Creativity + Activism + Museums
Start Here!

"Using Creative Practice for Effective Museum Activism"
New England Museum Association conference
Wednesday, October 25, 2016, 8:30-10:00
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GETTING YOUR HOUSE IN ORDER

● MASS Action (Museums as a Site of Social Action)  https://www.museumaction.org
  > See “Readiness Assessment” and “Social Action Toolkit”

● Empathetic Museums  http://empatheticmuseum.weebly.com
  > See “Maturity Model”

● Incluseum  https://incluseum.com
  > See “Tools and Publications” on Activism and Self-Examination

● Switch by Chip and Dan Heath
  > book on inspiring institutional change

PRACTICAL STEPS & TRAINING

● Center For Artistic Activism  https://artisticactivism.org
  > Provides training for artists and activists


● Beautiful Trouble: A Toolbox for Revolution  http://beautifultrouble.org
  > book and web toolbox on artistic activism

HIGHLIGHTED PROJECTS & INSPIRATION

1. Gerrymander 5K Race - League of Women Voters
2. Affirmative Fractions App - EquiTABLE
3. Day Without Immigrants - Davis Museum, Wellesley College
4. Arts & Activism Program - Hammer Museum
5. Anti-Food Waste Initiative - Accokeek Foundation
6. Trevor Noah - The Daily Show
7. Crosslines Culture Lab - Asian Pacific American Center
8. Busty Beats Residency - Wellcome Collection
9. Dr. Hinda Mandel [craftivism] - Rochester Institute of Technology
10. Forced From Home - Doctors Without Borders
TRANSFERRABLE IDEAS & TIPS

- Make activism a family affair
- Create emotional connection
- Make the problem visible and tangible in a surprising way
- Collaborate with contemporary artists to make a powerful creative statement
- Frame an issue as moving us towards a positive future rather than fixing a negative problem
- Use comedy to make it easier for people to truly hear you
- Use collections in unexpected ways
- Try pop-ups to get people’s attention
- Collaborate with artists, activists, artist-activists

READINGS

1. *Creativity in Museum Practice* by Rainey Tisdale and Linda Norris
2. *Craftivism: The Art of Craft and Activism* by Betsy Greer
4. “Beyond Neutrality” by Sean Kelly, *Center For the Future of Museums* blog
7. “Should Museums Be Activists?” *Museum Next* blog
8. “At Queens Museum, the Director Is as Political as the Art” by Robin Pogrebin, *New York Times*
9. “MOMA Sees Reputation Boost after Displaying Muslim Artists (DATA)” by Colleen Dilenschneider, *Know Your Own Bone* blog
10. “People Trust Museums More Than Newspapers. Here Is Why that Matters Right Now (DATA)” by Colleen Dilenschneider, *Know Your Own Bone* blog