Playful Engagement through the Universal Language of Art
Play Africa in our Community

Audience-Driven

How We Collaborate
Play Africa in our Community

Audience-Driven

How We Collaborate
Johannesburg, South Africa
Johannesburg, South Africa
Equality and an end to poverty
Equality and an end to poverty

Safety.
Equality and an end to poverty.
Safety.
Belonging.
Equality and an end to poverty
Safety.
Belonging
Support for parents and teachers
Equality and an end to poverty.

Safety.

Belonging.

Support for parents and teachers.

A place to play together.
Our Vision

An equitable South African society that honours all children and champions every child’s right to play and discover.
Our Mission

To help create engaged citizens and healthy communities by inviting all visitors to discover new worlds, to wonder, to ask questions, and to imagine a better future through interactive, hands-on exhibits, programming and play.
Play Africa in our Community

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How We Collaborate
Location: Constitution Hill
Children and families to explore, discover and create together.
Children play across language, ability and other “barriers.”
Children of all abilities are welcome and included.
Children and caregivers explore together, building strong family relationships.
Parent Support

Information and inspiration for caregivers

Raising young children can be difficult. We believe that every parent needs support sometimes. Check out new resources to help you on your parenting journey.

All families are welcome here.

We help parents in caring and non-judgmental environments
Becoming a vibrant regional resource for communities in Johannesburg.
Play Africa in our Community

Audience-Driven

How We Collaborate
I) Programmes
Art Across Oceans: A cultural exchange through the universal languages of art and play.
Celebrate and nurture the arts in children and families; develop hands-on, playful artwork that invites children to experience themselves as designers, makers and creators.

1) Support children’s concept of themselves as artists.
Create opportunities for young children and families to come together through art in public space; contribute to local civic pride and bolster children’s identity as global citizens.
3) Advocate for children’s rights to safe, inclusive play spaces

Provoke a positive call to action through modeling vibrant, creative spaces that invite children and families to play, learn and dream together.
Bridge South Africa’s cultural traditions with contemporary methods; create opportunities for children in Johannesburg and the greater Chicago area to connect with a modern, nuanced aspect of today’s South Africa.
Enhance children’s perspectives by introducing new materials, redefining traditional materials, or referencing traditional subject matters in new way; encourage children to discover new worlds, to ask questions and to imagine a better future through interactive, hands-on play.
II) Architecture
... something crashed into the middle of her forehead!
IV) Learning Framework
To think, act and plan with the future in mind
An extensive network of excellent people within the organisation, and externally in the industry and community, excited to try new things – practically and academically - to ensure our work is relevant and will always stay that way.

To design an exceptional learning experience
A innovative tangible space and experience that is more than just play and more than just learning; visitors feel completely engaged and absorbed and connect immediately, making them want to stay connected.

To produce a space that feels truly open and accessible to the public
A place for the people in our community and everything that includes, where everyone feels comfortable to learn, no one feels isolated or intimidated and as a result the space naturally develops and prospers.

To promote and maintain a holistic focus on learning
An educational concept centred around hands on learning, learning through play and practical application, and bolstered by the use of theory from various related subjects to ensure everyone can learn in way that’s best for them.

To inspire children and society
To get children excited about learning and in turn inspire their families and societies to be interested in learning. Early Childhood Development (ECD) and the positive impact this institution can have on their overall wellbeing.
### SUSTAINED, LONG-TERM POSITIVE IMPACT

**OUR VALUE CREATION MODEL**

<table>
<thead>
<tr>
<th>WHAT we offer that creates value</th>
<th>WHO do we create value for</th>
<th>WHAT is material to create value</th>
<th>HOW do we know if we are creating value</th>
<th>WHAT do we use to create value</th>
</tr>
</thead>
</table>
| Play-based educational exhibits and experiences for children, families and schools. | - Children 0-10  
- Families  
- Schools  
- Educators  
- Pregnant mothers  
- Donors  
- Employees  
- Communities | - Effective stewardship  
- Excellent team  
- Quality offering  
- Sustainable model  
- Community support  
- Good governance | Indicators as laid out in our unique framework | - Financial capital  
- Human capital  
- Manufactured capital  
- Intellectual capital  
- Social and relationship capital |

#### VALUE CREATION OUTCOMES

- **SUSTAINABILITY**
  - Long-term plan
  - Curated Exhibitions
  - Research-led innovations
  - Invested staff
  - Informed stakeholders

- **CONSIDERED LEARNING**
  - Understanding of theory
  - Integrated with priorities
  - Play-based learning

- **INSPIRED CHILDREN, SOCIETY**
  - A place to try new ideas
  - A life-long love of learning
  - Pride in shared space

- **WORLD-CLASS EXPERIENCES**
  - Audience participation
  - Welcoming engagement
  - Safe, maintained spaces

- **INCLUSIVE SPACES**
  - Accessible experiences
  - Community pride
  - Authentic engagement
“What we saw here was so different than any thing the children have seen before, or even we as teachers have seen before.”
Thank you

Gretchen Wilson-Prangley
Founder and CEO
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gretchen@playafrica.org.za

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HELLO MUSEUM
Ysaac KIM Director & Founder of HELLO MUSEUM
Reimaging Hello Museum: Defining the Community Needs
About hello museum

Hello!
Small neighborhood, Hello Museum

Founded on Nov. 2007 (Accredited museum)
Newly re-located on Aug. 2015

- 30,000 visitors per year, 2,500 monthly
- 3,000 times of Cumulative Education programs
- ‘Ministry of Culture, Tourism and Sports’ prize winner

Introduction

Lowest Education Spending Area
Lack of Cultural Infrastructure
Current (2000)
Redevelopments (over 70% is high rise apartments)
Luxury Residential and old neighborhood coexists
New commercial trendy places with easy access

Chosun Dynasty (1300 AC)
Right Outside of Fortress Wall, rock mountain area. Blacksmith industry

Post Korean War (1960)
Shelter War victim
Goals
Communicating the concept of ‘Contemporary art museum for Children.’
Finding unique value of Hello Museum.

Objectives
Define Community needs and expectations
How do we best capture our value with Art
The reasons why I chose to use the Reimagining process:
1. To accommodate a new region and to serve the community better.
2. To make audiences realize and understand the purpose, value, and concept of the museum.
3. To find a creative solution that can exceed the limitation.
4. Despite the increasing number of audiences, the percentage of local audiences is decreasing.

Unique Value of Hello Museum

Reimagining

Art Run
Visitor
Research
User Research Frame

Pre-visit

Expectations
Shadowing
Interviewing with Research Program

Museum visit

Interactive Museum Experience
Shadowing
In Depth Interview

Post-visit

Memories of Museum
Using Research Tool Kit Interview

A. Pre reservation visitor

Scenario 01 - Pre reservation visitor
A scenario where the visitor enters the museum and explores the exhibits.

B. Passer by

Scenario 02 - Passer by
A scenario where a passerby happens upon the museum and decides to visit.

C. School group

Scenario 03 - School group
A scenario where a school group visits the museum and engages in interactive activities.
Texting Service for Pre Reserved Audiences
Exhibition Info

Images of Art Works

Pre-dialogue
상세설명

 처음 동네미술관에 들어온 아이들이 어떤 곳인지 탐색을 한다.

예드케이터가 작품을 매개로 규칙을 깨시며 하나의 놀이로써 풍자져 작품에 흥을 기한다.

작품에 흥을 기할 수 있도록 예드케이터가 질문으로 자극을 하고 대답에 따라 좀 더 많이 생각하고 자신을 표현할 수 있도록 도와준다.

복도 형태의 공간에서 새로운 세계로 상상할
The Value of Hello Museum

Learning to Express inner self and appreciating art through PLAY

- Easier Access without Strenuous Exhibition Regulations
- Furnishing different types of exhibitions to promote acknowledgement
- Provides interaction between Parents and children

Artisit + Educator + Docent = Run around Play with Art
Artist Collaboration
Moveless, Haeyul Noh, 2010

A. 불법 상기.
   1. 비정형의 다양한 형태의 불법 상기를 제작한다.
      \[ \begin{array}{c}
         \text{\includegraphics[width=0.5\textwidth]{image1.png}}
      \end{array} \]
      가지등등.
   2. 이상시 제작한다.
      놓이 상기. 이상적으로 상기. 특별 모브일 경우도 무어든지 않아 된다.
      \[ \begin{array}{c}
         \text{\includegraphics[width=0.5\textwidth]{image2.png}}
      \end{array} \]

Moveless, Haeyul Noh, 2017
HULA UFO, Hongjang Oh, 2013
HULA UFO, Hongjang Oh, 2015
UFO Furniture Project, Hong Jang Oh, 2016
Play is a form of art for a child, Museum is perfect playground. Dreams are discovered through Playing with art at Hello Museum.
Thank you!

Ysaac Kim.    Hi @ hellomuseum.com
Tomoko Kuta
Deputy Museum Director
Essential Question:

How does a museum strategize to meet the needs of its community while maintaining growth?
• Meaningful and memorable visitor experiences
• Collaborations with artists that foster play and learning, and helps empower disenfranchised communities
• Audience-driven
How does this relate to my museum's programs, mission statement, and strategic vision?
Strategic Planning

Topics to cover:
• A really fantastic art installation: *The Wonder Sound* (video)
• NCM’s Mission Statement
• How to activate your mission statement? Theory of Change
• What is a Logic Model and why use one?
• Sample Logic Models
• Example of *The Wonder Sound*
Museum Mission

The New Children’s Museum is a new model of children’s museum whose mission is to stimulate imagination, creativity, and critical thinking in children and families through inventive and engaging experiences with contemporary art.
Introduction to Theory of Change:

If we do XXXX, then YYYYY will occur
How We Do It

Engaging children using contemporary arts as a lens to develop the skills needed for the 21st century

Creativity, confidence, problem solving, interpersonal skills, critical thinking, collaboration, optimism
Introduction to Logic Models
PURPOSE or MISSION of your program, effort, or initiative

INPUTS or RESOURCES: raw materials used by the program

CONSTRAINTS or BARRIERS to program objectives

ACTIVITIES: what the program does with the resources to direct the course of change

OUTPUTS: direct evidence of having performed the activities

EFFECTS or results, consequences, outcomes, impacts of having taken action (intended and unintended):
- short-term
- mid-term
- longer-term

CONTEXT or CONDITIONS of your work
Program Action - Logic Model

**Inputs**
- What we invest
- Staff
- Volunteers
- Time
- Money
- Research base
- Materials
- Equipment
- Technology
- Partners

**Outputs**
- What we do
  - Conduct workshops, meetings
  - Deliver services
  - Develop products, curriculum, resources
  - Train
- Who we reach
  - Participants
  - Clients
  - Agencies
  - Decision-makers
  - Customers

**Assumptions**

**External Factors**

**Evaluation**
Focus - Collect Data - Analyze and Interpret - Report

**Outcomes - Impact**
- Short Term
- Medium Term
- Long Term

**Priorities**
- Consider:
  - Mission
  - Vision
  - Values
  - Mandates
  - Resources
  - Local dynamics
  - Collaborators
  - Competitors
- Intended outcomes

**Situation**
- Needs and assets
- Symptoms versus problems
- Stakeholder engagement
## Logic Model Template

**Program:** Health Information Outreach Program

**Goal:** Improve community members’ abilities to find, evaluate, and use health information

<table>
<thead>
<tr>
<th>Inputs</th>
<th>Activities</th>
<th>Who we reach</th>
<th>Why this project: short-term results</th>
</tr>
</thead>
<tbody>
<tr>
<td>What we invest</td>
<td>What we do</td>
<td>Who we reach</td>
<td>Learning</td>
</tr>
<tr>
<td>Staff</td>
<td>Conduct workshops and meetings</td>
<td>Participants</td>
<td>Awareness</td>
</tr>
<tr>
<td>Volunteers</td>
<td></td>
<td></td>
<td>Knowledge</td>
</tr>
<tr>
<td>Time</td>
<td>Train</td>
<td>Clients</td>
<td>Attitudes</td>
</tr>
<tr>
<td>Money</td>
<td>Deliver services</td>
<td>Agencies and community-based organizations (CBOs)</td>
<td>Skills</td>
</tr>
<tr>
<td>Research findings</td>
<td>Develop products, curricula, resources</td>
<td>Decision-makers</td>
<td>Opinions</td>
</tr>
<tr>
<td>Materials</td>
<td>Facilitate access to information</td>
<td>Customers</td>
<td>Aspirations</td>
</tr>
<tr>
<td>Equipment</td>
<td>Work with media</td>
<td>Clinical professionals</td>
<td>Motivations</td>
</tr>
<tr>
<td>Technology</td>
<td></td>
<td>Members of CBOs</td>
<td></td>
</tr>
</tbody>
</table>
**LABynith Logic Model**

**Mission**
The New Children’s Museum is a new model of a children’s museum whose mission is to stimulate imagination, creativity, and critical thinking in children and families through inventive and engaging experiences with contemporary art.

**Vision**
The New Children’s Museum addresses a critical need in our society by engaging children through contemporary art to develop the skills needed for the 21st century.

**LABynith Design Ethos**
The essence of Appreciative Inquiry [AI] in the context of evaluation is that it gives the organization as a whole a process by which the best practice of the organization can become embedded as the norm against which general practice is tested. This is particularly important to the LABynith project, which seeks to institutionalize a new exhibition development process that builds on current strengths and moves the Museum towards being truly community-based.

### Goals
- To develop relationships with 160 families and enact mechanisms for long-term NCM participation;
- To build a groundbreaking new exhibition that is responsive to users and encourages creative confidence; and
- To innovate and institutionalize a community-based exhibition development process and share it with the field.

### Assumptions of AI
- Multiple realities exist based on perceptions and shared understandings.
- It is possible through inquiry to influence the reality an organization creates for itself.
- The more positive the questions we ask, the more engaged and excited participants will be and the more successful the change effort will be.
- The image an organization has of its future guides that organization’s current behavior.

### Target Populations
San Diego County families with children under 12 who are: regular visitors to NCM OR currently underserved.

### Inputs
- Time and talents of six FTE NCM staff and up to 8 PT staff; contributions by four working artists
- Material investment in a permanent anchor exhibition that will be on display at least five years
- The time and talents of staff and families at six community organizations in San Diego County

### Outputs
- 12 workshops that allow hands-on artmaking and the chance to learn from artists
- 12 in-house prototyping sessions that allow visitors insight into and practice with the creative process and participation in something innovative
- 140 new, free museum memberships that will allow underserved families opportunities to participate in original art-making
- 1 new anchor exhibition that will allow 140,000 visitors to have creative experiences each year

### outcomes

<table>
<thead>
<tr>
<th></th>
<th>SHORT-TERM</th>
<th>MID-TERM</th>
<th>LONG-TERM</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMMUNITY MEMBERS WHO PARTICIPATE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stimulated imagination</td>
<td>Increased understanding and appreciation of the value of art</td>
<td>New sense of value for the role art/children’s museums can play in the life of a family</td>
<td></td>
</tr>
<tr>
<td>Practice thinking &quot;outside the box&quot;</td>
<td>Rewarding positive risk taking and new creative confidence</td>
<td>A sense of NCM as a partner in the creative development of children</td>
<td></td>
</tr>
<tr>
<td>Exposure to new ideas and new approaches</td>
<td>Enhanced critical thinking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invigorated practice in exhibition development</td>
<td>Increased organizational capacity for meeting community members where they are and incorporating their ideas into exhibitions</td>
<td>New exhibitions from 2017 onward will utilize this new community-based exhibition model</td>
<td></td>
</tr>
<tr>
<td>More distributed leadership in how exhibitions are created</td>
<td>Stronger collaboration with key community organizations in San Diego</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lessons learned from an organization that takes measured risks in order to become more community-based</td>
<td>Inspiration for changes museums can make in order to become more community-based</td>
<td>Three to five significant changes in practice that any museum can make in order to become more community-based</td>
<td></td>
</tr>
</tbody>
</table>

**THE NEW CHILDREN’S MUSEUM**

**THE MUSEUM FIELD**
Playful Engagement through the Universal Language of Art