

Sharing Your Bicentennial Story

Developing Collaborative, Community-Driven Exhibits at Your Organization



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Community Engagement

- Know your community
- Listen to your community
- How can you tell stories that are meaningful to all (or most) of the people in your community, both old and new?
- Is there a need in your community that you can help meet?
- Are there people or groups in your community who know more about the story you want to tell than you do?

The Exhibit Team

- Think beyond the traditional exhibit team
- Broader “curatorial” voice
- Project manager
- Designer
- Educator
- Who else?

Kick-Off Meeting

- Bring as many team members and stakeholders into the room as early as possible
- Explore as many ideas and perspectives as possible, and then narrow down as you go, rather than the other way around
- Be prepared to let go of your own preconceptions

The Big Idea

- A short, active statement of what the exhibit will be
- You will work your way to this through that kick-off meeting (and follow-up work if needed)
- What will you see? Do? Find out about?
- Not a topic - gets into the why

So what?

- We know you think the exhibit is important, but why should/would your audience(s) care?
- Articulating this can help you focus your exhibit, and bring out the most engaging and relevant stories.
- An important part of this is deciding on your audience(s) for the exhibit.

Group Activity

- Share the object, document, image, person, place, event that you brought with you; choose one from the group to focus on.
- Use your group as a practice Kick-Off Meeting.
- Come up with a Big Idea.
- Identify 2-3 “So Whats” that speak to the Big Idea.
- Talk about who you would want in the room for your actual Kick-Off Meeting.

The Exhibit Plan

- One tool to organize the logistical details
- Very handy for fundraising and for communicating across your organization
- Includes very concrete information about deadlines, responsibilities, and budget

Group Activity

- Focus on these three parts of the exhibit plan:
 - Project team members: who will be on your team?
 - Boundaries; Most likely this project is not the only thing happening at your organization. How will other work and projects impact your exhibit project?
 - Budget: are there other lines that your exhibit project will need? Don't worry about the actual costs right now, but focus on what will need to be funded.

Questions?

Contact me:

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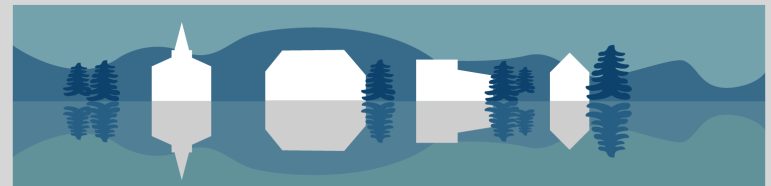
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