

22. – 25. September 2019
IATM – Sustainable Museums

Verkehrs
Museum
Dresden

Was dich bewegt



Museum on wheels

Reaching out to the audience and building up relationships


23.09.2019

Gabriele Manke – Transport Museum Dresden



Content

1. The „Museumsmobil“
idea, car and format of the outreach program
2. The participating groups
the schools and their expectations
3. Evaluation
4. Outlook



1. The „Museumsmobil“
idea, car and format
of the outreach program

The „Museums mobil“ idea of the outreach program



Idea

- method to engage with a wider audience
- creating connections to everyday and real life
- mobile understanding of an apparently static institution
- reducing inhibitions and prejudices
- building up long-lasting and sustainable relationships

→ active and flexible format



The „Museums mobil“ car and format of the outreach program



Car

- Barkas B 1000 (1976), company car for 18 years
- piece of collection and used for special events
- „Museums mobil“ since 2018
- equipped with an individually manufactured motorbike with a 2-stroke engine

→ subject focus is engine / drive technology



The „Museumsmobil“ car and format of the outreach program

Format (2019)

- target groups are schools, more precise secondary schools
- step 1: two employees of the museum go to the school and run a workshop to an individually prepared topic (approx. 3 hours, for free)
- step 2: at least one class of the school comes to the museum and participate in an education program (approx. 1 – 1 ½ hours, fee for entrance and guided tour)



Bewerbung

Datum *

23.09.2019



Uhrzeit *

10



Welche Themenfelder sollen wir mit euch bearbeiten?

- Straßenverkehr Luftfahrt Schifffahrt Eisenbahn



Beschreibt kurz, warum wir zu euch kommen sollen.



Liebes Verkehrsmuseum,



wir möchten, dass ihr zu uns kommt, weil ...



2. The participating groups *the schools and their expectations*

The participating groups

Schools (2019)

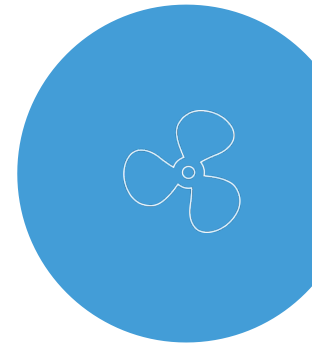
- 3x preschool groups
- 6x elementary school groups (1. – 4. grade)
- 2x secondary school groups (5. – 9. grade)

→ most of the teacher did not come with their classes to the transport museum before



The participating groups

	expectations and backgrounds of the requests	specific topics
preschool	<ul style="list-style-type: none"> •involvement in events like school festivals •chance for more than one group to participate 	<ul style="list-style-type: none"> •vehicles and mobility in general
elementary school	<ul style="list-style-type: none"> •involvement in events like school festivals •chance for secluded village schools to participate in cultural programs •connection to the current curriculum •chance for more than one class to participate 	<ul style="list-style-type: none"> •safety and behaviour in road traffic
secondary school	<ul style="list-style-type: none"> •connection to the current curriculum •chance for more than one class to participate 	<ul style="list-style-type: none"> •engine / drive technology •social and ecological aspects of transport



The participating groups

Two very general conclusions:

→ teachers of preschools and elementary schools had more interest in the educational outreach program in general (practical, new input in general, entertainment factor)

→ teachers of secondary schools had more interest in connections to the curriculum and wished for specific contents



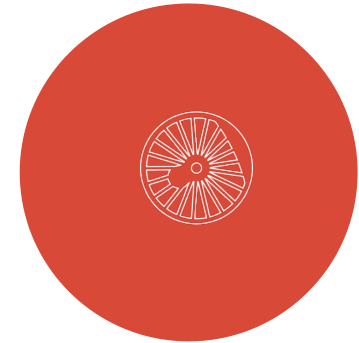


3. Evaluation

Evaluation

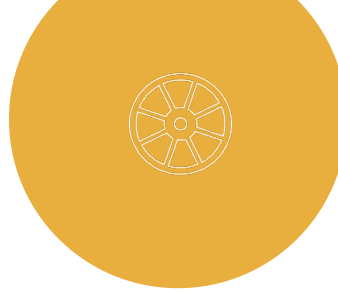
Preparation of a questionnaire:

- reasons for participation
- expectations vs. reality
- further visits in the museum
- extend of information for the application





4. Outlook



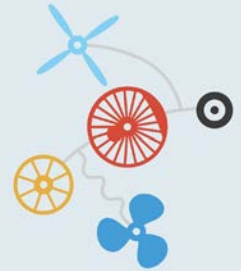
Outlook

- reaching the secondary school
→ offering more specific educational concepts, based on the curriculum
- future possible target group
→ seniors / elderly people
→ inclusion groups
- How far can we go?



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Thank you for your attention!

