**VIZ Workshop, December 6, 2010**

**Have Object: Make a Museum!**

with Laurel Bradley and Steve Boyd-Smith

**The Exercise:**

Taking cues from the single object provided, create the core installation of your museum.

Unleash the meanings of this single object by:

1. identifying a story or set of stories (context)
2. articulate those stories through selected objects (collection development)
3. organize the museum spatially (installation design)
4. and deliver the content through interpretive materials (verbal texts; audio; web-based presentations; new media; performance).

Each team has **two hours** to complete the following tasks:

1. Define the Museum: What’s the Big Idea? Write a statement of no more than 150 words that outlines the Name, Mission, Goals (statement beginning “the museum will…”, statement beginning “visitors will…”), and, most of all, the Main Message. (Don’t worry about defining an Audience. Assume a general audience, meaning a 9th grade understanding.)
2. Collection Development/Acquisition Priorities: Building on your primary object/site/idea, identify objects for acquisition (approx 2-5 objects). These will comprise the museum’s core collection, which will embody the Big Idea and the primary narrative. Search ebay or other sources. Print out images of objects for presentation (2-5). Or, to save time, describe and list some of the objects.
3. Exhibition Design: How does design of the exhibition space, and placement of objects within that space, tell the museum’s story? Use KRAFT paper to make bubble diagrams, articulating layout.
4. Interpretive Strategies: Design interpretive materials and programs to “unleash” meaning/s of your objects. These may include verbal texts (standard museum didactic labels; object labels no more than 50 words each); audio; visual; new/mixed media. This may be presented in a 3-column outline format: content, objects, media (as per demo).

*Pace yourselves. Your team may not have time to fully develop all aspects of the museum. Make strategic choices and divide up the work.*

Key Concepts: Object-based learning. Speaking objects. Object as nexus of meanings. Design process. Collection development. Acquisition priorities. Problem-solving. Team process.