**Wear & Share Project Minute 2/2016**

Coordinating meeting

**Date**

10th of June, 2016

**Time**

11.-12 a.m.

**Location**

Struer Museum, Søndergade 23

**Present**

Helle Nissen Gregersen, helle@struermuseum.dk

Jesper Bækgaard, jesper@struermuseum.dk

Kati Kivimäki, kati.kivimaki@forssa.fi

1. **Review of Wear & Share project till August 2016**

The twin towns Forssa, Struer and Södertälje made in 2015 a plan for a joint museum project “Wear&Share” in order to activate (young) people in museums and textile collections/tradition. We applied for funding from The Nordic Culture Point, and received 20 000 € grant for the project for the period August 2016 - August 2017. The agreement with the Council needs to be undersigned within one year of its approval letter (October 2016).

The project consists of activities designed and realized by partners in their own community and seminars where representatives of partners come together to share their experience and learn from each other. Partners are free to realize their part of the project any time during the project between September 2016 – August 2017. The seminar dates need to be agreed together. The seminars take place in Forssa in late 2016 or early 2017; in Södertälje in April 2017 and in Struer in spring 2017.

In the following we sum up the ideas for starting the project. The possible publications or other ways to share the project will be decided later.

1. **Plans of Forssa Museum:**

The Forssa Museum hosts large archives of textile industries in Forssa in 1847-2009. The town struggles with high unemployment and seeks for new opening in recycling industries.

The persons in charge are Tanja Härmä, Asta Louhelo and Kati Kivimäki.

**Museum course for unemployed young people**

* 3 months period to work with museum staff in the collections 2-3 days a week
* assist in arranging and handling the textile collections
* learn to digitize textile collection / archive
* artistic / personal approach to textile
* learn to prepare small handicraft items of textile

**“Where did your clothes come from?”**

* The museum invites schoolkids, students of the vocational institute (textile and media studies) and students of the University of Applied Sciences (studies of sustainable development) to study the origins of clothing in the past and in the present
* Explore the museum collection OR older relatives/ friends of their clothes in the past.
* Study the origin of one’s own clothing
* From where came the material, who made it, where does it end after use, how can it be recycled?

**Seminar in Forssa in late 2016 (or early 2017)**

* Focus on textile in museums and how the museum collection and knowledge can be used for activation or therapy
1. **Plans of Torekällbergets museum**

Torekällsbergets museum’s mission is to work on the identity of Södertälje. The museum has a tradition of (contemporary) ethnographic documentation among (young) people. The museum has worked on themes as “My favourite place” and “My home (textiles at home)”. The documentations have been displayed as exhibitions and included in the museum collection.

The persons in charge will be Annika Suomio-Ulander and Kristina Svidén.

**Textile/Clothing memories with schoolkids**

- the museum will invite schools to attend Clothing documentation

- survey the meaning of clothes now and in past: in the museum collection and in the present reality.

- In the collection, the learners explore the clothing of earlier times: why did people dress like they did? What meanings did the clothes carry?

- In their own reality, the kids will reflect and document their own clothing: why do I choose the clothes I wear? Why do I not choose something else? What meanings do brands and styles have? What does clothing tell about my identity?

- the work happens mainly at school, under teacher’s supervision.

- the museum creates the questionnaire and advises the class how to work on the theme

- the museum publishes the results and takes the material in museum collections.

**Syrian Wedding**

Sweden has Syrian immigrants already in three generations. The biggest Syrian minority of Swedish exists in Södertälje. The Syrian Wedding industry has emerged in town i.e. Syrian families from all over Sweden come to Södertälje to get married. The weddings are big: from 150 to 600 guests. The Syrian wedding in Södertälje has created its special, genuine character: different from wedding in Syria, different from Swedish wedding.

- an ethnology student from the Stockholm university on the theme of Syrian Wedding, and the museum collaborates with the student:

- The student will study the whole phenomenon

- the museum focuses on dresses and textiles

- the museum seeks to acquire the Syrian wedding dress in the wedding dress collections.

**Vårmöte in Södertälje in April**

The Swedish museums gather every April in Vårmöte. Next year, this will be in Södertälje. The Wear&Share –project will be presented and can participate in the Vårmöte.

1. **Plans of Struer Museum**

Stuer Museum has a strong emphasis on Bang&Olufsen company history and B&O design. Textile is not normally in focus, but in 2017 the museum is collaborating with the celebrated Struer-born fashion designer Jorgen Simonsen. Simonsen will design a special ”Struer bykjole”, which will be published in April 2017. At the same time, there will be a *haute couture* fashion show and an exhibition of Simonsen.

Struer museum has good collaboration with local highschool, as well as fine art school, and they will realize a project about textile memories / fashion with them. The project will be connected with Simonsen/bykjol. Byskriveren –database will be used and enriched in the project.

The persons in charge of activities are Helle Nissen Gregersen and Jesper Bækgaard.

5.

According to the financial conditions, 85 % of the Nordisk Support /17000 € will be paid when the contract with the Nordic Council has been approved, and 15 % / 3000 € when the final reports and accounts have been approved. Forssa Museum will pay the Södertälje/ Struer share according to invoice.

6.

Partners are responsible for realizing and reporting their share of the project. Forssa Museum collects and delivers the reports to the Council, Please, read through and keep the contract (attached).

In Struer, 10.6.2016 & in Forssa 25.8.2016

Kati Kivimäki