RICHES
RENEWAL, INNOVATION AND CHANGE: HERITAGE AND EUROPEAN SOCIETY

European Commission

SEVENTH FRAMEWORK PROGRAMME

"The co-creation process"

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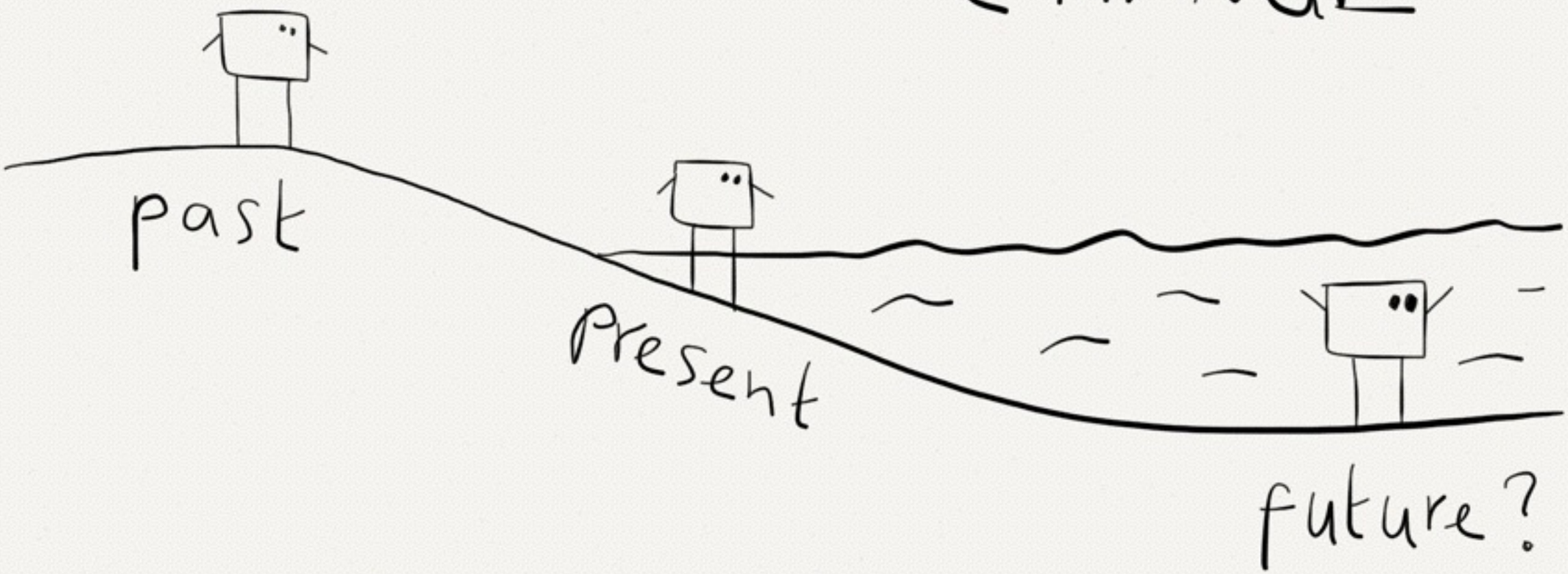
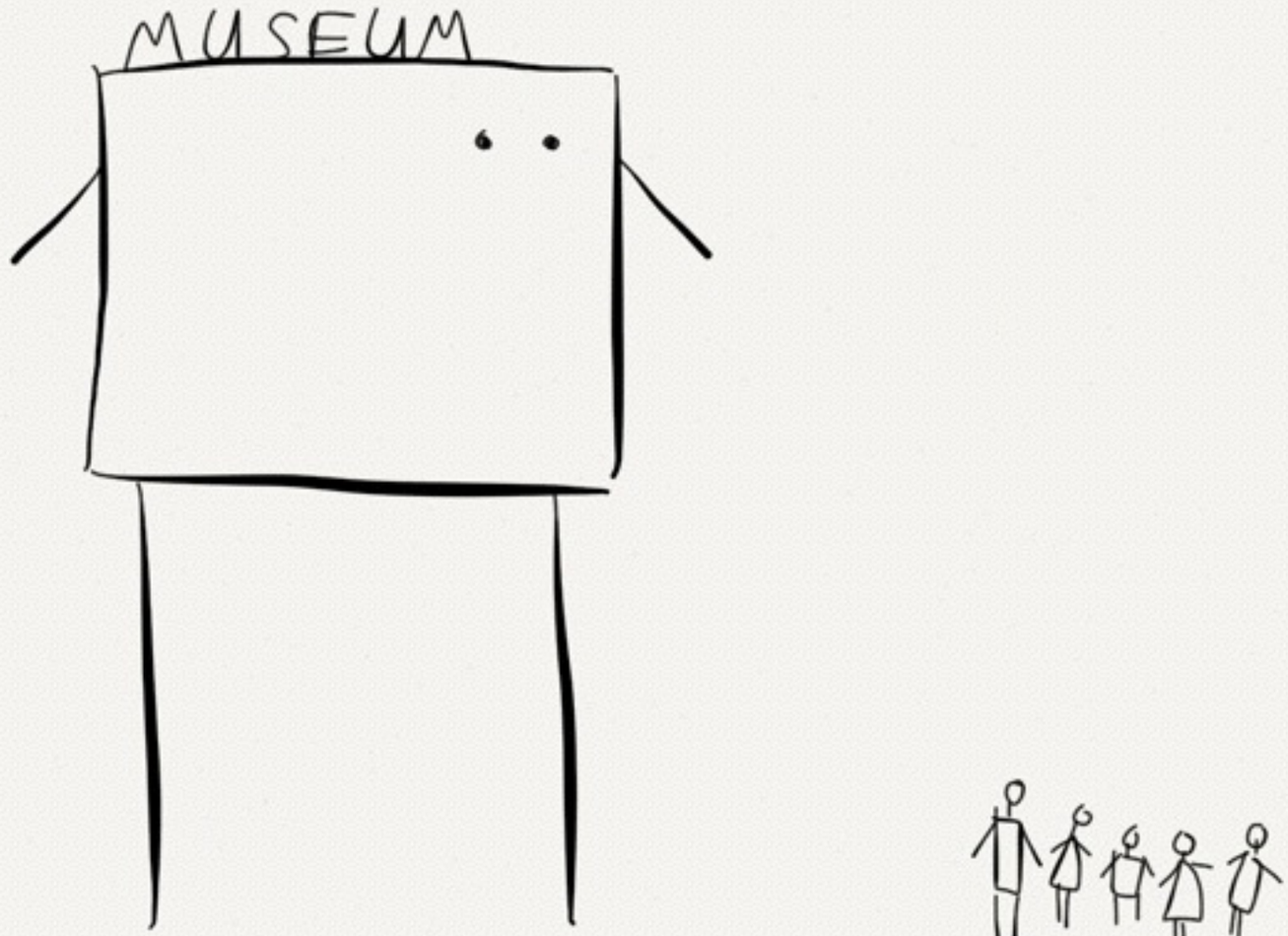
Concept Developer - Waag Society, The Netherlands

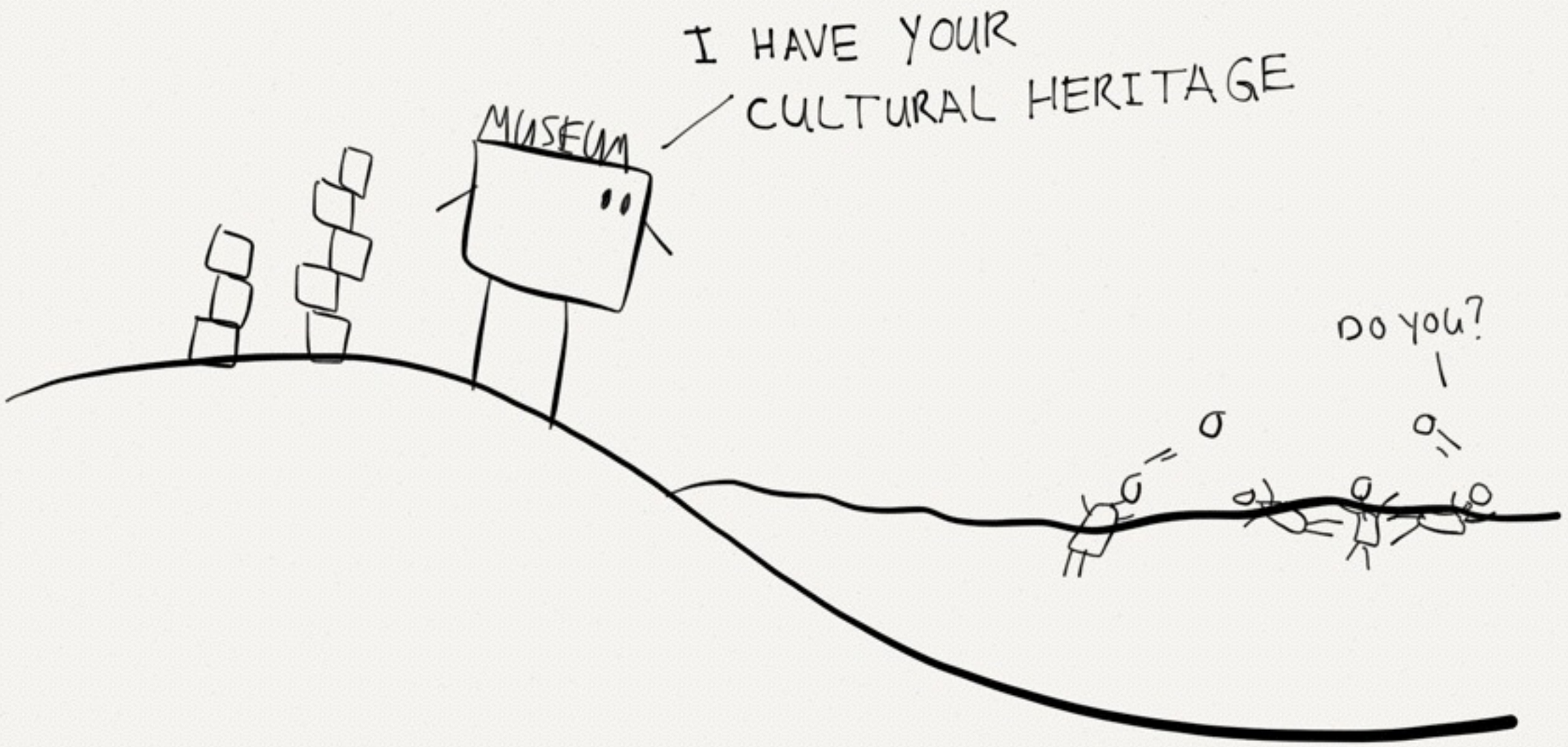
Pisa
5 December 2014

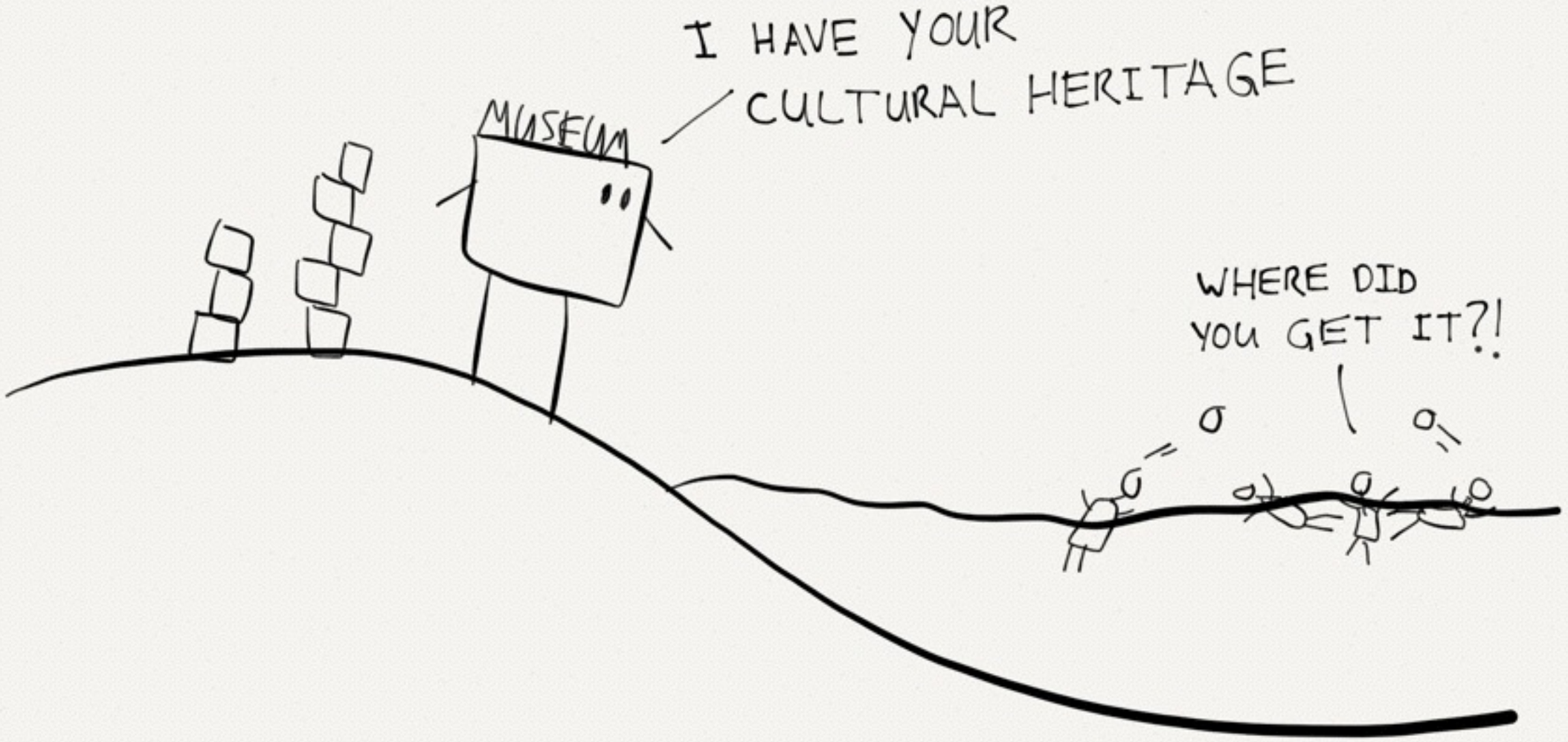
CONTEXT of CHANGE

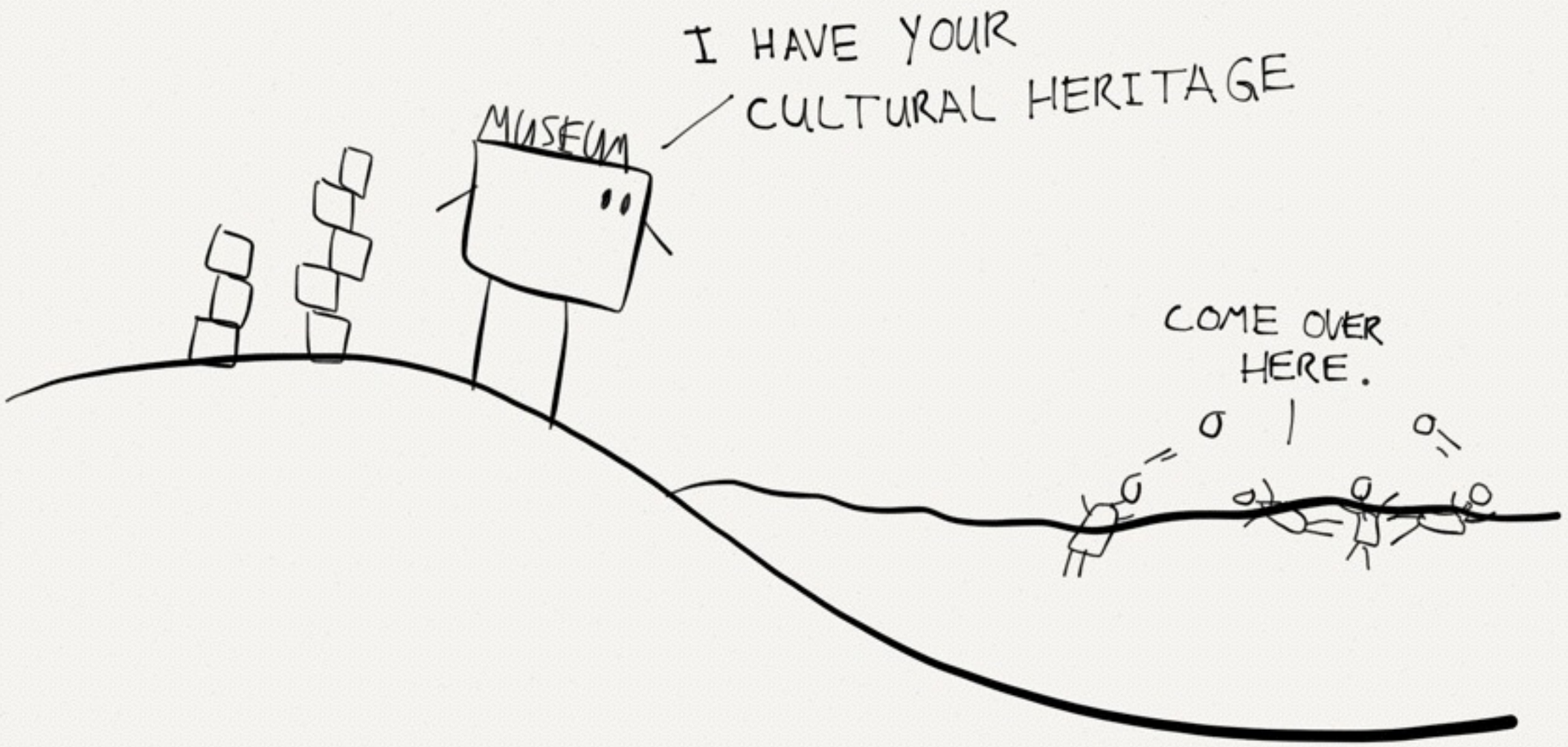


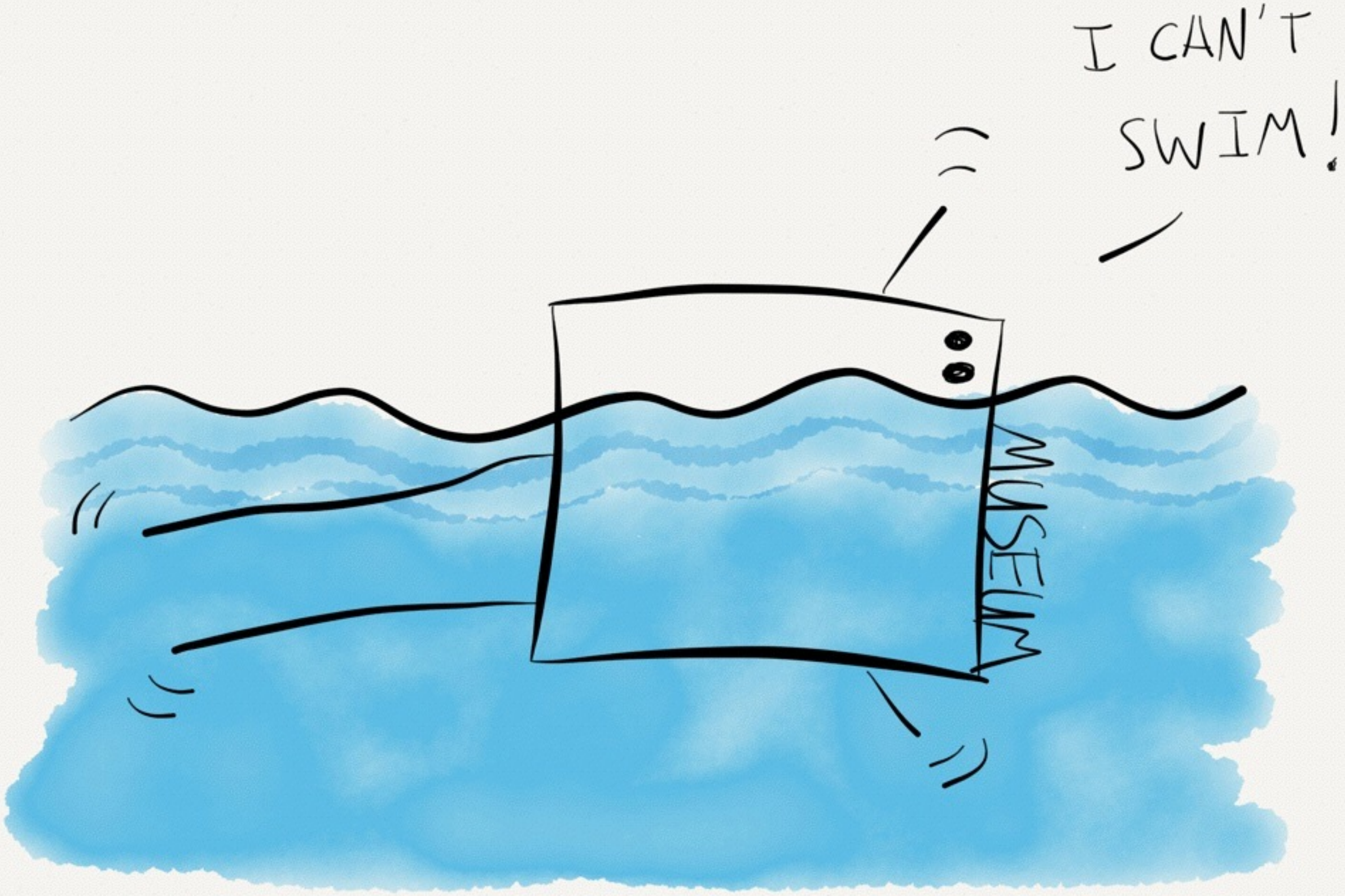

MUSEUM

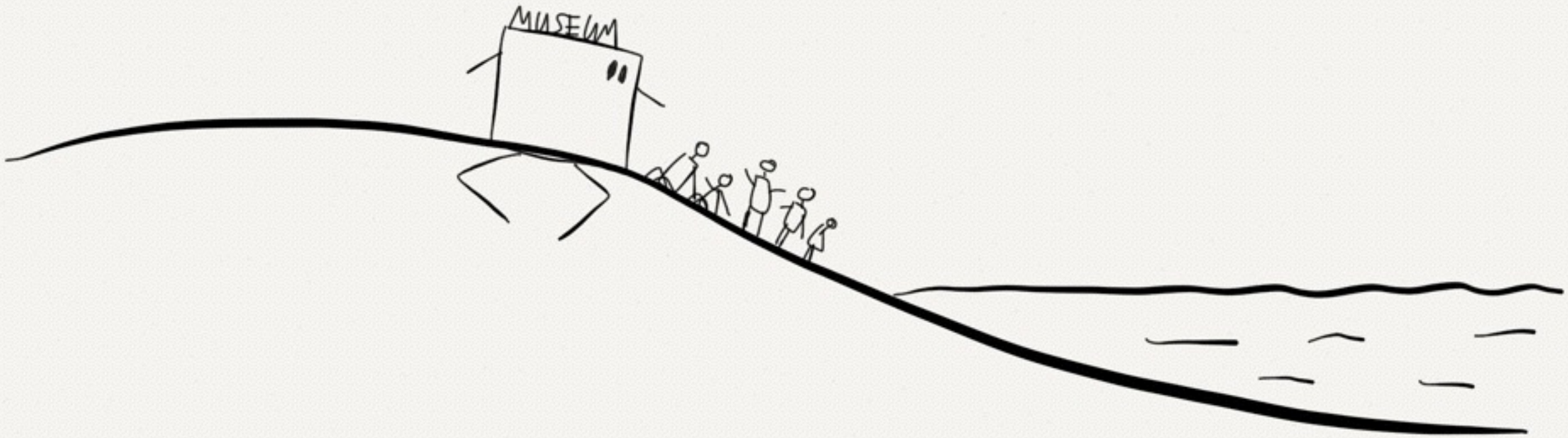
MUSEUM

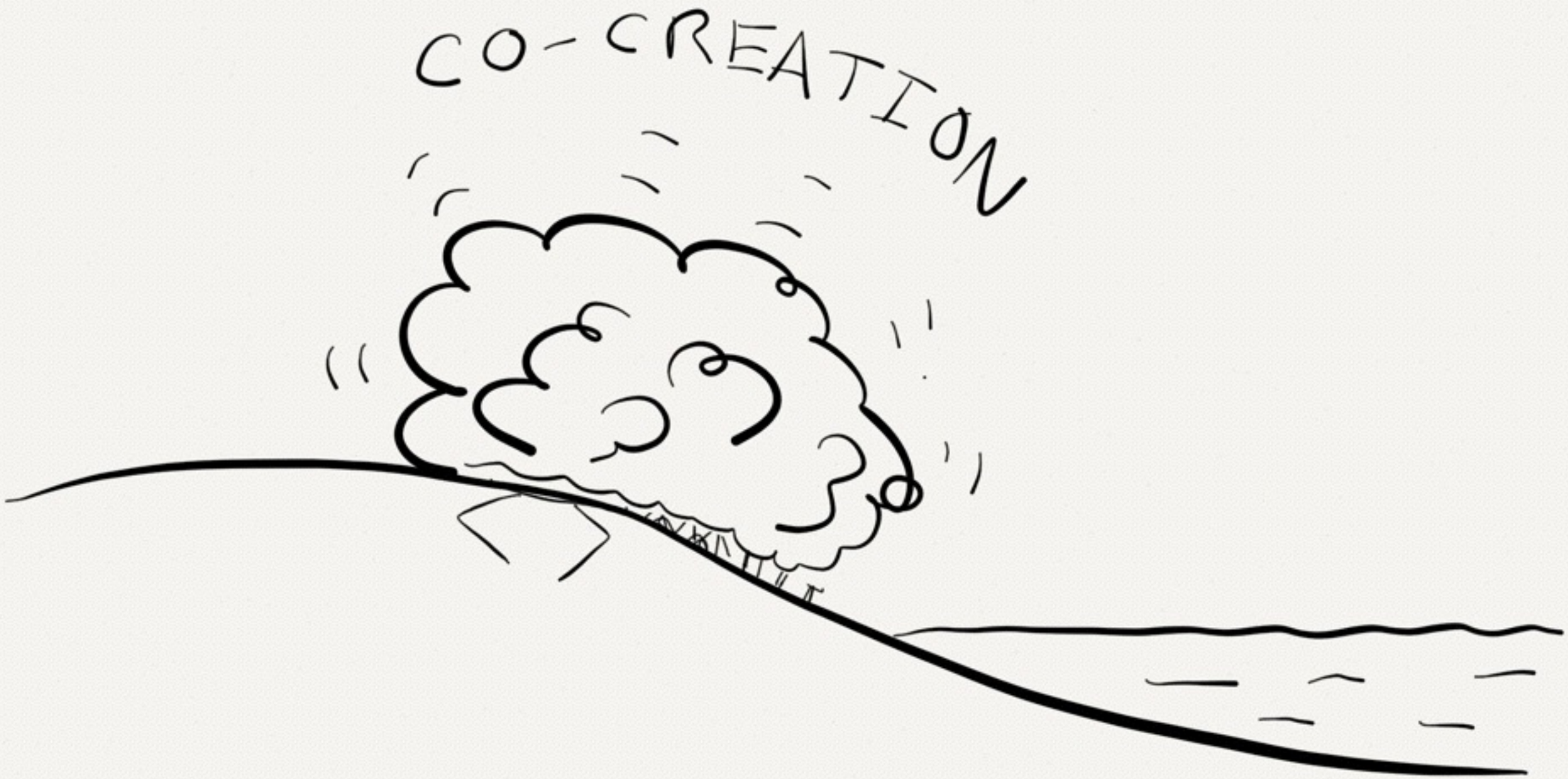

I HAVE YOUR
CULTURAL HERITAGE
MUSEUM
DO YOU?

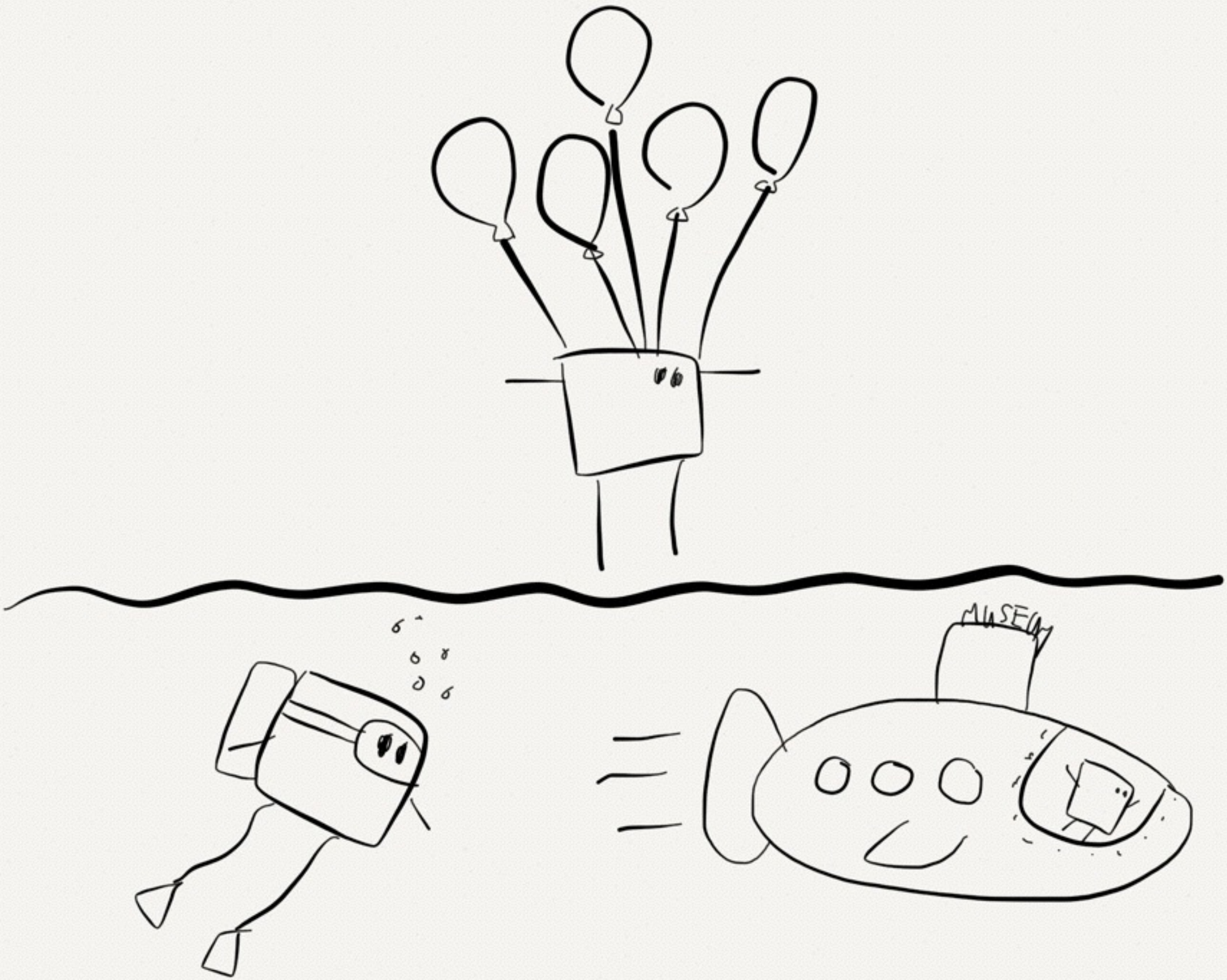

I HAVE YOUR
CULTURAL HERITAGE
MUSEUM
WHERE DID
YOU GET IT?!

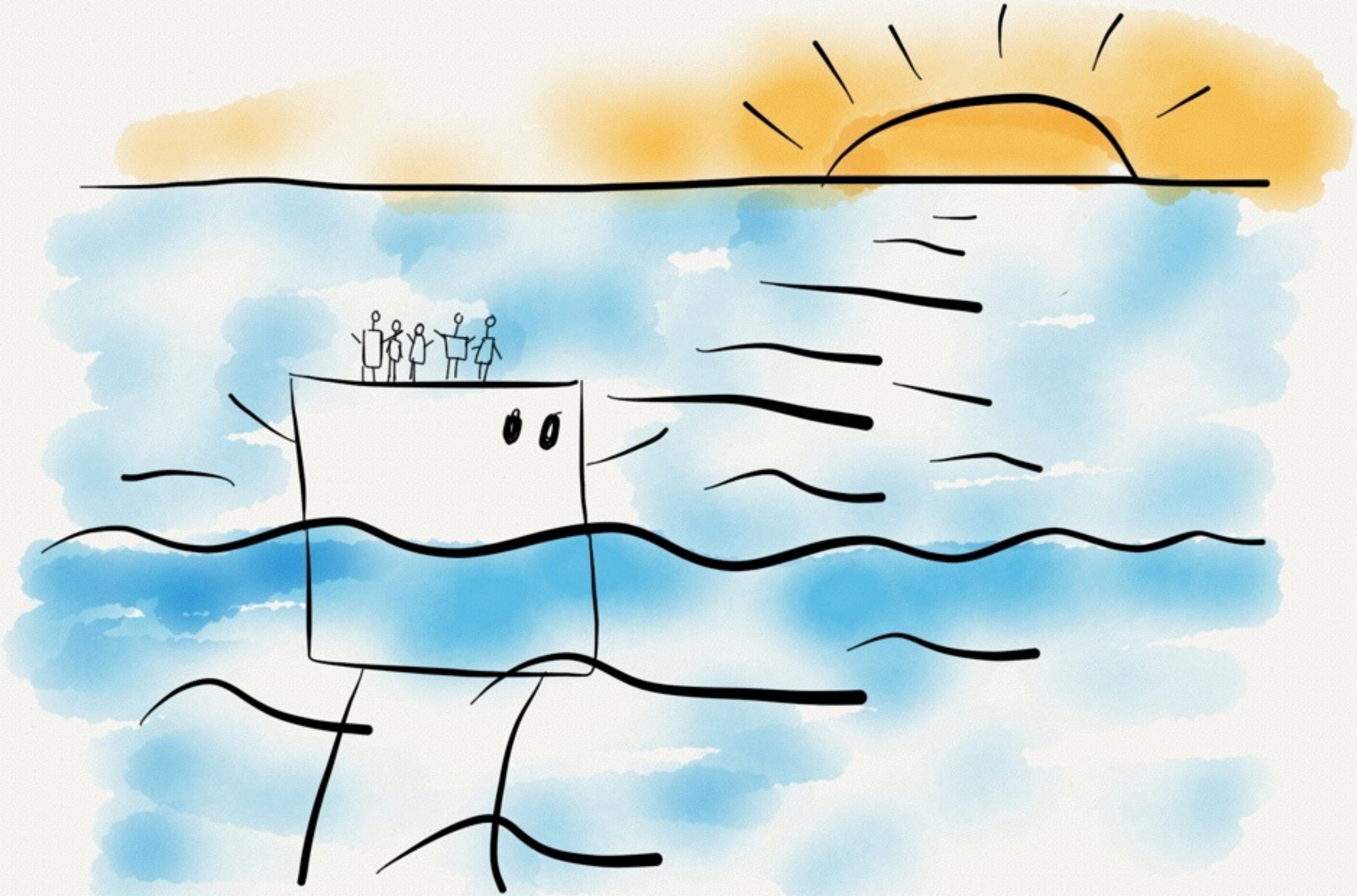

I HAVE YOUR
CULTURAL HERITAGE
MUSEUM
COME OVER
HERE.


I CAN'T SWIM!
MUSEUM


MUSEUM


CO-CREATION


MUSEUM



Design thinking

Design =
the transformation of existing conditions into preferred ones

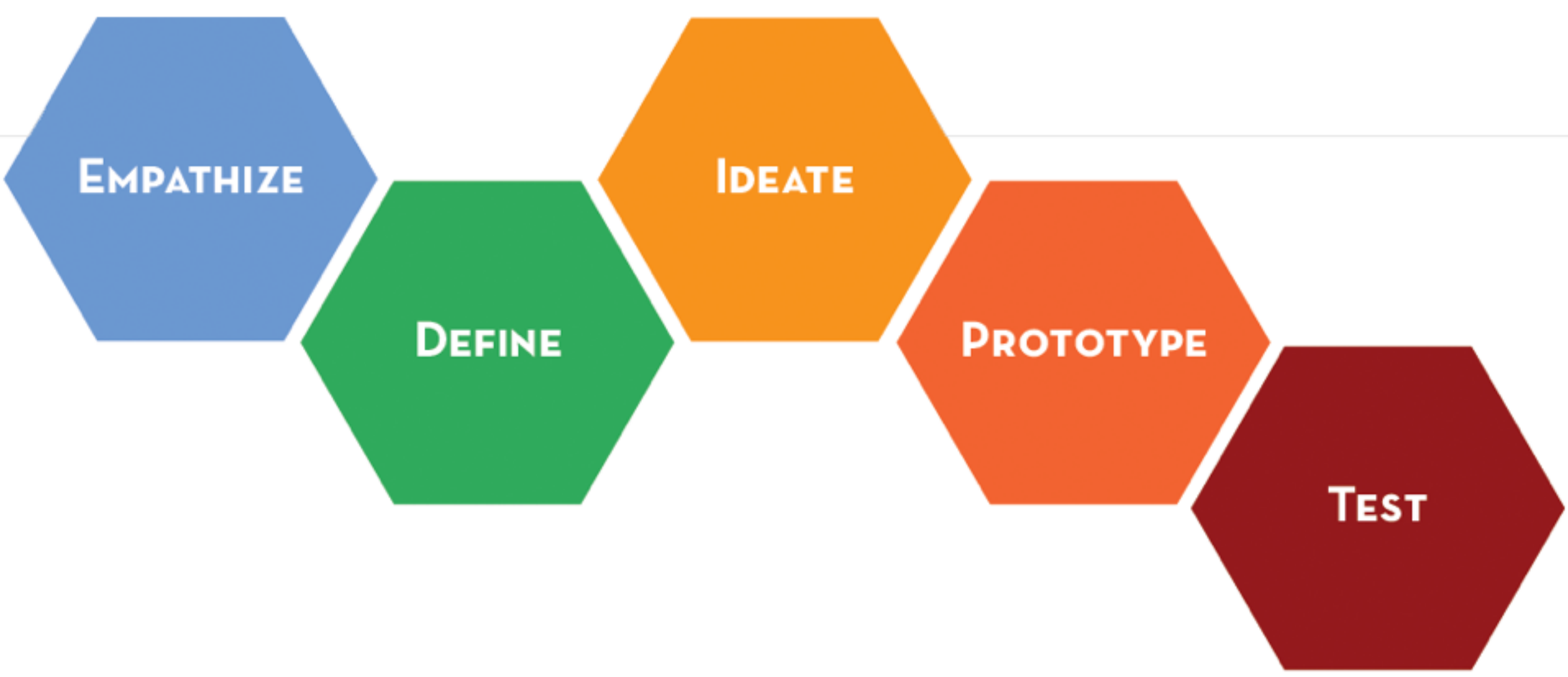
Herbert Simon, in the "Sciences of the Artificial" (MIT Press, 1969)

- Design thinking is, then, always linked to an improved future
- There are no judgments in design thinking!
- Wild ideas are welcome, since these often lead to the most creative solutions!

Everyone is a designer, and design thinking is a way to apply design methodologies to any of life's situations.

Design Thinking Process

empathy for the context of a problem,
creativity in the generation of insights and solutions
rationality in analyzing and fitting various solutions to the problem context



Co-creation process

- **session 1 – 27 Sep. 2014**
  @ Waag Society: creative space, Amsterdam

- **session 2 – 25 Oct. 2014**
  @ National Museum of World Cultures, Leiden

- **session 3 – 15 Nov. 2014**
  @ National Museum of World Cultures, Leiden

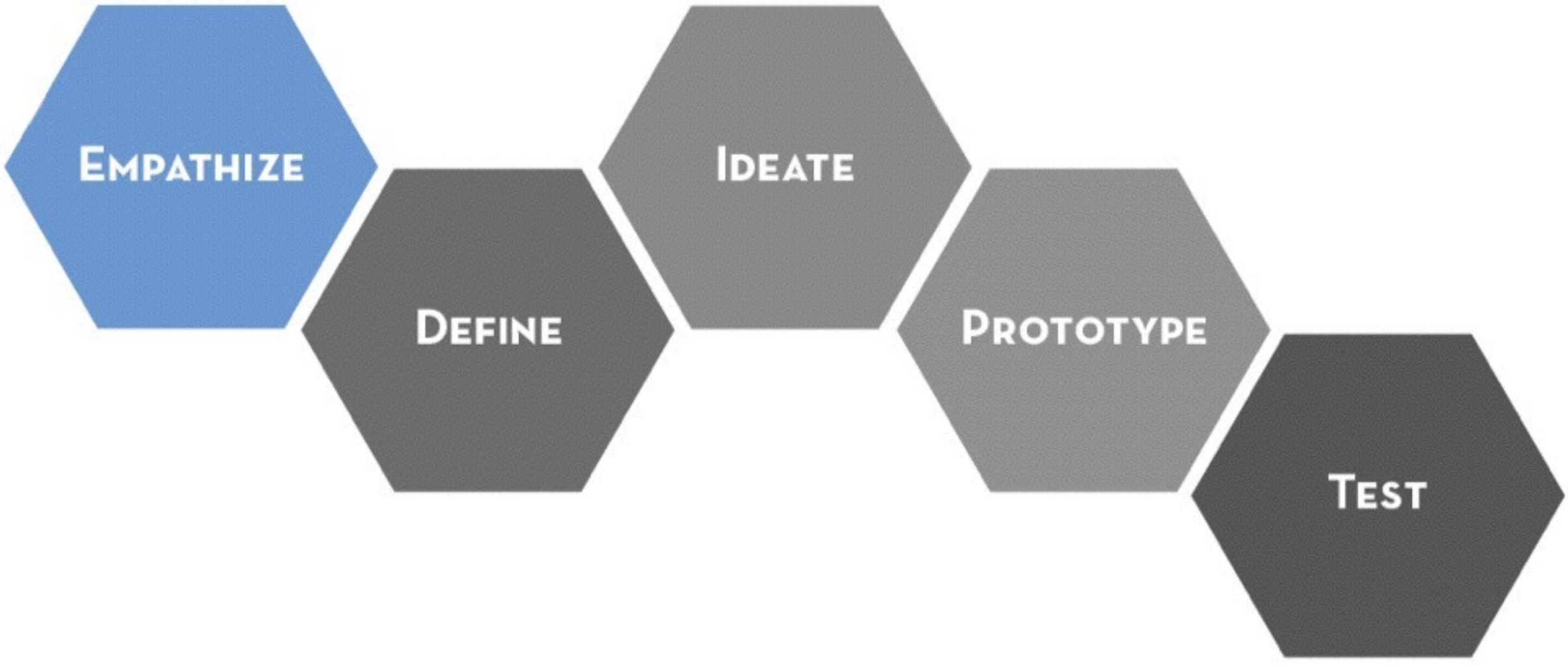
- **'Intervention' – March / April 2015**

Waag Society

MAKE AN OPEN, TRUSTED CREATIVE SPACE

- You are accessible to **ALL stakeholders**
- You foster **collaboration**
- You foster **co-creation**
- You foster **co-ownership**
- You create a **common language**
- You create and implement a **common vision**

"To create meaningful innovations, you need to know your users and care about their lives."



WAARDEN

.. INSPIREREN — NWE DINGEN

INTERACTIVITEIT

• DIALOOG / UITWISSELING

II•• EMOTIE / GERAAKT WORDEN

LAAGDREMPELIG

.. • ZELFREFLECTIE

• VERGROTEN U. BEGRIP / PERSPECTIEVEN

RELEVANTIE

KWALITEIT

WELKOM VOELEN & 'SAFE SPACE'

• • • CONTEXTUALISEREN

TOEGANKELIJKHEID

VERFRISSEND

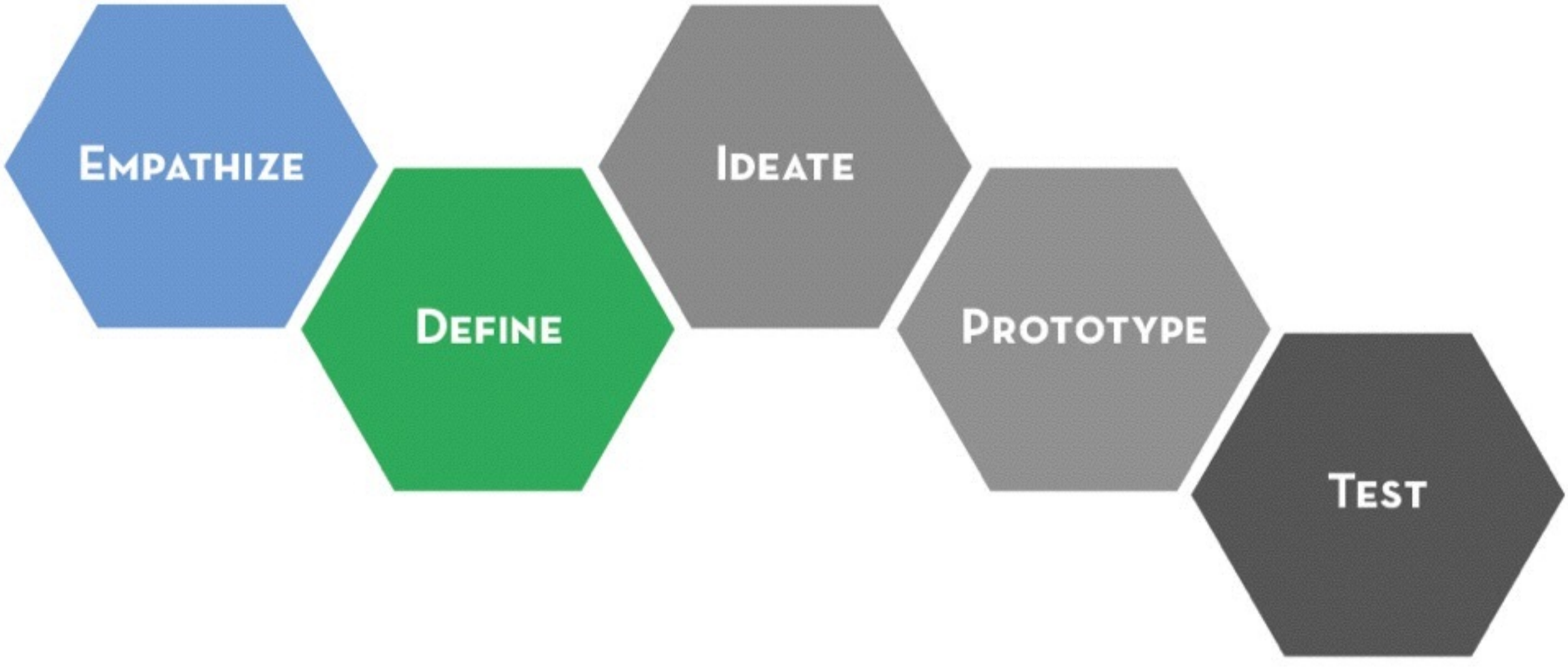
•• HERKENNING / ERKENNING

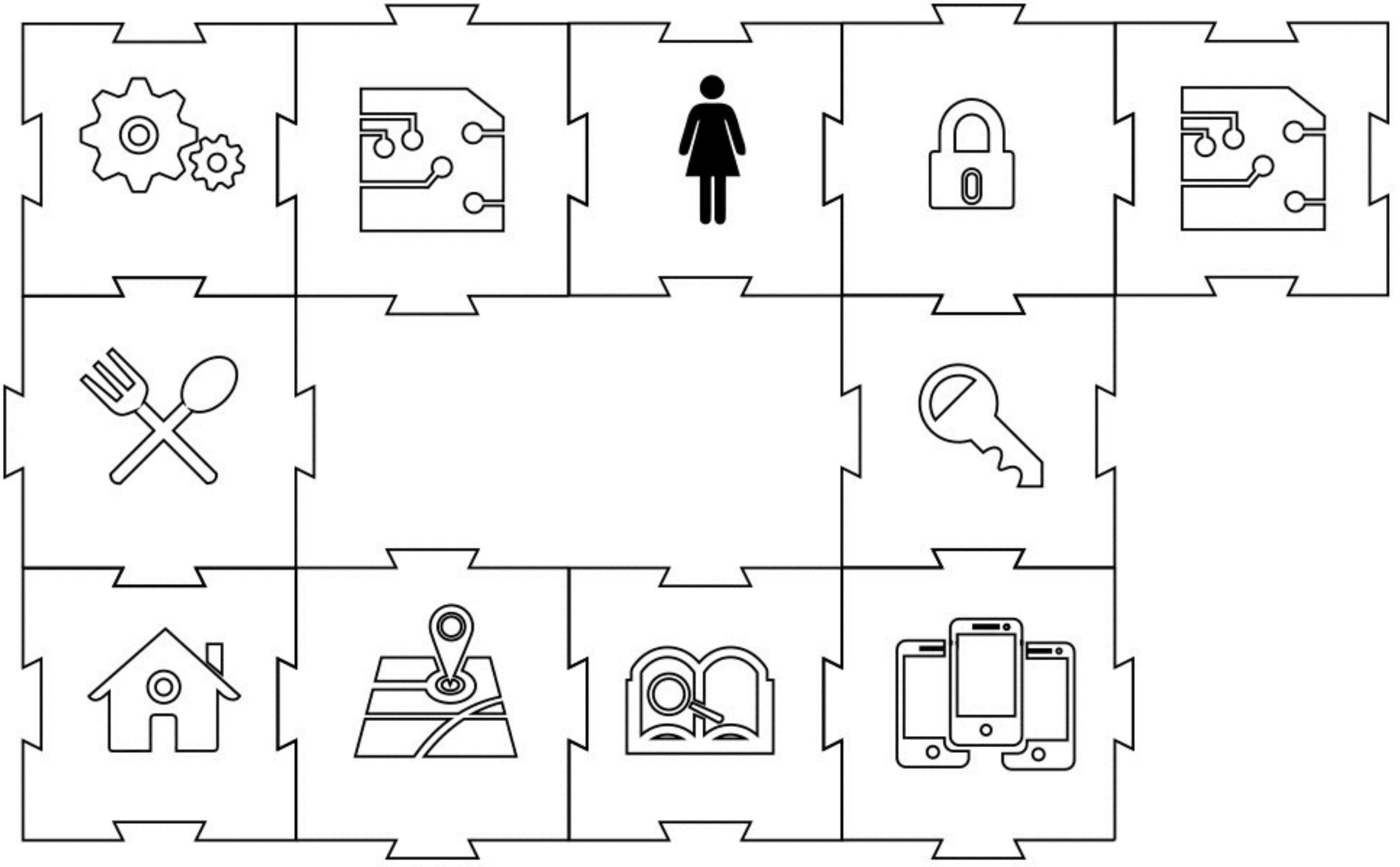
• EERLIJKHEID

INTEGRITEIT

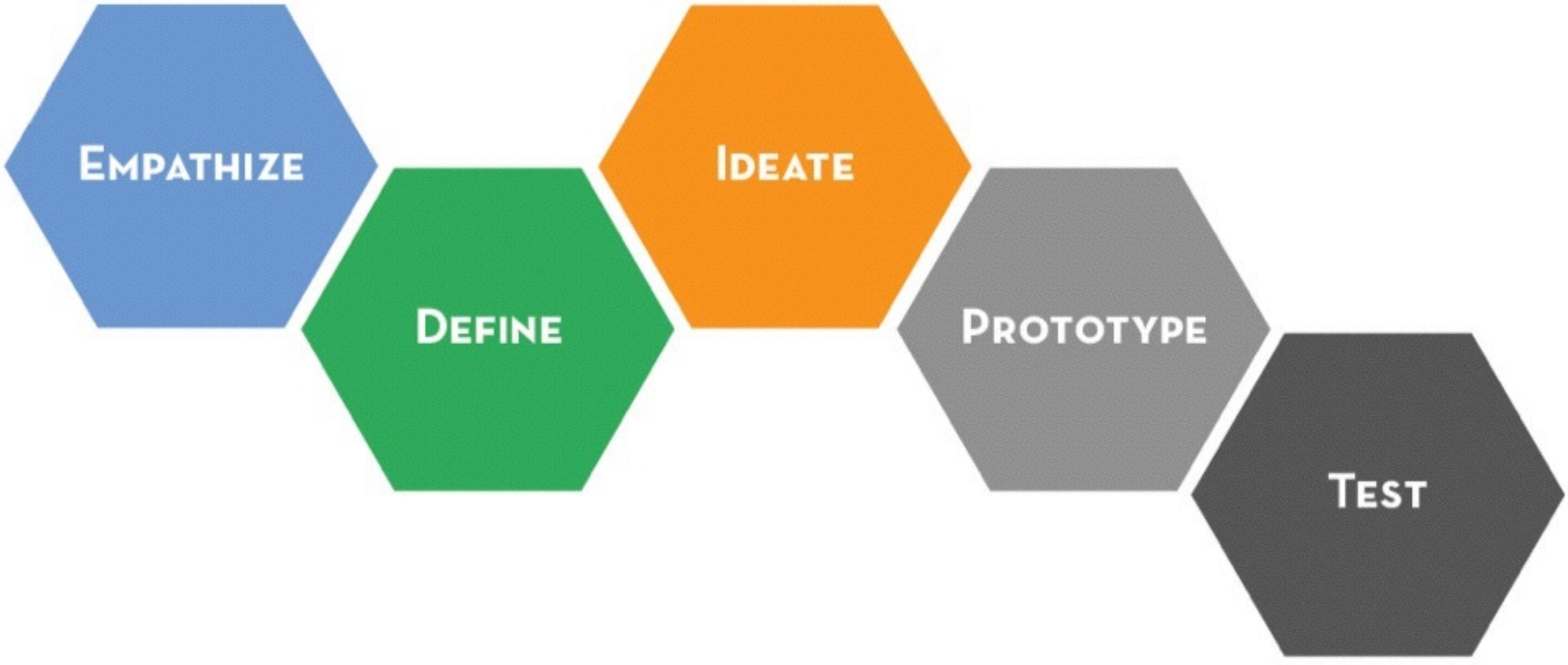
CONFRONTATIE

“Framing the right problem is the only way to create the right solution.”



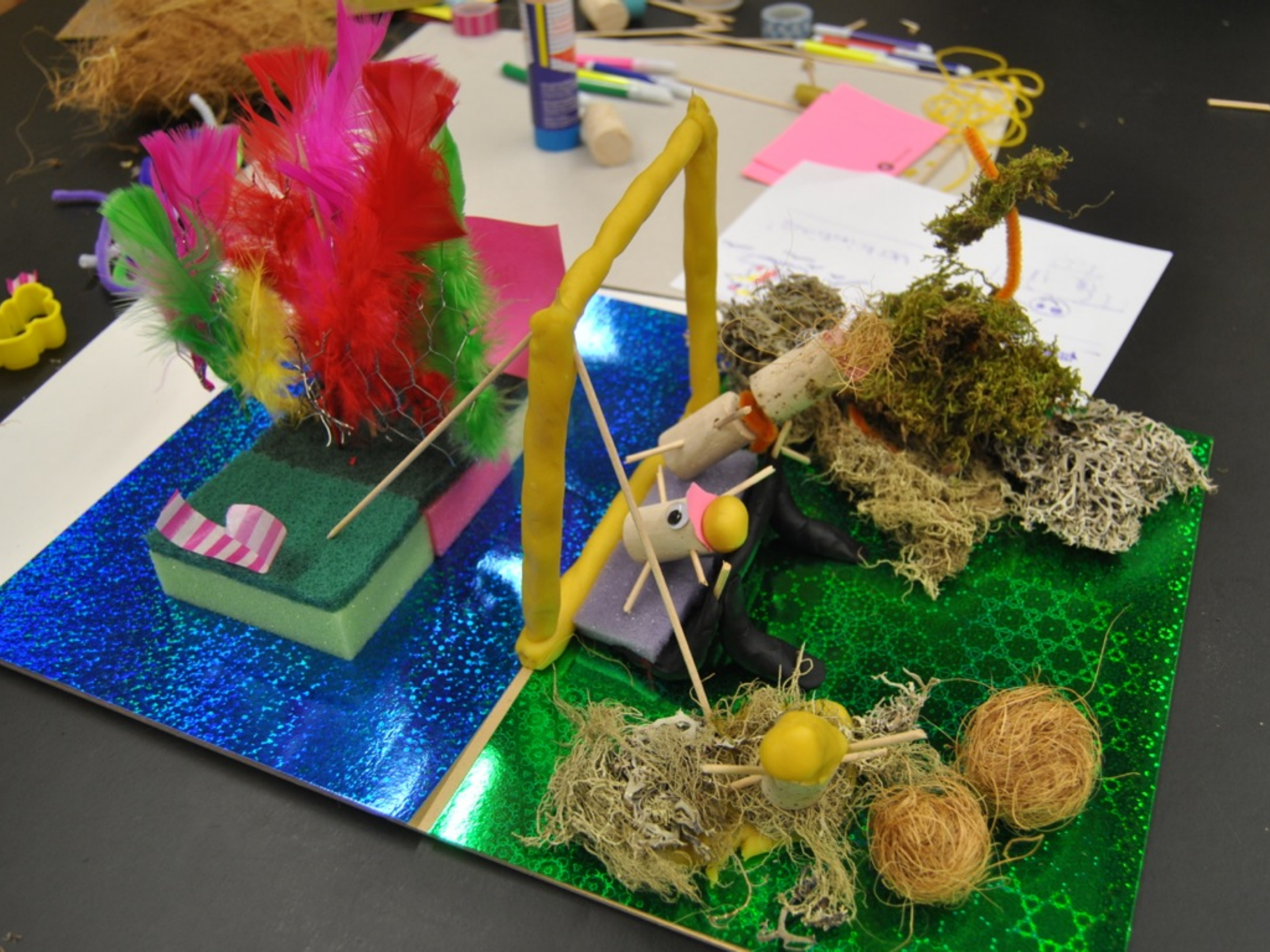


"It's not about coming up with the 'right' idea,
it's about generating the broadest range of possibilities."

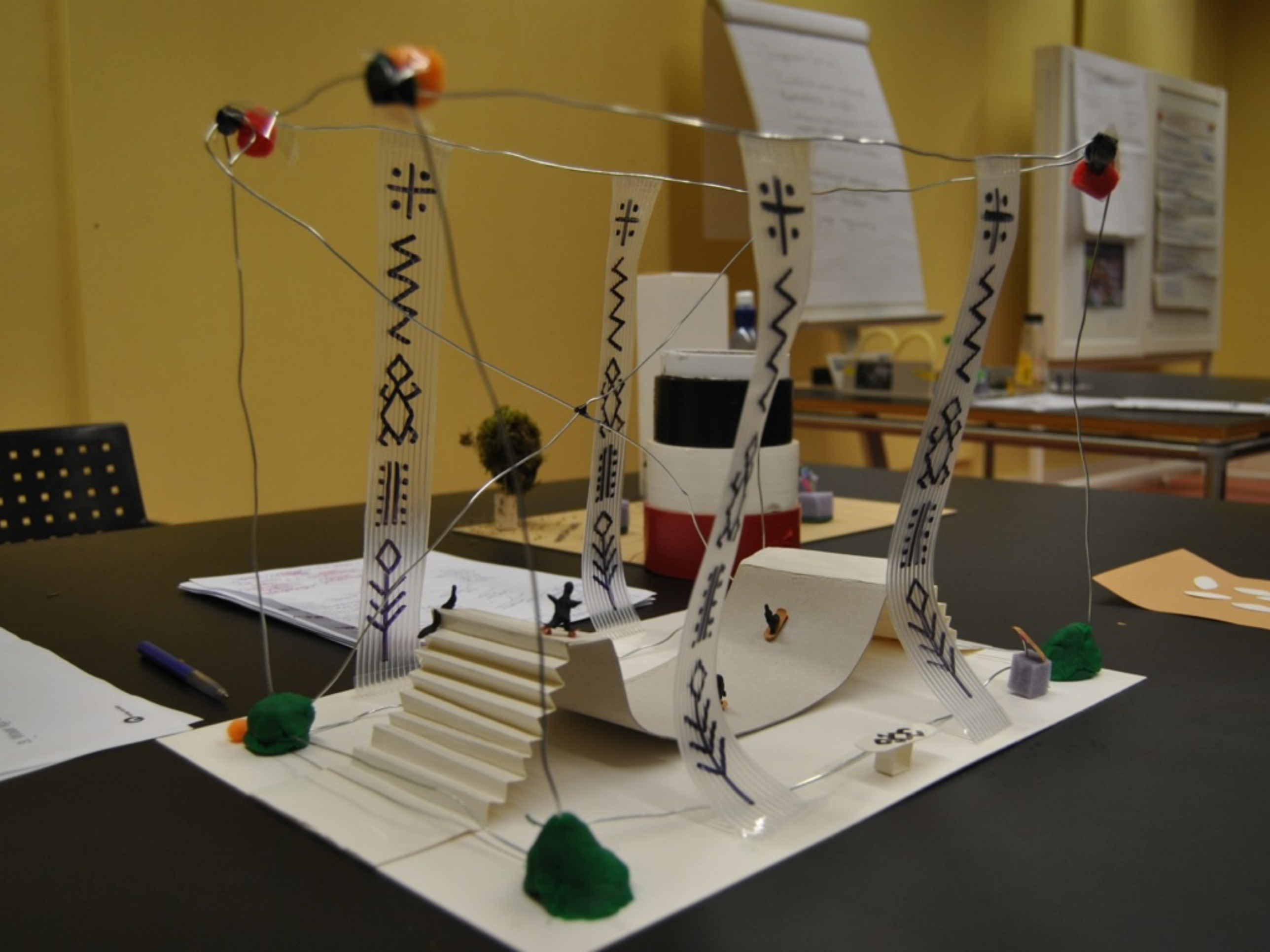


MUSEUM VOLKENKUNDE

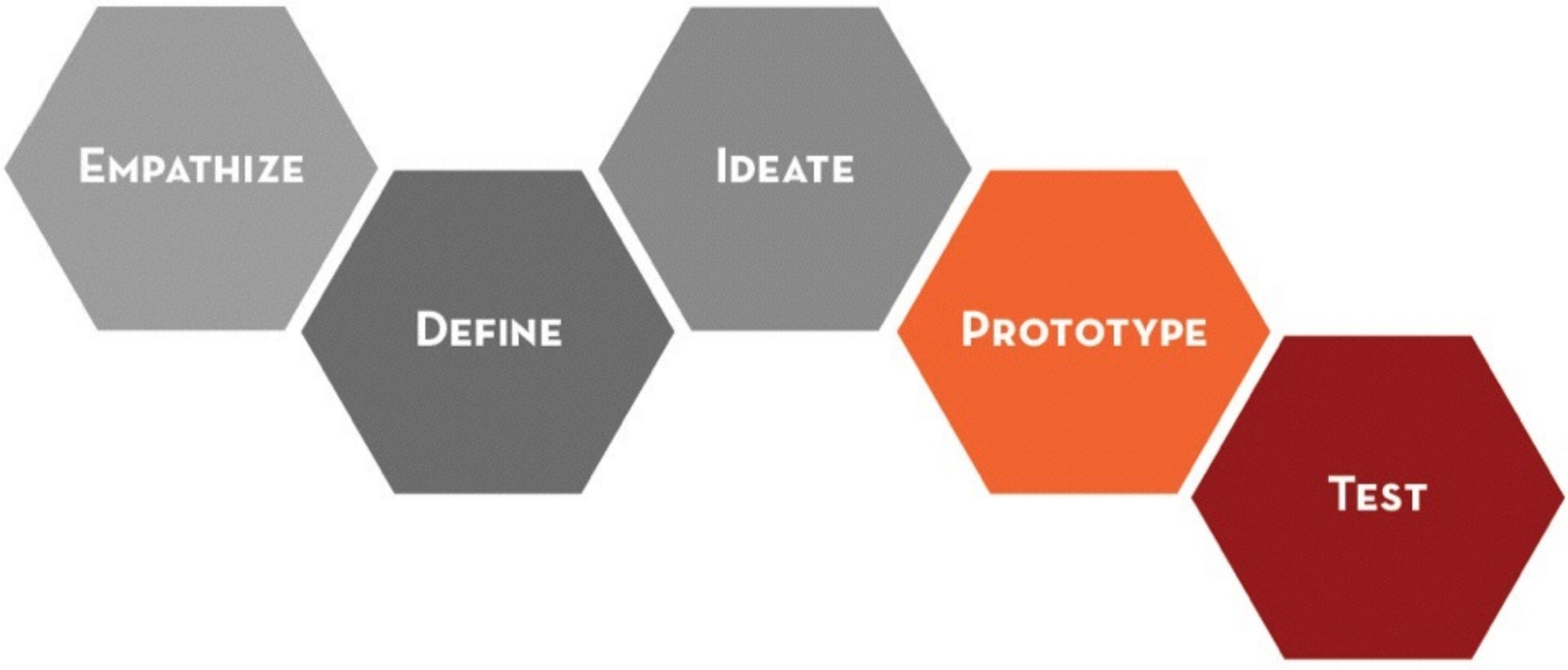
Glitzersteine & Perlen
Strass & Perles
Rhinestones & Pearls
Glitzersteine & Perlen



#decolonizethemuseum
#DTM
#decolonizethe
museum
#DTM
GEISHA
THE TRIBE
TRAIN JE BLIK



“Build to think and test to learn.”



1.
PERSOON

2.
OP ZOEK NAAR ?

3.
HOE KOMT Hij/zij IN CONTACT ?

4.
WAT KOMT Hij/zij DOEN ?

5.
WAT VOOR ACTIES ONDERNEEMT Hij/zij ?

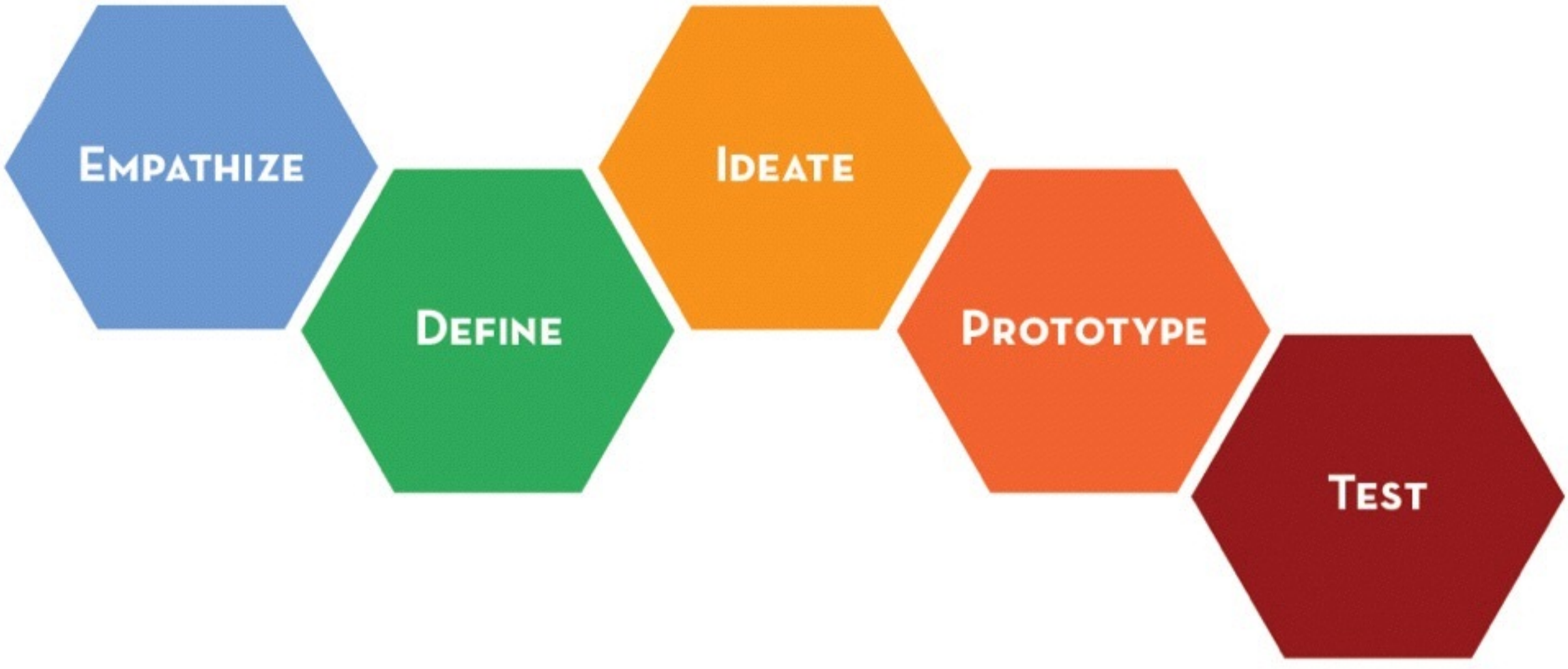
6.
HOE ERVAART Hij/zij HET ?

7.
WAT LAAT Hij/zij ACHTER ?

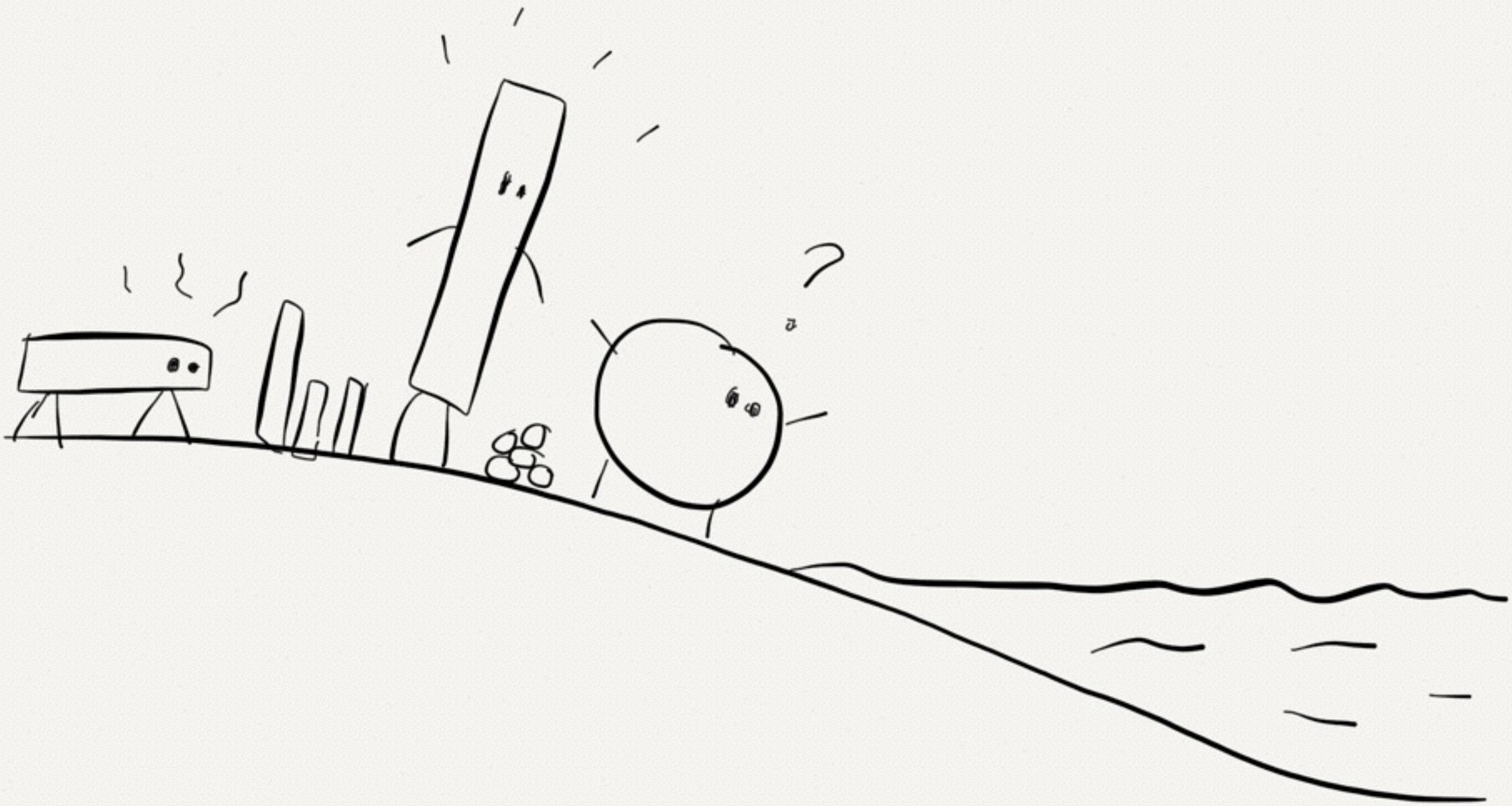
8.
WAT VERANDERT ER ?

"VISITOR journey" CYCLE

“Testing is an opportunity to learn about your solution and your user.”



#deadonizethe museum
#deadonizethe museum
#DTM
"Indonesi
met Neder
van



CONTEXT of CHANGE

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