



How to attract a diverse audience - trial and error

Nicole Scheda

**LVR-Industriemuseum
Gesenkschmiede Hendrichs
(DE)**





- The LVR-Industriemuseum is in the Western part of Germany:
Slogan:
„One museum - Seven sites“
- All sites have an industrial history
- And are situated in the Rhineland (near Cologne)
- The museum is run by the Rhineland Regional Council (LVR)
- I work in Solingen in the Gesenkschmiede Hendrichs – a historical drop forge which produced mainly scissors and keys



Gesenkschmiede Hendrichs/ Drop Forge Hendrichs

- From 1886 to 1986 scissor blanks were forged in the old forge. Then it was turned into a museum run by the LVR.
- The old factory site has barely changed. All the machines, drop hammers and presses, all the tools, as well as the workbenches for the toolmakers, are still existing.
- And the machines are still running. Workers are demonstrating the making of scissors.





Some impressions:

Scissor-moulds and workbenches for the toolmakers



Washtubs for the workers and storage of the scissors



Historical Grinding Stones and demonstration of grinding



- The visitors enjoy the Working Museum:
- Our workers explain the demonstrations and therefore get in close contact with the visitors
- This is what we are famous for! The Gesenkschmiede is a place where our guests become a part of the educational process, where they can ask questions and get involved.
- All sorts of people come to our museum. Young and old, men and women, people from Solingen and people from the region.



- So are we a kind of „Museum For All“ as we had planned to be at the start in 1999? Is the access to our museum as easy as possible as was part of the plan?
- Not really! A very important part of society is missing in the Gesenkschmiede
- 30 % of the population of Solingen and the region are immigrants. But not as many immigrants visit the museum.
- So we started thinking about how to become more attractive to this big part of the population





How to attract a diverse audience - trial and error

Trial and error is a fundamental method of [problem solving](#).

It is characterized by repeated, varied attempts which are continued until success, or until the agent stops trying. (Wikipedia)



Right from the start in 1999 we offered our visitors catalogues, flyers, audioguides and guided tours in the languages which are spoken most in Solingen (e.g. Turkish, Greek, Italian)



LVR-INDUSTRIEMUSEUM

ΣΙΔΗΡΟΥΡΓΙΑ ΚΑΛΟΥΠΙΩΝ HENDRICHΣ

Ένα «εργαστήριο για τον κόσμο» ήταν στα τέλη του 19^{ου} αιώνα η πόλη Solingen με την παραγωγή κοπτικών προϊόντων. Ακόμη και σήμερα μπορείτε να δείτε στη Σιδηρουργία Καλουπιών Hendrichs, πώς σφυρηλατούνται κάτω από δυνατό θόρυβο τα πυρακτωμένα χαλιμδίνα τεμάχια σε ακατέργαστα ψαλίδια και πώς κατασκευάζεται ολοκληρωτικά στο εργοστάσιο το ψαλίδι του μουσείου. Έτσι μαθαίνετε ενδιαφέροντα στοιχεία για την ιστορία της διάσημης βιομηχανίας κοπτικών ειδών του Solingen. Το αποδυτήριο με τις πολιές υποκάπες, το λουτρό, το μηχανουργείο, το εμπορικό γραφείο με τη σαραβαλισμένη γραφομηχανή – όλα βρίσκονται στην θέση τους και περιμένουν να τα ανακαλύψετε. Δίπλα από το εργοστάσιο η αριστοκρατική έπαυλη της επιχείρησης παρέχει τη δυνατότητα να αποκτήσετε μια ιδέα για την αστική ζωή της οικογένειας των εργοστασιαρχών.

Βιομηχανικός πολιτισμός στο Solingen

Τα κοπτικά προϊόντα του Solingen κατασκευαζόταν για πολλές δεκαετίες μ' έναν καταμερισμό βιοτεχνικής και βιομηχανικής εργασίας. Το μουσείο διασκεύασε για αυτόν το λόγο - σε συνεργασία με διάφορους συνεργαζόμενους εταίρους - σταθμούς βιομηχανικού πολιτισμού, τους οποίους μπορείτε να επισκεφθείτε, όπως το ιστορικό εργαστήριο ακονισμού Wipperkotten, το ατμοκίνητο ακονιστήριο Loosen Maschinn και το εργαστήριο μαχαιριών ταέπης Lauterjung.



LVR-INDUSTRIEMUSEUM

Italienisch

INFORMAZIONI DEL MUSEO

Orario di apertura:
 martedì-venerdì: dalle 10 alle 17, sabato e domenica dalle 11 alle 18

Officina martello:
 martedì-venerdì: dalle 10 alle 12 e dalle 14 alle 16
 sabato: dalle 11 alle 12 e dalle 14 alle 16

Biglietti d'ingresso:
 Biglietto combinato per la mostra permanente e la mostra temporanea 4,50 €
 Mostra permanente adulti 3,50 €
 Ingresso libero per bambini e ragazzi.

Come raggiungere:
 Mezzi pubblici: Dalla stazione centrale di Solingen con il bus linea 681 fino alla fermata „Industriemuseum”.
 In automobile: Dalle uscite dell'autostrada Langenfeld/Solingen o Haan-Ost/Solingen in direzione Solingen-Merscheid, poi seguire le indicazioni.

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In 2013 we opened an exhibition which was called „Wie viel Heimat braucht der Mensch?“

We chose an Italian, Turkish, Greek and Portuguese family and showed their lives between their home countries and Solingen. We exhibited a lot of photos, interviews and personal objects.

The idea was to have an exhibition which deals with immigration on an emotional and personal level – not in a sociological way. Therefore we chose a biographic approach. We wanted to get people interested in a visit to the exhibition by showing objects reflecting their own lives.





LVR-Industriemuseum

LVR 
Qualität für Menschen







Not the exhibition but the events were a great success with the target groups

- The exhibition was very successful. A lot of people came to see the interesting artefacts.
- Unfortunately, our target groups – the immigrants of Solingen – did not visit the exhibition a lot
- But we were happy to greet a lot of people who formerly lived in Italy, Turkey, Portugal or Greece and their families in our event programm
- We organized all sorts of events dealing with the mentioned countries or dealing with „international“ subjects while the exhibition was running: family events, excursions to international places in Solingen, music events, a big party, ...

Reading of stories to children in Turkish and German





Music on our party





In 2017/18 we wanted to be better.

We showed an art exhibition on the industrial development in nowadays Turkey.

We wanted the big Turkish community in Solingen to come and visit this exhibition of Turkish artists and to see paintings and photos about Turkey.





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ARBEITSWELT UND INDUSTRIALISIERUNG ANATOLIENS AUS DER SICHT JUNGER KÜNSTLER

GENÇ SANATÇILARIN
BAKİSLARINDAN
ANADOLU'NUN ISÇI HAYATI VE
ENDÜSTRİLESMESİ

8.9.2017 – 25.3.2018

**Merscheider Str. 297, 42699
Solingen**

www.industriemuseum.lvr.de

Bild: Mahmut Kemal Arslan:
„Soma“, İstanbul 2014, Foto: Deniz
Tokgöz





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Again, many people came to the accompanying events:

Showing a film which deals with the Turkish immigration to Solingen - made by a German - Turkish film maker





TIERMÄRCHEN UND TÜRKISCHES SCHATTENTHEATER Ein Familiennachmittag am Sonntag, 18. März 2018

Haçevat und Karagöz – so heißen die beiden Helden des berühmten traditionellen Schattentheaters aus der Türkei, dass vom Schattenspielmeister Ali Köken um 15 Uhr aufgeführt wird.

Im Anschluss sind alle Kinder (und Eltern) eingeladen, eigene Schattenfiguren zu basteln. Angeregt werden sie dabei durch die mehrsprachigen Tiere Märchen von Hunden, Katzen und Mäusen, die von den Vorlesepatinnen und –paten des Kommunalen Integrationszentrums bei einem Rundlauf durch das Industriemuseum vorgetragen werden. All diese Tiere sind im Museum zu entdecken.

Das LVR-Industriemuseum lädt anlässlich der Sonderausstellung „Arbeitswelt und Industrialisierung Anatoliens aus der Sicht junger Künstler“ Kinder und Erwachsene ein, ein paar unterhaltsame Stunden in der Gesenkschmiede zu verbringen.

Der Familiennachmittag findet von 15 bis 18 Uhr in der Gesenkschmiede Hendrichs, Merscheider Straße 297 in Solingen statt. Der Eintritt ist frei.





An exhibition of young refugees on their lives in Germany





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**EINLADUNG ZUM INTERNATIONALEN
KULTURABEND** 24. NOVEMBER 2017

The experience was the same as in 2013. Hardly anybody of the target groups came to visit the exhibition. Unlike we wanted to. But many came to the events accompanying the exhibition.



Although, this time we not only wrote to all the Turkish migration associations as we had done before.

We also payed a German – Turkish lady (Emine) to visit each of the named above associations. Her task was to advertise the exhibition - **ARBEITSWELT UND INDUSTRIALISIERUNG ANATOLIENS** – and to persuade the Turkish immigrants to book a guided tour through the exhibition.

We trained Emine to give a tour through the exhibition alongside one of our art guides. Although the effort was great none of these tours were booked.





"Trial and error is characterized by repeated, varied attempts which are continued until success, or until the agent stops trying."

This was the point to either stop the attempt to attract the Solinger immigrants to visit our exhibitions or to think of a new solution.

- Helpful was the programme “grenzenlos kulturbewandert” we took part in. It was initiated in the year 2017 and was funded by the federal government.
- Idea was to meet with representatives of regional immigrant associations
- And to discuss what kind of cultural events would be interesting for the people they represent



The first meeting took place in the Gesenkschmiede Hendrichs in Solingen, April 2017.





Starting with a good meal we had a very interesting workshop ...



... collecting many ideas about the wishes and needs of intercultural communities.



Zusammenfassung: Workshop Solingen, 05.04.2017, 18:00-21:00Uhr

Welche Kulturangebote sprechen mich an

- Kulturnacht Solingen
- Tanzfest im Theater
 - Theatertage
 - Theaterangebote
- Gemeinsam Kochen und Essen
- Kulturspezifische Theaterstücke der Heimattradition
 - Schattentheater
- Wo sich Menschen treffen
- Ein Club oder Treff, wo alle willkommen geheißen werden
- Ballett, Papiertheater, Oper, Operette
 - Viele, aber keine Zeit
- Gesellschaftl. Debatten, z. B. VHS, Café Courage
 - Kabarett, Kleinkunst
- Musik und Essen verbindet Menschen
- Dokumentar(Kino)filme mit Diskussion
 - Film „Willkommen in Deutschland“
- Abend mit internationaler Folklore

Was vermisste ich

- Tanzabend mit verschiedenen Tänzen aus anderen Kulturen
 - Gemeinsame „Kultureressen“
- Begegnung von Kindern/ Jugendlichen, um gemeinsam voneinander zu lernen
- Kulturvereine – gemeinsame Sitzung zum Planen von gem. Veranstaltungen zum gegenseitigen Kennenlernen Freilichttheater, z.B. im Bot. Garten
- Interkulinarisches Picknick
 - Interculturelle Projekte
 - Gute Werbung + einfach
- Tanzfest im Sommer interkulturell und draußen
 - Internationaler Club
 - Möglichkeit der Kontaktaufnahme
 - Afrikanische Musik
 - Feste mit religiösem Anlass
 - Aktiv im Museum sein/Mitmachen
- Angebot für Jugendliche „gemischt“: Computer und Parcours (Programmieren und Sport?)
- Jugendliche in der Planung beteiligen
 - Politische Debatten
 - Kooperation mit „Waldmeister“
 - Park Hendrichs sollte mehr Sportangebote haben
 - Auf Augenhöhe gemeinsam mit Zielgruppe organisieren
 - Internationales Comedy-Fest
 - Angebote für ältere Menschen
- Besondere Feste an Schulen erklären
 - „Kümmerer“
 - Museums-, Stadt- Naturausflüge
 - Teilnahme von Migranten an Projekten

Wie wird „Kultur“ in anderen Ländern gelebt

- Essen ist als Bestandteil wichtig
- Würdigung spezieller Personengruppen mit Feiertag (Polizisten, Lehrer, Behinderte...)
- Feste – Volksfeste in Tracht und trad. Instrumenten und Gesang
- Religionsausübung
- Kommunikation mit/über traditionellen Instrumenten
 - Draußen!
- Am Ende eines Festes ein Feuerwerk
- Man nimmt sich Zeit
- Generationsübergreifend
 - Musik und Tanz
- Regional unterschiedl. Heimatfeste mit bekannten Sängern
- Lebendig und farbenfroh

Was können wir davon in Solingen lernen

- Sonderaktionen bspw. „Familientag“
- Angebote und Förderung der Kleinsten
- Gruppen/Vereine direkt nach ihren Wünschen fragen
- Vernetzung zwischen Anbietern
- „Botschafter“ finden – für Kulturangebote – bei Nutzen des Angebotes „an die Hand nehmen“ – in jeder Altersgruppe – Muttersprachler
- Türk. Kindergeburtstag im Museum
- Gegenseitige Einladung zum Essen, zum Kennenlernen
- Henna-Abend türk. Hochzeit (Polterabend)
- Dokumentation/Interviews Einwanderungsgeschichten nach dem 2. WK
- Alter Show- Party nach „Leben braucht Vielfalt“
- Arabische Musik für Jugendliche
 - Gegenseitige Gottesdienstbesuche
- Gefühl der Ausgeschlossenheit von Politik und Kultur
- Integration über Kultur im politikfreien Raum
- Lockerung von Auflagen weniger bürokratische Hürden

Discussing the outcomes at the end of the project





Outcome of the workshops „Grenzenlos kulturbewandert“

- In the end it was quite clear:
The people which represent regional families with roots in Italy, Spain, Turkey, Russia and other countries have three main requests
- 1. Cultural events should be fun!
There should be music, time to meet people, and food and drinks.
- 2. Need for professional support!
Museums workers are seen as professional organizers. We are asked to help organizing their own cultural events (starting with PR and ending with loaning chairs)
- 3. Becoming a part of our programme!
People do not only want to come to our events but want to show their own culture in our rooms. They want to get a share of the high reputation of the German cultural institutions



How to attract a diverse audience

This means:

- When making your programmes and planning your exhibitions - ask the representatives of the diverse audiences to take part!
- Take it serious! Do not select events which seem to fit to your museum and exclude the ones you do not like.
- This needs a kind of agenda made by all partners which defines shared goals (Nina Simon) regarding exhibitions and events
- This needs much more time than making the programme and the exhibition on your own.
- Share your sovereignty! Share your power!



Danke

Grazie

Tessekcur ederim

**Thank you
for listening to me!**

Nina Simon in: “The participatory Museum”

Co-creative projects progress are very similarly to collaborative projects, but they confer more power to participants.

Staff members and community partners work closely to achieve their shared goals.

The project development process is often co-determined by the preferences and working styles of participants.

The result is a project that is truly co-owned by institutional and community partners.