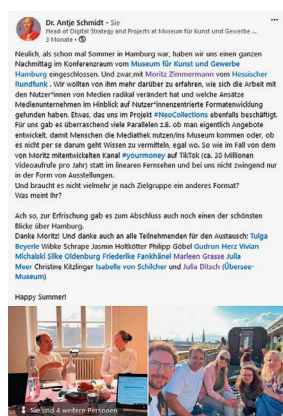


# NEO Meets...

## Learning from Each Other

Participant's comment on feedback form

**“This format gives me new ideas and inspiration!  
Thanks for that!”**



Screenshot of a LinkedIn post by Antje Schmidt about meeting Moritz Zimmermann at MK&G in May 2024 and learning about user-centered approaches at Hessischer Rundfunk.

Antje Schmidt, “Neo Meets...,” in *NEO Collections: From Reimagining Digital Collections to Changing Museum Practices / Von der Neugestaltung digitaler Sammlungen zur Veränderung von Museumspraktiken*, edited by Antje Schmidt and Tulga Beyerle (arthistoricum.net, 2024): 49–51. <https://doi.org/10.11588/arthistoricum.1558.c23008>

In 2021, we launched the “NEO meets ...” format—a kind of digital lunch lecture for the three partner museums. The idea was to invite experts and practitioners from the field and beyond to gain new insights into topics relevant to the context of the NEO Collection project. Due to the Covid pandemic, everyone was equipped to gather online, which had not been possible before. This also allowed us to invite international speakers and to connect with colleagues from Bremen and Stockholm in a new way.

As a core team, we brainstormed possible speakers and asked colleagues what they would be interested in regarding new ways of thinking and working. In addition to learning about innovative approaches within the NEO team, we hoped that the external voices would inspire our colleagues and foster cross-departmental and cross-institutional bonds and collaborations. To that end, we organized one-hour Zoom meetings and then sent invitations to colleagues at each partner museum. For those who could not attend, we recorded the meetings.

Topics ranged from questions such as “How can the process of digitization and publication be made more equitable? What can, may, and should freely reusable cultural heritage encompass, and what does it not? How to deal with contested legacies?” to “How can we effectively implement user-centered programming? What impact do our (digital) offerings have? How can we measure their success?” We also conducted interviews with the speakers, which we later published on our blog.

We also invited other projects involved in the Fonds Digital program (“Das Museum as Co-Labor” and “Amazonien als Zukunftslabor”) and discussed new ways of working and collaborating internally and with new communities.

The great opportunity, but also challenge, was the participants’ wide range of professional backgrounds—from curator of entomology (a bee expert) to curator of seventeenth-century art, from marketing officer to provenance researcher, from director to information desk host. Furthermore, we came from three different museums with different structures and priorities. The digital literacy of the participants was also very heterogeneous—as were their expectations.



Meeting in March 2023 at MK&G for the screening of “Embracing Digital: A Curator’s View” by Dellair Youssef and to discuss digital curation with colleagues from MK&G and other museums.

## Balancing different needs and expectations

Through evaluations, we learned that not everyone was comfortable speaking during these sessions. The topics were new to many participants, which could feel challenging. There were also different expectations about being a passive listener or actively engaging with the speakers and other participants in a breakout room. We also invited a professional translator to reduce the language barrier. However, the evaluation showed that participants preferred to listen to the original speaker.

Balancing the diverse needs of participants with different backgrounds and expectations was a challenge. Yet there were over 140 attendances in total, and most participants reported that the topics were relevant to them and that they would like to see more collaboration between the museums.

We continued with a slightly different approach, meeting with colleagues on-site at MK&G and inviting others from nearby (Hamburg, Bremen, and Lübeck) to discuss topics such as digital curation or learning from public broadcasting experts on how to reinvent their offerings in the digital space.

All of these activities were essential to make explicit that “digital” is not just something that happens in a digital department or by a particular role and to empower colleagues to actively shape their perspective on it.

Was war positiv an der Veranstaltung? // What was positive about the event?

11 Antworten

sehr spannendes Theam im Allgemeinen

great input, a lot to think about, rich and inspiring for our work and the exchange in this group

Einstimmungsvideo

Inhalt

Interessantes Thema & Diskussion

Neue Perspektive auf die Schattenseiten der Digitalisierung und damit einhergehende Machtverschiebungen bzw. Fortschreiben bestehender Macht-Asymmetrien

Präsentation und Moderation des Themas - schön Andrea Wallace kennengelernt zu haben (outside our bubble)

Das Thema war hammeraktuell für unser Haus und brachte neue Aspekte in eine Debatte, die total wichtig ist.

Weitere Hinweise, Kommentare, Fragen, Feedback? // Any other remarks, comments, questions, feedback?

4 Antworten

brilliant presentation!

Due Breakout Session war sehr gut, wir hatten eine gute Diskussion und haben neue Leute kennengelernt

...wenn die Arbeitszeit nicht immer so knapp wäre (Teilzeit). Daran scheitert viel, was sinnvoll wäre, auch Kooperationen.

Die Deutungshoheit über Kulturgut muss bei der Ursprungskultur bleiben. (oder bei Raub-Kulturgütern: an die Ursprungskultur zurückgeführt werden).

After the NEO meets... events, we asked our colleagues to answer a few questions about their experience, for example what they liked about the meeting and whether they had any other comments or remarks.

# SHINY DIGITAL TOYS

