

Embassy of us

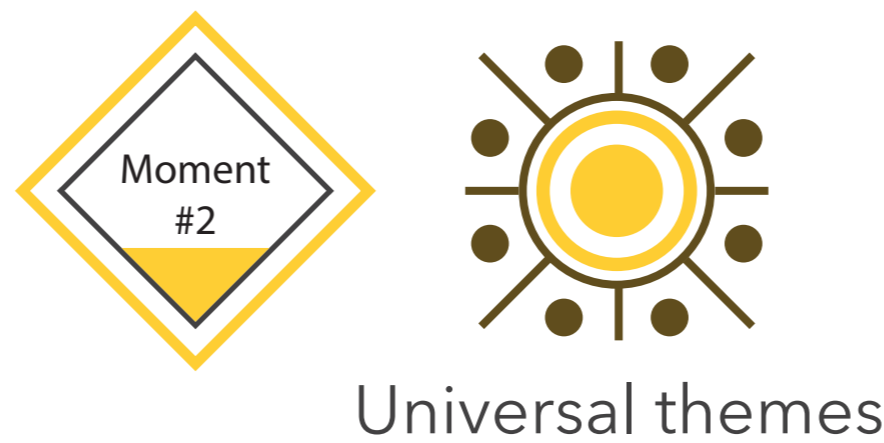
Finding and delivering relevance

The present graduating project showcase the development of a method for relevant exhibition experiences. The specific goal of this method is to allow exhibition developers in museums, embassies and cultural institutions to identify the elements that are involved in a relevant exhibition experience. This identification is essential in cases where exhibitions are going to present elements (expressions) that are from different parts of the world, which is the project's scenario. In order to proceed with the project, a collaboration between the Peruvian Embassy in the Netherlands, the Museum Volkenkunde and the Cervantes Institute in Utrecht was established.

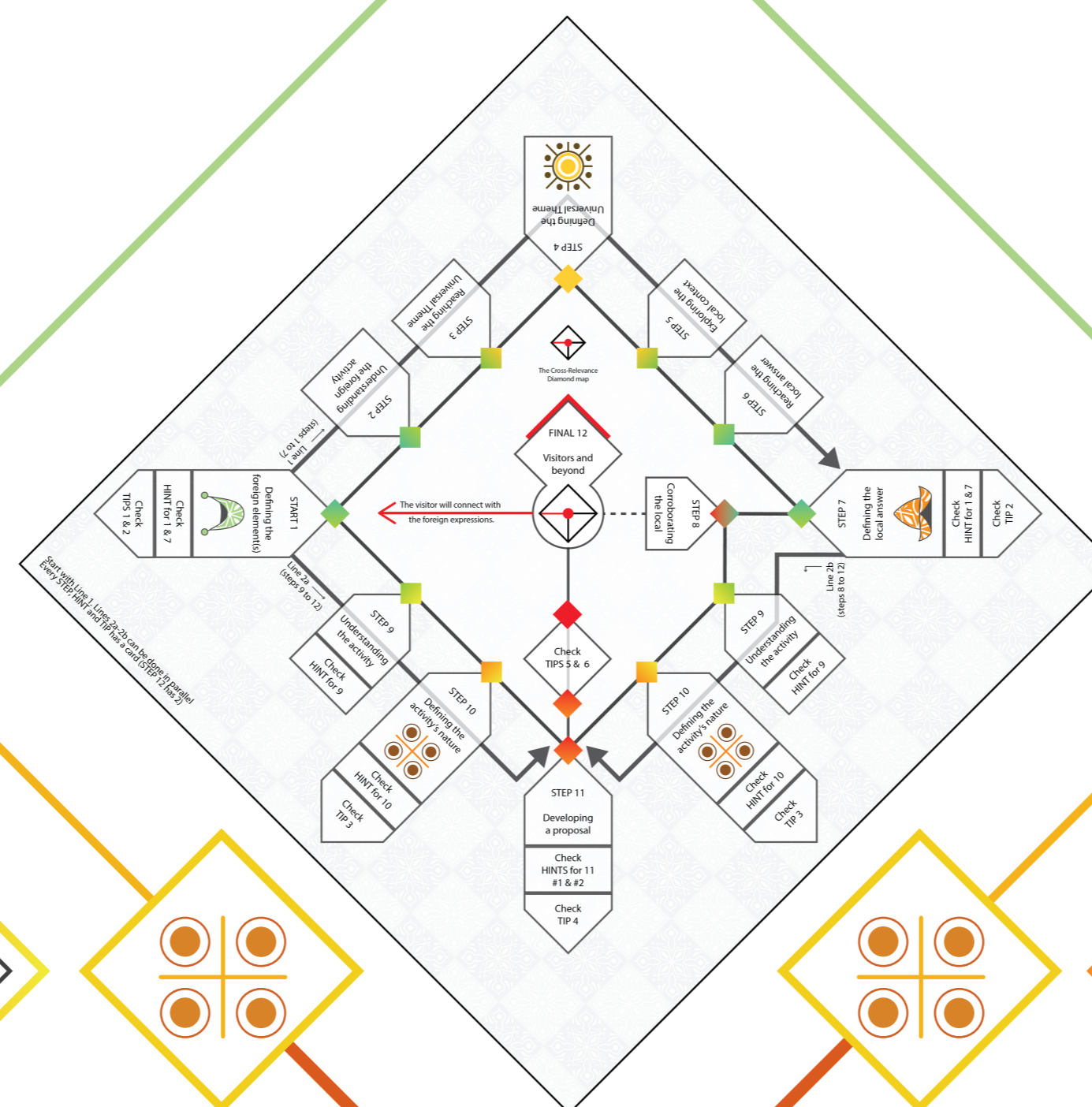


The method uses two significant concepts from the research process: On one hand, Universal themes, and, on the other hand, activities' nature identification through immersive theory. A tool with similar characteristics to a tabletop game was elaborated to use the method. The tool and method were tested at different times to improve them. For the last sessions, physical and digital versions* of the tool were developed. The sessions focused on the use of the method and tool with upcoming exhibitions and for conceptualising future exhibitions. These upcoming and conceptual exhibitions were proposed by the different institutions in Peru and the Netherlands. In addition, the tool was analysed by cultural managers in Peru to see the tool's capabilities as part of museum practices and cultural policies. The tool proved useful, as it was capable of adapting to the different needs, goals and concerns of each institution. The potential of using the tool not only as an exhibition method but also as a tool for the classification of cultural expressions based on topics present an interesting opportunity for cultural institutions.

Second moment: Based on the foreign expression/ activity, the second moment focus on the identification of a Universal theme (UT). UT are topics that helps us to define us as humans and societies.



First moment: Identify the expression and activities that is going to be exhibited.



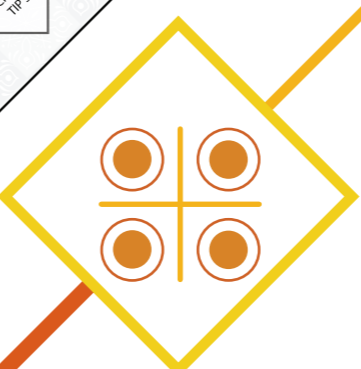
Third moment: If there is a foreign expression addressing a Universal theme in a foreign context, there should be an expression/ activity in the local context that somehow address the topic up to some extent.



Fourth moment: Merging the activities based on their natures. Visitors will be experiencing an exhibition by shifting what they know (local) and what is new (foreign).



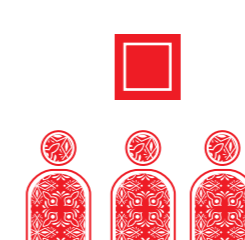
Fifth moment: Merging the activities based on their natures. Visitors will be experiencing an exhibition by shifting what they know (local) and what is new (foreign).



- AFFINITY SEEKER -



- EXPERIENCE-SEEKER



- FACILITATOR -



- RESPECTFUL-PILGRIM



- EXPLORER -



- RECHARGER -



- PROFESSIONAL-HOBBYIST



Moment #6

Final moment: Identify the potential visitors based on their motivations rather than demographics.

*Digital version available at:
<https://nagnil.wixsite.com/c-rd>
(Only visible on desktop computers)

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Embassy of us:
Finding and delivering relevance
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MSc. Design for Interaction

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In collaboration with:
Peruvian Embassy in the Netherlands
Cervantes Institute - Utrecht
Museum Volkenkunde
Larco Museum (Lima, Peru)

