DIGITAL IDENTITIES Storytelling Lab

BECOMING RELEVANT

As we continue to innovate in audience development, how should our internal practices evolve?

A 2-day workshop with strategic impulses, Q&A with international experts and an artist-led citywalk.

Edition 5
Museum der Moderne
Salzburg, Austria

February 05–06
2025

"I liked the way we looked at storytelling. It's important to think about why ... your audience should engage with your organisation."

Rijksmuseum,
The Netherlands

About Digital Identities
Digital Identities workshops have travelled to 13 countries, hosted by organisations such as The Guardian and Google. Participants represent leading cultural and media organisations such as Rijksmuseum (The Netherlands), Tate (UK), Nordiska museet (Sweden), BBC and Deutsche Welle (Germany).

About the host
The Museum der Moderne Salzburg collects, preserves, studies, displays, and communicates the art of the 20th and 21st centuries. The Museum is a dynamic, cultural forum at the heart of Europe, with international appeal and significance. It cultivates an interdisciplinary dialog between the arts. With its two locations – on the Mönchsberg and in the Rupertinum in the old town – it sees itself as a meeting place and a venue for discussions.

Workshop description

Becoming Relevant

The lab will help you get out of your institutional perspective and work on becoming more relevant through storytelling. Across the 2-days you will explore different approaches to digitally-enabled engagement and knowledge sharing to support (younger) communities in your city who are finding their place in the world. We'll explore concepts such as empathy, inclusion and how we can have constructive and meaningful conversations online and offline.

What happens in the lab

The lab is interactive and hands-on. We ask you to bring a project idea that you feel will benefit from this approach. It can be a project that you are about to start or are currently working on. You will develop solutions that are innovative and grounded in common-sense. You will receive input from your facilitators as well as international speakers from museums and media organizations.

The lab is a safe environment for discussions, provocations and thinking in new ways. It is a chance to address barriers and explore opportunities that can help you move forward by creating good practice in a focused way.

What you will achieve

- Learn how to build closer, meaningful ties with communities using storytelling
- Gain new perspectives and clarity on digitally-enabled engagement
- Craft an experiment for your project that you can immediately run

Who can take part?

In each edition of the lab, we invite forward thinking organizations who have a real desire to change. The lab is open to eight organizations from museums, culture, media, and local government. You must first submit an expression of interest using the link provided in the last page of this document. Once selected you will be asked to share details of individuals taking part. Every organization is encouraged to send three staff members who represent different departments or roles.

Agenda

Day 1 → (Re)thinking – discovering the small step to move your projects forward

09:30	Arrival and Coffee	
10:00	Workshop Part 1.	Taking a step back (when we don't want to) Dr Abhay Adhikari
11:30	Expert Talk + Q&A	The art of telling a damn good story! Amanda Aronczyk
12:00	Lunch Break	
13:00	Workshop Part 2.	Fun and emotions, why isn't this the norm in our storytelling? Dr Anja Gebauer-Negri
14:30	Coffee Break	
15:00	Artist-led walk	How to see the familiar as unfamiliar Diane Dever
16:00	Session ends	

Day 2 → Doing – putting that small step into action

09:30	Arrival and Coffee	
10:00	Workshop Part 3.	What does real co-production look like? Dr Etta Grotrian
13:00	Expert Talk + Q&A	Who gets to have a say, and why, in a collaboration? Kush Sethi
12:00	Lunch Break	
13:00	Workshop Part 4.	How do we build teams around shared values instead of job titles and hierarchies? Professor Dr Dorothée King
14:30	Coffee Break	
15:00	Conclusion	Gallery walkthrough of ideas and discussing what next
16:00	Session ends	

Meet your facilitators

Dr Abhay Adhikari is the founder/director of Digital Identities, a framework to develop new models of storytelling and social impact. The framework has been applied by organizations such as The Guardian, Nordiska museet (Sweden), Portland Art Museum (USA), VPRO (The Netherlands) and Google. Abhay also led the smart city lab for Leeds (population 800,000) which was named as one of UK's 50 New Radical Projects by the Observer newspaper.

Prof Dr Dorothée King is an author, educator, artist, designer, and consultant. As a professor and head of the Arts and Design Education Institute at the University of Arts and Design Basel, she leads multidisciplinary transgenerational teams and innovates educational infrastructures. She taught at Rhode Island School of Design (USA), the Transart Institute (New York), the Banff Centre for the Arts (Canada) and UfG Linz (Austria). As consultant, she has worked globally, fostering creativity, well-being, and radical honesty across diverse educational and cultural institutions.

Meet your facilitators

© Image credit: Sinje Hasheider

Dr Anja Gebauer Negri is a scientist, educator and artist investigating participatory projects, critical practice and digitality. She worked as an artistic staff at the Ludwig Maximilian University Munich, as researcher at Hamburger Kunsthalle and is currently Head of Museum Education at Museum der Moderne Salzburg. She enjoys sharing knowledge by working as a freelancer for several cultural education institutions like the German Federal Cultural Foundation, the German Museums Association) or as a lecturer (e.g. University of Osnabrück).

Dr Etta Grotrian works at the intersection of data, emotion and storytelling. Currently at the Übersee-Museum (Bremen) she oversees several multidisciplinary collection-management projects. She has also set up innovation partnerships with cultural and academic organisations in Northern Europe and Asia-Pacific. Trained as a Historian, Etta has worked as a curator of multimedia and online content at the Jewish Museum (Berlin). She lectures on Public History at the Freie Universität and Universität Bremen and has been invited to present her work at conferences such as MuseumNext and smARTplaces co-funded by the Creative Europe Programme.

Meet your speakers

Amanda Aronczyk (she/her) is a co-host and reporter for Planet Money, NPR's award-winning podcast that finds creative, entertaining ways to make sense of the big, complicated forces that move our economy. Before that, she was a reporter at WNYC, New York Public Radio, where she contributed stories to Radiolab, On the Media, United States of Anxiety, The Brian Lehrer Show and more. She was also the lead reporter on the award-winning 10-story companion series to PBS' "The Emperor of All Maladies," presented by NPR and WNYC.

Kush Sethi is a gardener, forager and educator based out of New Delhi. He has experience in working on digital storytelling for art and culture projects, driven by city experts and supported by local government, on advocacy and engagement for urban biodiversity zones, historical sites, architecture, food and oral history. He now visits to teach 'gardening and ecology' modules at the School of Planning and Architecture (2017), Indian Institute of Art and Design (2020) and Srishti Manipal Institute of Art, Design and Technology (2018, 2023).

"[The process] helped us reflect on the core goals of our digital engagement strategies ... rather than getting distracted by flashy technologies."

Portland Art Museum,
USA

Diane Dever is an artist, curator who explores the intersections of public, private and liminal space. Her work provokes insight into how urban space is experienced, quantified, produced and understood. She makes interventions in public space and curates festivals, projects and events. She is interested in the notions of Development, Civic and Public.

"Rather than doing a project FOR the people, to look for ways of doing the project WITH them.
This might involve facilitating and 'getting out of the way' to create an experience which is truly shared."

Participant
Folkestone Storytelling Lab
UK

<u>Click here</u> to register for the lab. Due to limited capacity we can only offer places to 8 organisations. We will be in touch to confirm your place and provide payment details. Registration and payments will be handled by Museum der Moderne Salzburg.

Fee
€2400
We only offer institutional tickets for a group of 3 people

Application deadline
December 15, 2024