

“LUCIAN BLAGA” UNIVERSITY OF SIBIU  
FACULTY OF HISTORY AND PATRIMONY  
INSTITUTE FOR THE STUDY AND VALORIFICATION  
OF THE TRANSYLVANIAN PATRIMONY IN EUROPEAN CONTEXT

# ACTA TERRAE SEPTEMCASTRENSIS

IX



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**IX, 2010**

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SEPTEMCASTRENSIS**

**IX**

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**Sibiu, 2010**

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## MUSEUM PEDAGOGY – A SUCCESSFUL PROGRAMME

Dana Roxana HRIB

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*Brukenthal National Museum of Sibiu, Romania*

**Keywords:** *Brukenthal National Museum, museum pedagogy, Europa Nostra Awards*

**Abstract:** *In the year 2010, the Brukenthal National Museum was the first museum in Romania to receive a European Union Prize for Cultural Heritage/Europa Nostra Awards, the 4<sup>th</sup> category: Education, Training and Awareness-raising with the pedagogy program “Discovering the Museum”.*

*The program was launched at the beginning of school year 2008/2009 (15<sup>th</sup> of September 2009 - 15<sup>th</sup> of June 2008). At the moment, its second year is running for 2009/2010.*

The Brukenthal National Museum of Sibiu, Romania, was opened to the public in 1817, being the first museum on the today's Romanian territories and in the South-East Europe. The Museum was named after its founder – Baron Samuel von Brukenthal (1721-1803), who built an impressive Baroque palace in Sibiu, in which location the Museum established its beginnings. Initially presenting von Brukenthal's collection of European Painting in one single building, today the Museum shelters a large diversity of valuable collections in 9 buildings. During the period between 2006 and 2008, the Museum was subjected to a spectacular transformation, all the buildings in its administration being renovated while about 85% of the exhibitions were reconsidered.

Before 2006 Museum's education activities were random. Because of the renovation process paralleled by the events of Sibiu European Capital of Culture in 2007, an articulate educational programme was possible to be run only starting with school year 2008/2009.

The education rooms in the Museum were opened in 2007 at the Museum of Natural History and in 2008 at the Brukenthal Palace (Art Galleries) and the Museum of History.

The Brukenthal National Museum comprises the Brukenthal Palace (European Art Galleries), the Romanian Art Gallery, The Contemporary Art Gallery, the Brukenthal Library, the Museum of Natural History, the Museum of Pharmacy, the Museum of Hunting, The Museum of History, the Restoration Laboratories.

The programme was launched at the beginning of school year 2008/2009 (15<sup>th</sup> of September 2009 - 15<sup>th</sup> of June 2008). At the moment, its second year is running for 2009/2010.



### **Scope of the project: aims and objectives**

On short term, the Brukenthal National Museum aimed at encouraging students of different groups of age to become familiar with the museum through recurrence in visiting, to discover the museum step by step, having the possibility of learning, being creative and enjoying in recreation.

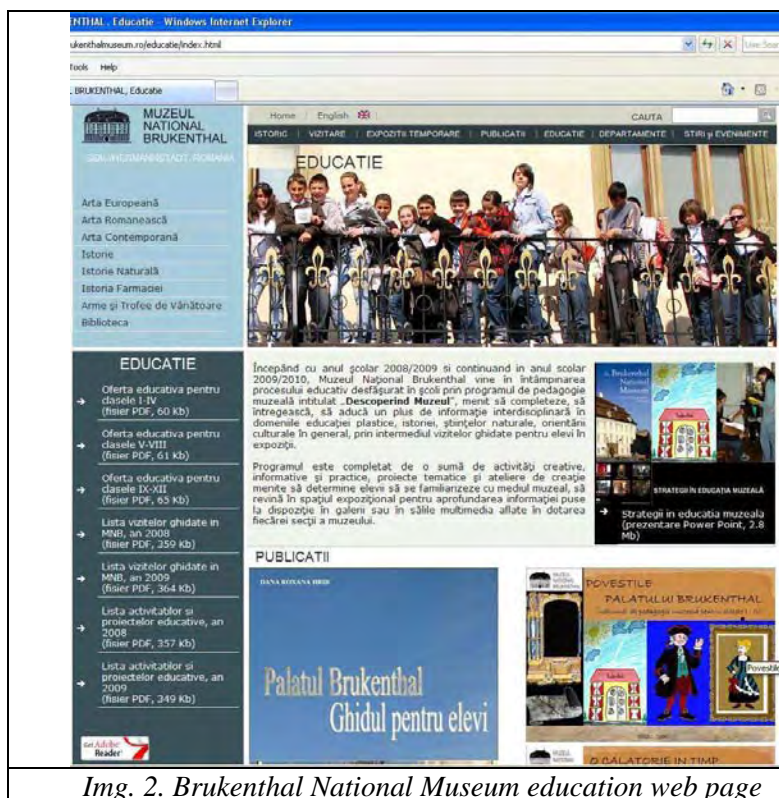
On medium term, the Museum aimed at a different approach to the Sibiu community through the means of creating events dedicated to children and teenagers, involving teachers, parents, press, other institutions.

On long term, the Museum aims at serving as model for other museums in Romania, in order to form through today's children and students the future museum-oriented public, which at the moment doesn't exist at the national level.

### **Stages of implementation**

#### **1. Dissemination**

The broad educational offer for the school year 2008/2009 (a step-by-step activities timeline comprising 57 themes and eight projects) was disseminated at all urban or rural levels, being handed over to schools and to the County School Inspectorate under the form of printed materials. For the school year 2009/2010, the offer is structured in accordance with the target group on three categories: primary, secondary and high school. The educational offer it is also posted on the education page of the official website of the museum <http://www.brukenthalmuseum.ro/educatie>, the events related to the education activities are announced on news and events web page and Museum's press releases, the exhibitions being posted on the temporary exhibitions page.



Img. 2. Brukenenthal National Museum education web page

## 2. Establishing the activity categories:

The Museum educational offer includes basic guided tours, thematic guided tours, thematic projects, contests, workshops, exhibitions, guided tours for disable children and their parents, ethnic and ecumenical oriented activities.

## 3. Strategies

The main patterns of the project were set during the school year 2008/2009 in which concern the activity types, publication concepts, establishment of relations with schools and other institutions education-related through the means of written agreements. There were also established rules of participation, means of information, and means of popularizing the results.

The main strategy was to focus on what the museum in general and the Brukenenthal National Museum in particular has characteristic. On the other hand, the educational project was thought to respond to the needs of institutions involved, accommodating their own specificity.

## Partners:

Until the end of year 2009, the project involved the participation of 11 high schools in the city of Sibiu, 2 urban high schools in Sibiu County, 13 schools (primary & secondary teaching) in the city of Sibiu, 2 urban schools (primary and secondary teaching) in Sibiu County, 7 rural schools (primary and secondary



teaching) in Sibiu County, 9 kinder gardens in the city of Sibiu, 1 urban kinder garden in Sibiu County, 1 rural kindergand in Sibiu County.



The Brukenthal National Museum also enjoyed as partners in education activities The “Grigore Antipa” Museum of Bucharest, Grupo de Gestevores Patrimonio Cultural Latino-Americano of Buenos Aires and the National University of Comahue Argentina for the project “Discovering the Dinosaur” (2008), The German Cultural Forum in Sibiu for several workshops (2008 and 2009), the Calvinist Parish in Sibiu for an exhibition project (2008) and the Twinning Association Rennes Sibiu (project related with a temporary exhibition, due to be launched on the 9<sup>th</sup> of November, 2009), the Caleidoscop Centre for Autistic Children.

#### **Results:**

The audience of the project was considerable under the respect of participants, summing a total of 1587 visits, 2 thematic projects and 2 exhibitions in 2008, 7341 visits, 34 thematic projects and 7 exhibitions in 2009 and 7750 visits, 15 thematic projects and 3 exhibitions in the first quarter of year 2010.

The records of the visits, number of participating students, activities, projects and exhibitions, dated and mentioning the school, the name of the teacher leading the group and the guiding person are posted on the education web page of the Museum’s site. There is also an archive for the 2008 and 2009 records.

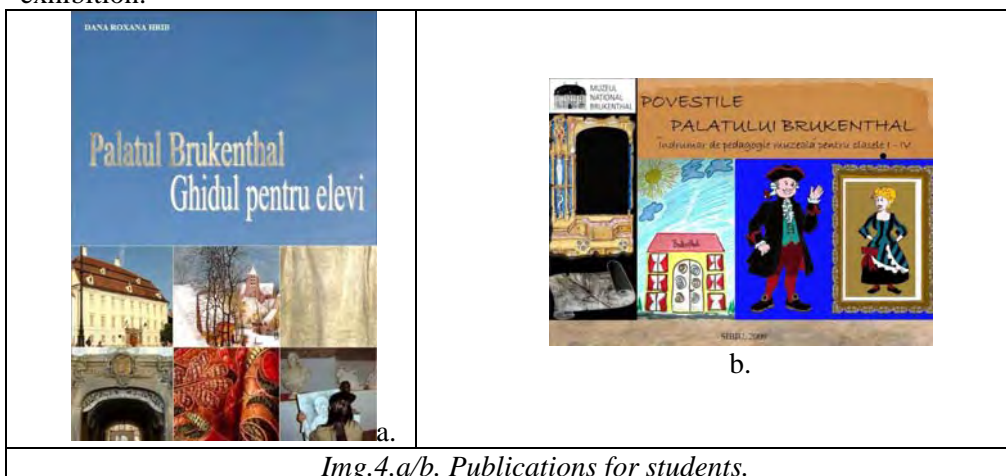
The community response to the Museum's youth educational project equaled the audience in schools, the events of prizes awarding or exhibition openings were mediatized through over 20 television and radion news and 35 newspaper articles.

#### **Publications**

Until present, the Museum issued six publications for students of different groups of age: guided books to the permanent exhibitions of Brukenthal Palace (1<sup>st</sup> ed. 2008, 2<sup>nd</sup> ed 2009, sold until August, 2009 in 1104 copies) and the Museum of Natural History (2009) for secondary and high school students, activity books to

the Brukenthal Palace and the Museum of History (2009) for primary school students and an exhibition catalogue promoting the works of art school students

As far as we know, the Brukenthal National Museum is the first in Romania to publish a guide to the exhibition for students, the first to issue museum-applied activity books for children and the first to publish a catalogue on students' exhibition.



*Img.4.a/b. Publications for students.*

### European added-value

The European added-value consists in the new approach regarding youth education in the museum on a school-museum relation basis.

As the general museum practice is to present an exhibit and encourage students to draw and comment upon the subject afterwards, the main strategy of “Discovering the Museum” programme was to focus on what the museum in general and the Brukenthal National Museum in particular has characteristic.

Under this respect, the young generation was thought what a museum is: exhibitions, collections, storages, conservation and restoration were the main topics to be explained before referring to a particular item.

The step by step process of discovering the museum moved from general to particular, from what is to be visited to what it is beside the closed doors. The students were invited to become little museum workers organizing there own collections and making there own exhibitions.

In response to the needs of institutions involved, in order to accommodate their own specificity, “Discovering the Museum” programme included training stages for teachers, facilitated the practice of pedagogy and art high school students and promoted the creation of art students and theater students inside and outside the Museum's galleries.

There were also activities accommodating the persons with special needs, as organizing the visits for autistic children and special tours for their parents, at present the Museum working on a project for sightless people. The project also

involved the visits of kinder gardens and school with developmental disability profile.

The intercultural dialogue and cultural diversity were promoted through special events for Romani students and the ecumenical pattern of some of the projects as the *Angels* exhibition comprising works done by Eastern Orthodox students, inspired by Catholic paintings and exhibited in a Calvinist church.

#### **Scientific communications**

Dana Hrib, *Strategies in Museum learning*. Muzeul Satului „D. Gusti” București (14-17.V.2009) – The European Conference on Youth Education in Museums

Dana Hrib, *Descoperind Muzeul* [Discovering the Museum] Muzeul Literaturii Romane Iasi (7-8.X.2009) – The National Symposium on History, Culture and Heritage

Raluca Teodorescu, *Poveștile Muzeului Național Brukenthal: Program de practică pedagogică și pedagogie muzeală* [The stories of Brukenthal national Museum: A programme of pedagogy praxis and museum pedagogy], Ministerul Culturii și Patrimoniului Național, București – “Educația muzeală – obiectiv prioritar în muzeu” (9-10.XI.2009)

Anamaria Tudorie, Raluca Teodorescu, *A ludic approach of macabre thematic in museum education activities*, The International Congress of Art Macabre, Sibiu, 20-22.V.2010

#### **Scientific papers**

Dana Hrib, 'The Brukenthal National Museum: Strategies in Museum Learning' in *The Romanian Journal of Museums*, 2/2009

#### **Prizes**

In the year 2010, the Brukenthal National Museum was the first museum in Romania to receive a European Union Prize for Cultural Heritage/Europa Nostra Awards, the 4<sup>th</sup> category: Education, Training and Awareness-raising with the pedagogy programme “Discovering the Museum”.