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RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

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Co-creation strategies: from incidental to transformative

Robin van Westen
Dick van Dijk



waag society



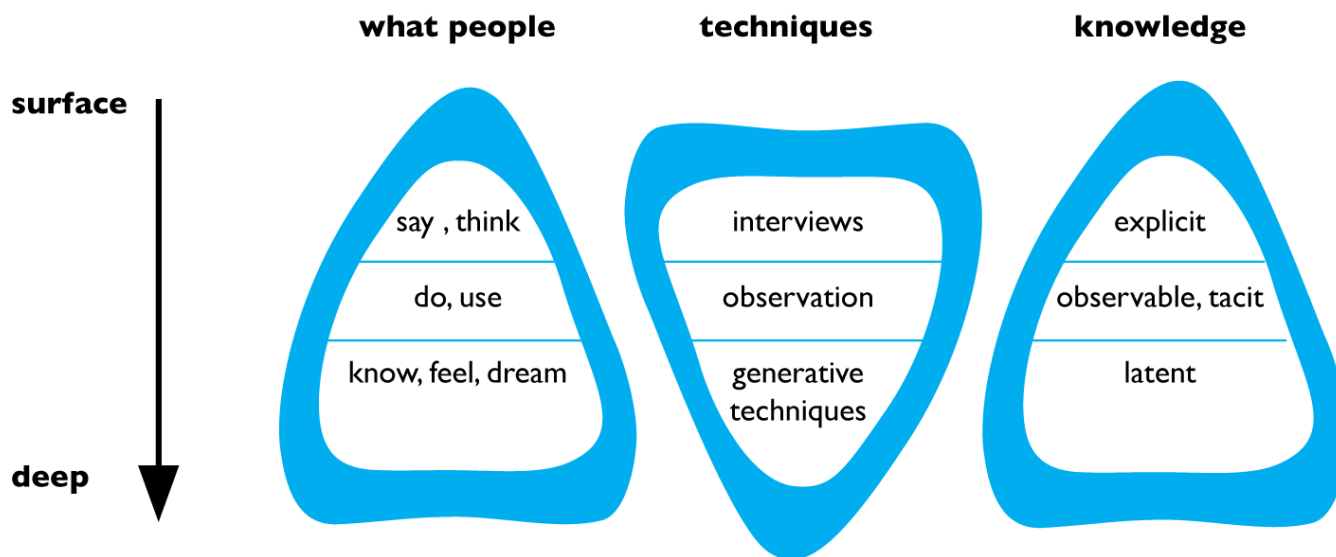
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Co-creation @ Waag Society



Generative techniques



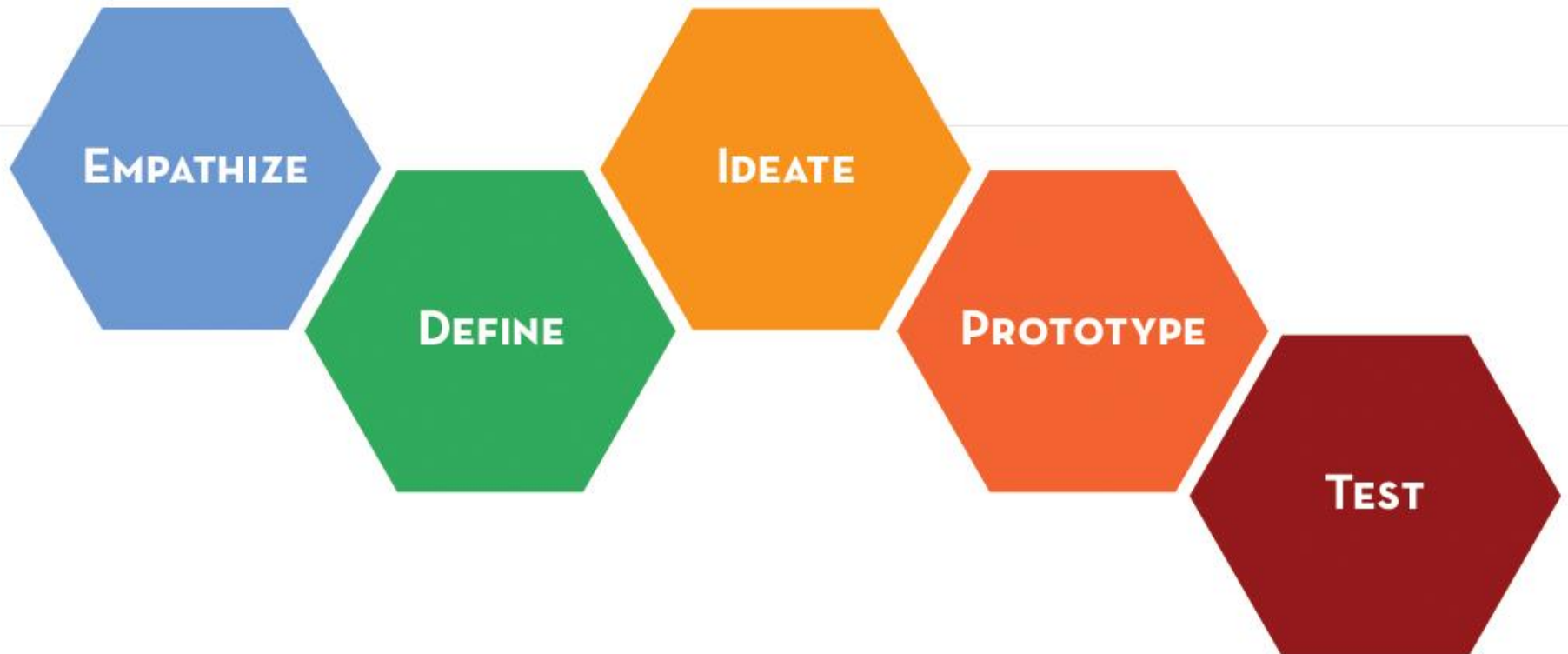


Design thinking process

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





Derby Silk Mill - Re:Make the Museum



Foam - West Side Stories



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World of Charisma shawls

by Ellen Haeser

Geïnspireerd door: Portret van Marie Fargues, echtgenote van de kunstenaar, in Turks...

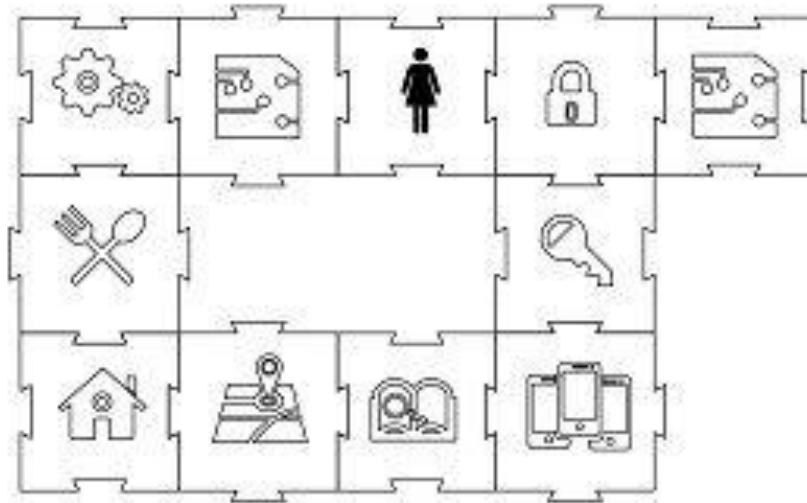


Air Balloon House

by Gabriel Mello and Fabiano Silva

Geïnspireerd door: Luchtballon in de vorm van een huis, 1783





Session 1

Museum of World Cultures - Intervention



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Session 2

Museum of World Cultures - Intervention



Session 3

Museum of World Cultures - Intervention

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75FOLLOWERS
103LIKES
1

DecolonizeTheMuseum

@Decolonizemusea

A critical community's collective cause to decolonize Dutch ethnographic museums. Initiators: @Lazeefuik, @HodanWarsame & @_Anangrystudent
#DecolonizeTheMuseum

Amsterdam, the Netherlands

 Tweet to DecolonizeTheMu...

1 Follower you know



Tweets

Tweets & replies

 Pinned Tweet



DecolonizeTheMuseum @Decolonizemusea · Oct 3

Sat. Oct. 10: Brainstorm session nr3. Wings: Africa + Suriname and Antilles. We start at 12h. To join the conversation:
#DecolonizeTheMuseum



3



2



 DecolonizeTheMuseum Retweeted



Nicky Reeves @ReevesNicky · Oct 10

#DecolonizeTheMuseum show how it's done: read the labels, consider the objects, ask yourself: what is missing here? What has been silenced?



6



4



 DecolonizeTheMuseum Retweeted

Karimah Ashadu @KarimahAshadu · Oct 10

Museum of World Cultures - #Decolonizethemuseum



Recommendations (1)

- ❑ Encourage co-creative processes in order to build **open, responsive and creative institutions** in the light of current and future demographic changes;
- ❑ Involve cultural heritage professionals **at all levels** of the organisation to ensure a systemic change;
- ❑ Co-creative projects are unpredictable, difficult to measure, often involving small groups of participants. **Analytical tools** need to be developed that capture the impact of small-scale projects that are process-oriented, long-term and creative in nature;





Recommendations (2)

- ❑ Co-creation is not an easy process and heritage institutions can't be expected to 'do it all' and do it 'now'. **Strategic partnerships** are crucial. Future CH professionals and current mediators need to be trained to guide these types of projects;
- ❑ Facilitate adoption of novel practices, aim at the creation of a **do-it-yourself approach** and **learning community** that shares experiences and learns from each other, grows and develops over time, inspired by concurrent developments.





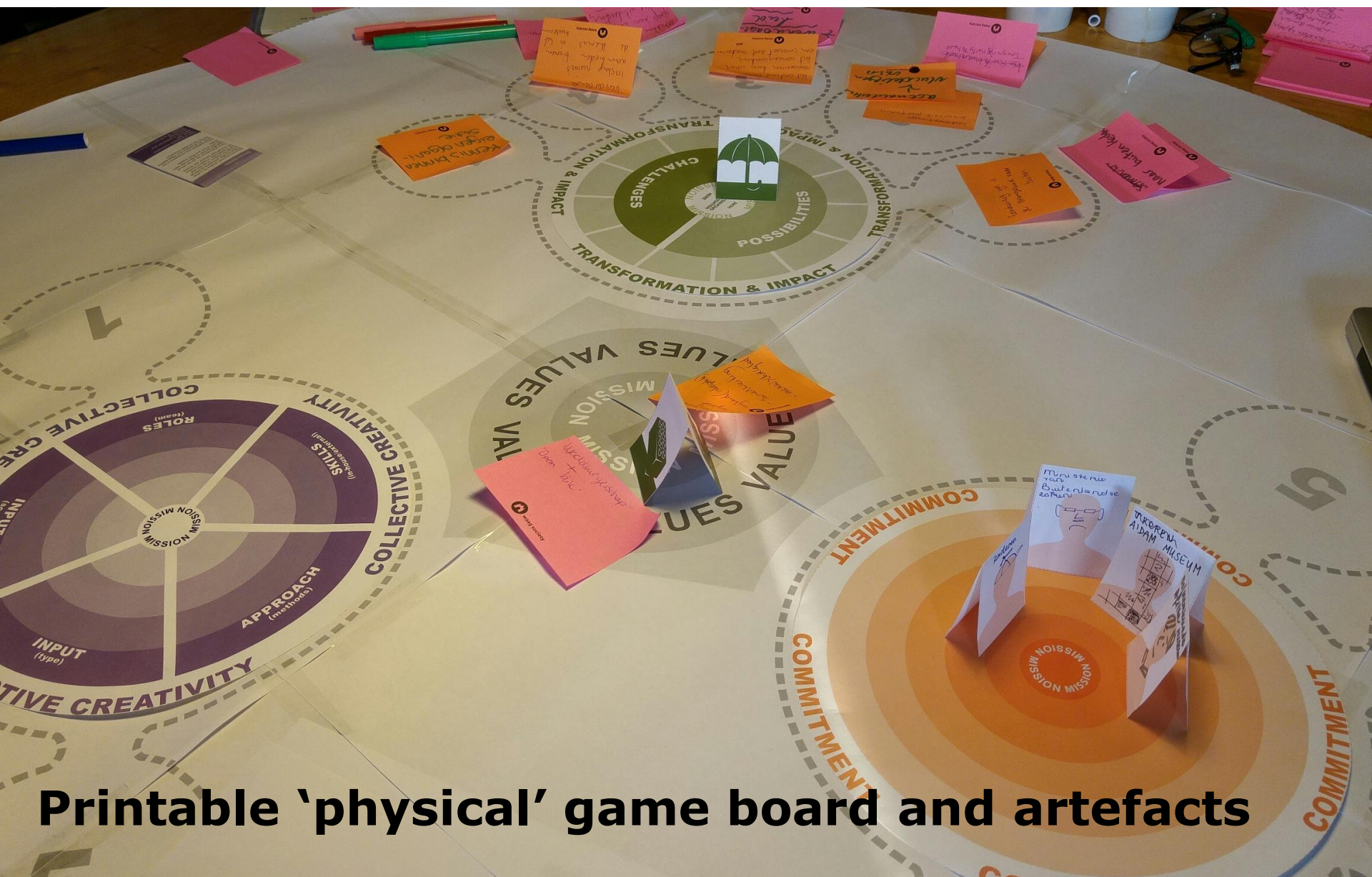
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Toolkit for co-creation practices



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Printable 'physical' game board and artefacts



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1st Evaluation Reinwardt Academy



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