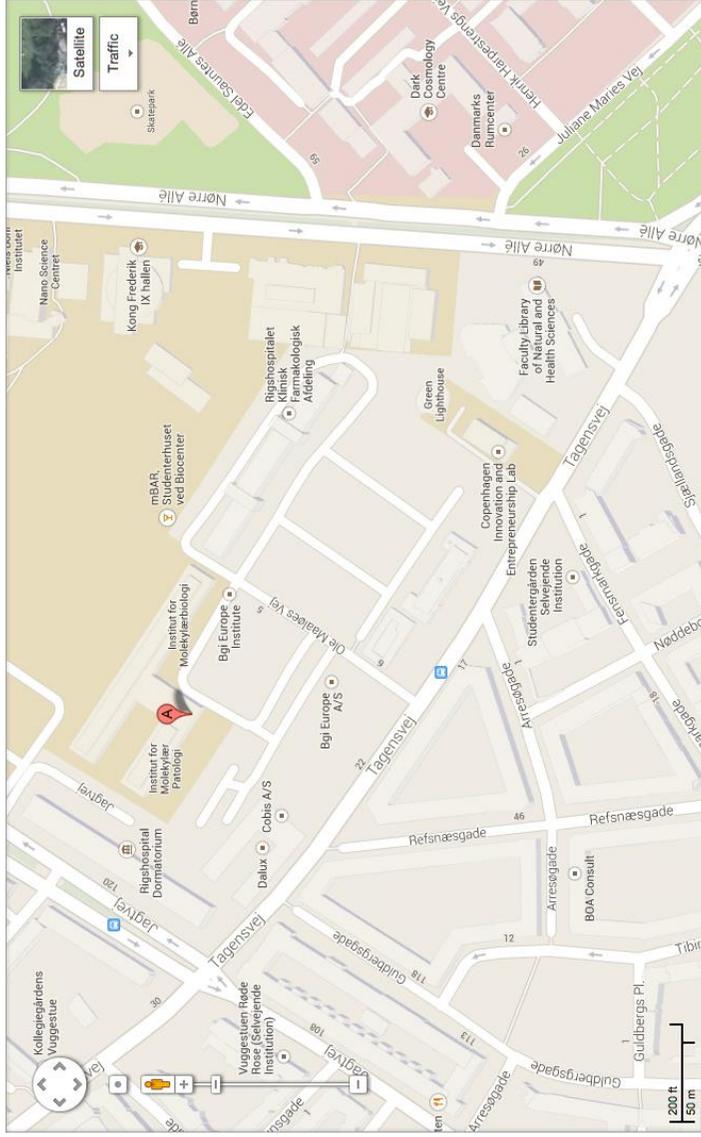
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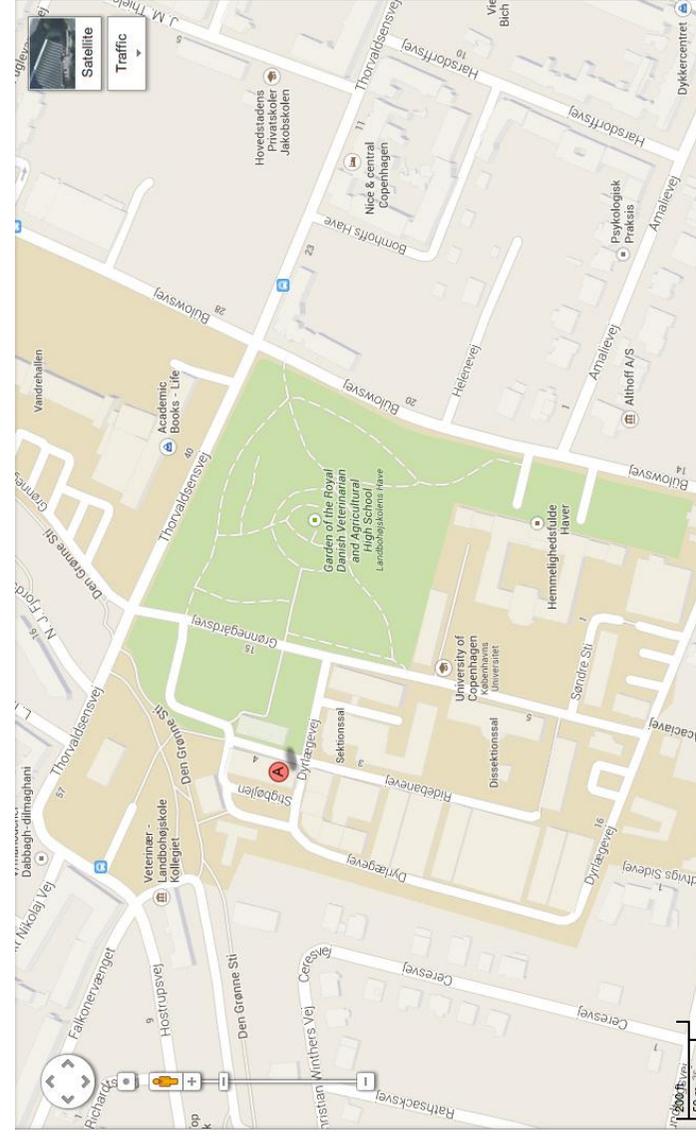
Time	Auditorium A1-05.01 @ Frederiksberg Campus	Meeting room @ Frederiksberg Campus
9:30-10:00	Arrival and registration	-
10:00-10:15	Welcome and introduction (Professor Kirsten Drotner)	-
10:15-11:00	<i>Consuming the Museum: The digital visitor experience</i> , Professor Gayle McPherson, University of the West of Scotland	-
11:00-12:00	<i>Redefining the museum as experience and service</i> , Associate Senior Lecturer Katja Lindqvist, Lund University, Sweden	-
12:00-13:00	LUNCH BREAK	
13:00-14:00	Two workshops	One workshop
14:00-14:30	COFFEE BREAK	
14:30-15:00	Plenary discussion	-
15:00-15:45	<i>Universe – sjov leg og læring</i> , Administrative Director, CEO Pia Bech Mathiesen, Universe, Denmark	-
15:45-16:30	<i>Inside the black box: the Grant Museum at UCL</i> , Curator Mark Carnall, Grant Museum of Zoology, University College London, UK	-
16:30-17:00	Plenary discussion	-
17:00	Final remarks	-

Auditorium A1-05.01 is located on Frederiksberg Campus at Dyrslægevej 100, 1870 Frederiksberg (see map on page 3)

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Map of Nørre Campus. Bus 6A runs from Nørreport along Tagensvej. Busstop Arresøgade is about 3 min walk. The (A) marks the Biocenter.



Map of Frederiksberg Campus. The nearest Metro station is Forum, about 1.1 km away. The (A) marks Auditorium A-05.01

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Katja Lindqvist, PhD



Associate Senior Lecturer, Lund University

Katja Lindqvist, is Associate Senior Lecturer at the Department of Service Management, Lund University. She wrote her doctoral dissertation on the realization of exhibitions, and conducts research on artists as entrepreneurs and on the governance of the arts and culture. She was a founding member of the board of the International Curatorial Master's programme at Stockholm University running since 2003.

Mark Carnall, BSc, MA



Curator, Grant Museum of Zoology, University College London

Mark Carnall is the curator of the 67,000 specimens held in the Grant Museum of Zoology. He has previously worked and volunteered at local authority, national and university natural history museums.

Since 2004 he has been working to document and conserve the zoological and palaeontological collections as well as making the collections more available to audiences through the internet and through public engagement work. He is also involved with outreach and education programmes.

Mark lectures Museum Studies students at UCL in introductory courses in natural history curation and digitisation in museums. He lectures nationally at conferences on visualisation, video games and internet technologies in culture. Mark is also enthusiastic about engaging adult audiences through science humour in public lectures and through stand up comedy.

He has published a number of articles and book chapters looking at how the role of Natural History museums is changing in modern society.

Gayle McPherson, PhD



Professor, University of the West of Scotland

Professor Gayle McPherson holds a Chair in Events and Cultural Policy within the School of Creative and Cultural Industries at the University of the West of Scotland (UWS). Her research interests revolve around the interventions of the local and national state in events and festivity of all types and the social and cultural impacts of events on communities. She was cultural advisor to the Glasgow Commonwealth Games 2014 bid team and conducted the major piece of UK research on charging in museums 'To charge or not to charge for he Museums and Galleries Commission. She has just finished the Evaluation and Impact of London's 2012 Cultural Programme in Scotland for Creative Scotland. She was on the Board of Creative Scotland for 2 years and currently sits on the board of 2 arts and cultural organizations.

Pia Bech Mathiesen



Admin. Director, CEO, Universe Science Center, Denmark

Pia is an architect specializing in Industrial Design from The Royal Danish Academy of Fine Arts and has a Diploma in Business Administration from Copenhagen Business School. She was a part of the team that built Experimentarium.

For many years, Pia was Director of Design at DSB and later Head of CSR. In April 2011, Pia started as CEO of Danfoss Universe. In the spring of 2013, Danfoss Universe turned into an independent, non-profit foundation that operates the experience park Universe.

Pia is on the board of Kolding School of Design, Design Museum Denmark and the Dansk Design Råd (Danish Design Council).

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Redefining the museum as experience and service

Katja Lindqvist

I will address issues relating to the increasing political and economic demands on museums to show “value for money” to their stakeholders. Although cultural experiences are increasing in numbers, many museums struggle with redefining their experiences and services offered to fit an increasingly mediated and consumption-oriented society. In a cultural policy context where public subsidies are seen as a sign of weakness and dependence, how can museums redefine their societal function as places of education, joy and experiences? Without delivering any quick fixes, possibilities will be explored.

Reading: Lindqvist, K. (2012) Museum finances: challenges beyond economic crises. *Museum Management and Curatorship*, 27(1), 1-15.

Inside the black box: the Grant Museum at UCL

Mark Carnall

As a UK university, zoological collection the Grant Museum has a number of roles within a variety of contexts. With a clear strategy, transparency and flexible approach the museum has been successful in engaging with multiple target audiences and key stakeholders at the same time. This address looks at the UK context the museum is operating in and the museum and wider UCL departmental approach to meeting the challenges of being a successful hybrid museum.

Reading: Carnall, M, Ashby, J, & Ross, C. (2013). Natural history museums as provocateurs for dialogue and debate. *Museum Management and Curatorship*, 28(1), 55-71.

Consuming the Museum: the digital visitor experience

Gayle McPherson

This presentation problematises the role of museums and the experiences of their users in the early 21st century. It starts by subverting the primacy of the object at the heart of the museum function and, considers an alternative possibility; i.e., that the experience of the visitor has become the key responsibility of those working in museums. By contextualising the concepts of production, consumption, regulation and reproduction in the sector, it argues that education and entertainment are not now the uneasy bedfellows that they may have been considered in the late 20th and the early 21st centuries. In this regard, it suggests that a contemporary museum can offer visitors the chance to embrace culture through the lens of augmented reality, digital engagement and instant feedback. To the extent that this contemporary visitor is engaged in the production of their own experience and can control the space and time elements of their 'visit', it will explore the implications for state intervention, museum professionals, cultural policy makers and visitor managers. As users increasingly embrace digital connection the paper will propose possible models of the museum of the future.

Reading: McPherson, G. (2006). Public memories and private tastes: The shifting definitions of museums and their visitors in the UK. *Museum Management and Curatorship*, 21(1), 44-57

Universe – the place where fun is a science

Pia Bech Mathiesen

Denmark’s science and experience park; Universe is a true mixture of a science center and an amusement park.

Universe aims to inspire children and young people, and create enthusiasm for natural sciences, technology and entrepreneurship.

In her presentation, Pia will focus on how the park takes the best from amusement parks and combines it with the best from science centers – in order to meet the overall ambition.