

## **INSITE | May- Jul 2015**

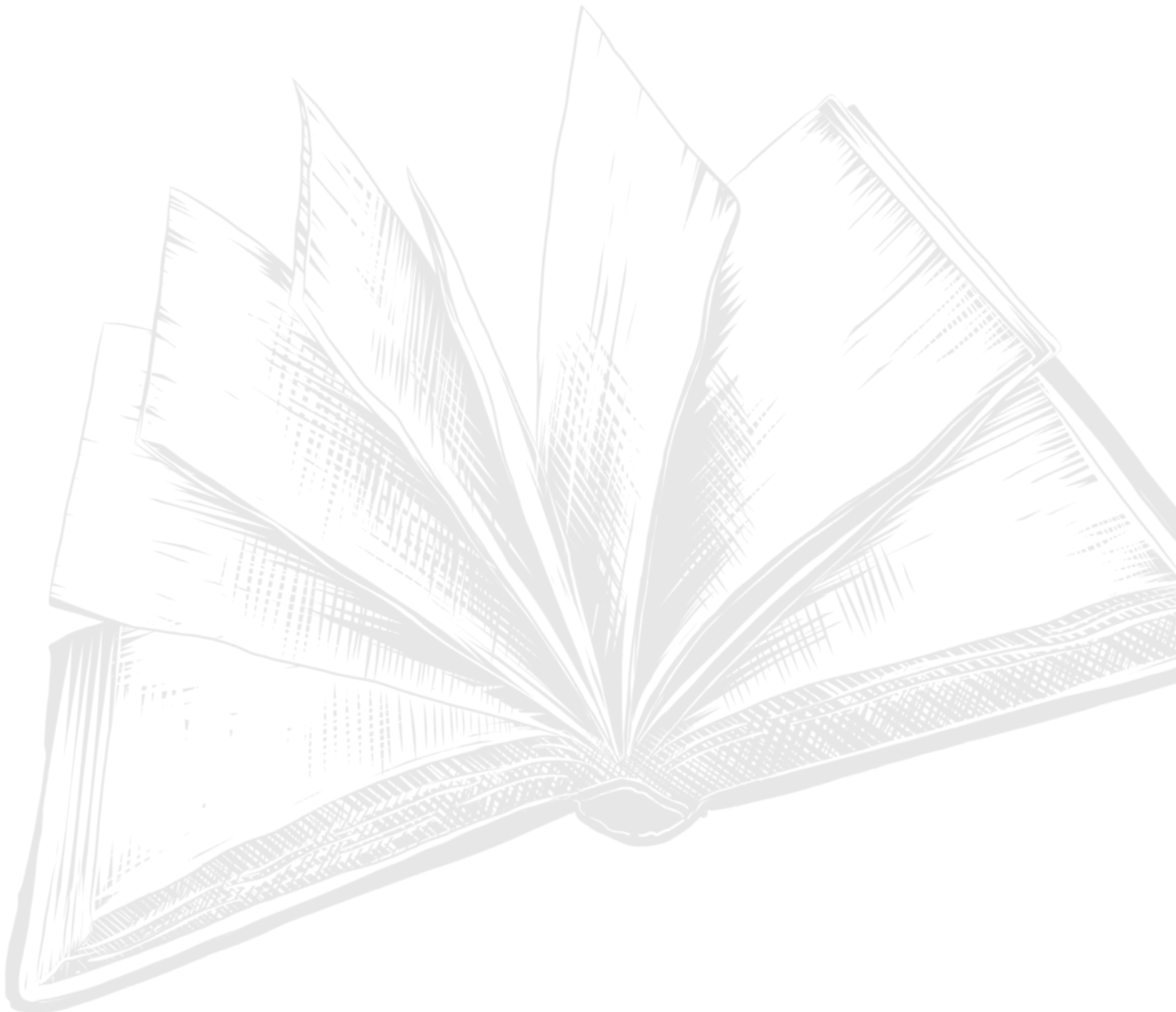
### **Welcoming Museums**

#### **DISCLAIMER**

The information provided here was accurate as of the publication date. It is advisable to verify any alterations in practices or sector opinions. Additionally, some links provided may no longer be accessible.

#### **SUMMARY**

The May-July 2015 Welcoming Museums issue contains articles about the different ways that museums make visitors and collaborators feel welcome. Below is a list of the issue's contents and associated links. To get a copy you can contact our office or via our website.



# CONTENTS

## **Cover:**

Our cover image is of Peta Cook, Senior Curator and Collection Manager at the Jewish Museum of Australia showing a group of visitors through its curatorial areas and library for Open House Melbourne in July 2014.

Paul Bowers (page 2)

### ***The Art of Welcome***

The success and failure of a Museum can be determined by the effectiveness of its visitor welcome. The architecture, floorplan, displays, staff, ticketing, comfort, amenities, retail, public programs, social media and website all have an impact on overall satisfaction and return visitation. Paul Bowers recently revisited museums in the UK and shares observations about what is involved in making visitors feel welcome.

Emily Cormack (page 4)

### ***Making Artists Welcome***

The Fitzroy gallery, Gertrude Contemporary has invited artists to work with three regional art galleries in a unique collaboration. INSITE talked with Curator Emily Cormack about the exhibitions.

An Interview with Gael McIndoe (page 6)

### ***Crossing the Threshold: Youth Audiences at ACMI***

The remit of the Australian Centre for the Moving Image (ACMI) is to celebrate the past, present and future of the moving image and it offers a range of tools to assist visitors to engage with these principles. ACMI's Head of Public & Digital Programs, Gael McIndoe spoke to INSITE and outlined some of the organisation's engagement strategies, particularly for youth audiences.

Belinda Ensor (Page 8)

### ***MA (Vic) Student Volunteer Program***

MA (Vic) has partnered with Deakin University to match ten students with collections in Victoria to enhance their learning. Cathy Mulcahy told Belinda Ensor about her experience during a placement last year at Buda Historic Home in Castlemaine.

Kitty Owens (page 9)

### ***The Dromana Historical Society Permanent Exhibition Redevelopment***

Kitty Owens has been working with Dromana Historical Society in her role as Roving Curator, assisting the Society to re-do their permanent exhibition. Kitty spoke to Jean Rotherham, President of the Dromana Historical Society to find out how they have achieved an inspiring invigoration of their museum.

## **CONTENTS CONT.**

### ***Apps & Online***

#### ***New Media Consortium Horizon Report***

Released in April 2015, the NMC Horizon report looks at emerging trends in museum technology.

[www.nmc.org/publication/nmc-horizon-report-2015-museum-edition/](http://www.nmc.org/publication/nmc-horizon-report-2015-museum-edition/)

#### ***Gluten Free Museum***

Abolishing gluten from famous works of art.

[glutenimage.tumblr.com](http://glutenimage.tumblr.com)

#### ***The Museum Life***

Live internet talk radio about growth and development of museums. Recent shows include discussions from Museums and the Web and MuseumNext conferences.

[www.voiceamerica.com/show/2245/museum-life](http://www.voiceamerica.com/show/2245/museum-life)

#### ***CyArk***

CyArk is an international non-profit making a free, 3D online library of the world's cultural heritage sites before they are lost to natural disasters, destroyed by human aggression or ravaged by the passage of time.

[cyark.org](http://cyark.org)

#### ***App - Shakespeare's Globe 360***

A new app lets you take a tour of Shakespeare's Globe Theatre in London. Users can move around the virtual theatre – getting an actor's eye view from the stage itself.

[shakespearesglobe.com/discovery-space/globe-360](http://shakespearesglobe.com/discovery-space/globe-360)

The items included in Apps & Online are information listings and have not been tested or reviewed by AMaGA Victoria.