



## Conference 2019 schedule

Hands On!

International Association  
of Children in Museums

# All inclusive! Museums as places for ALL children

12th International Conference

October 22-26

at the Young Museum Frankfurt, Germany

Duration: 4 days + 1 day study visits

DAY 1

# Tuesday, October 22

**11.00 am****Registration**

Arrivals, registration, time to explore the Young Museum and the Historisches Museum Frankfurt. Guided tours starting 11:30 (every hour)

---

**Diverse audiences and social inclusion**
**2:00 – 2:10 pm****Greeting****2:10 – 3:00 pm**

**Keynote address: Museums for all: Realizing cultural participation** by Daniela Krenzer, advisor on antidiscrimination, Children's Office Frankfurt

**3:00 – 4:00 pm****Session 1, Part I: Diverse audiences and social inclusion**

Today's museum audiences are highly diverse: intergenerational, transcultural, from a variety of social backgrounds, and with very individual physical and cognitive abilities. As keepers of cultural heritage, museums are responsible for providing cultural education to everyone. Yet diverse types of audiences require exhibits and educational programs designed to fit their specific needs. Meet two different European institutions and their extraordinary approaches to being all inclusive.

**4:30 -5:30 pm****Session 1, Part II: Diverse audiences and social inclusion**

How are children's museums adapting to the needs of their community? Experiences from across the pond have been collected by our friends from ACM. Five speakers from the USA, South America and Africa will discuss how their museums have engaged their communities around issues of social and cultural inclusion, with the intention of creating safe and necessary places for children and families.

**6:00 – 7:00 pm****Opening Ceremony**

Greeting address by local public officials:

Angela Dorn, Hessian Minister of Education, Research and the Arts

Peter Feldmann, Mayor of the City of Frankfurt

Our host Susanne Gesser, Head of the Young Museum Frankfurt and

Joerg Ehtreiber, President of Hands On! will also welcome the audience

**7:00 – 10:00 pm****Reception & informal get together**

**DAY 2**

# Wednesday, October 23




---

## Diverse audiences and social inclusion

**9:00 – 10:20 am****Session 2: Approaching special needs audiences**

Physical accessibility is without a doubt a pursuit that is taken seriously by the vast majority of today's cultural institutions. However, studies show that immaterial barriers such as patronizing behaviors, misconceptions, and stereotyping are still experienced by most groups of special needs visitors. In this dynamic session, speakers will share their best practice examples on how to overcome disabling settings in order to offer barrier-free programs and exhibitions.

**10:50 – 11:50 am****Session 3: Inclusion through design & participation**

How can cultural institutions make sure their inclusion strategy is actually inclusive? Target group-centered design processes and offsite projects can do the trick. Including visitors in the developing phase offers a unique opportunity to gain valuable insights and new perspectives. Outreach projects additionally help to engage communities beyond an institution's normal visitor range. Learn how co-creation and community-engaging programs have influenced the projects of our speakers.

**12:00 - 1:30 pm****Lunch break (at the museum)**


---

## Digital learning and beyond

**1:30 – 2:15 pm**

**Keynote address: eXploration: Live games in exhibition space**  
By Mathias Prinz, machina eX, Germany

**2:15 – 3:45 pm****Session 4, Part I: Digital learning & beyond****4:15 – 5:15 pm****Session 4, Part II: Digital learning & beyond**

Following the digital turn in society, digital learning, gamification and changed expectations of our audiences have shaped and transformed our field of work. How can digital learning be used as a tool to design exhibitions and educational programs for children? How can well-known educational concepts be modified and adapted to fit new needs? Check out innovative ideas and trends in this two-part best practice session dedicated to showcase new, avant-garde formats and methods of cultural education.

## DAY 2

# Wednesday, October 23



**5:15 – 6:45 pm**

**Get familiar with the Young Museum Frankfurt  
Workshops + Guided Tours: (registration on site)**

**6 Workshops:**

Papermaking, Letterpress Printing, Computer Lab, Jewelry,  
Collage & Calligraphy, Historical Drug-Store

**6 Guided Tours:**

Family Trail „Collectors’ Museum“, Family Trail „Frankfurt Once“,  
Exhibition Young Museum, The city models of the Historical Museum,  
Accessibility and inclusion in the museum

**7:00 pm**

**Meeting at the museum for transfer to dinner**

**7:30 pm**

**Dinner (self-paying)**

Apfelwein Wagner  
Schweizer Straße 71  
60594 Frankfurt

**DAY 3**

# Thursday, October 24

**8:30 – 10:00 am****Breakfast together with HO! Board and General Assembly****10:00 am – 12:00 pm****Workshops at Frankfurt museums (registration on site)**

Frankfurt is well known in Germany for its row of museums along the embankment on both sides of the river Main and for its especially large variety of museums. 14 Frankfurt museums present their educational programs and activities for children and school groups in workshops to an international conference audience. The list of institutions ranges from several cultural-historical museums to the large Museum of Natural History and a number of art institutions:

Archäologisches Museum, Bibel Erlebnis Museum, Architektur Museum, Filmmuseum, Geldmuseum, Goethe-Haus, Museum Judengasse, Museum für Angewandte Kunst, Museum für Kommunikation, Kunsthalle Schirn, Naturmuseum Senckenberg, Städel Museum, Weltkulturen Museum, Struwwelpeter Museum

**12:00 – 1:30 pm****Lunch break (self-organized)****1:30 – 2:30 pm****Session 5: Understanding Art**

Natural curiosity, powerful imagination and unbiased perception make children the ideal art audience. However, if we want children to value art, we must give them access to it early on in life.

This session focuses on various innovative approaches to introduce young visitors to art. In the presented projects, children get to experience art from multiple perspectives, taking on the roles of artists, art historians, art reviewers and restorers.

**DAY 3****Thursday,  
October 24****3:00 – 4:30 pm****Session 6: Children's Museums in the 21st Century**

Children's museums, once designed as an alternative to the classical museum concept, are now confronted with a museum landscape in which children have become coveted customers. While interaction and participation were once the distinct features of children's museums, the hands-on principle now belongs to the standard repertoire of every state-of-the-art museum.

This impending loss of their prior exclusivity poses the question of the current relevance of children's museums. How can children's museums hold up against the rising competition of children's programs in traditional museums? What are the strengths and the weaknesses of children's museums compared to traditional museums? Together with speakers who will present their unique approaches on creating children's museums for the 21st century, we will reflect on their unique selling propositions and reassess the functions of this very distinct museum type in today's world.

**6:00 – 8:30 pm****CMA-Award-Ceremony**

Every year Hands On! International Association of Children in Museums and the European Museum Academy shortlist innovative high-quality children's programs for the Children in Museums Award. Part one of the ceremony is a unique chance to learn from the best: The short-listed candidates for the Children in Museums Award 2019 will present themselves and their outstanding projects.

The second part of the ceremony takes place in the Frankfurt "Emperors' Hall".

Originally the coronation banquet of the freshly crowned Emperor of the Holy Roman Empire of German Nation took place in the Emperors' Hall. Today it is the banquet hall for all important receptions: John F. Kennedy, the Dalai Lama and the victorious German national soccer teams have all been welcomed there, and signed the Golden Book of the City of Frankfurt. Here the presentation ceremony for the Children in Museums award will take place, accompanied by greeting addresses from public officials of the City of Frankfurt and CMA.

**6:00 – 6:45 pm** CMA Award nominees presentations (at the museum)

**7:00 – 8:30 pm** CMA Ceremony at the Emperors' Hall

**9:00 – 10:00 pm****Reception**

# DAY 4

# Friday, October 25




---

## Collection-based cultural education

- 9:30 – 10:15 am**      **Keynote address: History conveyed through dilemma-based communication**  
 By Marianne Bager, Den Gamle By, Arhus/DK
- 10:30 am – 12:00 pm**      **Session 7: Intangible heritage**  
 In the face of growing globalization, intangible cultural heritage has become an important factor in maintaining cultural diversity. An understanding of the intangible cultural heritage of different communities helps with intercultural dialogue, and encourages mutual respect for other ways of life. But how can cultural institutions help children access this fragile form of cultural heritage?  
 Speakers from diverse cultural backgrounds share their unique takes on rendering intangible cultural heritage more tangible for children.
- 12:00 – 1:00 pm**      **Lunch break (at the museum)**
- 1:00 – 5:00 pm**      **World Café**  
 The World Café is a group interaction method fostering dialogue to gather collective knowledge of large groups. Our World Café is made up of 15-20 lightning talk presentations evolving around the focus topics of the conference: diverse audience(s) and social inclusion, collection-based cultural education, digital learning and beyond. Each speaker acts as host to his/her own round table. All lightning talks are simultaneously given and delegates will then have 30 minutes to discuss the presented idea. This pattern is repeated three times, giving delegates the opportunity to move from table to table and engage in unscripted dialogues with the table presenters. This session type provides a high level of interactivity between presenter and audience and often includes field-tested, living-use cases and examples. After the final round, each host presents the results of the discussions in an informal 3-minute talk.

**DAY 4**  
**Friday,**  
**October 25**



**5:30 - 7:30 pm**

**Session 8: Focus on target groups**

Even though we have witnessed a vast increase in high quality children-focused programs throughout the museum sector in past years, visitor segments such as toddlers, teens and twens, non-native speakers, refugees, and underprivileged families are often not served. This session is dedicated to programs for these underrepresented target groups and packed with inspiring best practice examples.

**7:30 - 7:45 pm**

**Closing words**

**From 8:00 pm**

**Farewell Party**

**DAY 5**

**Saturday,  
October 26**



**10:00 am – 2:30 pm**

**Study visits**

Guided tours to Frankfurt museums and exhibition projects

**Tour 1: Archäologisches Museum Frankfurt (Archaeological Museum Frankfurt) + Senckenberg Naturmuseum Frankfurt (Senckenberg Natural History Museum)**

**Tour 2: Bibelhaus Erlebnis Museum (Bible-Experience-Museum) + DFF - Deutsches Filminstitut & Filmmuseum (German Film Institute) + Museum für Kommunikation Frankfurt (Museum for Communication Frankfurt)**

**Please note: some changes to the program are possible.**