



Museum Publics: Knowledge Through Pleasure

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MTC
Museu dos Transportes
e Comunicações

Mission

To improve and publicise knowledge on the role of transport and communications in the evolution of modern society.
To promote the memory of the place



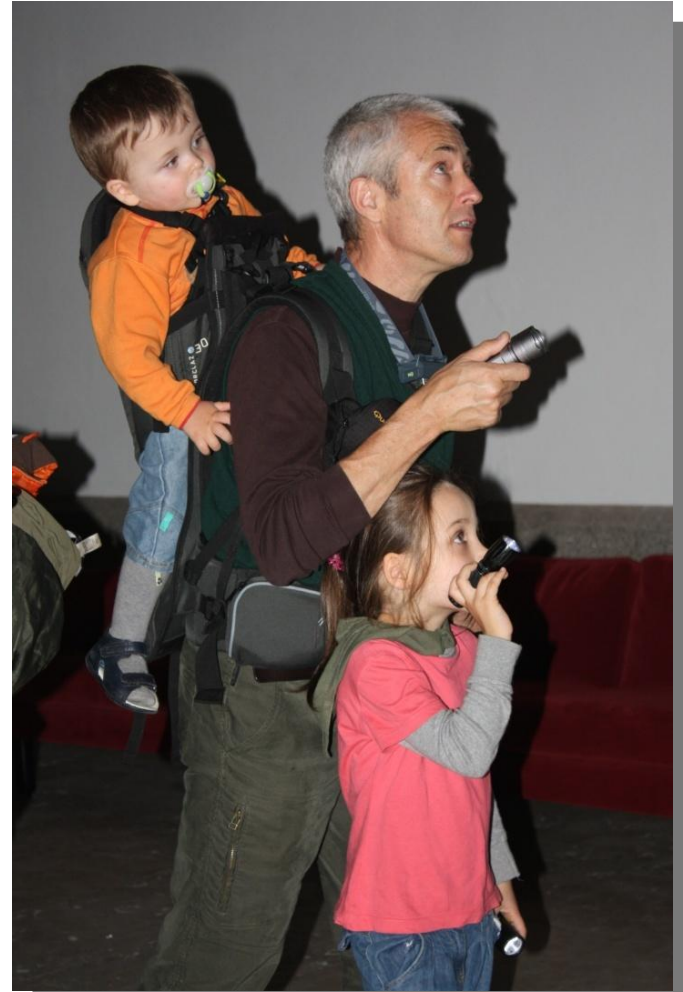
The New Customs House of Porto | © AMTC Archive

CHANGING MUSEUM PRIORITIES IN A CHANGING WORLD

BEFORE	NOW
Past time	Past, present and future time (Michel Foucault perspective: museum as an "heterotopia" able to join in a unique space, several times and spaces)
Inventory/ preservation/ exhibition	Inventory/ preservation/ exhibition + Relationship with the Public
Objects description	Objects questioning/ encouraging a reflective attitude
Museum Guide as a reproducer of a narrative	Museum Guide as a Mediator/ an active listener

BEFORE	NOW
Formal Visit / Formal Education	Non Formal or Informal Education and Lifelong Learning
"Ears - on"	"Hands - Minds - Hearts - on" Balance between learning and pleasure Engadgement with the Public
Knowledge reproduction	Invitation to construct their own knowledge
Museum teams working isolated	Team work involving all the museum since the beginning of projects

**DIFFERENT PUBLICS
=
DIFFERENT
MEDIATION STRATEGIES**





Group visits:
schools, local associations,
seniors, disabled people

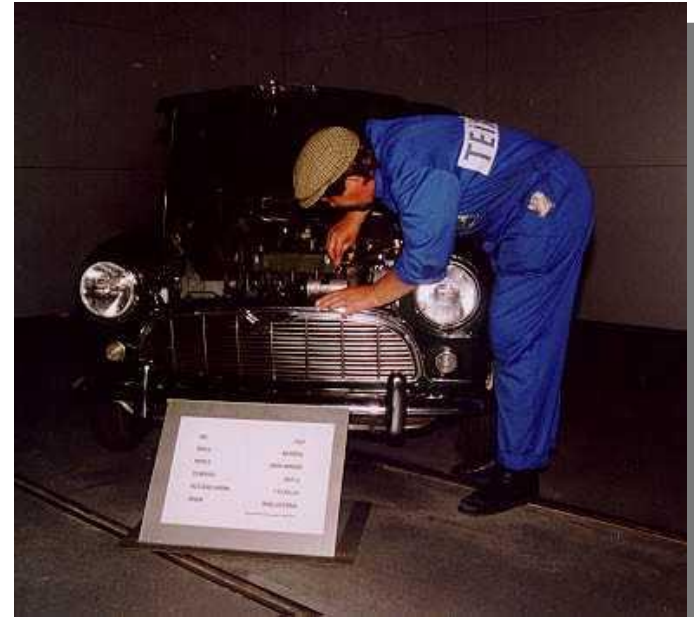




Workshops with different
groups
(Television, Science, Braille)



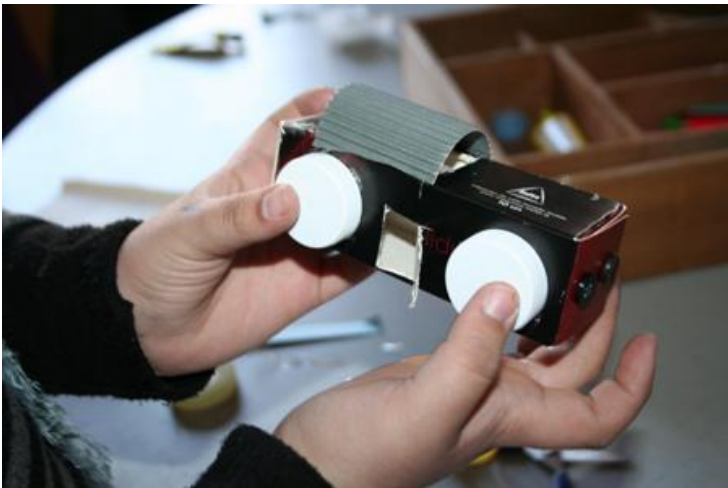
Dramatised visits and Special celebrations (International Museums Day, European Museums Night, Christmas Celebration)



Family activities,
birthday parties,
peddy-papers



Workshops on Holidays



EMPOWER THE PUBLIC

“(...) is the speech that we adress to the public and their reflective appropriation that makes them exactly as public: unfamiliar that become less unfamiliar through circulation, mediation and appropriation.”

João Teixeira Lopes, 2006



International Recognition

EMYA nomination 2014 “The Transport and Communications Museum has been nominated by the European Museum of the Year Award Judging panel for its noteworthy achievement in raising the public quality of the museum”



Honours Mention conferred to COMUNICAR by the 5th Prize Ibero-American of Education and Museums 2014



Facing Recent Social Challenges

- Tourism increasing
- Population ageing
- Unemployment (cultural access problems)
- Multicultural communities
- New learning methods – multitaskin
- Constant changing in communication technologies

Museums should be more...

- Open
- Sensitive
- Democratic
- Communicative
- Relevant and rewardind for Public



Thank you all!

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Find us



Information resources

- Bourdieu, Pierre (1989), O poder simbólico, Difel, Lisboa
- Hooper-Greenhill, Eilean (1998), *Los museos y sus visitantes*, Ediciones Trea, Gijón
- Lopes, João Teixeira (2006), *Os estranhos no museu, in Viajar com o Museu – Diário de Viagem*, Museu dos Transportes e Comunicações, Porto