OUTREACH EUROPE

INTERNATIONAL CONFERENCE / APRIL 17, 2015 / 9.30 - 17.30

ORTUS learning and events centre
82 - 96 Grove Lane
Camberwell, London, UK
www.ortusevents.com

PHOTO: ULE MÄGDEFRAU
The Outreach Europe conference is one of the outcomes of a 2 year long cooperation project that highlights good examples of outreach and social inclusion offered by museums and galleries throughout Europe.

The conference is being held in the UK which is known to have some of the most engaging and inclusive community programmes in the world. However several studies show that the sustainability of such programmes can be put in doubt.

Based on the findings of the Outreach Europe project, the conference asks the questions: What can we do to secure sustainable and reliable inclusion in the cultural sector? What does it require of museums and galleries to step out of the traditional framework and attain greater social justice and responsibility? Who can we learn from?

The aim of the conference is to facilitate the beginning of a new approach for outreach processes. The presenting speakers will highlight the subject from their professional perspectives and bring in different case studies. By the end of the day there will be a plenary session for discussions and networking opportunities.

Outreach Europe is funded by the European Union’s Culture Programme (2007-2013) and implemented by 3 partners, Elderberry AB in Sweden, South London & Maudsley NHS Foundation Trust (SLaM) in the UK and the GAIA Museum in Denmark. Through an extensive survey the project partners have researched how museums, galleries and cultural institutions engage with an audience beyond the traditional means of outreach. This audience includes people with learning disabilities, people with mental health issues, elderly people with health problems and dementia, ethnic minorities – non-native speakers and homeless people.

Much evidence suggests that cultural participation helps communities’ engagement; it enables better well-being and broadens social and cultural diversity. If outreach is embedded in the core of organisations, rather than provided by project funding with a limited life, it will create sustainable power. Instead of relegated participation at the margin of the strategic development, this is an opportunity to mainstream the work and refocus on longer-term impact and solutions.
Welcome and registration
Opening

Moderator: Dr. Alex Woolner
Coventry University, UK
Presentation of Mandela 27 - physical and digital outreach

David Powell
CEO, Elderberry Ab, Stockholm, Sweden
Overview of Outreach Europe: Participation, inclusion, accessibility in European museums & galleries
Results of mapping and research: What do museums claim? What did the users find?
Practical examples from European training courses for teachers

Coffee / Tea

Niels Righolt
Head of Danish Centre for Arts and Interculture, Denmark
In Search of the Wizard Tool - what we do, when wanting to do right, but still seem unable to reach out to the ‘unusual suspects’ in a sustainable way.
- A keynote speech reflecting on the institutional and artistic challenges in a transformative practice where outreach strategies, new ways of engagement, interaction, co-creation and participation influence the composition of everything in our field of work: What we programme, how we do it, with whom and most importantly who is invited to the cultural feast of ours.

Liz Ellis
Policy Adviser, Communities and Diversity, Heritage Lottery Fund, UK
(Previously Curator Community Learning, Tate Modern 2006-14)
Extraordinary Change; What Kind of Change Do We Want?
Why thinking internationally and acting locally matters.

Lunch

Bernadette Lynch
Museum researcher/consultant, Change Management Associates, UK
Museums and social responsibility – moving beyond serving “cake”
Too often the museum’s rhetoric of service, places people in the disabling role of ‘supplicants’ or ‘beneficiaries’ and the giver (the museum and its staff) in the role of ‘carer’.
- Dr Lynch, (author of the influential Whose Cake is it Anyway?, a collaborative investigation into engagement and participation in the UK’s museums and galleries), will speak of how the social role of the museum must change to effectively engage with those most excluded, helping them mobilise their imagination, creativity, resistance, self-reliance, and capability, the museum embracing a theory of change that places people at the centre, as active agents in their own right.

Eric Fugeläng
Mission and Analysis Manager, Riksutställningar/Swedish Exhibition Agency
Evelina Wahlqvist
Global Perspectives Analyst, Riksutställningar/Swedish Exhibition Agency
Diversity and Museums: How can we think and act to ensure that the museums of tomorrow are created by, and available for a diversity of perspectives, narratives and people? And how can museums, through this contribute to a more open, more sustainable and more inclusive society?

Coffee / Tea

Helen Shearn
Head of Arts Strategy, South London & Maudsley NHS Foundation Trust (SLaM), London, UK
Journeys of appreciation programme (JOAP) for older adult in-patients with mental health problems and dementia. JOAP is the Outreach Europe case study and exemplifies the SLaM Arts Strategy.

Maria Bach
Project Manager, GAIA Museum Outsider Art, Denmark
Count Me In - vocational education and training for special needs groups through the arts and cultural sector

Plenary session, refreshments

End of the day
VENUE

The ORTUS is a multi-award winning learning and events centre in Camberwell, London. It is situated in a centre of world class excellence in the field of mental health and wellbeing.

For more information about the ORTUS;
www.ORTUSevents.com

REGISTRATION & PRACTICAL INFORMATION

Price for a full day conference, incl. lunch and refreshments:

- €50/£37 (plus taxes and booking fee)
- Unwaged and Students - 50% discount

For registration, please go to; https://www.eventbrite.co.uk/e/outreach-europe-international-conference-registration-15782445720

For more information on the conference, please contact;

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