

# CREATIVITY IN MUSEUMS



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## MUSEUMS AND CREATIVITY

Museums are fantastic places to experience **creativity**

brought to life by a creative team



## INNOVATION

### MUSEUMS AND INNOVATION

**BUT** creativity is not enough: Museums need innovation!

The great steps forward in the history of museum were due to **radical innovation** which included:

1. Individual creative thinking allowing new perspectives generating new concepts which change the paradigm

2. Developing and realising these new concepts until its final implementation

3. Organized by a well managed process on an institutional level

## RADICAL INNOVATION

### EXAMPLES OF RADICAL INNOVATION IN MUSEUMS

Specialised museums in the 19th/20th century  
(Decorative Art Museum, Natural History)



Interactivity - children's museums and science centres



Visitor friendly museums



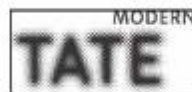
Idea museums



Museums as learning spaces



Museum brands



# RADICAL INNOVATION

## REASONS

Time and need for radical innovation :

Social needs



Lack of funding



Privatisation of museums



Competition with leisure sector and other museums



Scientific developments




Donation of collection - change of mandate



Change in need and expectations of audiences



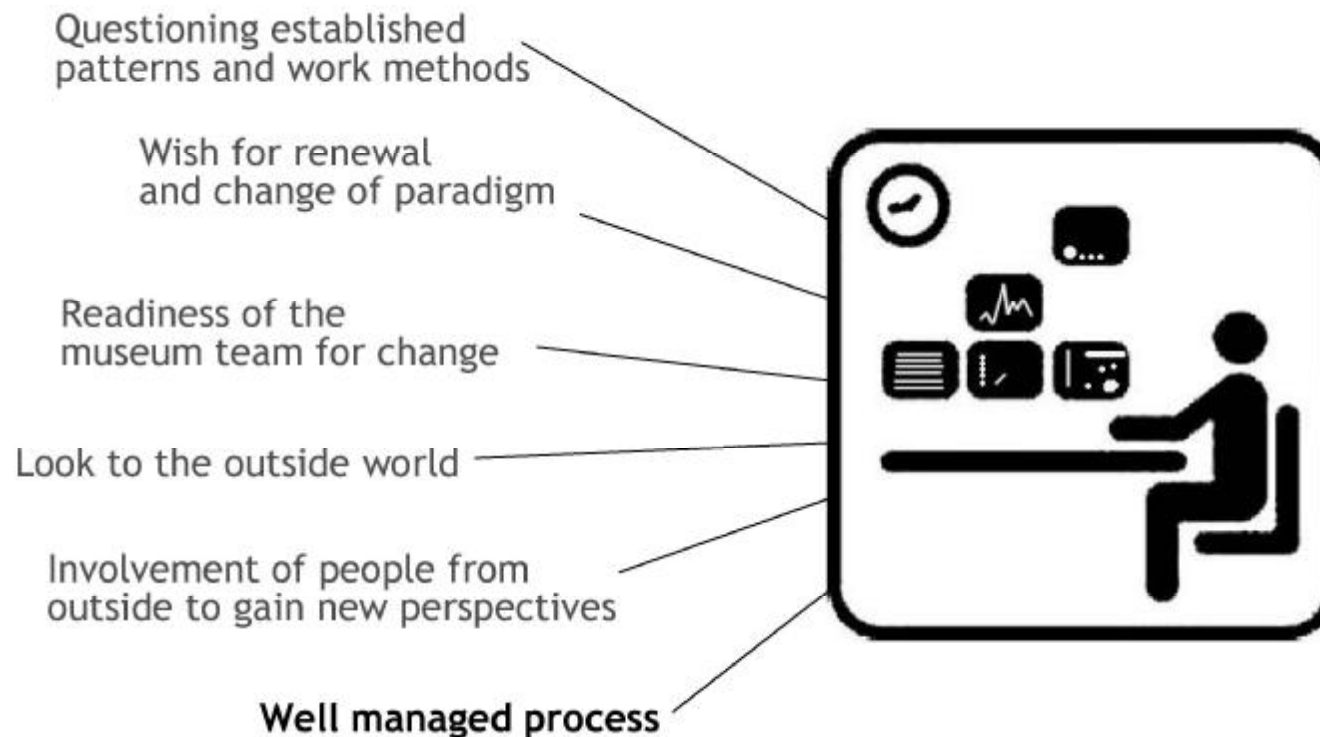
Change of sociodemographic factors



## RADICAL INNOVATION

### ○ PREREQUISITES

What is necessary to obtain radical innovation:



## RADICAL INNOVATION

### ○ LEARN FROM THE OUTSIDE

What can museum management do to promote radical innovation:

Learn from the **FOR PROFIT SECTOR:**

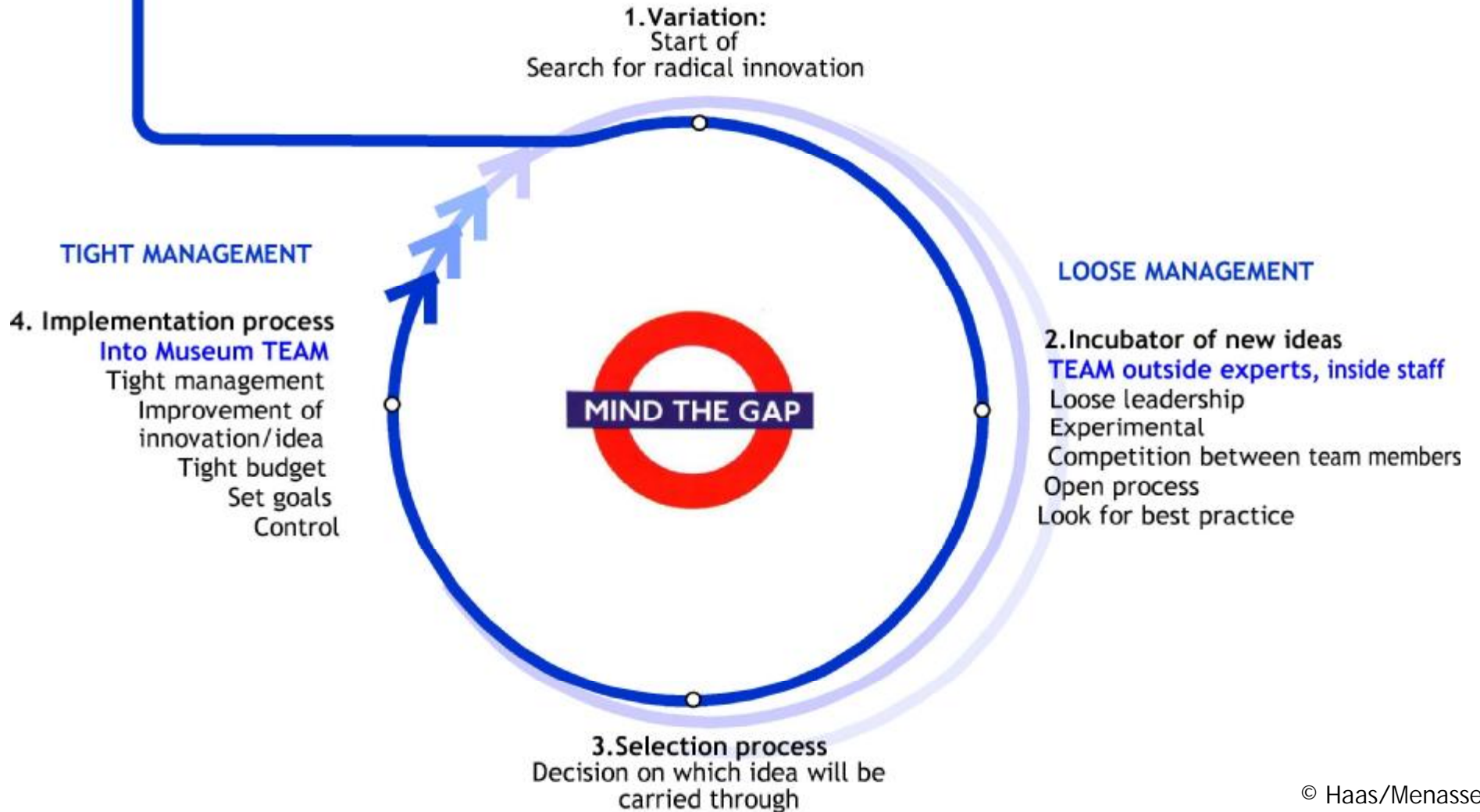
**Innovation** is defined as the main success factor

**Theories** have been developed on how to manage radical innovation processes (Tushman)



# MANAGEMENT LEADING INNOVATION

## CIRCLE OF RADICAL INNOVATION





## MANAGEMENT LEADING INNOVATION

### LOOSE PHASE

#### Duties of management in the **loose phase**:

Protection of the creative team of staff members and outside experts

Creation of an open environment - free the team from the daily work duties

Give the team self responsibility

Mistakes are allowed

## MANAGEMENT LEADING INNOVATION

### TIGHT PHASE

#### Duties of management in the tight phase:

Involve the whole staff

Bridge between creative team and museum team - create a common understanding

Set clear strategy and tightly control

Implementation

Mistakes have to be avoided

## MANAGEMENT LEADING INNOVATION

### RECOMMENDATIONS

Management has to:



Provide good leadership



Activate and allow creativity within the staff



Protect the creative team during incubator period



Keep good nerves and not lose confidence in the team



**BRIDGE THE GAP BETWEEN CREATIVE TEAM AND OTHER MUSEUM STAFF AND BETWEEN OUTSIDE EXPERTS AND STAFF**



**THANK YOU**

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