



Industrial heritage for the community.
Building networks around your museum and collection.

MIAT?

- Museum about Industry, Labour and Textile
- Ghent Belgium
- Textile industry
- Cotton spinning mill
- MIAT FACTORY



Industrial heritage collection

Objects

Film collection

Postcard collection

Oral history collection

Digital collection

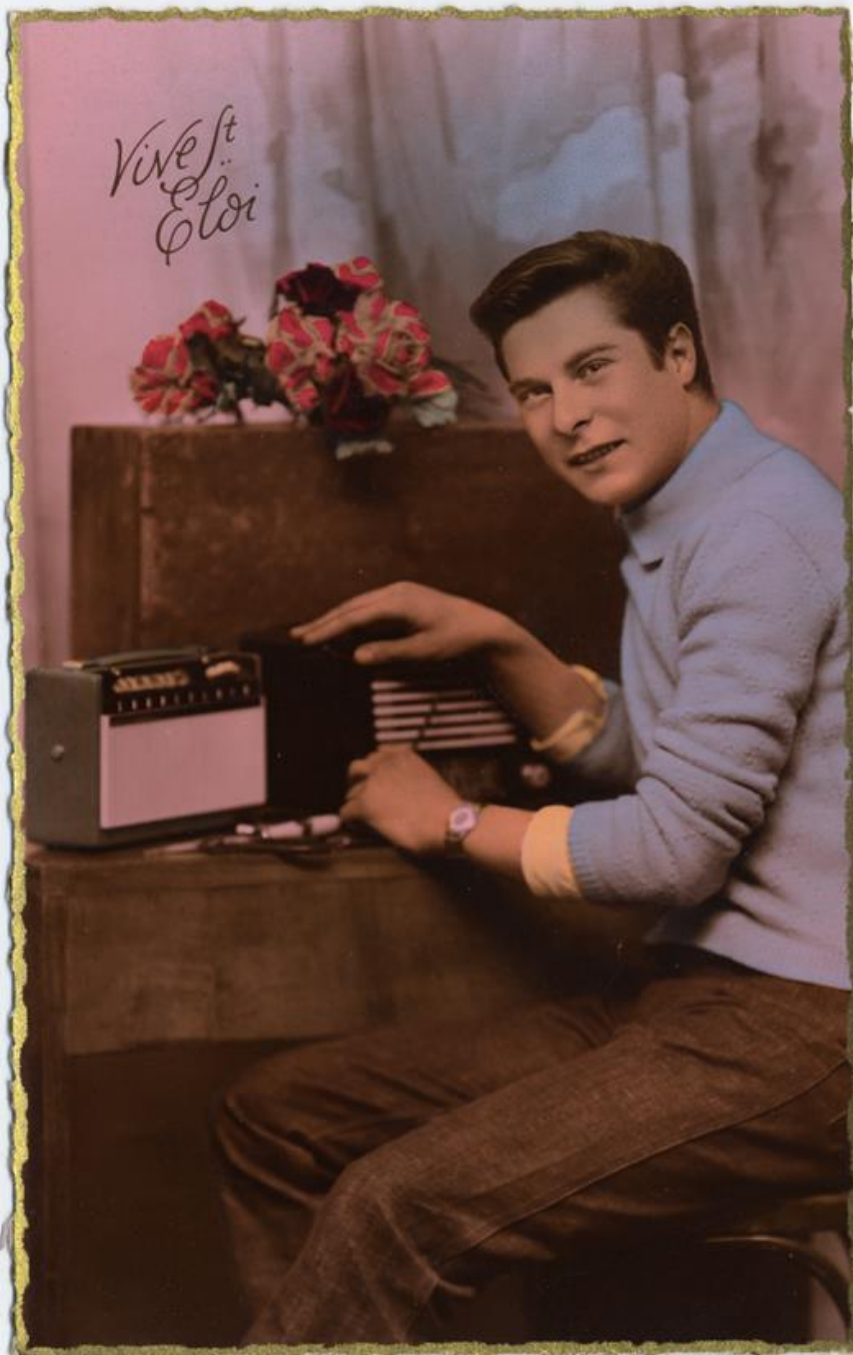
Archives

Iconographic collection

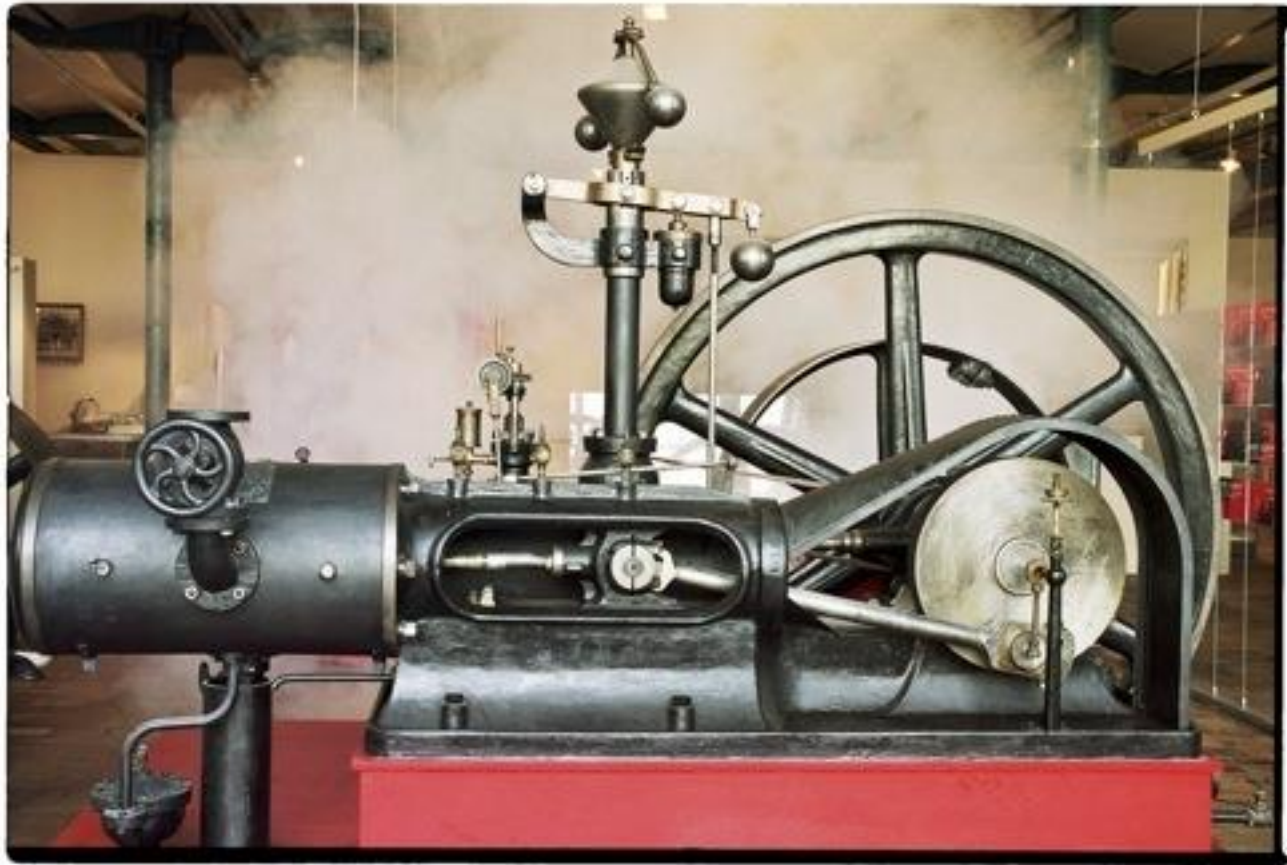












MIAT MUSEUM

Permanent exhibition: 1750 – today

Historical printing department

Historical textile department

Temporary exhibitions







ETEN IS GEZOND

Maak je de volgende... Het is niet zo moeilijk om gezond te eten. Het belangrijkste is om te kiezen voor producten die van nature gezond zijn. Kies voor producten die van nature gezond zijn. Kies voor producten die van nature gezond zijn.



LICHAAMSLENGTE VAN BELGISCHE REKRUTEN EN STUDENTEN (1914-2014)



AAN TAFEL





THE PARTICIPATORY MUSEUM

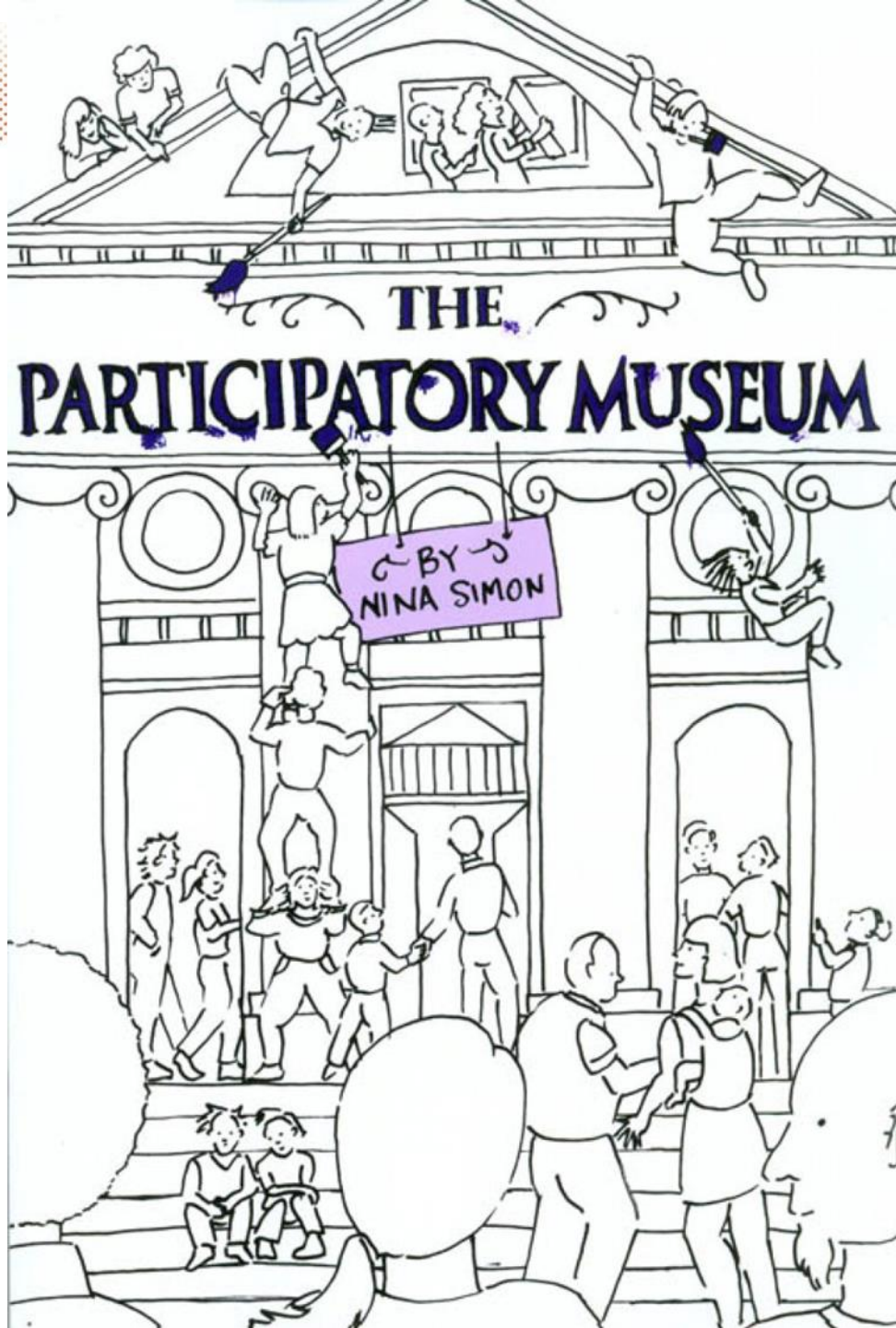
“a practical guide to working with community members and visitors to make cultural institutions more dynamic, relevant, essential places.”

Nina Simon

www.participatorymuseum.org

- Create networks through public participation
- Break outside the museum walls!





PROJECT 1: CROWDFUNDING

Restore a collection item by a creative crowdfunding campaign.

Take care of your collection by engaging your audience and create a network.





Adopt a piece of painting!

Objective: collect € 3000

Painting divided into 300 pieces of € 10

‘Little Master’: 1 piece

‘Great master’: 5 pieces



Return

Little master:

Proud owner of 1 piece of the painting

Digital certificate

Museum ticket

Name on a plate by the painting in the museum

Ceremonial unveiling

Great Master:

+ Picture in front of the painting by photographer Michiel

Hendryckx



Results?

Community building!

132 donors

65 little masters

67 great masters

€ 4.120

+ press articles

+ virtual network by social media: Facebook, Twitter





Roel Daenen @RoelDae... 136d
@MIATGent pakt #crowdfunding erg creatief aan. Adopteer een stukje van het schilderij bit.ly/1dBR7FN @faronet

Open



Erfgoed Kortrijk retweeted **MIAT Museum Gent** @... 139d
Help mee het geheugen van #gent te bewaren. Adopteer een stukje van dit reuzegrote schilderij. bit.ly/K1AV44 pic.twitter.com/1KbFbpGBYY



Open



Publiek Centraal @publiekcentraal

#Crowdfunding @MIATGent heeft al 2/3 van som opgehaald voor restauratie reuzegroot schilderij bit.ly/1n2QAfQ

10:59am · 3 Feb 2014 · TweetDeck



Publiek Centraal @publiekcentraal

Vlaams museum doet aan #crowdfunding. Eindelijk! MT @MIATGent: Adopteer stukje van dit reuzegrote schilderij bit.ly/K1AV44

10:07pm · 15 Jan 2014 · Twitter for iPad

1 RETWEET 1 FA



Nathalie Blomme @NBI... 132d
Mooi initiatief - Adopteer een stukje schilderij en help het verleden van de stad te bewaren #gent @MIATGent miat.gent.be/nl/adopteer-ee...

Open











PROJECT 2: INDUSTRIAL HERITAGE IN THE PUBLIC SPACE

Place collection items back 'in situ'.

Involve the neighbors and work out a project.





Urban development: creation of a new park

Former textile factory

Integration of a steam turbine in the public space

School project about the history of the site





Involve the neighbours!

Picnic clothes, designed by schools in the museum

Finished by a local sewing club

Used by schools, neighbours, community work





PROJECT 3: INDUSTRIAL HERITAGE WALK

Increase support for industrial heritage in your city.

Create a walk along industrial remains.





Industrial heritage tourism!

A tourist walk along the industrial heritage in Ghent

Creation of a map + app

Partners: Department of Tourism of the city, Department of Monuments and Architecture





PROJECT 4: CREATE MUSEUM NETWORKS

Bring your colleagues together!





Unite museums in a network!

Coordination of two focus groups: textiles and printing

Members: museums, private collectors and educational institutions

Regular meetings to exchange knowledge

Joint events and promotion



www.miat.gent.be

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