application-ID is KOMP1502-12603

**by Forssa (Fi), Södertälje (Swe) and Struer (Den)**

**Support for capacity building Nordic Culture Point**

**WEAR & SHARE**

* **Colourful textile memories.**

**1.2. Short description of the projec**t 300 characters

The aim is to develop the museums as places of participation, foster communication between generations and share knowledge among museum professionals. In the project we'll digitize textile collections, collect memories and create new out of old in the frame of employment courses and workshops.

**1.5. Project description (500-4 000 characters)**

The partners of the project are the museums of Forssa (Finland), Struer (Denmark) and Södertälje (Sweden). We are twin towns with each other, all small in size and in some aspects also in social structure. Forssa is the former textile town, with 160 years of industrial textile heritage in Forssa-Finlayson companies. Stuer museum holds cultural history collections and collaborates with Bang&Olufsen company.

Torekällbergets museum in Södertälje is divided into four departments, the Torekällberget Open-Air museum, the Biological museum, the Cultural Heritage administration and the City museum. Sodertälje is an industrial town where 39% percent of its 82 000 inhabitants has foreign backgrounds.

Each partner community is confronting similar challenges: population is ageing, young people lack working opportunities, industrial companies have closed or are closing down. We need reflection: what are we now, where are we going to, how do we construct a successful future? How do we confront other cultures?

Museums want to take an active role in the changing society. We have chosen the textile as an underlying theme, because we all have it in our collections. It is close to everyone and used every day in many different forms. Textile (as fabric, clothing, costume, production or handicraft) contains many meanings and opens view to both personal and social memories.

The aim of our project is to create social activity and working opportunities for young people around textile heritage, and give possibility to learn how to digitize cultural heritage in the form of textile. Digitizing skills are important in these days, when so many individuals and associations need to digitize their archives or memories. The project will also arrange workshops on traditional crafts, collect memories concerning textile, invite young people to participate in collecting and preserving their textile heritage, create opportunities to work with cultural heritage, support young people seeking their roots. We wish the participants will acknowledge and understand their own cultural identity and we aim at fostering communication between generations and cultures.

From museal point of view, we share knowledge among museum professionals in partner museums and develop the museum as a place to learn textile making skills and explore how to use different senses (listen, see, feel) in mediating cultural heritage.

The aim to widen perspectives of other cultures, educate to digitize, share understanding of how to involve citizens in the cultural heritage, support and generate ideas for heritage-based creative enterprises.

We shall collaborate with employment services, youth work and schools to reach the young people for the project and elderly generation to reach the memories; adjust the digitization process to workshops; create workshops together with artists/ designers.

The museum of the future is a meeting point of history and contemporary, for generations, cultures and individuals. This pilot project gives the participating museums good experience on working with these groups. The projects locates itself in between volunteer work, hobby and professional education and in this way, builds the young people survival strategies in the changing world. For the museums, the project gives understanding of how the partner museums do it.

The results of the project will support the strategies of the museums, and will be presented to the town authorities in each partner town. We wish the project to serve as an example of how the heritage can be used as resource to well-being and communication.

In Forssa, the results will be published as part of Finland 100 yrs – Forssa 170 yrs festivities. In Södertälje, the project will be a part of the museums mission to document the city´s modern history, specially the part of transforming from a small trading town to a multicultural modern industrial city.

**1.6. Describe the project’s activities and time schedule (what, where, when?) 2000**

Digitization

Digitization courses teach to use the devices and applications to digitize textile collections, or collections related to textile. Digitizing means scanning or photographing objects, and saving information on these in digital database. They learn why and to whom this work is being done. Digitization offers an opportunity to share the results and the process via internet.

We seek young unemployed people with media or cultural education to attend in courses and this way better their professional skills. Perhaps courses could be open also to elder generation, that has lot of memories and materials, but vague skills to digitize them.

Databases and national practices vary, so for museum professionals the project offers a possibility to compare and learn about the digitization process and means in partner countries. Digitization makes the results of the project accessible.

Collecting memories

Memory-courses familiarize participants with collecting memories. How the memories can be collected, and which technical devices or solutions can be used. These courses are linked to digitization courses, but directed to also other than unemployed young people.

Whatever the textile object is, it always evokes stories. Each fabric pattern, swimming suit, ethnic costume, textile technique, loudspeaker fabric or curtain in kitchen window has its user and context, a human story that frames some cultural or historical phenomenon.

Presenting the digitized objects and saved memories in web-galleries. Creating forums for discussion and communication about them.

Workshops

Workshops to keep traditional skills alive: for seniors and young people.

Creative workshops, where the digitized image or waste textile and collected stories will be used as inspiration or as content.

Seminars

Partners arrange 3 seminars to share knowledge, results and experience of the project: in the beginning, middle and end of the project.

**1.7. Describe how the project will contribute to development and innovation within its field of activities: 1500**

The project strengthens museums role in their community, and brings experience on participating the citizens. Activating young people in the motivating way evokes their appreciation of tradition in their everyday lives, and educates new audience for museums and heritage. Museum professionals learn to share their skills to non-professionals and volunteers. Museum seeks ways to democracy in museum.

**1.8. Describe how the project engages, or communicates with, its audiences, and how knowledge is disseminated between the actors participating in the project (1500)**

A lot in the project will happen face-to-face. One "audience" are those who take part in workshops or courses, another audience are those who follow the outcomes in Social media or other publication platforms.

We'll have gatherings together, working in groups and in seminars. The process will be disseminated via traditional media and social media (facebook, Instagram) will be used for sharing the outcomes.

**2.1. Short personal biography and country of residence for the central participants (artistic director, invited artists, etc.). [CV as attachment]**

The coordinator of the project is Kati Kivimäki, the manager of Forssa Museum in Finland. Other central participants and those responsible for realization of the project will be the curators of Struer museum in Denmark and Torekällbergets museum (Södertälje, Sweden). See the cv's and short presentations of museums attached. The other participants have not yet been named.

**2.2. Co-operating partners (name, domicile and country of the project's co-operating partners) 1500**

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Annika Suomio-Ulander

Torekällbergets museum

151 89 Södertälj

Sverige

These are all confirmed.

These are all confirmed.

**2.3. Describe the Nordic and possible, European, and/or international dimensions of the project 1500**

The theme of the project - textile - offers countless dimensions. Textile can be seen and used as media of communication. We can share personal and even intimate memories through textile. But we can also share understanding of industrial history, development and how global economy effects on our local lives. The present-day problems concerning textile (recycling, waste) are common to all Europe. Textile is personal, local and international - it can be seen from intimate, ecological and economical points of view. Studying one piece of cloth you can bring up a large variety of meanings and facts - international or local. It is up to each workshop or course, how deep these will be treated.

Activities of the project - digitalizing, collecting memories and creative or traditional workshops - are local but offer a meeting point for participants from various cultures. On Nordic level, we share the experience in our joint meetings and seminars. The Nordic dimension is to develop the museums as part of community and one very important dimension of the project is that we shall collaborate with the immigrants/refugees and try to build understanding between the newcomers and local population or more experienced workers.

This project has its roots in European Grundtvig learning partnership project Re3 - remember revive, reuse (2013-2015, www.re3mus.eu) and hopefully Wear&Share will in its turn develop into a bigger, European project on the same theme.

**3.1. How is the project planning to disseminate information about its activities and the results there of (aim/objectives, strategies, working methods and expected impact of the activities)?**

In the beginning of the project, we’ll prepare a website and brochure about the outlined activities and aims. Next step will be to meet the people responsible for possible collaboration groups personally (like employment services, schools and institutes, associations) and negotiate about the working methods. For this we’ll prepare a brochure of what the project is aiming at. The courses and workshops will be informed via advertisements and social media.

In the course of the project we’ll tell about the process, results and outcomes on our internet sites and social media. We’ll create Wear&Share –logo that will indicate the project, but use the existing channels.

When the project is closing its end, we’ll arrange the seminar where also the audience/participants of courses and workshops will be invited and heard. This event will be documented and shared as a report on the internet.

The three seminars: in the beginning, middle and end, will be open to the public.

**3.2. What communication channels do you plan to use (e.g. social media, websites, events, advertising, publications or similar)?**

www.forssanmuseo.fi

www.piipunjuurella.fi

vorssammuseo.blogspot.fi

www.struermuseum.dk

www.byskriveren.dk/web/

www.sodertalje.se/torekallberget

Museums' facebook profiles and other social media solutions

Seminars

Printed brochure