

## **'Breaking into the Museum'**

### **QR Codes attached to Museum exhibits bring fresh views on city heritage**

New media, new perspectives, new captions at the *Museum of London* – The *Museum of London* in association with *Manifesta* adds QR codes technology to visitor interactivity in its *Galleries of Modern London*.

This move follows the museum's collaboration with *Manifesta* in 2010, when 14 young people, participating in a pilot initiative focusing on heritage, 'broke into' the *Museum of London* for a curating and creative video-making experience.

Encouraging youth participation, *Breaking into the Museum*, a project devised and led by *Manifesta*, with funding from the *Heritage Lottery Fund* – promotes innovative intervention in heritage-curating as an exciting form of 21<sup>st</sup> century cultural activism and engagement – here using the medium of film/video, grounded in an intensive learning and production workshop experience (handling camera and sound; developing narrative ideas; story-boarding; directing; editing).

Recruited by the *Octavia Foundation* and *St Charles Catholic Sixth Form College* in North Kensington, working with the newly launched *Galleries of Modern London*, and assisted by museum personnel and creative film-makers in a five day workshop - each young participant produced a short film of 1 to 3 minutes, inspired by a particular object/piece in the collection.

The result is a series of films, ranging from documentary formats to evocative and creative pieces, including performances by the young film-makers. More information is on [www.manifesta.org.uk/breakingintothemuseum](http://www.manifesta.org.uk/breakingintothemuseum).

Today we can announce that the films are permanently anchored within the *Galleries of Modern London* in the *Museum of London*, thanks to the use of QR Codes captions which have been added to each exhibit on which the young participants decided to focus in their films. From now on, when looking at the object in question, the public will be encouraged to upload the films, by scanning with their smart phone the QR Code placed alongside the exhibit.

Colin Prescod, co-director of *Manifesta*, said: "It is really exciting to see fresh, youth-voiced takes on history and heritage being made permanently available in a museum context. This will add a new facet of interpretation to parts of the Museum's collection, while contributing to opening up the museum as a public space of engagement for traditionally marginalised audiences."

***Breaking into the Museum*** also took place in France, with *Tribudom* and city museum *Musée Carnavalet* (Paris) and thanks to funding from the *European Cultural Foundation*.

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## Notes to Editors

1. **Breaking into the Museum** in London is produced by *Manifesta* with the *Museum of London*, and delivery partners *Octavia Foundation* and *St Charles Catholic Sixth Form College*. It is funded by the *Heritage Lottery Fund*. *Breaking into the Museum's* transnational element is funded by the *European Cultural Foundation*.

<http://www.manifesta.org.uk/breakingintothemuseum.html>

2. **Manifesta** is a not-for-profit limited company which develops and delivers arts and cultural projects for social change. The key themes on which it works are cultural diversity, social exclusion/inclusion and anti-racism. It was founded by *Colin Prescod* and *Marion Vargaftig*, following a collaboration dating from 1996. *Manifesta's* core aim is to facilitate creative expression of marginalised and youth voices (including migrants) on key issues, in order to express young people's ideas and perspectives, and put them 'centre stage' - using traditional exhibition sites as well as more unusual public spaces to reach the widest possible audience mix, and to provoke refreshed discourses on key current social and cultural affairs.

*Manifesta's* activities range across developing learning skills associated with creative film-making; engaging with history/heritage learning; devising and disseminating educational packages for formal as well as informal learning; employing cutting edge/unusual dissemination/communication formats and the latest technology, QR Codes; facilitating cross cultural and inter-generational dialogue; advising others engaged in related projects, and sharing our work achievement and expertise with others via conferences and seminars. In the last 4 years, concentrating on creative video/film narratives (delivered in projects themed around belonging, and history and heritage) we have workshop-produced more than 100 short films of broadcast quality, which have been seen in the UK and internationally - in museums and community centres, in the courtyard of an housing estate, on European television (broadcast and online), at international festivals and conferences. <http://www.manifesta.org.uk/>

3. **The Museum of London** is one of the world's largest urban history museums and cares for over two million objects in its collection. Having undergone major redevelopment work for its Capital City project from 2010, the Museum takes its story from prehistoric London to the 21st century for the very first time. London is one of the most vibrant and cosmopolitan cities in the world with a story stretching back over a quarter of a million years. Museum of London is committed to recording and explaining change in every part of London life, to tell its past, present and future stories. Museum of London, Museum of Docklands and Museum of London Archaeology seek to inspire a passion for London. The Museums are open daily 10am – 6pm and are FREE to all. For more information contact [press@museumoflondon.org.uk](mailto:press@museumoflondon.org.uk)

<http://www.museumoflondon.org.uk/English/>

4. **The Octavia Foundation** is a charity set up by *Octavia Housing* which aims to improve the quality of life of local communities and individuals within the areas that *Octavia Housing* operates. *Octavia Housing* is a Housing association which manages 4,000 homes in central and West London. The *Octavia Foundation* work is divided into 5 key areas: training and employment initiatives; training and employment initiatives; young people and children; welfare and debt advice, older and vulnerable people, and community involvement.

<http://www.octaviafoundation.org.uk/>

5. **St Charles Catholic Sixth Form College** is a Roman Catholic sixth form college located close to Ladbrooke Grove in the Royal Borough of Kensington and Chelsea, in Central London. The college offers a range of courses for students aged 16-19 graduating from local schools in the surrounding area. Media Studies offer students a unique opportunity to engage in a wide range of media production projects and theoretical adventures with the explicit aim of encouraging and training a new generation of media literate, critically engaged and politically active media producers, researchers and artists.

<http://www.stcharles.ac.uk/home.aspx>

6. **The Heritage Lottery Fund** (HLF) enables communities to celebrate, look after and learn more about our diverse heritage. Using money raised through the National Lottery, the *Heritage Lottery Fund* (HLF) sustains and transforms a wide range of heritage for present and future generations to take part in, learn from and enjoy. From museums, parks and historic places to archaeology, natural environment and cultural traditions, we invest in every part of our diverse heritage. HLF has supported 33,900 projects, allocating £4.4billion across the UK.

<http://www.hlf.org.uk/Pages/Home.aspx>

7. **The European Cultural Foundation** facilitates and catalyses cultural exchange and new forms of creative expression. It shares and connects knowledge across the European cultural sector and advocate for the arts on all levels of political decision-making.

<http://www.eurocult.org/>