# TOOLKIT N°3 BRIDGING THE GAP

## ACTIVATION, PARTICIPATION AND ROLE MODIFICATION

#### A MANUAL BY

CINZIA ANGELINI Introduction by EMMA NARDI



#### GREETING

#### THE EMEE PROJECT

INTRODUCTION	16
— MUSEUMS AND THE EU	21
— WHY A BRIDGING-THE-GAP MANUAL	23
— LANGUAGE AND TERMINOLOGY	25
DEFINING MUSEUM (NON)VISITORS	28
— VISITORS AND NON-VISITORS RESEARCH RESULTS	
FROM THE 80S AND 90S	28
— RESEARCH IN THE LAST DECADENEW ATTEMPTS TO	
DEFINE NON-VISITORS	33
— THE IMPORTANCE OF CULTURAL LIFE	36
— WHY PEOPLE DON'T GO TO MUSEUMS	40
- Museums as boring or 'highly educated' places	41
- Museums as places for discovering social identities	42
- Museums as hardly accessible places	43

### CONTENTS

HOW TO DESIGN A MUSEUM		- WHEN MUSEUMS CONVEY A SENSE OF IDENTITY	76
PROGRAMME	44	- The preservation of intangible cultural heritage	77
— A GENERAL INTRODUCTION TO METHODOLOGY	44	<ul> <li>Domination vs integration</li> </ul>	79
— FOUR STAGES TO DESIGN AN APPROPRIATE		- When accessibility is the main obstacle	8
METHODOLOGICAL APPROACH	46	<ul> <li>The memory of beauty</li> </ul>	82
— THE BEST PRACTICE MODEL A COMMON PROCEDURE TO		- Touch but don't look!	84
DESIGN A MUSEUM PROGRAMME	48		
- The conception and planning of the programme	49	ACTIVATION, PARTICIPATION,	
- Carrying out the programme	50	ROLE MODIFICATION	88
- Evaluation and remedial process	50	— ACTIVATION OF VISITORS	88
— A NEW COMMUNICATION MODEL	52	— PARTICIPATION OF VISITORS	91
— THE MUSEUM AS A PARTICIPATORY EXPERIENCE	55	<ul> <li>MODIFICATION OF THE ROLE OF THE MUSEUM</li> </ul>	93
— LEVELS OF PARTICIPATION IN A MUSEUM EXPERIENCE	59		
		LIST OF REFERENCES	
SUCCESSFUL EXAMPLES OF MUSEUM			
EXPERIENCES	62	IMPRINT	
— INTRODUCTION	62		
- WHEN VISITORS ARE AFRAID OF CULTURE	65		
- The museum meets the people	66		
- Strengthening literacy skills in a science museum	69		
— Every visitor ha <b>s a style</b>	73		