



Digital Strategies for Heritage (DISH) 2013

2 & 3 December 2013, De Doelen Rotterdam

Chefs' Table session

Table Number: 4

Table Session: 3

Table Host: Paul Stork

Title: How to co-create a new museum with a creative consortium?

Introduction

Is building a new museum experience on time and on budget possible?

In 2014 the new Dutch National Military Museum will open. In a new building the collection and stories of two joined museums will be shown and experienced. The project is fully externally sourced by a unique design-build-maintain-finance consortium. We work together with both the museum organization and our main principle: the construction company Heijmans. For the exhibition experience we work with the exhibition architect, animation professionals, building architect, landscape architect, hardware and maintenance companies. This creative co-operation is large and unique. At the table we will discuss this unique way of working together and managing a long term creative process that leads to an integral experience.

Discussion

Now talking about how to co-create a new museum with a creative consortium at Chef's table 4 with Paul Stork from Fabrique.

Fabrique produced around 25 online museum projects in the past. Rijksstudio being one of the last ones.

Now working on the Dutch Military museum. Previous locations (Legermuseum & Militaire Luchtvaart Museum) are merging into a new location. In 2014 this new Dutch National Military Museum will open. In a new building the collection and stories of the two joined museums will be shown and experienced.

Unique fully externally outsourced in a design-build-finance-maintenance-operate contract. Construction company Heijmans is the main contractor, but also Fabrique is taking part in it.

For the exhibition experience we work with the exhibition architect, animation professionals, building architect, landscape architect, hardware and maintenance companies. They do not work for the museum itself, which is a new concept. This creative co-operation is large and unique.

Quality governance is done by Kossman de Jong, the development of games or other interactives is then in turn done by Fabrique.

It is all about joined efforts towards an integral experience.

Self guiding quality management

Not working "for" the museum does not mean there is no communication with the museum. The role of the museum is to tell the consortium what their mission is, which objects should be on show, what they want to tell. They remain holding the role as curator.

Heijmans will operate the museum as well. This is there first time.

If you look at the set-up its breaking down all the tasks and leaving those tasks with the museum that they excell in (like collecting, conservation, knowledgesharing). All other tasks are put with other parties that excell in those tasks.

There is an example of a "Where are the toilets"-app, creating a better visitors experience.

The new museum will have an integral experience.

This material collection of this museum does not fit to be in a online library as well. Maybe in a few years when 3D photography has developed further this could be a new opportunity for future. Digital library was not part of the original tender. This could be added maybe in the future.

New content that will be developed will that be open, e.g. available online for example? Not interesting for others that are not visitors?

How do the museum staff still get the feeling it is their museum? Is there a their in museum anyway?