

New Roles for Design Museums:

PostCrisis Museums as > Social Innovation Community-driven Centres <

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**Contemporary Design Culture and the Design Museum:
Challenges and Opportunities**

Roundtable Discussion Event organized by

University of Southern Denmark (DK), CDCM (DK) & University of Brighton (UK)

Trapholt Museum, Kolding, Denmark

Thursday 23 January, 2014, 1330h-1415h

A museum is not a refuge.

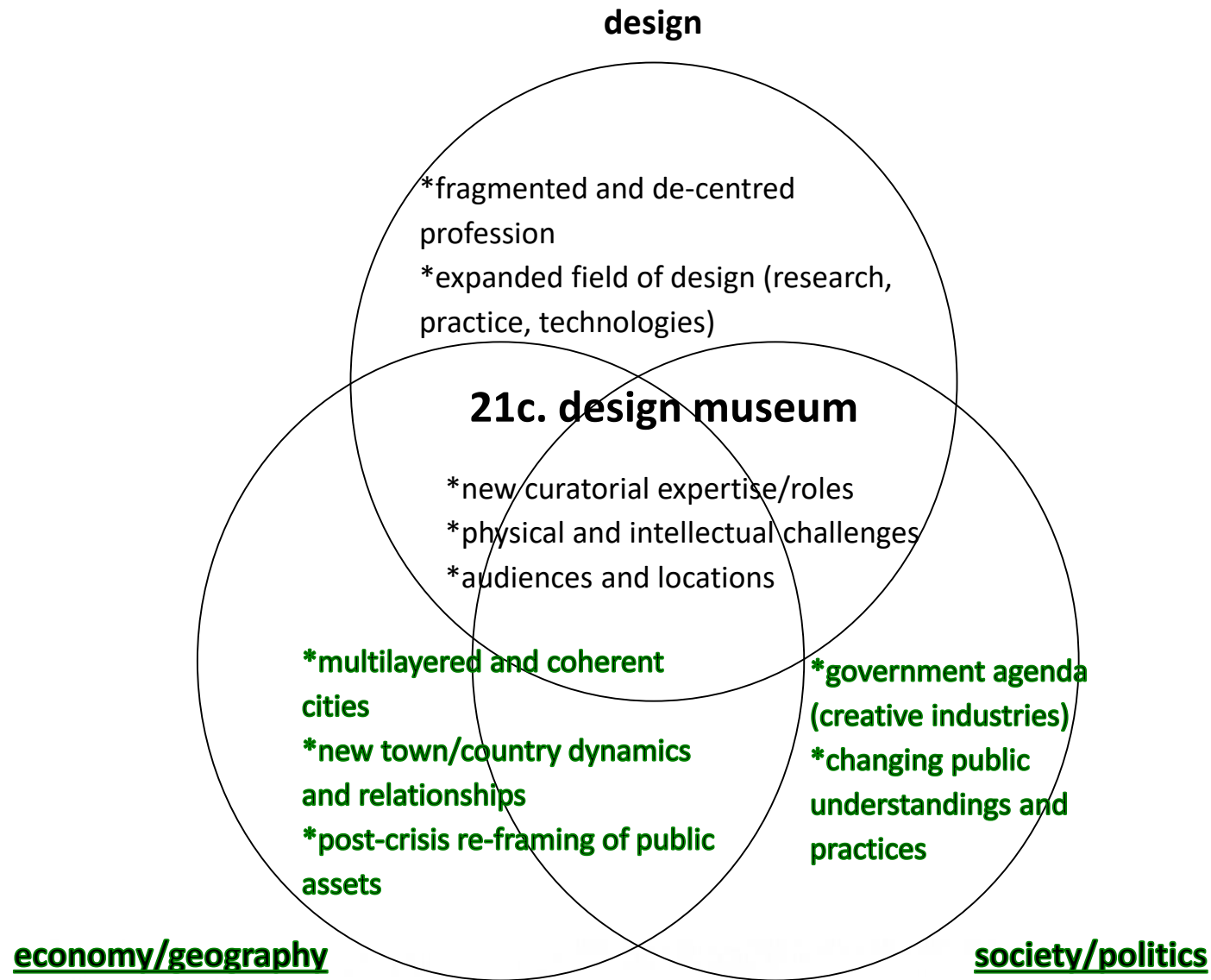
It is a place to encounter the world in a state of heightened attention.

(By @kieranlong)

But, how can we do this?

DESIGN MUSEUM in the 21st Century

By @guyjulier



< OUTLINE >

5 #Hashtags >

- 1> **#Context** > #PostCrisis
- 2> **#Territory** > Macro level > 5-System Framework
- 3> **#Organization** > Micro level > Business & Social Model
- 4> **#Approach** > Critical Social Innovation > Penta Helix
- 5> **#Action** > Everyday Museum

1 Conclusion >

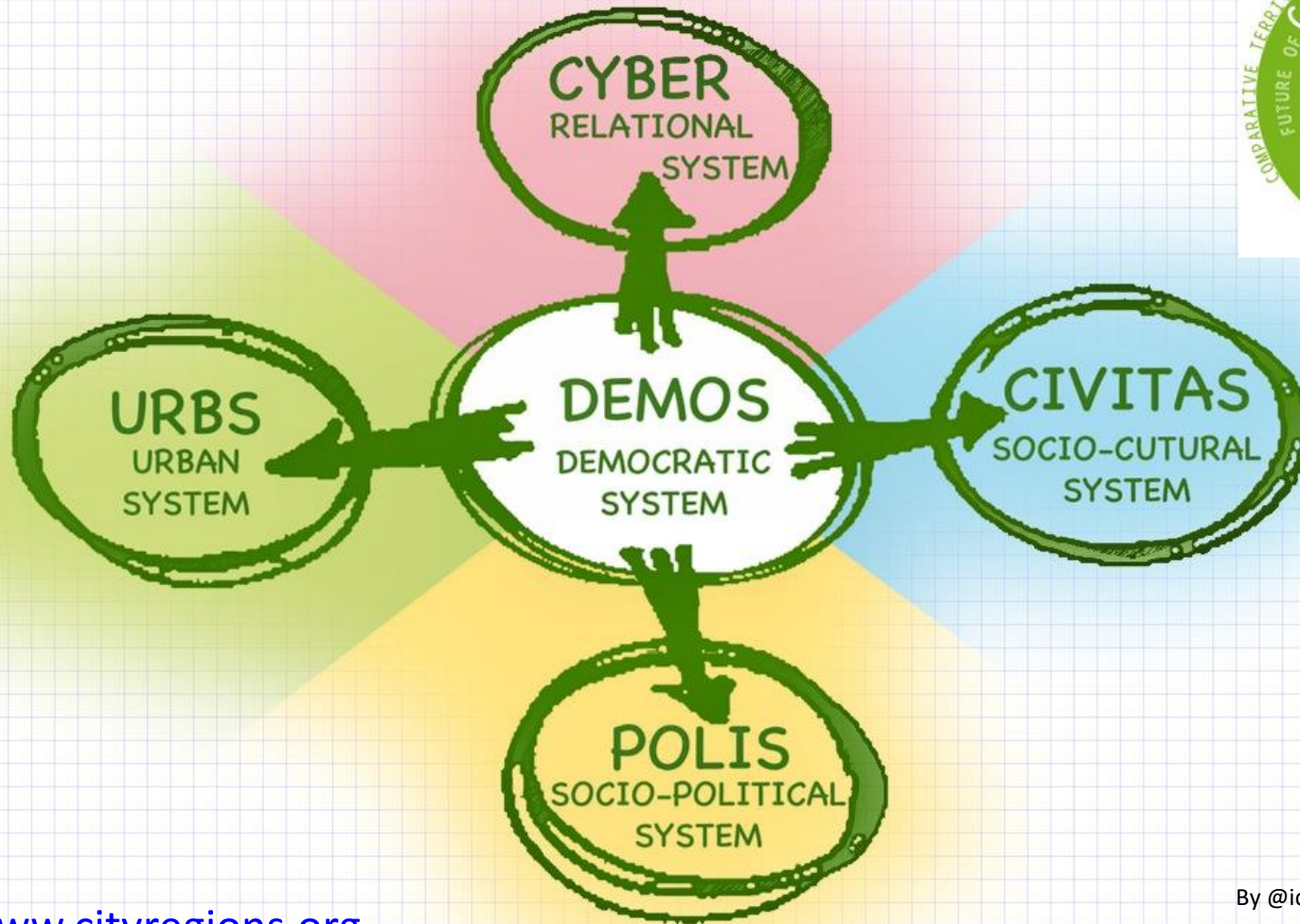
Design Museum as Social Innovation Community-driven Centre

“Crisis of funding,
Crisis of audiences,
Crisis of meaning,
Crisis of political legitimation,
Crisis of arte avant-garde art,
Crisis of architecture,
& Crisis of market”

(Guasch 2008: 10-12)



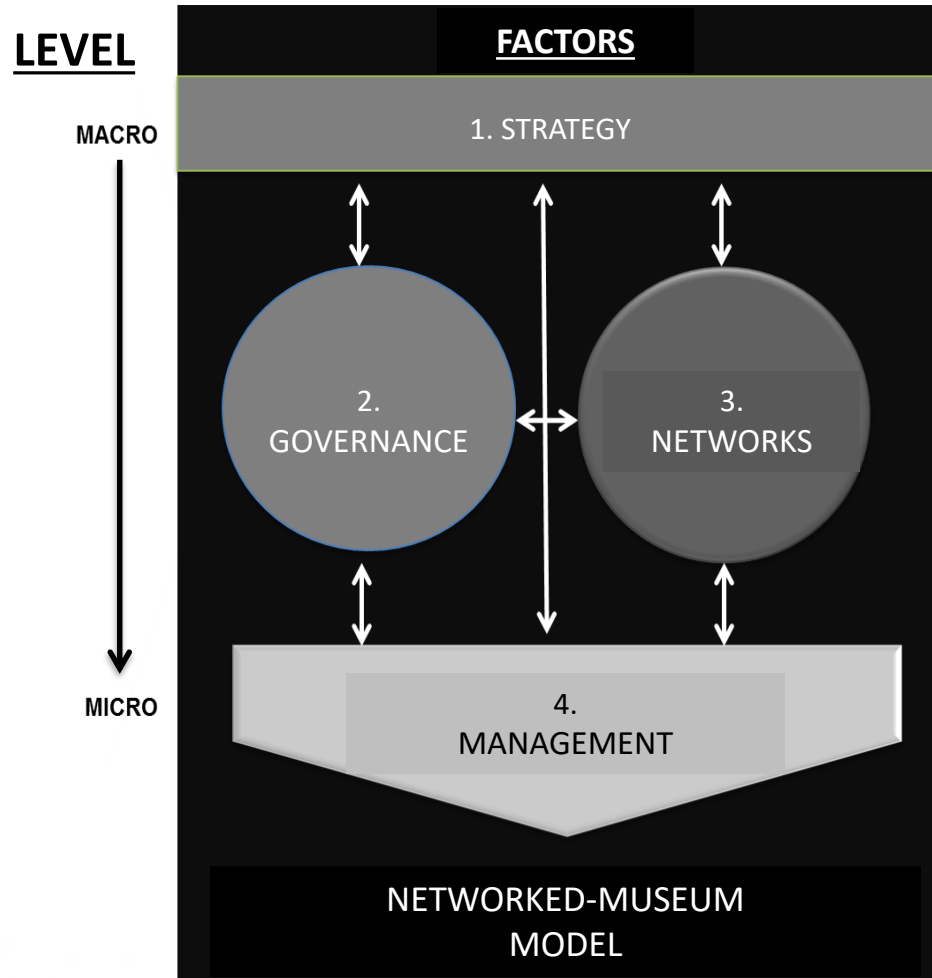
2 > #TERRITORY > Macro level > 5-System Framework



www.cityregions.org

By @icalzada

3 > #ORGANIZATION > Micro level > Business & Social Model (ad-hoc)



3 > #ORGANIZATION > Micro level > Business & Social Model (ad-hoc)

FACTOR 1: STRATEGY	Decisions > Strategic positioning, vision and prospective.
FACTOR 2: GOVERNANCE	Power relationships > Between the Penta Helix Stakeholders.
FACTOR 3: NETWORKS	Agents > Alliances and Collaborations among them.
FACTOR 4: MANAGEMENT	Operations > Internal management, personnel, projects, quality control, collections, conservations, education, accountability, MK & IT.

Graph by @icalzada

3 > #ORGANIZATION > Micro level > Business & Social Model (ad-hoc)

FACTOR 1. STRATEGY	SUBFACTOR 1.1.	Territorial strategic positioning of cultural heritage as a common contemporary good (the commons?)
	SUBFACTOR 1.2.	Cultural heritage as a strategic resource for the development of tourism.
	SUBFACTOR 1.3.	Internationalization.
FACTOR 2. GOVERNANCE	SUBFACTOR 2.1.	Cross-sector agent's participation in the museum planning.
	SUBFACTOR 2.2.	Intermediaries of democratic encounter and sustainable civilian development.
	SUBFACTOR 2.3.	Searching for new sources of funding
FACTOR 3. NETWORKS	SUBFACTOR 3.1.	Open Source Curatorship: Education, research, design, participation and digital.
	SUBFACTOR 3.2.	Networked-Museum (with other museums)
FACTOR 4. MANAGEMENT	SUBFACTOR 4.1.	Systematic Excellence in the Management.
	SUBFACTOR 4.2.	Training & Experiencing.
	SUBFACTOR 4.3.	Networked-Projects: digitally and physically.

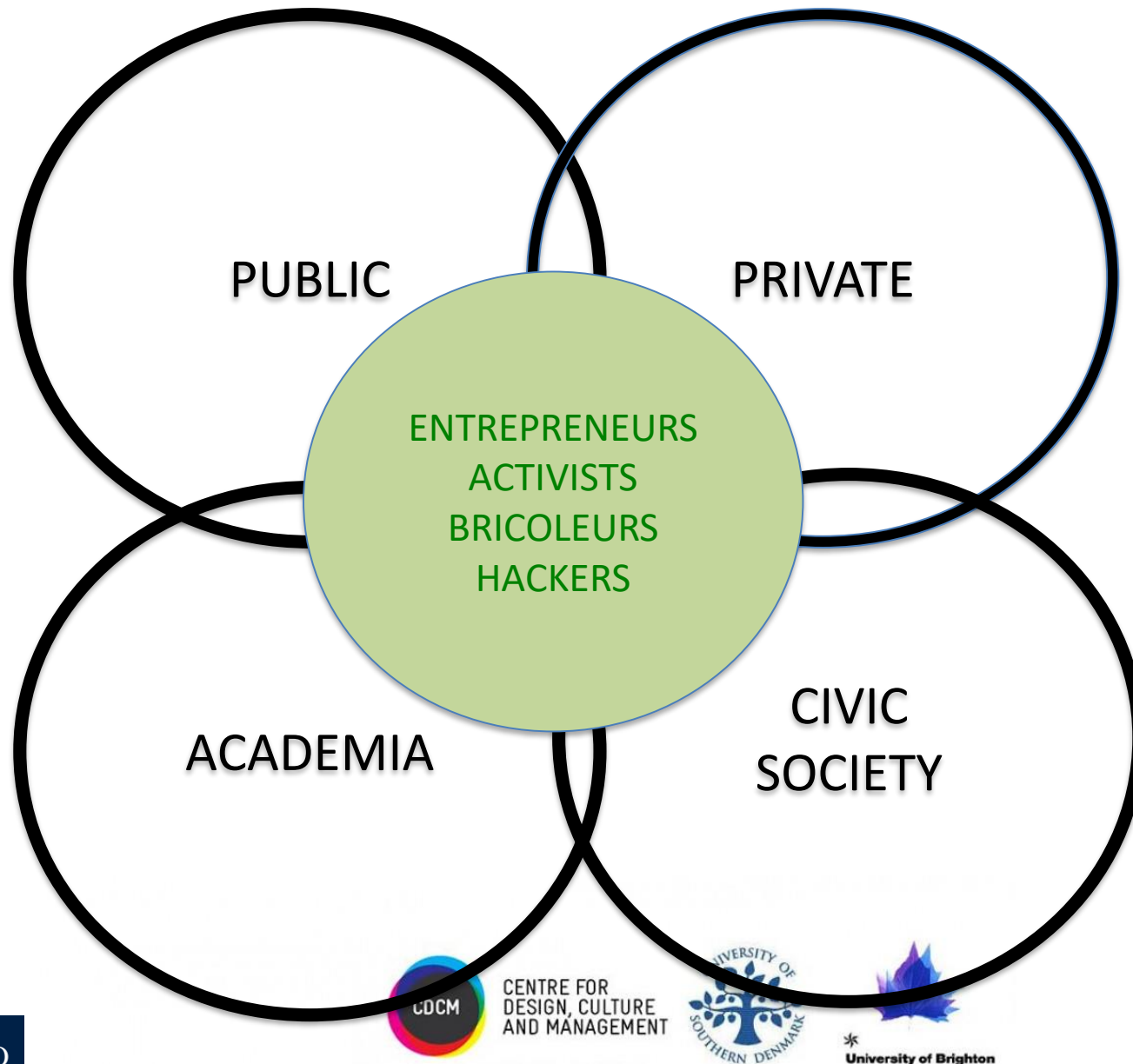
Graph by @icalzada

3 > #ORGANIZATION > Micro level > Business & Social Model (ad-hoc) * Benchmarking

FACTOR 1. ESTRATEGIA	SUBFACTOR 1.1.	Territorial strategic positioning of cultural heritage as a common contemporary good (the commons?)	Québec
	SUBFACTOR 1.2.	Cultural heritage as an strategic resource for the development of tourism.	Catalonia
	SUBFACTOR 1.3.	Internacionalization.	Québec
FACTOR 2. GOBERNANZA	SUBFACTOR 2.1.	Cross-sector agent's participation in the museum planning.	UK
	SUBFACTOR 2.2.	Intermediaries of democratic encounter and sustainable civilian development.	Québec
	SUBFACTOR 2.3.	Searching for new sources of funding	Catalonia
FACTOR 3. REDES	SUBFACTOR 3.1.	Open Source Curatorship: Education, research, design, participation and digital.	UK
	SUBFACTOR 3.2.	Networked-Museum (with other museums)	Catalonia/Portugal
FACTOR 4. GESTIÓN	SUBFACTOR 4.1.	Systematic Excellence in the Management.	UK
	SUBFACTOR 4.2.	Training & Experiencing.	UK
	SUBFACTOR 4.3.	Networked-Projects: digitally and physically.	Québec

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4 > #APPROACH > Critical Social Innovation > Penta Helix



5 > #ACTION > Everyday Museum > Practical Questions

Museum as a Social Innovation Community-driven Centre?

1 > Audience: Viewers > Buyers > Users > Co-creators? > Prosumers?
Post 2.0 Museum?

2 > Technology as mediated social artefacts?
E-Communities?

3 > Multi-sectorial hibridation?
Via cultural industry?

4 > Reseach projects + Collections ?
In parallel?

5> New funding sources?
Penta Helix crowd-funding?

PEOPLE ENJOY THE
MUSEUM FURNITURE

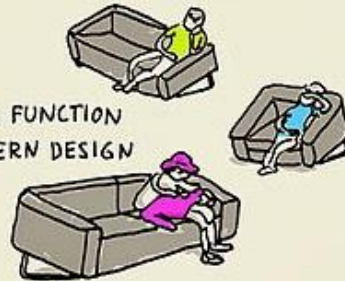


THE
UNOCCUPIED
CHAIRS LOOK
LONELY



← EXCEPT THESE
TWO

AT LEAST THREE
PEOPLE ARE FAST
ASLEEP,
A TRIBUTE
TO THE
BEAUTY AND FUNCTION
OF MODERN DESIGN



TWO WOMEN SIT
IN FRONT OF A ROTHKO PAINTING
AS IF WATCHING A SUNSET

THE MUSEUM CLOSES, BUT PEOPLE LINGER OUTSIDE



by @grantdraws

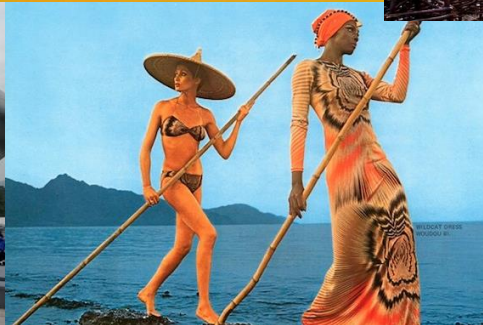
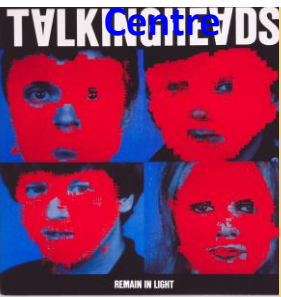
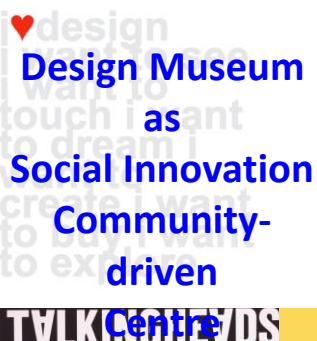
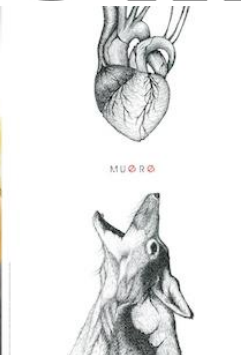
WHO WOULD EVER WANT TO LEAVE?

Can we suggest this
as well?

**A Social Innovation
Community-Driven
Centre**

If the new role of
the Design Museum
is:

A **place** to
encounter the
world in a state of
heightened
attention





Tak
Thank you very much
Eskerrik asko

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