



HANDS ON
– INTO THE FUTURE

HOW DO WE WORK?
WHAT ARE OUR TOPICS?
WHO DO WE WORK WITH &
FOR WHOM DO WE WORK?

HANDS ON – INTO THE FUTURE

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*Dear members of Hands On! International,
dear conference participants, dear colleagues,*

*I am delighted to welcome you all to our
13th Hands On! Conference!*

Due to the still uncertain pandemic situation, we have decided to hold this year's conference online. A decision that was not easy for us, because we all miss the personal contact and would like to exchange ideas in person again. But together with the Graz Children's Museum FRida & freD and the ZOOM Children's Museum Vienna, we have put together an attractive and varied program that also absolutely lives up to the Hands On! idea.

The last one and a half years - marked by the pandemic - presented us all with several challenges: Many of our houses were closed for several months. We had financial worries, worries about the jobs of our staff and often asked ourselves how things could continue at all. But crises also have the effect of releasing new forces and ideas, and so many of us developed new strategies on how to stay in contact with our visitors in this special situation, or how to offer programs for children and their families. Hands On! has been in an active exchange with its members during this time and has held several online meetings. On the one hand, it was important to meet with colleagues and to know that you are not alone with questions and problems; On the other hand, there was also lively exchange and mutual learning.

For Hands On! it was and is also the time of many other activities. For example, we have been working intensively with our members on our EU project "21st Century Children" for 2 years to develop a vision for our work in the future. Together with several colleagues, we have drafted criteria that we are convinced should form the basis for our work. In the process, we have created the label "Home of 21st Century Education". We now hope for some great interest in this process and a lively exchange with our members in the future!

At the same time, Hands On! is also a partner to three other EU projects, EdGe, Unplugged and Museum AR. You can read more about these interesting projects on our website. We are very pleased that we, as a network organization, can be a partner in the implementation of many projects and thus contribute to their success. At the same time, we are always available to our members as a partner, be it in the context of EU projects, as a network node to link with or also with assistance in the implementation of a new project.

At this year's conference, we will also present the Children in Museum Award, a project we are leading together with EMA, the European Museum Academy. Last year, the award ceremony, unfortunately, had to be cancelled due to the pandemic. We are all the more pleased that this year we can once again award a museum for its outstanding work. I would also like to take this opportunity to thank Mercis, who have supported this project since the beginning and thus made the high quality of the process possible.

Finally, I would like to thank the conference hosts for the extensive preparation of the conference. They succeeded in putting together an extremely creative, varied and interesting program despite the not easy situation. My thanks also go to all those who supported the conference financially. I would also like to thank our members who have remained loyal to us during the pandemic and continue to make it possible for us to be active. At the same time, I would like to invite all new conference participants to become members of our organization and thus allow us to further expand our offer!

In this spirit, I wish us all an unforgettable 13th Hands On! Conference.

Jörg Ehtreiber, President

HOSTS

Welcome to the future!

Is everything different and yet familiar? The Children's Museum FRida & freD in Graz and the ZOOM Children's Museum in Vienna are hosting a Hands On! Conference as an online-only version for the first time. The decision to do so is due to the exceptional situation of a still ongoing worldwide pandemic. It was all the more interesting and challenging for us, together with Hands On! International, to look for new formats and forms of presentation, to venture into unfamiliar territory, and to find new forms of social interaction online. Against the backdrop of notable global challenges such as global warming, scarcity of resources or politically unstable conditions, this year's conference poses important future questions about working methods and organizational change in the museum sector. For four days, we will hear inspiring keynotes with international participants, take part in work and workshop programs, attend discussion rounds and panels, and wander through a digital best practice exhibition, exciting presentations and find new project partners in the Hands On! Circus.



Photo © FRida & freD



Photo © ZOOM Children's Museum

In the process, three major questions preoccupy us throughout:

How do we work?

What is the right tool for our future work, what is the perfect method? Is it the analogue approach that has always been important to us? Can we remain true to our hands-on principles in a time when distance and digitalization are writ large? Do we - in line with the spirit of the times - move our programs into the digital space? Or do we deliberately do the opposite? Do we want to offer more outdoor programs in new places and thus reach other target groups simultaneously? What forms of mediation are conceivable, and what working methods are possible? What does our audience expect from us? How can we continue to be a place for children - offline/online, or both?

What are our themes?

Children's museums and cultural institutions with offers for children are places of knowledge transfer. But not only that. What topics are we working on, concerning our future? Are scientific topics more important than ever due to the significant challenges such as climate change and scarcity of resources? Is cultural education our declared goal in order to enable intercultural coexistence? Should the focus be on historical topics because only someone who knows the past can judge the present? Or is it more important than ever that we are places that negotiate social issues and train social competence?

With whom and for whom do we work?

Diversity is becoming increasingly visible. To what extent is that also reflected in our institutions? Who are we? And who are the others? How diverse are our teams in terms of gender, age, nationality, education, language, skin color, religion and political thinking? Is inclusion lived in our institutions? To what extent is this visible to our audience? Who is our audience of the future? How diverse is it? How do we succeed at reaching people who had not noticed our work so far because they did not feel addressed?

We also want to reflect on these questions together within the framework of the strategic Creative Europe EU project "21st Century Children". With organizations from all over the world, a vision for the future of our sector was formulated last year, which will be presented and further developed at the conference. So that the hands-on feeling is not entirely left out in the online encounter, we have created this wonderful Log-Book. It not only contains all the important information and tools on the conference topics and the individual workshops, but also a few gimmicks that are meant to bring joy and connect us across digital borders. Finally, we would like to thank everyone who contributed to the realization of this extraordinary conference. In particular, we would like to thank the Klaus Tschira Foundation and the City of Graz, who have made a significant contribution to the realization of our conference!

We are looking forward to a stimulating and inspiring conference with lots of exchange,

Andrea and Jörg

*Andrea Zsutty | Director ZOOM Children's Museum,
Jörg Ehtreiber, | Director FRida & freD Children's Museum*

CITY OF GRAZ

For the children

I am very pleased that FRida & freD and ZOOM are together hosting the Hands On! Conference. Exchange of experiences, comparison, and networking are of immense importance, especially in these times. That the conference has to take place in the digital space is regrettable, but equally points to the actual target group:

Children were and are particularly affected by the restrictions brought about by the pandemic. In the school environment as well as in private life. Especially at this age, social contacts are enormously important, the experiences made in a group, the socialization in the classroom and among peers are among the essential developmental steps.

How do we work? What are our topics? With whom and for whom do we work? These are the questions addressed by this year's Hands On! Conference. And it deals with central questions that apply to children's museums, but which parents also have to face. Why is this so? Where does it come from? Questions from children to their parents, which especially today highlight a more fundamental question: How do we tell our children about the world we live in?

The COVID-19 pandemic has brought an issue into the reality of our children's lives and raised questions for which we initially had no answers. Children feel this uncertainty. How do we deal with it, what do we tell children, what is better paraphrased to find an age-appropriate answer? As a father and a mayor, I am convinced that the more honestly and openly we deal with our lack of knowledge, the more calmly our children will learn to face the situation.

Children's Museums in general and FRida & freD have proven time and again, most impressively, how they manage to prepare and convey topics that concern and preoccupy children in a compelling, exciting and innovative way. As Mayor of Graz, I can only say how grateful and proud I am to have such a wonderful world in our city. The 90,000 visitors every year are an impressive proof of the tremendous popularity of the Graz Children's Museum.

I wish all participants exciting and informative days and would like to thank those responsible for the organization.

*Siegfried Nagl
Mayor of the City of Graz*



Photo © Hinterleitner

KLAUS TSCHIRA FOUNDATION

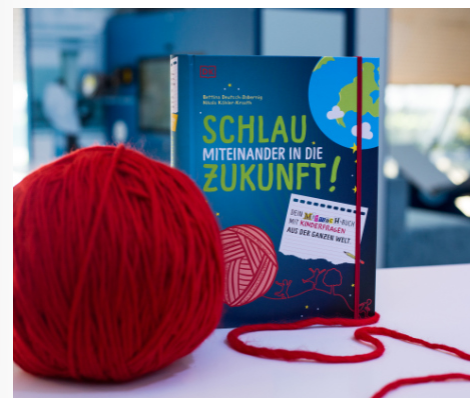


Photo © FRida & freD

Who can know what will happen in the future? Will it be permanently as hot here as in the south of Spain? Will it then be too warm for the fish in our rivers? And how can the elephants in Africa survive an immense drought?

All over the world, children are thinking about how they will live in this future. There are no clear answers to many questions. However, some of these questions have quite precise answers. In the book "Schlau miteinander in die Zukunft" (Smart together into the Future) published by the Edition Klaus Tschira Foundation, museum experts Bettina Deutsch-Dabernig and Nikola

Köhler-Kroath let children from many countries have their say in profiles. They try to give them answers and at the same time name the uncertain.

This book invites not only to read but above all to participate: to ask questions so that children become more clear about how they imagine the future and their lives. To find out what children could do together with others to realize their dreams.

The *Klaus Tschira Foundation (KTS)* has already realized several successful projects for children with the Graz Children's Museum - with exhibitions and participatory books. With these projects, the Klaus Tschira Foundation wants to interest children and young people in science and promote this interest in the long term. With its sponsorship of the Hands On! Conference, the foundation supports the professionalization of the work of children's museums and science centres.

The *Klaus Tschira Foundation (KTS)* promotes natural sciences, mathematics and computer science and aims to contribute to the appreciation of these subjects. It was established in 1995 by the physicist and SAP co-founder Klaus Tschira (1940-2015) with private funds. Its three funding priorities are education, research and science communication. The nationwide commitment begins in kindergarten and continues in schools, universities and research institutions. The foundation is committed to the dialogue between science and society. www.klaus-tschira-stiftung.de

CONFERENCE SCHEDULE

DAY #1 9. NOV. 2–7PM (CET)	DAY #2 10. NOV. 2–7PM (CET)	DAY #3 11. NOV. 2–7PM (CET)	DAY #4 12. NOV. 2–7:15PM (CET)
OPENING & WELCOME	WARM UP	WARM UP	WELCOME
	EXPERT CIRCLE	KEYNOTE Elizabeth Rasekoala	KEYNOTE Richard Sandell & Ceciel Brouwer
BREAK & HANDS ON! CIRCUS	BREAK & HANDS ON! CIRCUS	BREAK & HANDS ON! CIRCUS	
KEYNOTE Johanna Pirker	FUTURE TALK Museums For Future	WORKSHOP ZOOM Children's Museum Architekturzentrum Wien MUMOK Vienna Kunsthalle Wien Leopold Museum Dschungel Vienna FRida & freD Children's Museum Graz CoSA Graz Kunsthaus Graz/Joanneum	BREAK & HANDS ON! CIRCUS
BREAK & HANDS ON! CIRCUS	BREAK & HANDS ON! CIRCUS		PARALLEL SESSIONS (PART1)
WORKSHOP ZOOM Children's Museum Architekturzentrum Wien MUMOK Vienna Kunsthalle Wien Leopold Museum Dschungel Vienna FRida & freD Children's Museum Graz CoSA Graz Kunsthaus Graz/Joanneum	WORKSHOP ZOOM Children's Museum Architekturzentrum Wien MUMOK Vienna Kunsthalle Wien Leopold Museum Dschungel Vienna FRida & freD Children's Museum Graz CoSA Graz Kunsthaus Graz/Joanneum		BREAK & HANDS ON! CIRCUS
BREAK & HANDS ON! CIRCUS	BREAK & HANDS ON! CIRCUS	HANDS ON! CIRCUS & HAPPY HOUR	PARALLEL SESSIONS (PART2)
SUMMARY SESSION	SUMMARY SESSION	FINAL SUMMARY SESSION	BREAK & HANDS ON! CIRCUS
			PANEL DISCUSSION
			CMA AWARD CEREMONY

KEYNOTE #1: JOHANNA PIRKER

Johanna Pirker is a computer scientist focusing on game development, research and education and an active and strong voice of the local indie dev community. She has lengthy experience in designing, developing, and evaluating games and VR experiences and believes in them as tools to support learning, collaboration, and solving real problems. Johanna has started in the industry as a QA tester at EA and still consults studios in the field of games user research. In 2011/12 she started researching and developing VR experiences at the Massachusetts Institute of Technology. At the moment she is Ass.Prof. for game development at TU Graz and researches games with a focus on AI, HCI, data analysis, and VR technologies. Johanna was listed on the Forbes 30 under 30 list of science professionals.

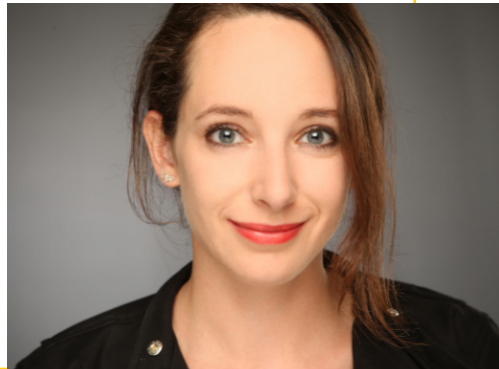


Photo © Furgler

It's not just a game. It's a game changer.

Let's start with a question: What do the platforms Twitch, TikTok, and Fortnite have in common? Yes, that's right, they are all used for educational content (or they struggle with many prejudices, depending on what you were thinking).

The new generations have changed and are constantly changing. Children today are growing up in a world where they always have knowledge and entertainment with them thanks to their smartphones and the Internet. Platforms such as Discord, Twitch, TikTok, Fortnite, or Minecraft are used daily. So how can we engage, educate, and inspire these generations outside these virtual worlds? And is that even necessary?

To better understand the needs of the new generations, Johanna Pirker takes a closer look at the entertainment industry, focusing on the most successful entertainment medium of all time: video games. The video game industry has long since outperformed Hollywood, the music industry, and the book industry in terms of revenue. Minecraft is played by more than 200 million players. And people are not only playing video games but also enjoy watching others play. Esports viewership is constantly growing and is outperforming sports league events like NBA or NHL. While games still face a lot of prejudice, we should better use this time to take a closer look at what games are, what they have to do with empathy teaching, what game development has in common with rocket science, why playing video games has helped many through the lock-downs, and why the museum community should finally install Fortnite. Not only can games and game design elements have a big impact on the future of museums, but also game-related technologies (such as Twitch or Discord) and the game development process itself have great potential to reach young people in the platforms that excite them.

In the second part of the talk, we will take a closer look into the future and talk about different technologies and design elements inspired by game design and emerging technologies such as VR to create interactive and fully immersive experiences to revolutionize entertainment and education and brainstorm how these technologies and experiences can also be used to shape the future of museums (real and virtual ones).

FRida & freD is a place for all children. With our programs, we hope to enable children to learn about the world's diversity and to better understand its complexities. Along with the contents of our museum, we focus on making sure that the young people who visit us develop into confident and responsible citizens who interact carefully with their fellow human beings and their environment. We strive to be a place where children and their parents feel at home, a place that excites their senses and inspires their fantasies, and a place that touches their hearts and encourages their creativity. The Children's Museum is a "realizable world" for children, meaning that our top priority is for visitors to comprehend by observing and experiencing first-hand.

With the motto "hands on – minds on", FRida & freD designs exhibitions which allow a strong emphasis on hands-on contact with displays. Children who visit our exhibitions have the opportunity to explore various worlds with all of their senses and without time constraints.

Help me to do it by myself!

Until February 27th, 2022 we are showing two exhibitions on the topic of "Time":

The small town of Anytime

Come and discover time! For all children aged between 3 and 7 and their families. Many people with exciting professions live in the small town of Anytime; they all have a huge clock with them because time is very, very important to them. The people of Anytime invite you to take the time to discover time. Help them to get their tasks done on time, at the same time, quickly or slowly, early in the morning or late at night, in the span of a year or in the right rhythm.

On the trail of the clock!

A time-expedition for everyone from 8 years old. Time is constantly present everywhere, you cannot escape it, it is full of adventures and possibilities! Time, what is that actually? Can it be measured, can it be felt, can it be explained? Five people of different ages will help you to track down the secret of time in 5 expedition areas. Exhibitions of the Reiss-Engelhorn-Museen in Mannheim and the Graz Children's Museum FRida & freD, facilitated by the Klaus Tschira Foundation.

ABOUT FRida & freD



Photo © Harry Schiffer

KEYNOTE #2: ELIZABETH RASEKOALA

Elizabeth Rasekoala is currently the President of African Gong – the Pan-African Network for the Popularization of Science & Technology and Science Communication, which aims to advance the Public Learning and Understanding of Science (PLUS), scientific outreach/public engagement and scientific literacy on the African continent (www.africangong.org). Rasekoala with a professional background in Chemical Engineering and industry internationally, has championed, advocated, researched, presented and written widely on public innovation and transformative development through advancing diversity, socio-cultural inclusion and gender equality issues in science communication and science, technology, engineering and mathematics (STEM) education, skills and entrepreneurship development. She has provided extensive advisory and consultancy expertise to various governments, institutions and multilateral international organisations over the past 20 years, including the European Commission, the UN Commission on Human Rights, the UN Economic Commission for Africa (UNECA), UNESCO, the African Union Commission (AUC) and the African Development Bank (AfDB). Rasekoala has recently been honoured by the Natural Science Museum of Barcelona with the 2019 NAT AWARD for her longstanding work on advancing inclusion, diversity and equity in science communication globally.



Photo © provided by Elizabeth Rasekoala

Hands On – into the future: 'Future-proofing today's children and youth to become scientifically engaged future adults'

The pressing need to 'future-proof' our work with children and youth in science communication through platforms such as Children's museums has never been greater. How can the Children in museums' sector better prepare (future-proof) children and youth to be the engaged future adults that will better navigate current and future challenges across the nexus of the conflicting dimensions and trends that are increasingly playing out in the global science communication arena?

There are critical areas that the sector can focus on in order to deliver added-value for the future. The COVID-19 global pandemic has demonstrated very starkly the challenging nexus of conflicting interests in which current and future science communication outreach endeavours will be conducted. This is the emerging nexus of political expediency/ideology and Economic/GDP growth. This nexus will bedevil the science communication enterprise well into the future as the trends show other parameters coming onto this terrain. These include, the increasing occurrences of Emerging Infectious Diseases (EID's) fuelled in a large part by Climate Change; Frontier technologies, including human genome editing; and emerging technologies, such as Artificial Intelligence (AI), and its multiple ramifications in nanotechnologies, biotechnologies, informatics, cognitive sciences and neuro-technologies. While these technologies have the potential to bring about benefits to humankind, they also give rise to profound ethical and social concerns. The Children in Museums' sector is uniquely positioned to educate, inclusively engage and empower today's children and youth so that they become the general public of the future, able to ensure that fairness, transparency, sustainability, and security are achieved in order to foster peaceful social co-operation, and respect for the inherent dignity and fundamental rights of human persons, and to promote responsible research and innovation.

In addition, issues of culture are relevant to this future-proofing framework, so that today's children are enabled to progress to becoming adults that can engage effectively and successfully in the increasingly multi-cultural settings across the globe. Historical knowledge can also engender a holistic realm of understanding and insights for today's children and youth as they navigate current and future trends. However, this should be elaborated within the framework of decolonized histories, which recognize the inclusive perspectives, diverse world views and lived experiences of the globalized nature of historical narratives.

In terms of methods and approaches, the suggestion here is that while there should be a mix of both analogue and digital tools, there should increasingly be an emphasis on outdoor activities that will serve to connect children and youth with the natural world/environment (flora, fauna, and the interconnected eco-systems of air, land, sea and water), in order to address the growing disconnect between this generation of youth (particularly in the Global North) and the natural world, which sustains humanity. Given the pernicious impact of climate change, it is critical that this current generation of children understand and experience the very critical nature of their interconnectedness with the natural world and their environments, so that they are better able to value and thus, protect it into the future.

The universal adage that 'today's children are the future' uniquely then, positions and exhorts the Children in Museums' sector with the critical undertaking to deliver this future-proofing, so that today's children and youth are holistically and inclusively empowered and transformed into the scientifically engaged adults of the future.

*ZOOM Children's Museum Vienna
... and all senses come into play
"Hands on, minds on, hearts on!"*

At ZOOM Children's Museum Vienna based in the Area of MQ Vienna, children are welcome to ask questions, to touch and to feel, to examine and to play to their hearts' desire. At ZOOM, children explore the world with all their senses, on their own or in small teams. In their own individual way, they zoom in on objects and situations and, by doing so, find out about themselves and discover their own skills, abilities and creativity. In contrast to museums for adults, ZOOM invites children to touch and try out exhibits and, through the sense of touch, take possession of the world. Play comes first at ZOOM and makes learning an individual process enhancing children's creativity.

At their centre are children aged 0 to 14. But the adults who accompany them are welcome to actively participate in the programs, too. On a floor space of 1600 sqm, ZOOM Children's Museum offers four different areas:

The **ZOOM** Hands-on Exhibition introduces children from 6 to 12 to key topics in the areas of the sciences, art, architecture and everyday culture in ways that engage all senses.

At **ZOOM** Studio, children from 3 to 12 work with visual artists to playfully explore various artistic techniques.

At **ZOOM** Animated Film Studio, **ZOOM's** multimedia lab, children and teenagers from 8 to 14 take the roles of screenwriters, directors, cinematographers, photographers and sound engineers.

ZOOM Ocean, one of **ZOOM's** permanent areas, is a colourful and varied adventure ground and play area for young children from 0 to 6.

ZOOM's new umbrella brand, **ZOOM** Science, is all about introducing children to science.

The MQ

Spread over 90,000m² in central Vienna and encompassing 60 cultural institutions, the MQ Vienna is one of the largest districts for contemporary art and culture in the world. Nothing is off-limits at the MQ Vienna. Historic architecture meets contemporary design. High culture meets subcultures. The spectrum ranges from fine art, architecture, music, fashion, theatre, dance, literature, children's culture, game culture, and street art to design and photography.

ABOUT ZOOM



Photo © ZOOM Children's Museum, J.J. Kucek

KEYNOTE #3: RICHARD SANDELL & CECIEL BROUWER

play in supporting human rights, social justice and equality. Recent collaborations include the award-winning Prejudice and Pride LGBTQ heritage program, 2017-19, with the National Trust, a new permanent gallery – Being Human – at the Wellcome Collection, that explored ethically informed approaches to portraying disability and HumanKind, a groundbreaking collaboration (2018-2021) with the National Trust that explores the potential for culture to tackle social isolation and loneliness. His most recent books include - Museums, Moralities and Human Rights (2017) and Museum Activism (with Robert R. Janes) (2019), winner of the Canadian Museums Association's award for Outstanding Achievement for Research in the Cultural Heritage Sector and nominee in The Best in Heritage Awards 2021.

Ceciel Brouwer is a postdoctoral Research Fellow in the Research Centre for Museums and Galleries, at the School of Museum Studies in the University of Leicester. She obtained an ESRC Fellowship in 2020 and was previously Research Associate in the Research Centre, during which she contributed to collaborations with the National Trust and the Museum of London. Since completing her doctoral training program, for which she was funded by the AHRC's Midlands4Cities consortium and collaborated with Tate Modern and the International Slavery Museum, Brouwer has focused on museum ethics, censorship and children's rights, areas in which she also delivers teaching. She is currently publishing a monograph on children's representation in museums and developing an edited volume on Children's Museology co-authored by Monica Patterson (Carleton University).



Photo © Hayley Evans



Photo © Andrew Tomlinson

Richard Sandell is Professor in the School of Museum Studies at the University of Leicester and co-director of the Research Centre for Museums and Galleries (RCMG). His research and practice, carried out in collaboration with museums, galleries and heritage organizations, explores the potential that museums might

*From the margins to the core:
children and museum activism*

Today, many within and beyond the museum community understand cultural institutions as inherently political. Although these ideas remain somewhat controversial, a generation of museums, art galleries and heritage sites are actively seeking to address the social inequalities through narratives, exhibitions and the everyday practices that shape people's lives. Many of these cultural institutions and the researchers that support them have evidenced how socially purposeful museum practice can open up new opportunities and change the conditions in which human rights are experienced. Despite this trend, the potential for museums to advance the rights of children remains largely untapped and underexplored.

Children, who are ubiquitous in museums through their engagement in formal and informal learning programs, are rarely thought of as an underserved group outside institutions that are especially tuned in to the needs of their young communities. In the majority of museums, children are viewed primarily as consumers of programs rather than active agents in the shaping and making of culture, with the capacity to influence and make decisions. Children's absence in the shaping of museums holds important implications for their visibility; the ways in which they are seen, perceived and understood in and beyond the museum. Without fundamental access to the channels that shape how we understand children and childhood, children remain barely visible and, where they do appear, often misrepresented in ways that deny their complexity, independence and positive capacity to take on responsibility.

Arguing that advocating and advancing children's rights should be a responsibility shared by museums of all kinds, Ceciel Brouwer and Richard Sandell make the case for a new discourse, a critical Children's Museology that intersects with the recent transformations in museum activism and social agency. What would museums, galleries and heritage sites look like if they were truly collective spaces shaped and shared equally between adults, children and young people? As a newly emerging field, Children's Museology seeks to address this exciting question through the development of strategies and methods to actively engage children and young people in the design, management and creative outputs of museums. Raising awareness of the important roles cultural organizations could play in realizing children's rights, it explores the museum's involvement in how children relate to themselves and those around them.

ABOUT HANDS ON!

*Hands On! International Association
of Children in Museums*

Since our founding in 1998, we have attracted members from forty-five countries. Any museum, science centre, or professional dedicated to making museums more engaging for children is welcome to join. We aim to:

- highlight children's museums, museums, and science centres relevant learning places for children
- professionalize children-focused museum organizations and programs on all levels
- share best practices and expertise with each other

By offering an international network, we strive to act as a global leader, advocate and resource for organizations serving the learning needs of children.

We have upgraded our membership benefits

- Join the "Home of 21st Century Education" Label for free until the end of this year.
- Exchange ideas and expertise with other members at Hands On! activities.
- Attend the Hands On! Conference at a discounted fee.
- Highlight your organization's news, exhibitions, and events through the Hands On! website, social media profiles, and newsletter.
- Get access to special resources and the Hands On! forum in our member's zone.
- Participate in online meet-ups with like-minded professionals from all over the world.
- Enter for the annual Children in Museums Award at a discounted rate.
- Receive updates on the latest and most inspiring trends, exhibitions, and programs for children in Museums worldwide.
- Find out about relevant research projects and job vacancies.
- Benefit from our database, with contact information of other members and associates across the globe.
- Receive detailed survey results and personalized advocacy documents (e.g.: letters of support, etc.).

21ST CENTURY CHILDREN

*Dear friends,
after almost 2 years after co-operative work with you, let me proudly present
to you the Vision of museums for children of the future, which I hope we can
share and which can make us stronger together and its label of quality for
museums, galleries, science centres and similar institutions:
"Home of 21st Century Education"*

*Jörg Ehtreiber | President of Hands On!
International Association of Children in Museums*

The world is changing fast and children growing up today will have to co-create a more sustainable society tomorrow. For this, they will need to develop new skills our school system hasn't been always focusing on.

"Home of 21st Century Education" is a place, where families and schools - by culture, arts AND PLAY - CAN learn HOW to POSITIVELY change the future!

What is "Home of 21st Century Education"?

1. Children's door to the culture, easily accessible public place of joy, beauty and imagination
2. Home of interactive self-learning: trying out the unknown, astonishment and imagination. Learn by play!
3. Developing your children's talents holistically as a meaningful experience for all senses
4. Children as an equal part of the society, imagining and changing the world into a better place
5. For all ages, bridging the gaps between generations
6. A place to interact, engage: whoever you are, every voice can be heard
7. Navigating between reality and virtuality, for children and the older ones digitally aware and active
8. Connecting to the global issues, but acting locally
Constantly changing to what is needed

This brand and label of quality for museums as learning places for the future can help you to benchmark the quality of your work and highlight it as the relevant education for the 21st Century, which has the potential to engender positive social change. ... because your work, oriented so strongly and positively into the future, deserves to be respected, treasured, and enlightened publicly.

How? Are you just starting? Not sure if you really apply to all indicators but you still want to say that this is the way to go?

1. Get committed to the vision! (for free)
Sign up and commit to our manifesto outlining the 8 characteristics of "Home of 21st Century Education". Do you want to highlight your quality? Do you want to benchmark it and get international feedback on the quality of your work? Do you want to lobby for museums for children?
2. Get certified as the "Home of 21st Century" (paid service)
After submitting your commitment, apply through the detailed assessment form and receive the certification along with an individual evaluation report and label communication pack.

SPECIAL OFFER!

For all Hands On! members & conference participants we offer to get certified FOR FREE until the end of 2021. For more information, visit our website:
www.hands-on-international.net

Hands On! has developed this label as part of the project: "21st Century Children". The overall objective of this project is to showcase the potential of the unique quality and character of children-oriented museums for benefiting society as future-oriented, 21st Century learning spots.

ACTIONS

Developing a global vision and assessment scheme for children-focused museums, science centres and similar organizations.

1. Field research
2. Creating a global vision along with quality indicators and an assessment scheme
3. Developing a Label, visual ID and marketing campaign to help share the global vision
4. Capacity-building training sessions during our conferences & publications

PARTNERS

*Hands On! International Association of Children in Museums
Junges Museum Frankfurt
Sladovna Pisek*

This project is generously co-funded by the Creative Europe Program of the European Union. This scheme is a great way to fund diverse cultural projects in cooperation with international partners.

Miffy as an ambassador for Sickle Cell Societies

Every year, 300,000 babies are born with sickle cell disorder. If left untreated, 3 out of 4 of these children will not live past the age of five. To create more awareness and raise funding for this disorder, Miffy became the ambassador for the Sickle Cell Societies in the Netherlands and the UK. Because sickle cell disorder is too painful to ignore.

Sickle cell disorder is a hereditary blood disorder characterized by anaemia and episodes of severe pain. It causes red blood cells to be shaped like a sickle, hence the name. Sickle cells are less proficient at carrying oxygen throughout the body and may clog up blood vessels. In the long term, this progressively damages internal organs and body tissue. People with sickle cell disorder often die far too young.

Thanks to scientific research, patients can be treated faster and more effectively. Stem cell transplantation and gene therapy will soon be possible. However, more research is necessary, and this requires funding. Unfortunately, sickle cell disorder is largely unknown among the general public. As a consequence, there are not enough resources available to facilitate this.



Photo © Mercis bv



Photo © Mercis bv

Miffy and her friend Melanie want to help! Mercis bv, the owner of the global rights of Dick Bruna's work, created a video campaign to garner awareness for sickle cell disorder in collaboration with video agency Wolfstreet. The video was shown on Dutch national television and accompanied by an outdoor poster campaign. An English translation of the video has been made available for the UK Sickle Cell Society. Additionally, the proceeds of special Miffy sickle cell products are donated to the Sickle Cell Societies. Will you help too? Support your national Sickle Cell Society or visit hetsikkelcelfonds.nl for more information.

Applications for the 2020 Children in Museums Award were postponed and have been combined into the 2020/2021 award year because of the ongoing Covid-19 pandemic. For the same reason, it has not been possible to visit the 12 short-listed candidates in person and online interviews have been held with the judges. The winner of the competition will be decided at a meeting at the end of August and the announcement will be made during the Hands On! meeting. The winner will receive a cheque for 5,000 Euros and will hold the CMA trophy for one year. This is a bronze statue of Miffy, the world-famous children's character, which was created by Dick Bruna (1927-2017). The sculptor is Marc Bruna, Dick Bruna's son. This (only existing) statue is a scale model of the original statue that is in Utrecht, the home of Dick Bruna in The Netherlands.

AWARD NOMINEES

The short-list for the 2020/2021 Award is as follows:

- Museum of Technology, Helsinki, Finland*
- EPIC The Irish Emigration Museum, Dublin, Ireland*
- National Gallery of Ireland, Dublin, Ireland*
- The Holland Open Air Museum, Arnhem, The Netherlands*
- NEMO Science Museum, Amsterdam, The Netherlands*
- Tropenmuseum Junior, Amsterdam, The Netherlands*
- Museon, The Hague, The Netherlands*
- Naturalis, Leiden, The Netherlands*
- Wereldmuseum Rotterdam, The Netherlands*
- National Museum, Stockholm, Sweden*
- Nordiska Museum, Stockholm, Sweden*
- People's History Museum, Manchester, United Kingdom*

THE MUSEUM OF
TECHNOLOGY
Helsinki, Finland

The Museum of Technology is a national museum in Finland dedicated to science, technology, industry, and innovations. The museum is based in Helsinki by the rapids of the river Vantaa and was founded in 1969. The museum's vision is to increase participation in and accessibility to technology and technological heritage and to be an arena that protects the past, interprets the present, and explores the future of the Finnish industry and technology.

Through its programs, the museum enhances understanding of the technologies surrounding us and changes in time in addition to strengthening the capacity to participate and have an impact on daily life and society. Audiences and their relationship with technology are at the core of the museum's programs.



Photo © Museum of Technology

The Museum of Technology has strongly focused on audience engagement and education programs for the last 15 years. This has made children be one of our most important audiences. Of the about 42 000 yearly visitors, approximately one third are school groups and another third are families.

Various learning programs and digital materials are offered to children of different ages. All programs and exhibitions are based

on the museum's vast collections and use versatile, often hand-on methods to understand, learn technology-related skills, and be inspired.

The museum is committed to programs that support creativity and value the children's knowledge. Collection objects and active-based learning are used to explore historical and societal phenomena as well as technical, such as mechanics, motion, or force. In the exhibitions and educational programs, the Museum of Technology approaches technology and its use from an everyday point of view: through familiar objects, activities, and everyday objects. This lowers the threshold for new knowledge on a possibly challenging topic and provides confidence in the child's expertise in everyday technology.

THE IRISH EMIGRATION MUSEUM
Dublin, Ireland

EPIC The Irish Emigration Museum, founded in 2016 and located in the heart of Dublin, is an interactive journey about how a small island made a big impression on the world. At EPIC, you'll discover that what it means to be Irish expands far beyond the borders of Ireland and why Irishness is celebrated around the world.

As a fully digital museum – the world's first – visitors experience this breathtaking story in state-of-the-art interactive galleries, complete with touch screens, motion sensor quizzes and a feast of powerful audio and video that bring Irish history to life. Watch characters from the past tell one-of-a-kind tales of adventure and perseverance, conflict and discovery, belief and community.

Younger visitors to EPIC will unearth fascinating stories of adventurers, inventors, and even pirates and vampires, and put their Riverdance skills to the test. They will also leave with an expanded knowledge of centuries of Irish history, what it means to be a global citizen, and a better understanding of the issues migrants face all over the world.

An ode to cross-curricular exploration, they will uncover the dramatic and inspiring stories of the Irish emigrants who became scientists, politicians, poets and artists. From the celebrated to the unsung, these stories speak of a shared character: of creativity and strength, audacity and ingenuity, resilience and brilliance, offering a unique lens through which this nation can be better understood.

Ireland's Head of State, President Higgins has congratulated EPIC "for its role in highlighting Ireland's emigrant experiences, its causes and consequences, and its relevance to the stories of those who are, today, escaping marginalization, poverty and conflict. As a society, we are deeply grateful to EPIC for keeping the memory of our shared past alive."

An unforgettable experience for people of all ages, EPIC is a visual feast for the eyes and the soul no matter where you come from.



Photo © The Irish Emigration Museum

THE NATIONAL GALLERY OF IRELAND Dublin, Ireland

Located in the heart of Dublin, the National Gallery of Ireland is the home of Ireland's collection of Irish and European art, spanning seven centuries, with works by artists including Vermeer, Caravaggio and Velazquez. We welcome children of all ages, abilities and backgrounds and support them to engage with their national collection in an inspiring and exciting way onsite, offsite and online. Our innovative education team provides a holistic participation, engagement and learning program inspired by our collection and exhibitions. Events and activities are devised to connect head, hand, and heart, and support learning about, but also through, art. We cater for all children and families (c.70,000 in 2020), providing high-quality workshops, activities and resources for target groups, including early years, pre-school, primary and secondary schools, families, community groups and children with additional and specific needs and requirements. Our inclusive programs reflect our vibrant and diverse society. The voice of the child is at the heart of what we do, and we ensure that we include children and young people in decision-making via consultation, collaboration and co-production.



Photo © The National Gallery of Ireland

We have demonstrated agility in a time of global crisis to remain connected to our audiences throughout the period.

Examples of our activities include:

- Tailored tours and workshops with highly trained practitioners incorporating discussion, drama, mindfulness, sensory, and hands-on elements
- Online resources for school and family audiences, including step-by-step creative videos and mindfulness for children
- Your Gallery at School, a targeted outreach program addressing barriers to accessing the arts
- The Apollo Project, our program created by young people, for young people
- Programming for specific audiences, such as babies and toddlers experiencing homelessness and children with autism and sensory processing disorder
- Long-term partnerships with organizations including Laura Lynn Children's Hospice, LGBTQIA+ young people and community groups
- Annual Zurich Young Portrait Prize

It is amazing what respectful compassionate interaction brings out in any child and if you can combine that with a creative experience, most children will more often than not, surprise you.

-Parent of a child with autism after a Sensory Workshop

DUTCH OPEN AIR MUSEUM Arnhem, The Netherlands

The Dutch Open Air Museum brings to life the history of everyday life of the past 400 years in the Netherlands. It presents the Canon of Dutch History, an interactive exhibition, and has a 44 hectares museum park with 100 authentic historical buildings. Our vision is that knowing about the past leads to a better understanding of yourself. Our museum aims to be a reflection of the open Dutch society which keeps changing. New people from different parts of the world arrive(d) and the Dutch go abroad. Therefore, we show presentations about immigrants from Turkey, The Moluccas, Indonesia, Surinam, Italy, and China, and tell the stories of other immigrants too.

Restart, a game about migration.

Restart is a school program for schoolchildren of 11- 15 years old. It focuses on the universal experiences of immigrants when they are trying to settle in a new country. The program aims to make pupils aware that: migration is 1) understandable, 2) not easy, and 3) part of Dutch history. Migration is a major theme in the Netherlands. Young people experience both the positive and negative effects of migration in their daily lives. In our program Restart, we make this big theme understandable for teenagers by relating to their own lives and experiences and turning it into a playful but serious game.

The museum is transformed into Anderland /Otherland and the pupils are immigrants. They have to earn a residence permit. As 'families' the children experience challenges you encounter when you try to build up a new life somewhere else: finding a job, learning the language, making new friends, and so on. Just like in real life, success and failure are determined by an unpredictable mix of factors. Through activities, students are tested on their knowledge, persistence, and adaptability, as well as their ability to be self-sufficient and find happiness. And as with true immigrants, success is by no means guaranteed and setbacks are inevitable. In this program feelings of frustration or disappointment are part of the game.



Photo © Nederlands Openluchtmuseum

NEMO SCIENCE MUSEUM Amsterdam, The Netherlands

NEMO Science Museum is the most popular science and technology museum in the Netherlands, located in Amsterdam. The oxidized copper-clad iconic house of NEMO was designed by Italian architect Renzo Piano. At NEMO Science Museum, everyone – from young to old – discovers how fascinating science and technology are. On five floors crammed full of exhibitions, experiments, demonstrations, and workshops, visitors discover how special everyday things are. NEMO is an interactive, informal learning environment in which the general public comes into contact with science and technology. Visitors see, hear and experience how scientific phenomena and technology play an important part in their lives. NEMO works closely with the fields of science and education.

Our mission: NEMO's mission is to give people of all ages personal experiences of how fascinating, exciting, and useful science and technology truly are.



Photo © DigiDaan

Humania

The focus for this entry will be the new exhibition Humania; the grand finale of the renewal of our museum. Together with partners and subsidizers, we have renewed the museum over the past 5 years to offer an even wider audience an inspiring experience with science and technology. Humania is best suited for families with children aged 12 years or older.

The self-tests, games, museum objects, and personal stories that make up Humania, invite each visitor to discover how their head, heart, and body work. You learn where you come from as a species and as an individual, you explore all stages of life, you learn that the cells in your body are almost completely replaced once every 7 years. But there is more than the biological perspective. In Humania, our visitors dive into a psychological perspective and they discover their behaviour, ideas, and beliefs can form and change under influence of age, situation, culture, and friends.

By using a combination of art, objects, games, text, personal stories, and tests we made sure visitors with different preferences, backgrounds or ages feel welcome. Visitors are stimulated to play and discover for themselves.

TROPENMUSEUM JUNIOR Amsterdam, The Netherlands

In recent years the Tropenmuseum has moved away from its geographical organizational principle to adopt a thematic arrangement. The intention is to show the world in all its diversity, but also the similarities that connect people worldwide. A part of this changing focus has been to rethink our role as a public institution. What is the responsibility of public institutions, especially institutions that emerged as part of a colonial apparatus? It is important to recognize the challenges of past & present, how these are linked, and to take care to preserve the divergent memories for future generations.

Sabi Suriname

a real experience about global interconnectedness

Sabi Suriname reflects on culture in a postcolonial moment. More than three generations of people of Surinamese descent have been living in The Netherlands. Surinam's diversity, with ancestral roots/routes in four continents, is a result of a complexly entangled colonial past with the Netherlands. A past that lives in the present. As one Surinamese Dutch woman said: 'I am here, because you were there'. Behind those simple words lies a world of relations to understand and to explore. There is a growing desire across society to share more knowledge about slavery and colonial pasts. A visit to Sabi Suriname gives a picture of this shared, complexly entangled history, of Surinamese culture in the Netherlands and this country on the other side of the ocean, where Dutch is spoken and where the population has roots on four continents: Africa (Ghana), Europe (Netherlands), Asia (China, India), South America (Surinam).

In Sabi Suriname, children discover this cultural and linguistic diversity. Both historical and contemporary traditions are mixed in 5 thematic 'worlds': food, music, nature, festivities, and stories. Visitors explore the wisdom of nature and discover worldwide connections in cooking, music, and festivities. Four Surinamese people, who played an important role during slavery, tell their personal stories and pose questions to the audience to discuss together.



Photo © Kirsten van Santen

The expo and program translate complex realities into an educational and interactive museum experience. By investigating cultural diversity and global interconnectedness, children start thinking about their own and other global connections. We also aspire to contribute to more equitable, liveable, non-racist futures.

MUSEON - ONE PLANET EXPO *The Hague, The Netherlands*

The world population is growing, technology is advancing at lightning speed, we are all travelling more and most of us are almost permanently online. All this means that we are more and more one world. At the same time, we are increasingly aware of our influence on nature and climate, and of the great importance of our natural world. The United Nations is keen to use sustainable solutions to tackle the greatest global challenges. To do this, it has formulated 17 Sustainable Development Goals that it aims to achieve by 2030. The Museon has used these 17 goals as the starting point for the exhibition One Planet. Themes include over-fishing, water pollution, energy, refugees, climate change, and discrimination. The goals are addressed in 17 displays, using text, pictures, interactivity, and items from the collection. Each theme is a challenge facing the whole world but the display links it to the Netherlands so that visitors can compare the situation 'here' and 'there'. One Planet is an exciting and fun-filled educational exhibition for the whole family with many interactive elements offering visitors an entertaining way to find out how we can work together to ensure a healthy and sustainable future for the planet.

Additional information about One Planet

To make the issues addressed in One Planet seem personal and relevant, displays constantly focus on a situation here in the Netherlands and then compare it with conditions elsewhere in the world. The result is a series of surprising worldwide comparisons. Visitors come away from the exhibition knowing that that they too have a valuable part to play in ensuring a sustainable future. The exhibition is structured as a presentation spread over 17 different exhibits, each relating to one of the Sustainable Development Goals. It also presents innovations, current live issues, and unusual and interesting items from the collection of the Museon.

Added information about the exhibits of One Planet

Find out how solar energy lamps work and see the various types. Prepare virtual international dishes using different sources of protein, including locusts and seaweed. Get on the stepper and find out how we've changed our diet and reduced everyday exercise in the modern world. Play a computer game and see how modern technology can communicate traditional knowledge. Discover how different the opportunities are for the two children in various parts of the world. Play the game and clean up the river. Press the button to launch the hydrogen-powered rocket. Look at the inside of a phone. Discover what materials are needed to make the various parts of mobile phones and what they look like in mineral form. Think about human diversity and discrimination. Discover life in five different megacities around the world. Hook a fish and read the information on the screen about the species and the way it was caught. If it's over-fished, rare, or inedible, it should go back into the sea. Can you make the right choice? Almost three billion people depend on fish as a major source of food and more fish are being caught all the time. By fishing sustainably, we can ensure that future generations will also be able to eat fish. Pick an animal that is suffering because of climate change, make a banner, and take a photo of yourself with the animal. Share your photo and tell the world that you think action on climate change is important. Coral reefs are under threat but you can do something about it. Save the coral reef. In arid areas, many trees get cut down because of the growing human population. Do you always stand up for your beliefs? There are two teams in this table football game working together to achieve a UN development goal.



Photo © Museon

NATURALIS BIODIVERSITY CENTER *Leiden, The Netherlands*



Photo © Mike Bink

Naturalis has a passion for nature. Through the impressive collection, knowledge, and data, we record all life on Earth. This is important, as our future and that of our children depends on biodiversity.

Naturalis is a family museum, where young and old can discover the amazing world of nature together. In our family museum, children can move freely, as can adults, and the opportunities for social interaction are ideal. Naturalis' new museum is a combined experience of seeing and doing. All

ages will experience the beauty and richness of nature in eight impressive galleries. The stories in our museum are told using outstanding pieces in our collection of 42 million plants, animals, fossils, and rocks. In Naturalis, you will learn everything about the earliest life on Earth, about The Netherlands in the Ice Age, and the immense forces of our planet. You will also discover the most surprising ways in which plants and animals seduce each other. You can look a huge African elephant right in the eyes and see for yourself how destructive volcanoes can be. Ever wondered about life in the Dinosaur Era? Take a walk through the Dinosaur gallery and look our T. Rex right in the eye.

In our award-winning LiveScience gallery, we show what we do as a research institute. Not in the shape of an exhibition, but by letting you observe the people who work for Naturalis while they perform their duties. Feel free to ask questions, for example about what they are looking to discover and why. You can't get closer to nature and science than in Live Science!

In workshops, tours, and educational programs for families and schools we promote an inquisitive and science-positive attitude by using real objects taken from nature and relevant topics to arouse a sense of wonder and enhance research skills. We want children to experience and research the richness of nature in the museum, at school, at home, and in nature. Physically and digitally with our app and online Nature lab.

WERELDMUSEUM
Rotterdam, The Netherlands

Wereldmuseum is a museum for and by Rotterdammers. We care for a collection of more than 83.000 objects from 125 cultures across. Rotterdam is a global city, with people, themselves migrants or of migrant descent, from over 170 nationalities. It is precisely in such a super-diverse city that a museum with a global collection can play an important role. Scholars in social sciences and humanities have long been interested in the rapid transformation of large cities into super-diverse societies as one of the most important global cultural dynamics of our present moment. How to live with such diversity with all its complexity is seen both as a challenge as emancipatory.



Photo © NMVW

Superstraat addresses this theme. It shows that children exhibitions can take on a social role in addressing the challenges and opportunities of super-diversity. Taking the super-diverse urban reality as our point of departure, we developed the exhibition around the concept of 'neighbour day': a day when all front doors are open, and you get to know each other. All the neighbours have prepared something special for the visitors.

The exhibition presents several characters that differ in age, gender, ethnic background, socio-economic environment, etc. Children meet the neighbours in life-size film projections and audio fragments, all stories based on field research in Rotterdam. Each of these neighbours invites the visitor into their evocative world.

We use storytelling techniques; personal stories are connected to the collection and hands-on activities playfully. We introduce intangible cultural heritage in various forms: design, dance, music, storytelling; all geared towards developing an open view of the world.

This focus on culture & citizenship increases knowledge about how people shape the city together. Methodologically we focus on sharing real-life stories, experiences and perspectives as a way to stimulate empathy and understanding for one another. Within the museum's context and by using museum collection we stimulate children to see their city as a place where imagination is linked to hopes, dreams and desires and empowers children with the insight that they have the power to (re)imagine the world around them.

NATIONAL MUSEUM
Stockholm, Sweden

Nationalmuseum, Sweden's museum of art and design, is a museum for everyone. We create meaningful encounters between art and people. The museum provides contemporary perspectives on the past and historical perspectives on the present.

Nationalmuseum is a publicly funded museum situated in Stockholm across the water from the Royal Palace. The museum opened its doors at this location in 1866, commissioned by the government and constructed by the German architect Fredrik Stüler. Being one of Europe's best-preserved museum buildings from the 19th century, it's also one of the most modern ones, renovated and restored during the 2010s. Following 12 months after the reopening in 2018, over one million national and international visitors had been welcomed.

The collections span over six centuries. They form the basis for everything being displayed in various ways: at the museum building, online, as well as at several locations nationwide.

For the reopening of the children's exhibition, Villa Curiosa was created. An exhibition that takes children's curiosity most seriously and has a mind-boggling ambition to embrace the whole wide-ranging, entertaining, and sometimes demanding concept of art; in all its aspects, from history to the contemporary. A museum can be a difficult environment for children with steep steps and safety regulations that diverge from children's typical way of discovering the world through their bodies and senses. Nationalmuseum wants to turn obstacles into possibilities and use the old museum as a magical and welcoming environment where we also can create an understanding of museums and art.

In Villa Curiosa original art from the museum collections mix with props, and gentle sound and light installations create a multisensory experiential setting. Behind doors



Photo © Anna Danielsson/Nationalmuseum

and drawers, visitors can make their own discoveries and examine them. An awareness of how children experience and understand the world, as well as the rules of children's play, has directed the staging of the exhibition to encourage reflection and investigation.

Nationalmuseum wants to open the world of Art and Museums for more visitors and promotes meetings between generations.

NORDISKA MUSEUM
Stockholm, Sweden

Nordiska Museet is Sweden's largest museum of cultural history and brings stories about the life and people of the Nordic region. The exhibitions tell about folk art, homes and furniture, traditions and everyday lifestyle as well as fashion, clothes, textiles, and jewellery from the past 500 years.

We believe that knowledge about how people lived in the past gives perspective on today and empowers future generations.

This means that we believe the eyewitness accounts and experiences of people who lived in the Nordic region before us are significant to those who come after. The richer our stock of experience and the broader our perspective, the greater our understanding of our times and the possibilities for the future. Nordiska Museet offers a unique treasure of voices and memories from many generations.

In the basement of the museum, a secret door in an old office surprisingly leads straight to the children's history!

In The Time Vault intro, kids meet the museum's founder, Arthur Hazelius, and a contemporary girl, Fabella. An adventure inspired by "escape rooms" unfolds, based entirely on historical events and true stories from the museum's archives!

The Time Vault is an exhibition for and about children, but the immersive design and rich content also engage accompanying adults and encourages inter-generational exploration and dialogue.

Nordiska Museet seeks to help kids and school students of all backgrounds and origins feel that they share and have a claim on the cultural heritage that shaped Sweden and the Nordic region. We offer knowledge and experiences of the past, giving them the tools to understand the present time, shape their future, and feel included in our common cultural heritage. Children today can identify with stories about kids in previous centuries, giving perspectives on their existence, a historical empathy that builds bridges to the past and historical characters.



Photo © Carl Thorborg

PEOPLE'S HISTORY MUSEUM
Manchester, United Kingdom

People's History Museum (PHM) is the national museum of democracy in Britain, telling the story of its development in Britain: past, present and future. The museum provides opportunities for all people to learn about, be inspired by and get involved in ideas worth fighting for; ideas such as equality, social justice, co-operation, and a fair world for all.

These ideas are brought to life through our collections, exhibitions, events and learning programs. As the 'go to' place for democratic engagement we make sure people care about the world they live in, get involved in their communities, engage with the democratic process and use their right to vote.



Photo © People's History Museum

Our values are quite simply to be daring, unique, honest and innovative.

We work with schools, Early Years, families and community groups to reach children and young people mainly from Greater Manchester but with a national reach. We explore over 200 years of British democratic history showing how people have come together to fight for equality, social justice and the right to vote. The galleries are interactive and allow all ages and abilities to explore through digital, tactile and playful ways.

There are bookable workshops of Living History performances, art-based workshops, creative writing and tours as well as adult and family public programs. These encourage children to think about their place in the world and what they can do themselves to bring about positive change.

There have been three important developments over recent years across the museum that help us achieve our mission:

- A strong ethos of co-production has developed from the understanding that the experts in history are the communities whose stories we are telling
- Reviewing accessibility to ensure we are a place for everyone to engage with democracy
- The use of 'play' as a learning and development tool.

16 SPECIAL THANKS

We thank our sponsors:



We thank the institutions:



We thank the nominees:

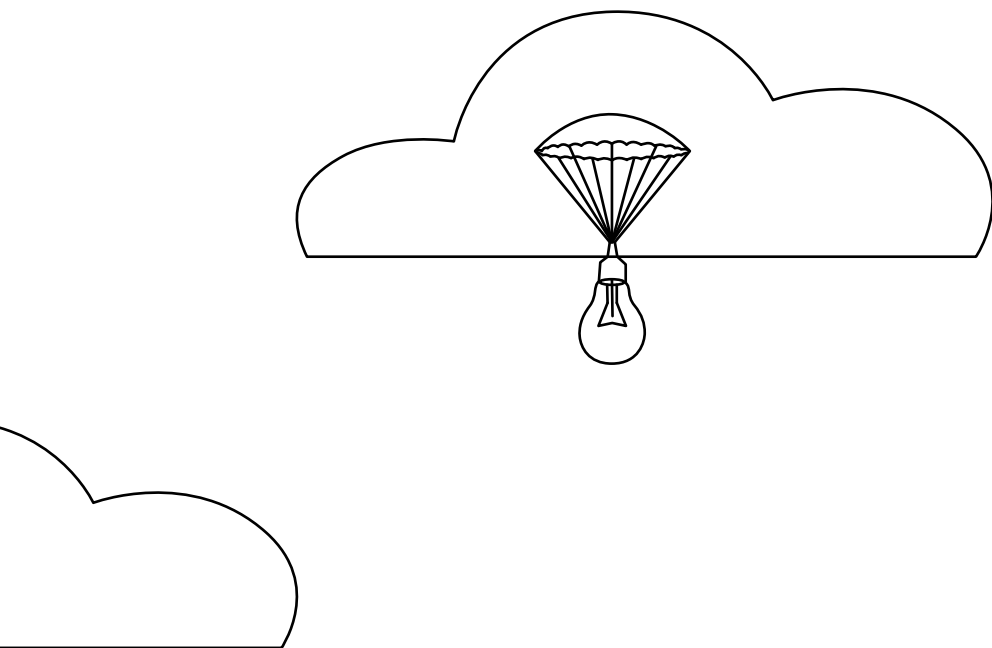


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 zoom
CHILDREN'S MUSEUM

Children's  Frida & Fred Museum Graz



hands on!

■ International Association
of Children in Museums