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WHAT'S MUSEOMIX



Museomix komunitate ireki bat da, etorkizuneko museoa imajinatu eta sortzeko museoen eta teknologiaren profesionalak eta zaleak osatua.



Museomix is an international anual event dedicated to new forms of mediation and the technology in social and cultural spaces. It was born in 2011 with the main objective of bringing innovation to musums. Museomix is an open community of professionals and museum and technology lovers that gather together to imagine and create the museum of the future under the moto "people make museums".

A museum invests, a group gathers together and during the event proper innovative mediation devices are proposed.

This cultural makeathon interconnects communities in cities from eight countries, mixes talents and competences. People with mediation, makers, design, developing, graphic and art profiles meet in a museum to experiment and vibe together during three days and two nights.

A weekend of co-creation to invent, build and innovate without hierarchic barriers nore limits.

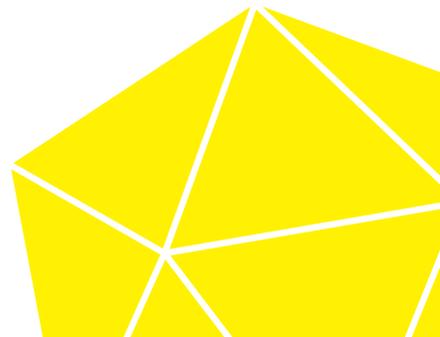
By the end of the event, the public is invited to try the devices created but the teams, some of which could be produced in the future by the museum, or become inspiration for future projects.

1 community + 1 museum + 3 days of "creative marathon"

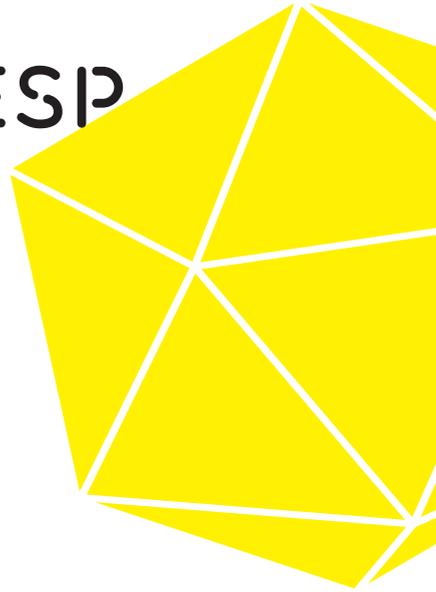
Aiming to raise many reflections and feed the imagination and creativity of every participant, the museum proposes to the museomixers different terrains to play considering its spaces of the museum, its collections and problems.

The teams work on the valorisation of an artwork, a pedagogique dynamic, the relation of the visitors during a visit... and they reflect on the creation of experimental devices.

As logistique and creative support for the museomixers, some agents from the surroundings, education centers, and the main museum put to their disposition their resources and energies.



MUSEOMIX ESP



The first Museomix community in Spain was born by initiative of K6 Gestion Cultural and the Oiasso Museum of Irun. Together, we've worked to meet the global community, make our candidature, build a collaboration network to develop and spread the event.

To drive the first edition of Museomix in Spain, we've had the support of the Provincial Council of Gipuzkoa and Irun's Cityhall.

We are the promotor and production team of Museomix in Spain, the link with the global community and the community managers..



MUSEOMIX 2017

○
More than 800 people were called up to invent by teams innovative mediation devices to make the visit of the museums richer!
○

In its 7th edition, Museomix was celebrated for the first time in Spain and in 7 more countries.

- Musée National Fernand Léger - Biot
- Musée de la ville de Bruxelles - Bruselas
- Museo de Storia Naturale di Ferrara
- Museo della Ceramica di Montelupo Fiorentino - Florencia
- Musée du Textile et de la Vie Sociale, en Fourmies
- Artlab - Lausanne
- Musée d'Histoire naturelle - Nîmes
- Palais de la Découverte - Paris
- L'Archeologico - Terni
- Circuito Liberdade - Belo Horizonte
- **Oiasso Museoa - Irun**

With partners like Aestetype and more tools to work from different point in the planet, the link between countries has been close, getting to see in real time on a screen the interaction in social networks of every community. There is a big work of communication and coordination between communities. They've produced similar content of the events and have communicated together videos and photos of the journeys. Like this, 4,506.715 people were reached by more than 3500 post and 576 contributors in social media.



MUSEOMIX ESP'S FIRST PLAYFIELD

OIASSO MUSEOA

The Oiasso Museum in Irún is an archaeological museum that treats the roman time. Nowadays, and even though its content is pretty specific, it gathers different disciplines through its activity program. This way, in the program known as "Minerva's forum", proposals around culture and creation are developed. Music, literature, dancing or fashion, to point some, get into the museum and interact with the permanent exhibition.

Also, following this worklines, Oiasso has promoted projects that have creation and participation as its base: from contemporary art exhibitions to illustration workshops, artistic recycling, going through residences of artists or workshops of art therapy for specific collectives.

That's why Museomix fit in the objectives and work methods of the museum. Museomix has been an opportunity to put in practice our vision of a museum opened to the community where sharing and mixing ideas, building mediation and experimentation devices, and

re-thinking the relations between the museum, the artistic and investigation community and the audiences.

The opportunity to work together with a work and creation team made up by personalities and professional profiles so hererogenous has meant an authentic revolution for understanding our archaeological collection and its chances to generate new connection ways with the public. The prototypes designed by the different teams answer some proposals of innovative activities that bring new points of view and dynamics not worked in the museum yet. The view of someone outside of the daily tasks of the museum and the new approaches proposed, more linked to art, communication or technology, have created creative synergies with excellent results.



COMMUNITY



COMMUNITY

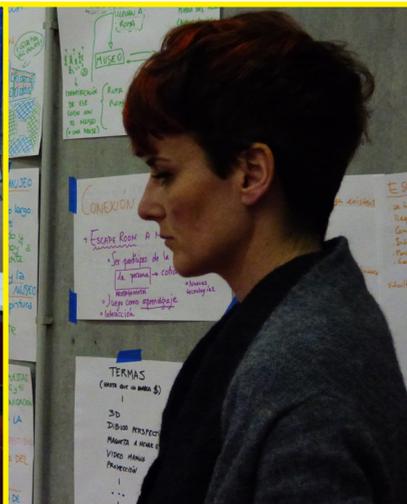
Museomix is dynamism, technology, communication, speed, material... To ensure all of this elements were in the event, the tandem K6-Oiasso, as Museomix ESP, contacted with agents from the entourage who fell identified with the project and aim to bring their resources to the good development of the event.

Ixi García, Pink Gorillas - Mediator, artist.

Ixi has been in charged of animating the marathon. The event has many milestones established by the global community that must be respected and delivered to enable the international coordination. With Ixi, we've worked on the design of the program for the weekend to stimulate the museomixers, motivate the reflection and imagination without borders.

Imanol Calderón, Fast 3D Bidasoa - Engineer

Imanol was the magician of the event. He brought his 3D printers, supported the museomixers all the time to help them think the better way to use the printers and get the objects they wanted. He also created the mascot of Museomix in Oiasso, a small mammoth borned in a "brainstorming" practice.



COMMUNITY



Bidasoa LHI

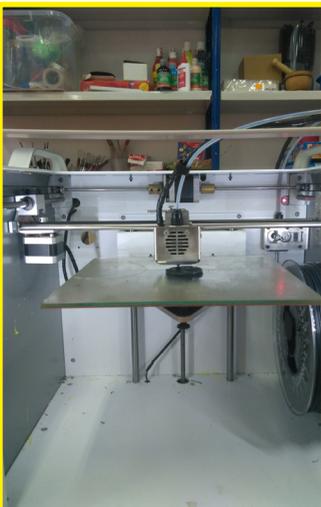
This center for vocational training in Irun supported us since they got to know about Museomix. Thanks to Alberto Arranz, its director, we got in contact with Imanol and get the technical part of the vent. They've also supported us a lot in communication, spreading the word for more technical profiles, and they've offered their installations to collaborate if any of the prototypes will develop in the future.

Nicolás Sarnago Roberson - Videomaker

Nico was the shadow of the action during Museomix. His art, speed and dynamism filming and editing videos has made possible for everyone to re-live accurately what Museomix in the Oiasso Museum was.

Druck - Prints and materials.

Druck is a printing company that helped us with the printings of different communication tools we used before and during the event. They brought Minerva to every room of the Museum. They also put to our disposition different materials (vinyls, cardboards, styrofoam, etc.) so there were no limits for creation for the museomixers.



MUSEOMIXERS

1 Museum, 13 Views.

Museomixers have been the protagonists of the creative marathon. They've imagined, precised and created five prototypes as a result during Museomix. Thirteen people that have chosen to live a different experience in Oiasso, without really knowing where and what for they were coming.

Attracted by the idea of participating in an international event, innovatie, where they were asked to watch, analyze, imagine and make the museum they would like to live.

Coming from eleven cities -Mallorca, Toulouse, Orio, Donostia, Avignon, Irun, Nantes, Hendaya, Vitoria, Pamplona y Lazkao-, the museomixers lived three intense day where they offered the museum their energy and creativity. A lot of good connections were made between them. Thanks to the dynamics, they quickly felt free to work together and express their ideas.

- 3 architects
- 2 artists
- 2 teachers
- 1 philosophe
- 2 students
- 1 digital creator
- 3 cultural managers
- 1 museum technician/archeologue



MUSEOMIXERS



They've said...

Fun experience, a different way of living a museum.

Work with people coming from different places, other culture.

*Different people, the sinnergies created join in different ways of working and ideas
We didn't know what and how it was going to happen.*

*Objects that invite us to look to the past, they know encourage us to look to the future.
An espace for exploration and creativity*

*Create with others, to know professionals of other fields.
People close to culture, people closer to design, technology, working together.*

Discover a new city.

Sharing and discovering.

Affinity and cool projects.

Share ideas, discussions, know the questions that the museum asks itself.

Uniting different heads you can see the world otherway.

Learn.

*An experience to know the museum, in all of its aspects, also the personal one, the way
they work.*

Amazing experience, a bit crazy and intense.

Different kind of experiance, a museum opened to be criticized.



PROTOTYPES



After hours of reflection, of building and unbuilding ideas, of working in different groups, Saturday afternoon five projects were suggested by the museomixers. The temas were created naturally and the work started. Saturday afternoon it was time for working on the concept and Sunday was the workshop day. This was the result.

COMPRUM - Jean-Marc, Adriana y Eider.

Inspiration: the ramps of the museum are disposed as a “shopping mall” and allow the use of a trolley.

Target: A segment of the audience that doesn't have actually any service from the museum. Kids from 18 months accompanied by adults. An autonomous visit non-guided visited that needs the participation of the adults to be done. It will bring with it interesting and fun dynamics between visitors.

Key ideas:

- I. To bring the Roman world closer to the younger public. Tackling the distance of the exhibition with a game adapted to their dimension and height.
- II. To create dynamics between kids and adults, to bring it later to the outside.
- III. Give strength to the idea of local commerce, reinforcing the economy the area. (Future line of action in collaboration with local commerces, it's mandatory to create social network and communication in Irún)
- IV. Get to know the trade in a fun way. Bring fun and happiness to the museum, to get rid of the cold, academic and institutional image of the building.



PROTOTYPES

OPEN ATRIUM - "Los Rallaos": Eneko y Gorka.

Inspiration: The museum is too white, too serious, the façade is neutral... we look for the WOW effect, the surprise feeling for the visitor when they get to the hall of the building and they discover a "colourful world". We want to make the most of the entrance space.

Opportunities: Double. The big white wall in the entrance where there is a big map of Oiasso, the roman city behind Irun. There is also a nice and lighty space in the ceilings of the hall's skylight.

We believe that the map is not well explained, and the visitors don't understand it easily.

We also think that the beautiful atrium could be used to make the most of it.

Goals: The main goal is to make the most of the space of the museum and create a WOW effect in the visitors and involve the local community and the contemporary artists. Also, to make an annual event, with its yearly opening event.

There is a nice big map in the entrance wall of the museum, but we think is not clear enough for the visitor. We want to create through the morphing technique, a way of explaining the map and compare it with the actual map of the city.

For the atrium space, we will build an structure to get to the top easily and the project wants to start a competition for artists, designers, architects (the first year it would be needed to invite some artist directly) for the "decoration" of it. We want the new deco to be there for a year. This way, you want to visit the museum year after year to see something new each time. There would be also an opening event to create community and expectation. We look for the WOW effect.



PROTOTYPES

MESSENGER TESSERAS - "*Opus Tessellatum*" team:
Eneko, Mario, Cristina eta Mariago.

Inspiration: the idea came up to Eneko in a mediation exercise, "The press conference", spontaneously.

Description: A roman mosaic made in a collaborative way through tesseras sent by postal mail to people that, after, have to come to the museum to build the final image together.

Goals: To create a participate project where people have to come to the museum to build something all together, in a collaborative way. To bring non-public sending the postcards to non-usual profiles.



PROTOTYPES

ESCAPE ROOM: EL ENIGMA DE VALERIUS BELTESONIS. *Alessandra, Naiara, Idoia, Miren, María.*

Inspirazioa: To apply an escape rooms to the museum, as they are very trending nowadays.

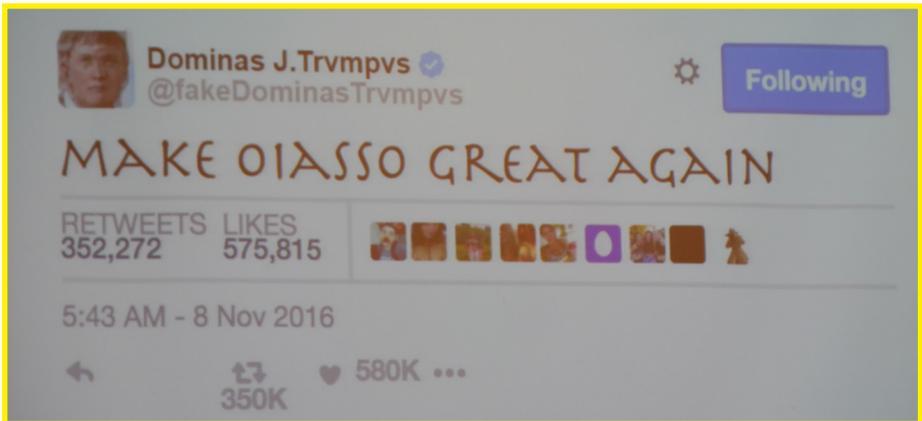
Thème: The team has created an Escape Room in the Oiasso Museum having Valerius Beltesonis as protagonist. The fiction story begins with the death of the biggest protagonist of the Andrearriaga Stele, a big mystery that was. This happening confronts vascones and romans, giving life to the two teams that will face each other, apparently, searching for hints to prove their innocence and get out of the museum, discovering finally that they would need to collaborate to achieve it.

Goals: The will of the project is to integrate the museum's user in the history of Oiasso, being themselves the protagonists of the history. We wanted to create a project where the decisions

are made by the user to get to know more deeply the museum and its collection and this way, he/she can make the museum his and identify themselves. Our intention has been to create an experience that encourages the learning by playing.



PROTOTYPES



MAKE OIASSO GREAT AGAIN - *Mario, Adrien y lina.*

The project consists in a mediation proposition, a group of elements added to the actual museography of the museum and a mediator that assists the visit. In a provocative and relaxed way, the main goal of this mediation is to propose a review of what the Roman Imperium time could have been in Irun. This has been done suggesting parallelisms with the imperialist figure of today's USA. The proposition wants to generate questions in the public. The added dispositives to the main museography, that at first could seem out of place, will provoke questions to the main speech to the visitors.

Methodology: The user scenario is made from four main elements: a Monty Python video, images added in the glass of the showcases and other museographic elements, and the insertion of other elements, the human mediation and the chance of expressing themselves with the graffiti in the glasses.

Goals:

- To understand the culture as a tool for social cohesion
- Shoot the curiosity and the critic spirit about the history and archeology
- Make the museum a space for connection and reflection about our identity

We've done it reflecting, laughing, playing to compare imperiums, questioning the "trues" of the archeology, disassembling myths..

FUTURE

There are no limits for the future. We want Museumix to expand all over Spain. "Revolution" more museums in Spain, activate more agents, create opportunities for more culture, technology and participation lovers to develop their ideas and create all together the museums of the future.

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MUSEOMIX

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AZR
2017
NOV

MARATOI SORTZAILEA
MUSEOAN!

ESKERRIK ASKO!
¡MUCHAS GRACIAS!
MERCI BEAUCOUP!
THANKS A LOT!



NICOLÁS SARNAGO ROBERSON