

Museum Engagement During the Covid-19 Lockdown

An online survey

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2020



Museum Engagement

Preface

In March of 2020, the COVID-19 lockdown changed our research direction. By pivoting online, we had a unique chance to explore how museums were addressing the issues of their patrons lack of access to their exhibits. Dana Mitchell researched what was happening online, and shared the following report with the team.

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Virtual Tours

Virtual tours of museums and historic sites offer children the opportunity to explore various physical spaces and interact with popular in-person exhibits. From history to science, online visitors can learn more about numerous topics by immersing themselves in different time periods and gallery locations.

The navigation of these spaces usually includes designated buttons or arrows that simulate the experience of actually walking through the museum. Sometimes there are additional features and modules to click on that provide more information on certain artefacts or sections within the gallery.

While most institutions opt for this self-guided approach, there are others that provide recordings of their staff or curators presenting the tours in video form - such as the Canadian Museum for Human Rights in Winnipeg.

Canadian Museum of History

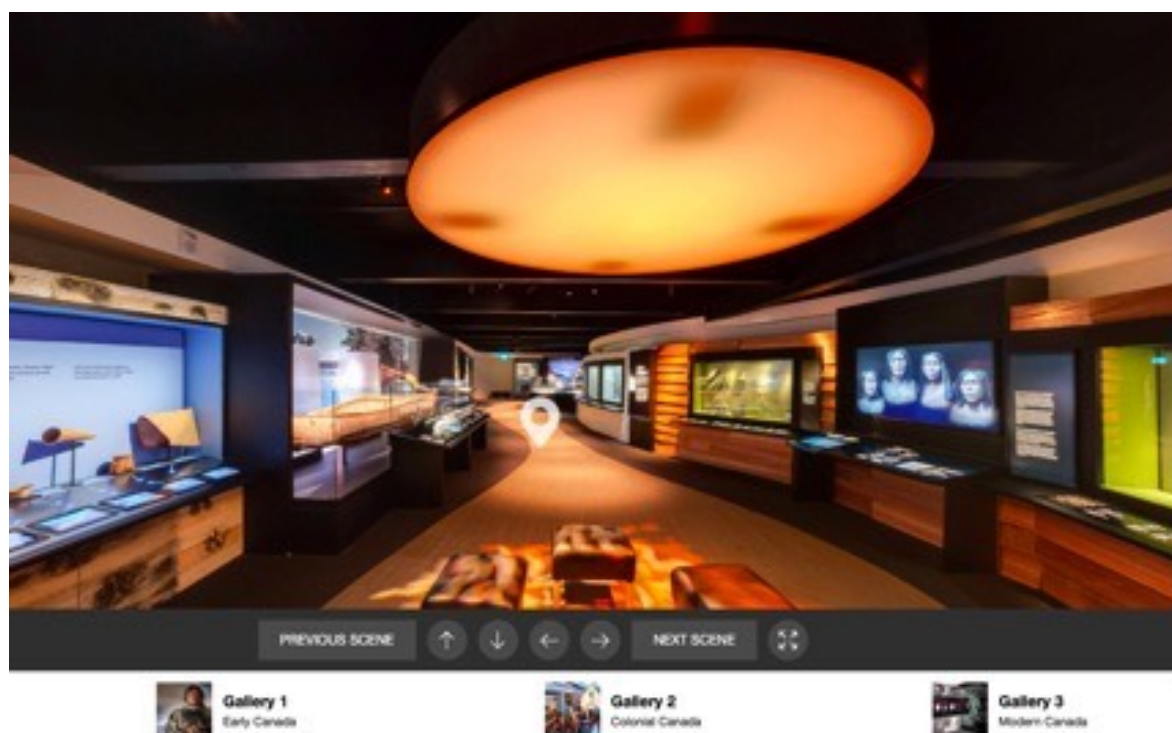


Fig. 1: "Gallery 1", from Interactive Tour

Museum of Anthropology

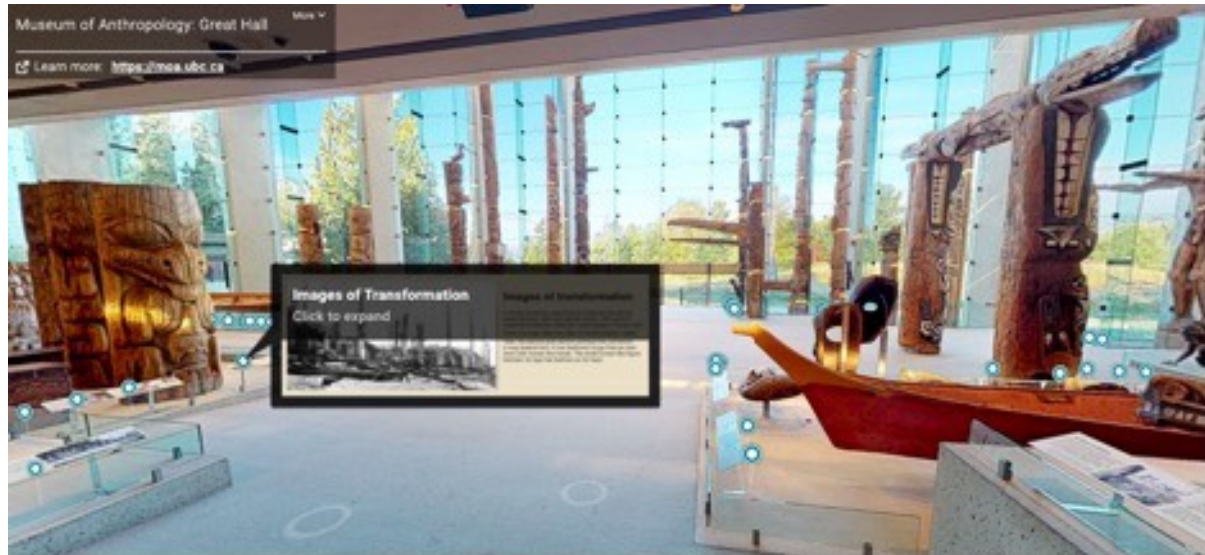


Fig. 2: Interactive Tour of the Great Hall

Edmonton Archives and Museum

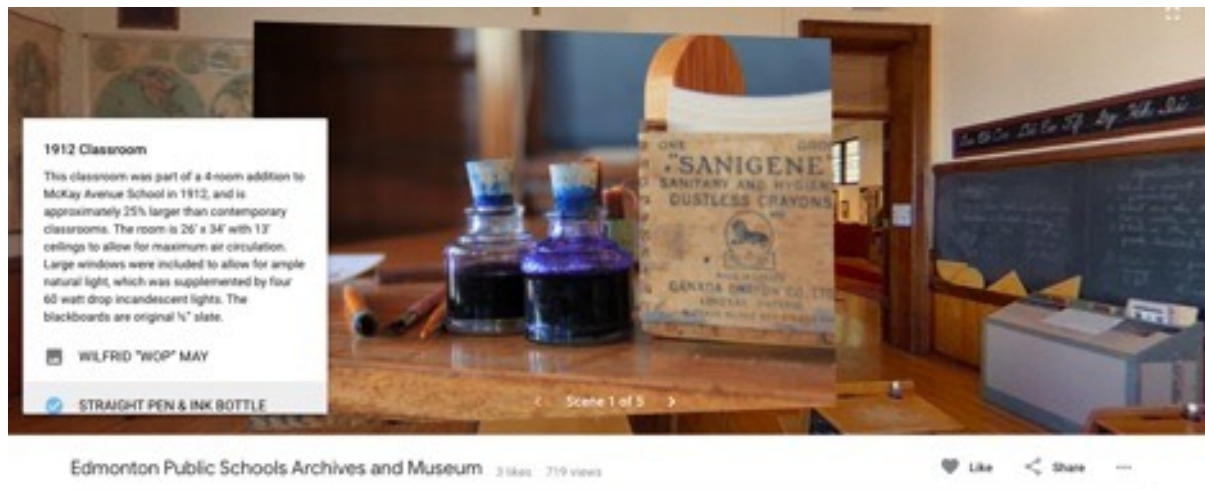


Fig. 3: Interactive Tour of Historic McKay Avenue School

Vancouver Maritime Museum

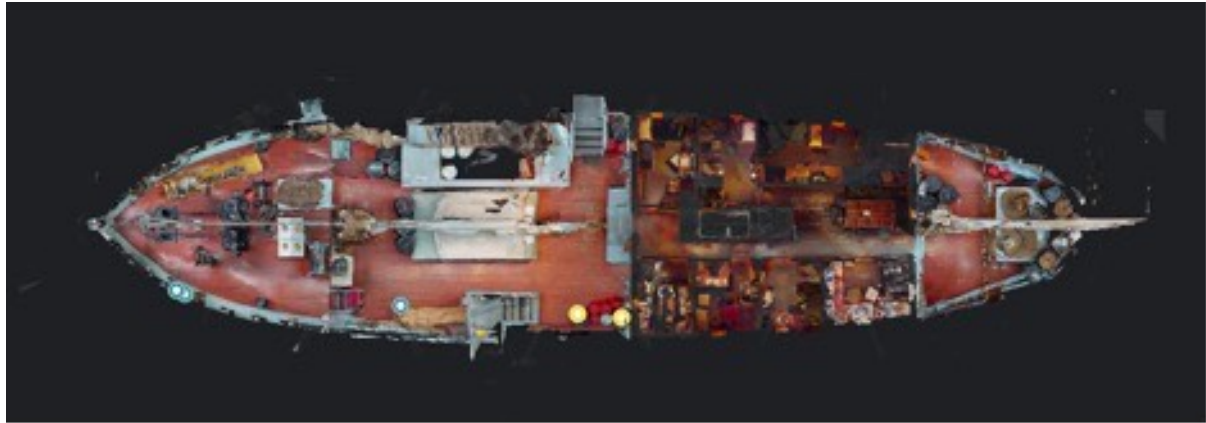


Fig. 4: Full view of the St. Roch

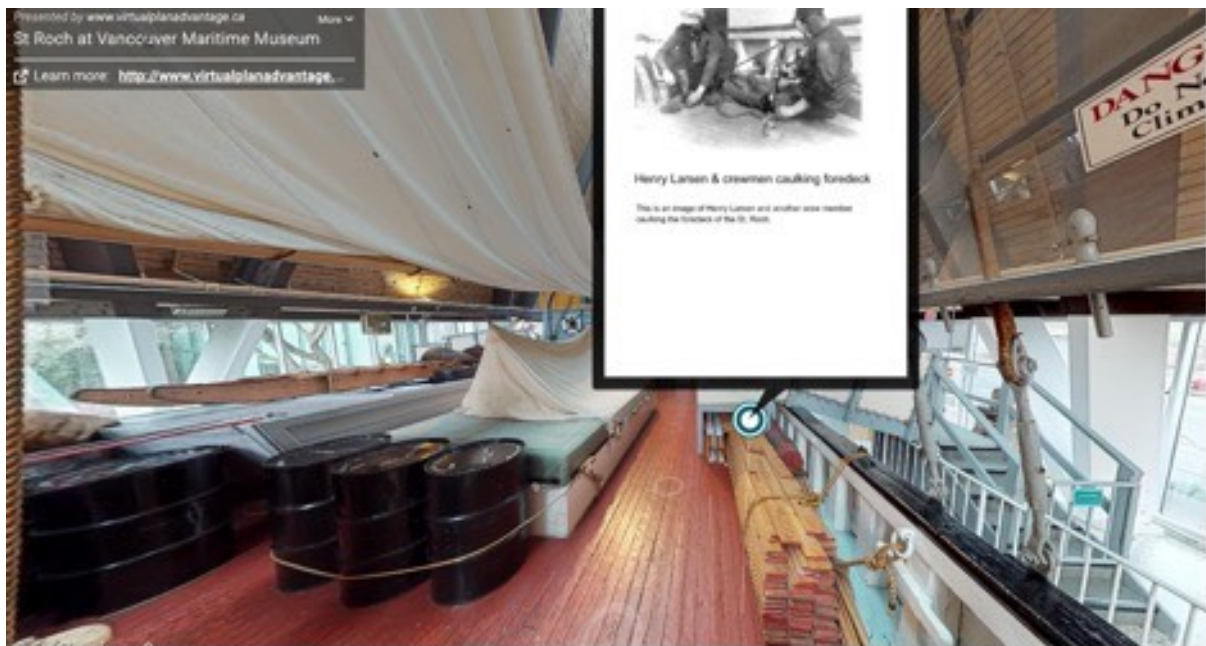


Fig. 5: Interactive view of the St. Roch

Canadian Museum for Human Rights



Fig. 6: “Virtual Museum Tour: Stay Home, Stay Safe”

Colouring Pages

Colouring pages offer children an interactive medium to engage with ideas, artefacts, and works of art present within museum collections.

Colour the Collection is a popular series among numerous institutions. Works from a museum's collection are made into colouring sheets, allowing well known art and historic objects to be reimagined and reinterpreted.

Other museums give children more creative liberty with activity sheets - having them colour, draw, and write around a specific task or concept that is representative of the institution.

Art Gallery of Guelph

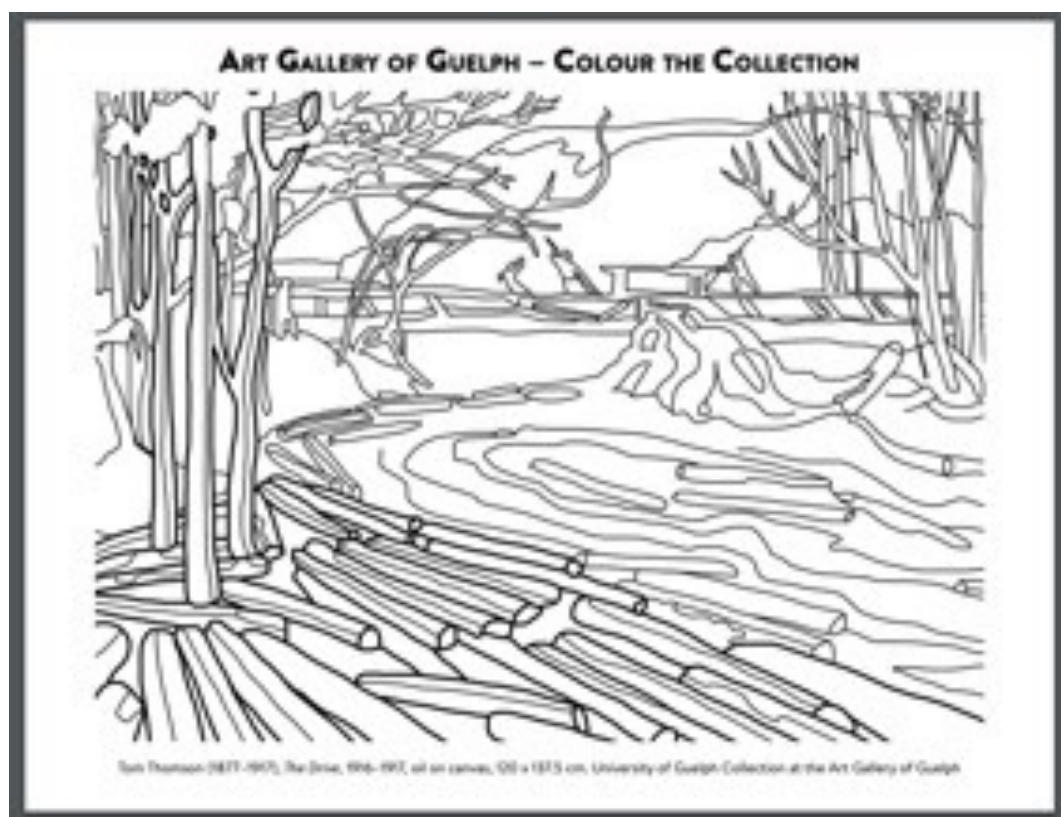


Fig. 7: "The Drive", from Colour the Collection series

Museum of Anthropology



Fig. 8: Textile Colouring Cards, from Colour Your Own series

Art Gallery of Ontario

COLOURING CARDS

Here is a selection of line drawing interpretations of artworks in the AGO collection. Use your imagination to reinterpret these works with new colours of your own.



Fig. 9: List of Colouring Cards

Gay Lea Dairy Museum

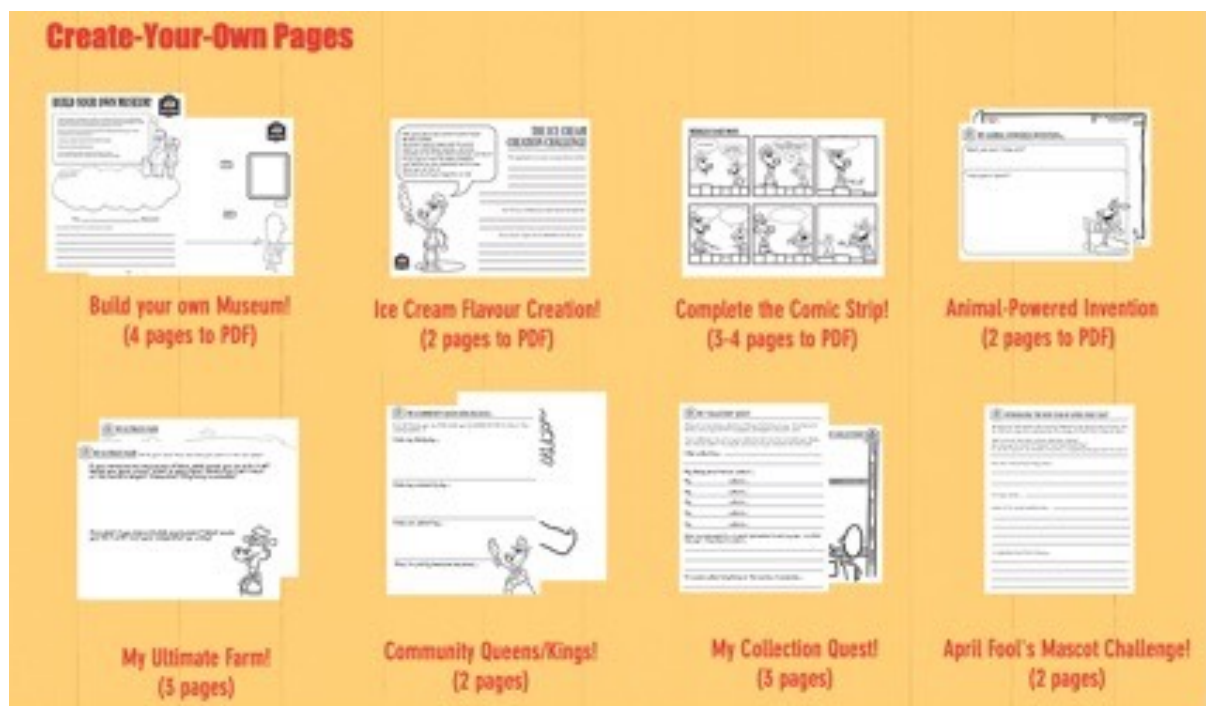


Fig. 10: List of Create-Your-Own Pages

Virtual Exhibits

Virtual exhibits consist of new and previously established/curated exhibits offered online by a museum. These exhibits range broadly in topic and form. Some - like the ROM, the Royal BC Museum and the Canadian War Museum - provide in-depth information on different subjects through written descriptions, videos, and photos. Users can scroll through at their own pace, opting to read extra information and click on links to outside resources or specific artefacts from the museum's collection.

Other institutions - like Ingenium and the Montreal Museum of Fine Arts - have created new interactive resources/websites that expand upon a variety of issues and themes that are central to the museum's messaging.

Royal Ontario Museum

Online Exhibitions



Fig. 11: List on online exhibits

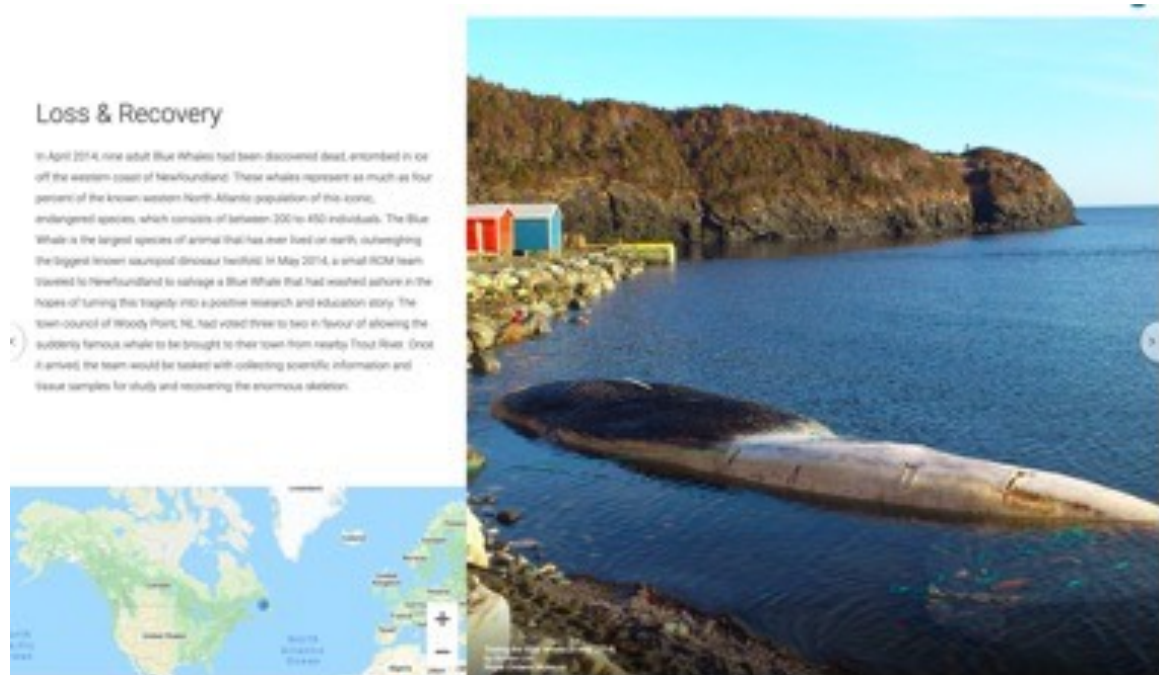


Fig. 12: Blue Whale Project online exhibit

Royal BC Museum

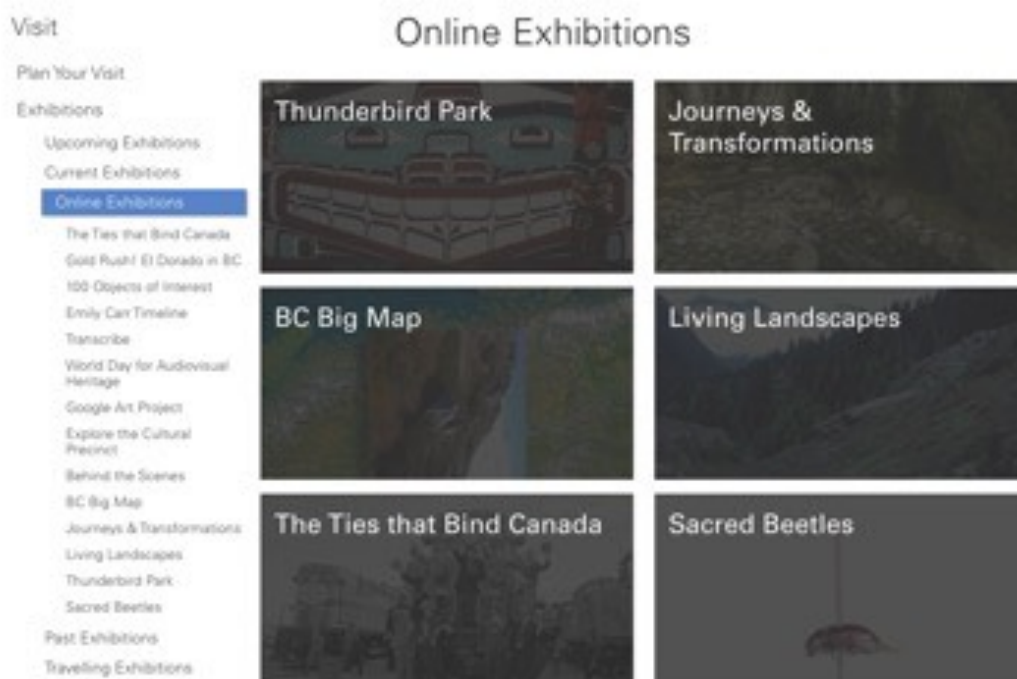


Fig. 13: List of online exhibits

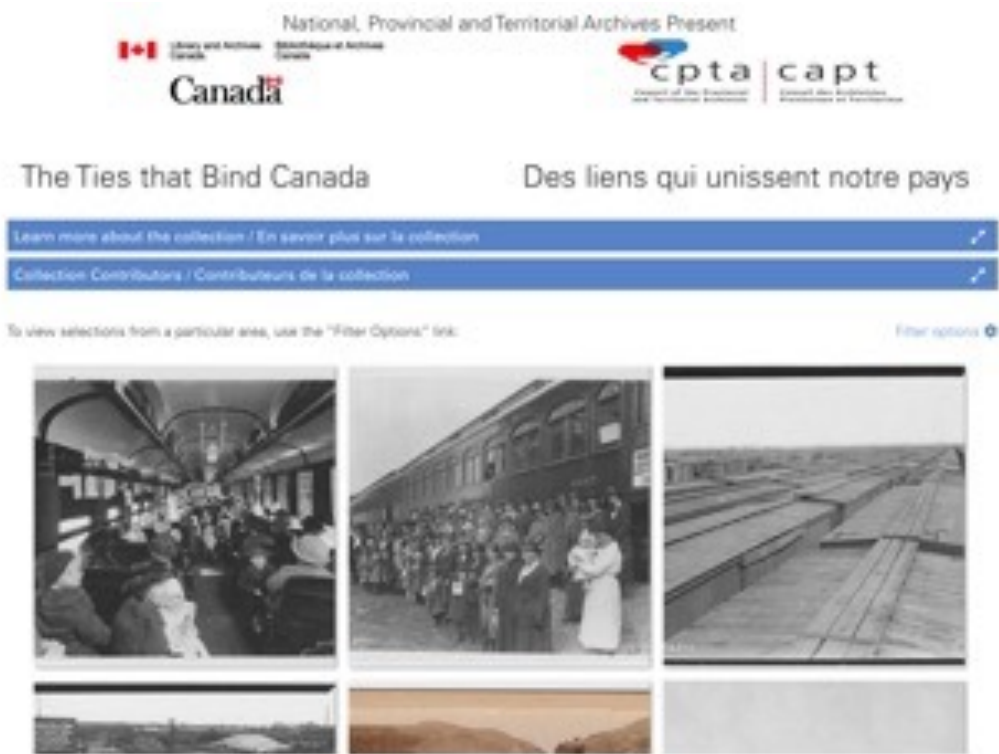


Fig. 14: The Ties that Bind Canada online exhibit

Canadian War Museum



Fig. 15: Canada and the First World War online exhibit

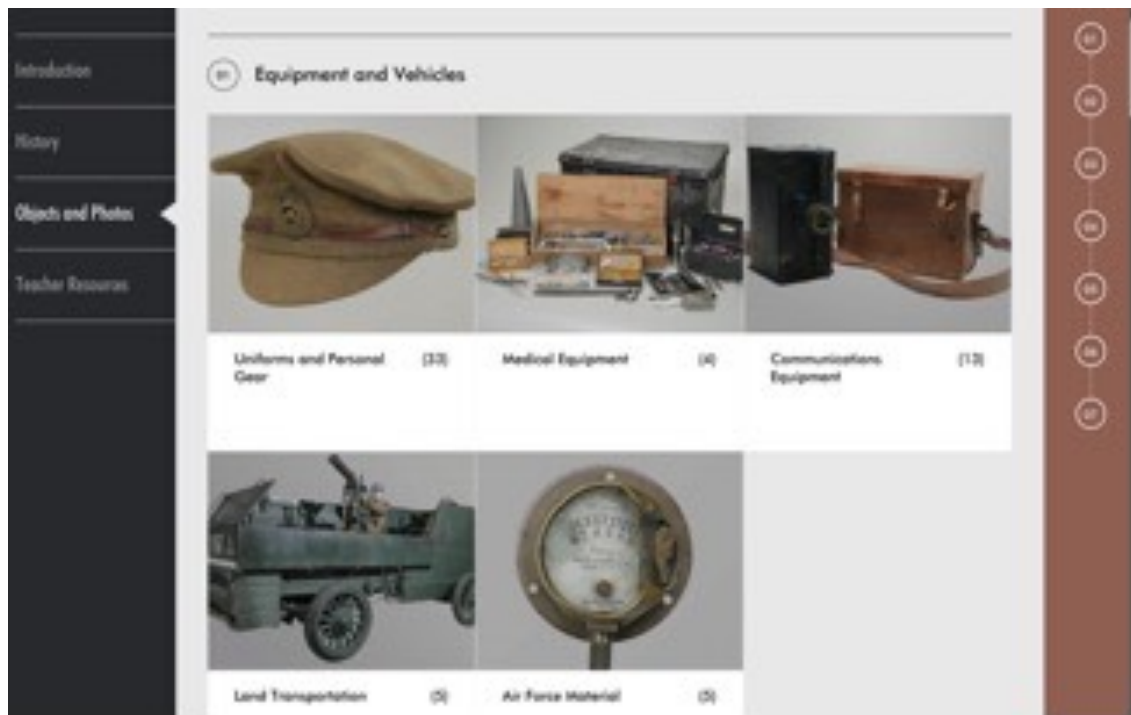


Fig. 16: “Equipment and Vehicles” section, from Canada and the First World War

Ingenium (Canada Agriculture and Food Museum)



Fig. 17: Food for Health online resource



Fig. 18: “Food Safety” section, from Food for Health

Montreal Museum of Fine Arts

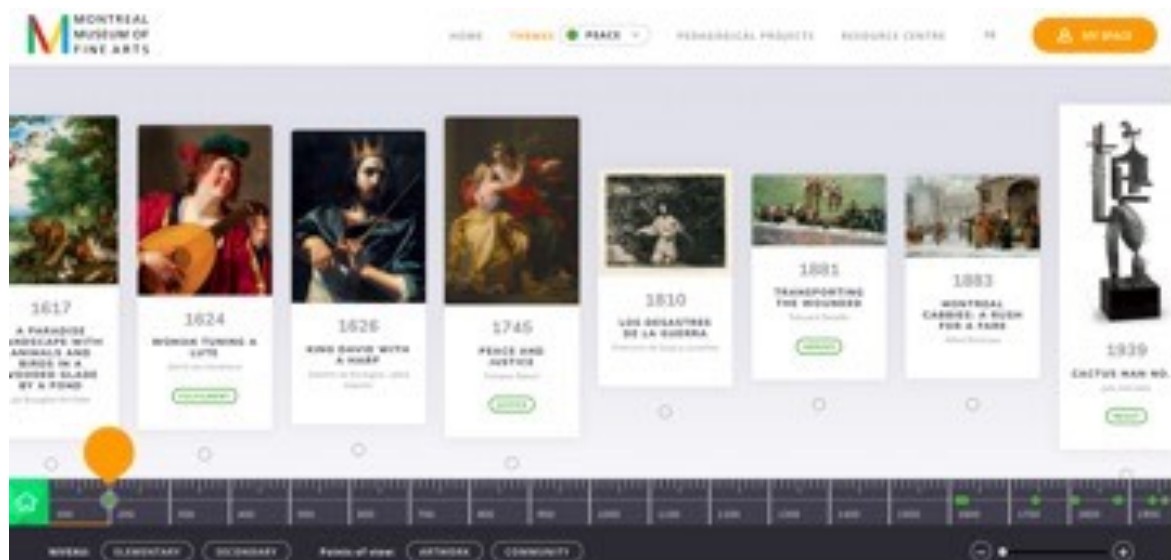


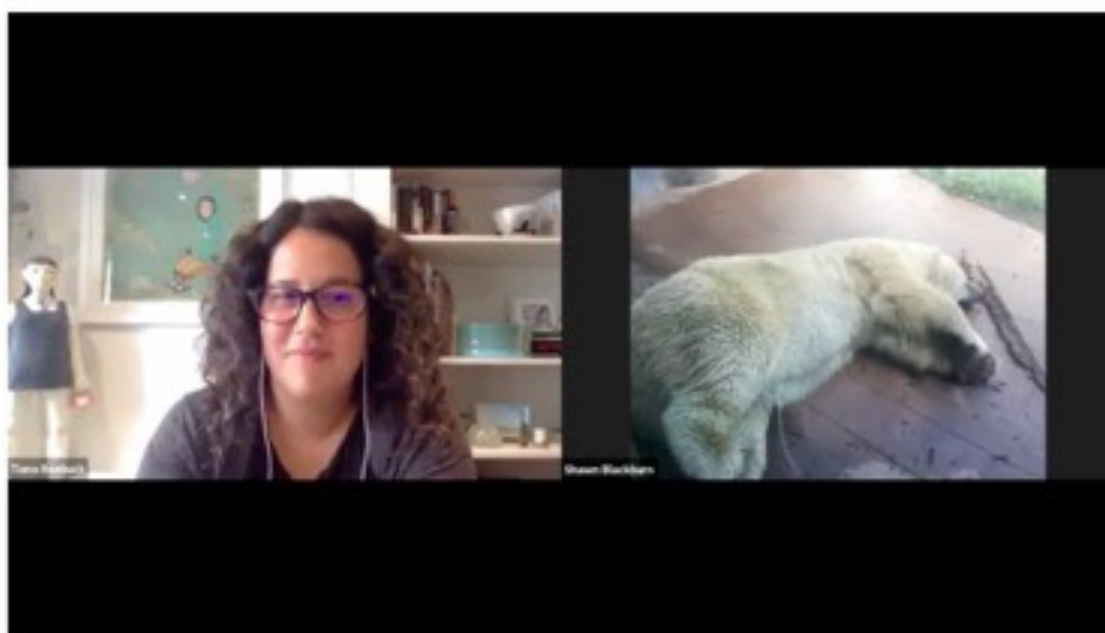
Fig. 19: “Peace” theme, from Educart online resource

Video Series

Video series are available either on a museum's website or YouTube channel, and provide a variety of at-home activities, lessons, general information and entertainment for children and their families.

Instructional videos walk viewers through various crafts and experiments, whereas more educational videos teach viewers about a specific subject, often referencing certain items in the museum's collection.

Art Gallery of Ontario:



AGO MAKES: SUMMER EDITION - SKETCHING WITH THE TORONTO ZOO

Fig. 20: "Sketching with the Toronto Zoo", from the AGO Makes video series

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TELUS Spark

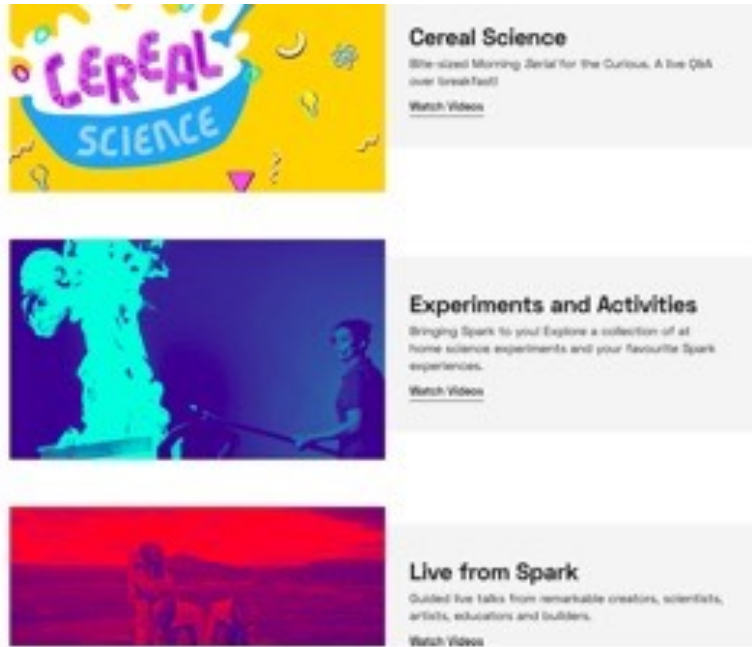



Fig. 21: List of video series



Fig. 22: “Spark Science from Home Ep.1 - The Bed of Nails”

Eureka! The National Children’s Museum:



Professor Pumpemickel's Cloud Machine (and more!)
Professor Pumpemickel loves stormy weather ☁️ - so much so that he's worked out a way to fill his laboratory with an ACTUAL, FLUFFY CLOUD. As you do. But that's why we love him 😊👉 [Read more](#) ➔

Eye Illusions, with Chris
👀👀Want a couple of cool eye experiments to try at home? And to find out what the bejaysus is going on in this picture?👀👀 Watch Chris's latest Eureka! At Home video! [Read more](#) ➔

Gacko's Song – "Metaphors"
Gacko's back, and he's brought along a special guest to help him perform his song this week. Aww! 🐸 [Read more](#) ➔

Fig. 23: List of videos



Fig. 24: “Professor Pumpemickel’s Cloud Machine (and more!)”

Montreal Museum of Fine Arts

The professions at the MMFA



Le métier de technicienne à la restauration | The profession of Conservation Technician

The profession of Conservation Technician

With Sacha Marie Levay, Conservation Technician

Fig. 25: “The profession of Conversation Technician” from The professions at the MMFA series

Open your window to the world outside

In these times of confinement, the daily scene playing out outside our windows has become a familiar one: a cat wandering about, neighbours taking in the early morning sun on their front steps, the burgeoning buds announcing spring...

Stephen Legari invites us to change our perspective on these details to see them as living works of art.

- Go to the window and observe your outdoor surroundings.
- Take the time to sketch or paint this familiar scene.
- As your neighbourhood comes to life on the page, send some positive thoughts to those who live there.



ART THERAPY | Open your window to the world outside

James Wilson Morrice, Red House, Venice, about 1906. MMFA, gift of James Wilson Morrice Estate. Photo MMFA

Fig. 26: “Open your window to the world outside” from the Art Therapy series

Aga Khan Museum

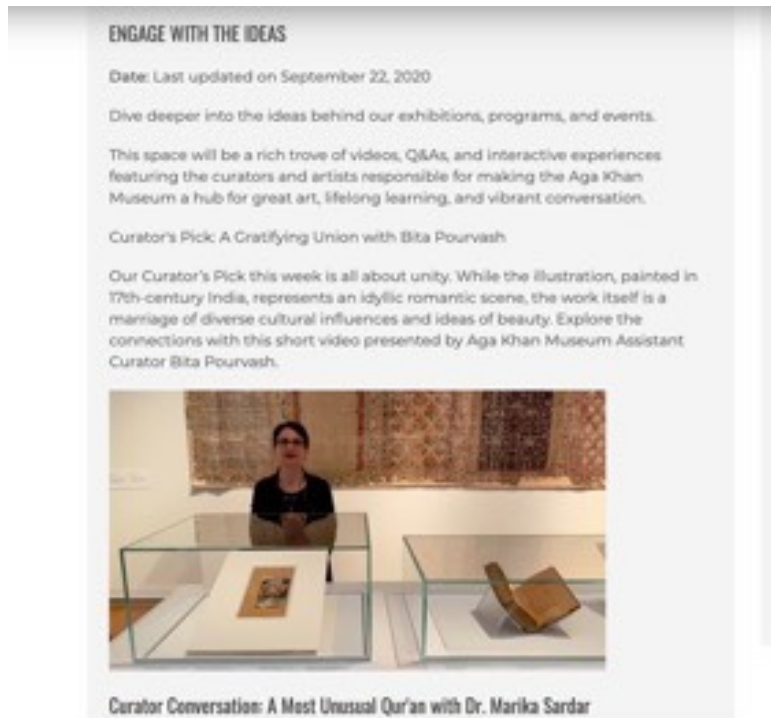


Fig. 27: “A Most Unusual Qur’an with Dr. Marika Sardar” from the Curator Conversations series



Fig. 28: “Kernels of Wisdom from the Past with Dr. Michael Chagnon” from the Curator from Home series

Online Games, Activities, and Puzzles

Online games, activities and puzzles give children the chance to learn about different subjects and apply their knowledge through fun, often goal-oriented tasks. These activities are either played online, or can be downloaded/printed for more at-home fun.

While most museums have their own games and activities, resources like Ingenium provide a list of endorsed educational games that can be accessed on different game consoles and smartphones.

Canadian Museum of Nature



Fig. 29: List of Gallery Interactive Activities

Unusual Suspects

Knowing what group a dinosaur belongs to is a good way to keep them organized in your mind.



Fig. 30: “Unusual Suspects” interactive game

Toronto Railway Museum



Fig. 31: “Canadian Pacific No. 7020” puzzle

Nutrien Wonderhub



Fig. 32: “Arts and Crafts Island” from Wonder World activity centre

Esker Foundation

EYE Youth Project | 'I'm so _____ I made a sign.'

Feeling bored? Antsy? Isolated?
 Want to express your emotions, or send a message to the outside world?
MAKE A SIGN AND SHARE IT WITH YOUR COMMUNITY!

Inspired by Jane Trash and Sonda Meszaros's creative resistance project and workshop
'I'M SO ANGRY I MADE A SIGN'

To make your sign use paint, or cut out letters from paper, magazines or tinfoil. You can tape smaller pieces of paper together to make a larger sign, use an old sheet, newspapers, a brown bag, a pizza box – anything in the recycling bin – get creative.

Stick your sign in your window, out on your balcony, or on your porch.

Take a pic and share it with @eskerfoundation on Instagram, or use #eskeriyouth
 We'd love to see what you make.

Every Saturday we will be posting youth projects created by the education team at Esker.

Fig. 33: EYE Youth Project

Ingenium

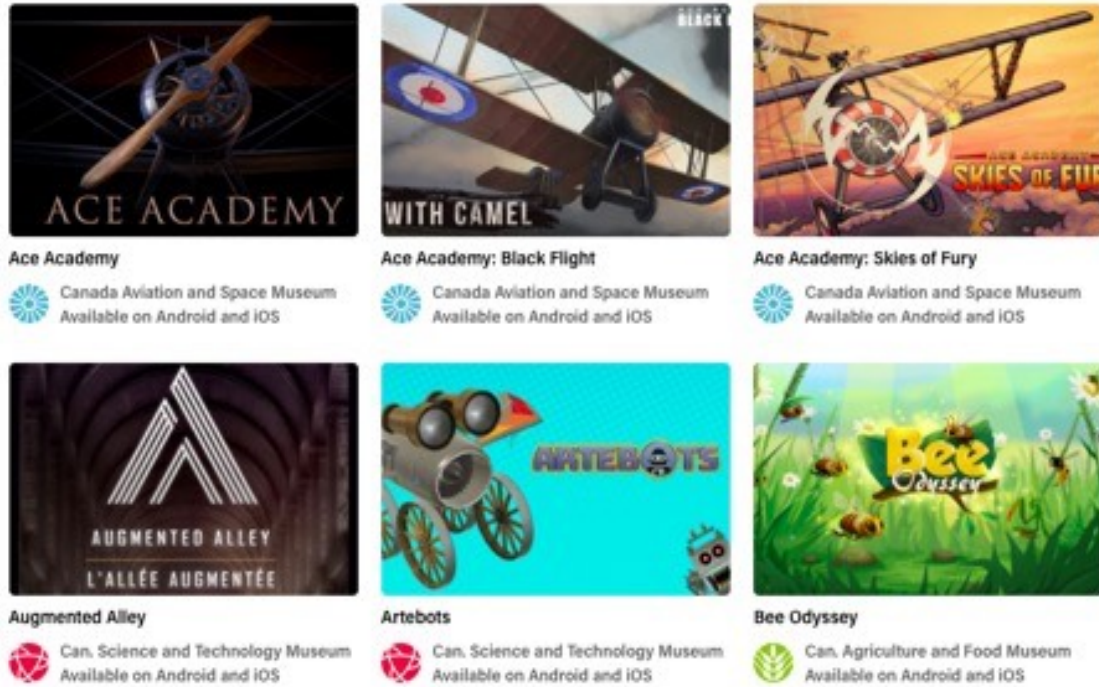


Fig. 34: List of endorsed games