

# The programs for young visitors of the Städel Museum

Dr. Chantal Eschenfelder

Head of the department of education and communication  
Städel Museum and Liebieghaus Skulpturensammlung



Good afternoon,

My name is Chantal Eschenfelder, I'm the Head of Education and Communication of two cultural institutions in Frankfurt: the Städel Museum and the Liebieghaus Skulpturensammlung in Frankfurt. In the next 30 minutes I would like to focus on the Städel Museum and introduce you to our programs for Young visitors, especially the Youths from 15 to 25 years, surely the most difficult target group of all museum visitors. As nearly all museums today provide a rich educational program for schools containing guided tours and workshops, I would like to leave this subject out today and focus on programs for young visitors coming voluntarily.



Städel Museum, Frankfurt/Main

Folie 2 (Bild Städel Museum)

The Städel Museum is one of Germany's oldest art museums. It was founded in 1815 as "Städelsches Kunstinstitut" thanks to a testamentary legacy made by Johann Friedrich Städel, a rich merchant and banker of Frankfurt. In keeping with the wishes of its founder, this art institute was to encompass not only a collection to which the public would have access, but also a facility for the education of each new generation of artists – the present-day Städelschule.



Folie 3 (Niccolò da Barnabà und Georg Herold)

Since its foundation, the Städel Museum – which has also accommodated the collection of the Städtische Galerie (municipal gallery) since 1907 – has expanded its holdings continually by pursuing an active acquisition policy. Altogether the collection presently comprises some 2,700 paintings, 600 sculptures and more than 100,000 drawings and prints. With its rich holdings, the Städel Museum presents an overview of seven hundred years of European art history – beginning with the early fourteenth century and covering the Renaissance, the Baroque, Early Modern and contemporary art.

## Diversified programs for a heterogenous public

Folie 4 (über Besucherstruktur)

Under the direction of Max Hollein since 2006, the Städel Museum has deeply changed the Institute's profile and managerial politics, boosting a renewal especially of the choices concerning the museum's image and its cultural and educational activities. According to the idea that the Städel intends to "give back the value received by public grants" it therefore needs to be perceived as a museum "of" the citizen, that would mean to achieve a shift within the public's perception from "the Städel" to "our Museum". Therefore a strong attention is paid to the museum's audience segmentation, to whom address as much targeted and tailored actions.



## Educational services for adults

Folie 5 (Educational services for adults)

The museum communication is planned in each part in order to respond to the need of widening the possibilities to access and to use the museum and its effectiveness is carefully measured through survey on the audience. The museum has to get in contact with its different visitors, communicating in a transparent way its identity, its responsibility for the collection and its history as well as its strategies for improving the values. It means that each communication from the museum towards its public, as well as each cultural offer is based on the premises of an irreducible diversity of the reasons, of the previous experiences and of the cultural education. And finally it has to be taken into consideration the scenarios of expectations and interests of potential groups of heterogeneous visitors.



Folie 6 (educational services for seniors)

The most relevant consequences of adopting this line of action are registered on the cultural and educational museum's offer. The strengthening of art mediation is one of the central tasks in our museum. Our public includes a broad variety of visitors, containing children, school classes, adults and families as well as students, seniors and companies.



Folie 7 (educational services for children)

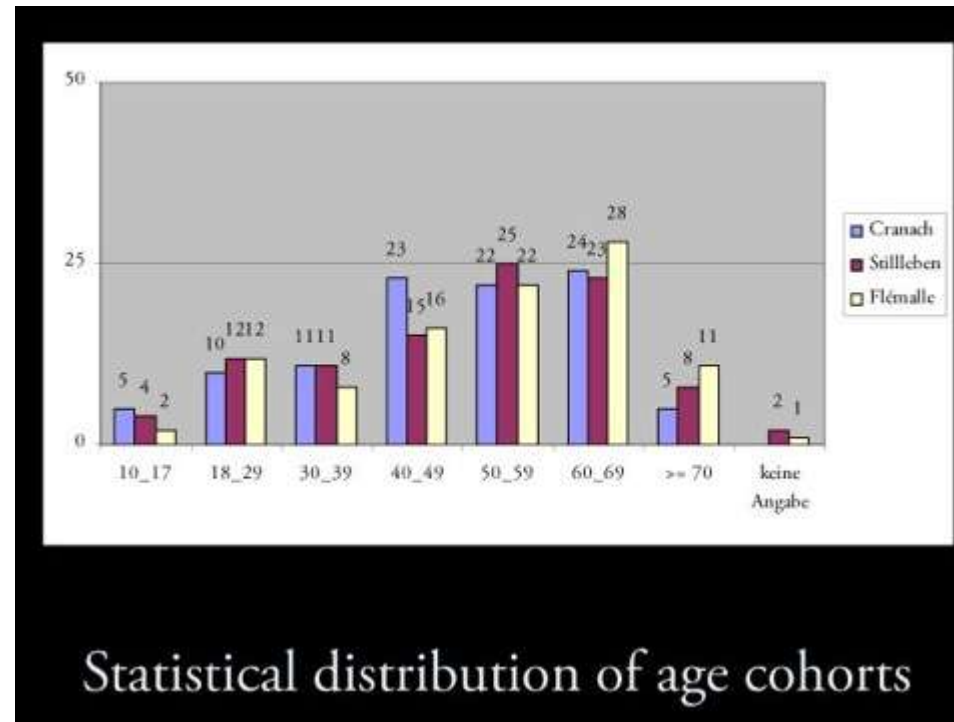
When visitors come to our museum they have totally different knowledge levels and expectations. In order to offer all of them a satisfying museum experience, we have to provide the same variety of art mediation and education programs, based on the different interests and knowledge levels of our public. Individually structured and strongly target-group-orientated, our education program aims at deepening the encounter with artworks and generating cognitive capacity. To the rich variety of educational activities correspond the heterogeneous communication methods: Besides the traditional “frontal” guided tours, there are for example “in team” visits, participated discussions and various types of lectures held by different representatives of different types of profession. These are some of the proposals that differentiate the museum’s offer for its generic audience, to which special initiatives addressed to more specific targets are to be added.



Folie 8 (Less interested...)

But even with the Städel's quality and innovative approach of its solutions in audience policy, we still have the same difficulties as all cultural institutions in generating visits by young people between 12 and 29 years.





Folie 9 (statistical distribution...)

Only 6 % of the visitors of the new presentation of the Liebieghaus Skulpturensammlung belong to the young public. And the visitor distribution of the last three big exhibitions in the Städel Museum shows a similar effect. Surely, in nearly all countries for teenagers in adolescence museums are a no go area. And even for students and young professionals cultural institutions range far behind if they seek an attractive location. But we all know, that if we don't manage to get in contact now with this younger generation, we are going to lose them as visitors in the future.

## One aim – different strategies

Folie 10 (one aim – different strategies)

So what can we do in order to get young people interested in our programs? Before we started developing different educational services, we carefully analyzed the interests of young people between 12 and 19 years. We were convinced, that the only way to arouse their interest for museums is to offer them services which they really can use for a concrete purpose. Above that, this approach has a side effect: it shows the variety of possibilities in looking at artworks. Main interests of young people are: meeting friends, having fun together, the development of their personality and of their educational and professional future. On this basis we developed very different kinds of programs, each serving one aspect of young people's interests.

# Kunsttalente

A program for artistically highly skilled youths

Folie 11 (Kunsttalente)

To begin with, we chose a field very close to artistic work and offered a special training course for highly talented youths between 12 and 15 years. With the help of a foundation, each year we can give them the opportunity to develop during one year their artistic skills under the guidance of an artist and an art historian, without paying anything.



Folie 12 (entrance examination)

After being recommended by their art teachers in school, 40 of them are taking part at an entrance examination, where they have to show their creative talent and theoretical knowledge. After that on the basis of a jury judgement, finally 15 of them are chosen to participate in the program.



## Kunsttalente – Work in progress

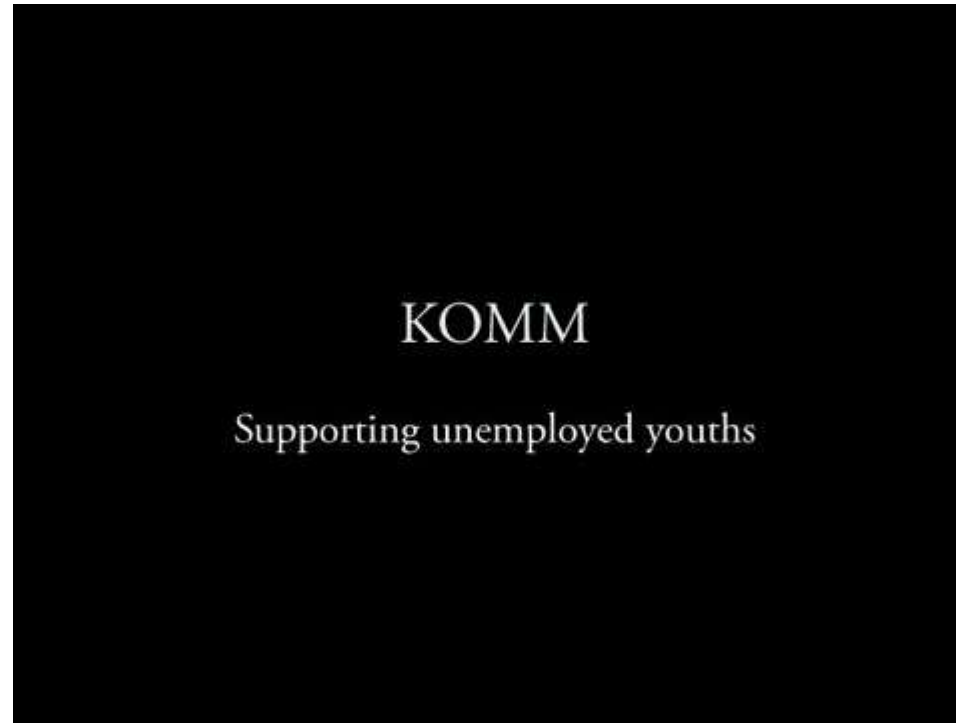
Folie 13 (work in progress)

Every Friday and Saturday they work in the museum for 3 hours. Studying intensively our collection and practicing their own artistic techniques and conceptions is combined with talking about art and life and with visiting other galleries and places where they can meet young contemporary art of the Frankfurt region.



Folie 14 (final exhibition)

At the end of the program, the participants present their results in a final exhibition to their families, friends, teachers and members of the Hardtberg-foundation. The most important aim in this program is to give young artistic talents room for their own ideas and the freedom to develop their own themes – things that normally are not possible in every-day-school routine.



Folie 15 (KOMM – supporting unemployed youths)

This program addresses to young unemployed people, at the margins of the society and at risk. The participants usually did not manage to finish school, come from poor quarters and mostly consist of immigrant families. With the purpose of social inclusion and recovery, a cooperation is underway with a centre for young with previous conviction, built up on a long term outreach programme where in short coaching to the young addressees is foreseen, starting from their biographies and interests.

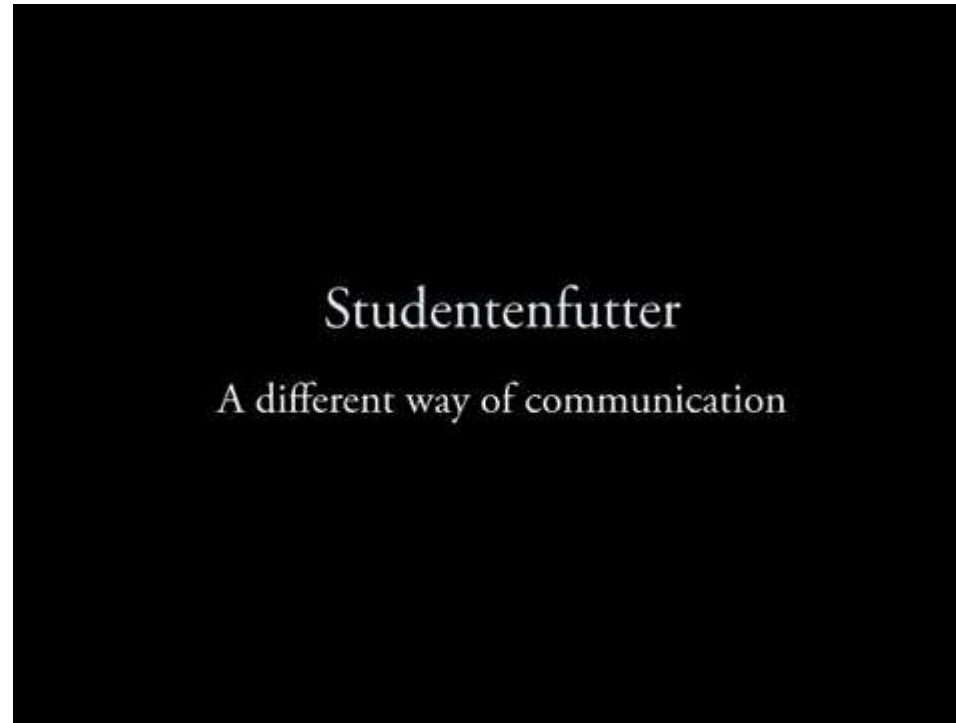


A participant in front of her artwork

Folie 16 (KOMM – bei der Arbeit)

The artistic experiences and the museum visit are used during the work as instruments and long-term cognitive approaches starting basically from the participants' selves. This program also ends with a final exhibition of the creative results produced during the program – for many participants the first time in their life they receive positive feedback from society.





Folie 17 (Studentenfutter)

The name of this initiative is taken from the dry fruits and nuts sold as a snack the students use to eat during the preparation for their exams. It is made of a calendar of monthly tours guided by university students properly trained, even though not professionals addressed to their study colleagues.



Folie 18 (Art is inspiring)

The tone of the tours is intentionally provocative, the subject is usually spicy and the method is dialogic in order to encourage a critical and open debate among the participants.



Folie 19 (Konfirmandentag)

A totally different approach to young visitors was the first Konfirmandentag 2008. In Germany, protestants usually send their 13- or 14-year old children to a kind of religious course (confirmation classes), in order to prepare them for the ceremony of Confirmation, that is the admission in the congregation/parish. In these class they learn a lot about the Bible and God and the specific protestant. On the Konfirmandentag we invited them into the Städel. 75 participants came to discuss art and religion in the Museum under the instruction of an art scientist and a reverend.



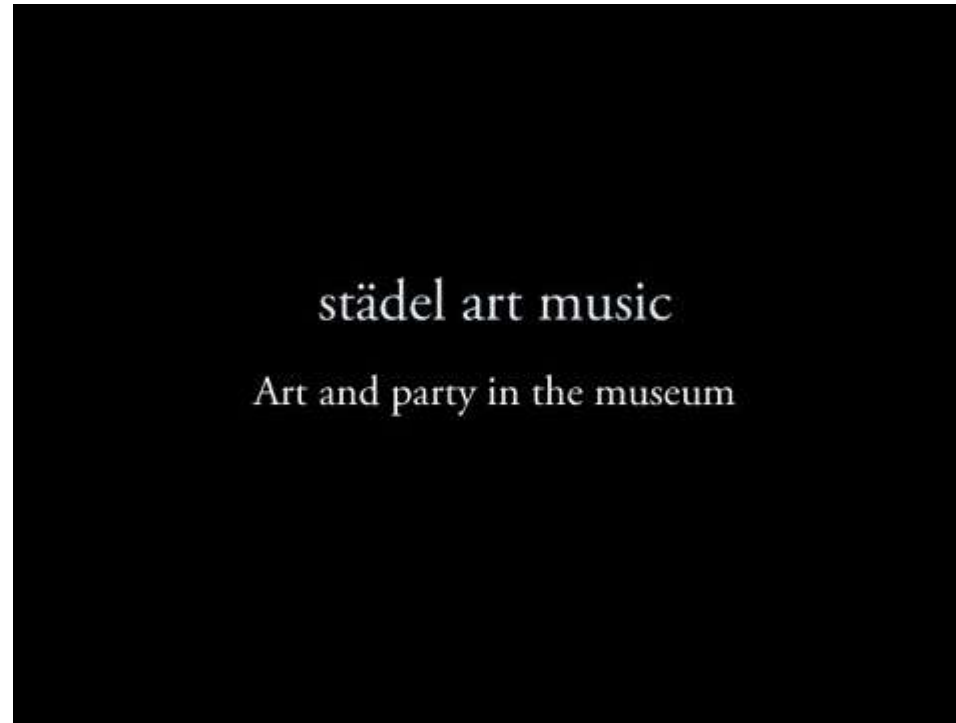
Folie 20 (teamwork during...)

Teamwork and a final presentation were the ingredients of this study day.



Folie 21 (A new experience)

For many of them this was a new experience. The majority had never been in our museum before. Again they learned, that art can be used for different purposes. Here it could illustrate the different ways people treated religious themes during the century and help to understand religious stories and questions.



Folie 22 (stadel art music)

Stadel Art Music combines an evening opening of the museum with bar, music and dancing addressing to a young public which seeks an entertaining program for the weekend.



Folie 23 (young communicators)

Three or four times a year the museum opens its doors for this kind of program until 2 o'clock at night. Spread in every room of the museum's collection specially trained students of Art history answer the questions of the young visitors. An open atmosphere intends to bring the ambulating young people together and to give them opportunity to discuss about art.



Folie 24 (Collaboration with...)

Thanks to a fruitful collaboration with one of Frankfurt's most famous music clubs, the visitors have the possibility to dance until 2.00 in the morning.





Folie 25 (a successful event)

Städel art music has been very successful and could be established as a regular event to which young people like to assist – even those who had never been in a museum before. The collaboration with the music club is also important as it manages to mix the different publics of club and museum. The number of visitors at the program you see was 1300.



Folie 26 (Städel Club)

Since 1899 the Staedelscher Museums Verein, that is to say the Association of the museum friends, exists, and it especially aims at attracting the attention around the institution and at involving the private sector and the citizens. It is an instrument to build the customer's loyalty, as well as to finance the museum from which a relevant share of revenues comes. It is one of the largest Associations of Museum's friends in Germany. In 2003 the Verein created a youth section, the Städelclub, facing the problem of producing a new generation of future members.



Folie 27 (Visiting contemporary art)

For the Städelclub the museum developed independent programmes, where discussions about the collection of contemporary art, or special lectures and evening programs play an important role. In this year the number of Städel Club Members was 600 (in comparison, the Verein has over 6000 members)

## Art Talks & Charlas de Arte

Practicing foreign languages while discussing  
about art

Folie 28 (Art talks and Charlas de Arte)

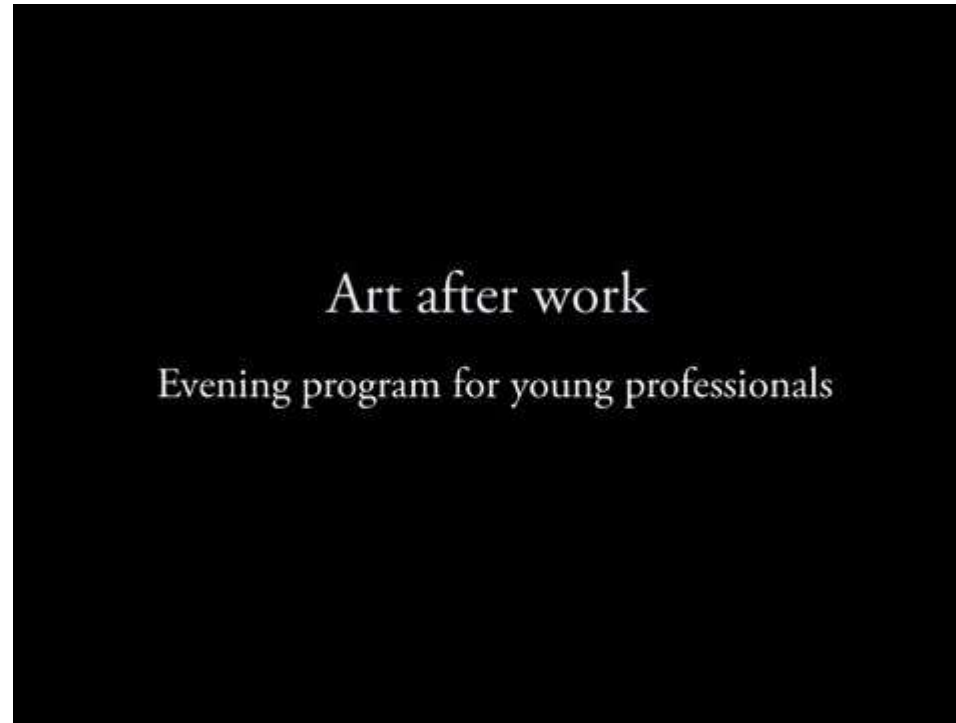
This program organizes conferences and guided tours in English and Spanish, for mother tongue foreigners living in Frankfurt, as well as for students and professionals in order to practice and to improve those two languages.



## Learning languages with all senses

Folie 29 (learning languages)

Monthly the participants meet in the museum and discuss special themes with an English or Spanish communicator in front of the originals. This method is based in most recent scientific research of learning methods, taking into account that one learns better if during the learning process different senses are involved.



Folie 30 (Art after work)

This monthly programme is a regular appointment in the museum for young professionals combining evening visit to the collections and to the temporary exhibitions with the possibility to have a drink and further discussions afterwards.



Folie 31 (Art experience...)

For this group of visitors it is necessary to choose more general themes about art clearly distinguished from the regular guided tours in the museum. The topics are often related to the world of business, talking about art production, social history and market situations. Here the participants can have an art experience in a relaxed atmosphere and – what is necessary for this kind of generation – have the opportunity to get in contact with other people.



Folie 32 (After work and after art)

A mobile cocktail bar in the museum's foyer mixing even a special "Städel Cocktail" allows to relax after the collection's visit.



## Sommerakademie

*A summercamp for young people seeking for  
professional orientation*

Folie 33 (Sommerakademie)

One of the most famous and successful youth programs is surely the Sommerakademie. It is a summercamp for young people seeking for professional orientation and aimed at reaching teenagers playing in their most congenial arena, that is to say the search for, and the determination of the self.



Folie 34 (150 participants)

In 2008, 150 participants experienced the *Sommerakademie* - a project which consists in one week workshop during the summer in the rooms of the Städel Museum, the Schirn Kunsthalle and the Liebieghaus Sulpturensammlung. It is based on the discovery of who one is, what one is able to do, how one represents himself and how one communicates in the society. The work is assisted by the museum personnel and by actors and students from the psychology faculty, as well as by popular players from the art world and the show business, sports and scientific world who will tell about themselves and their own biographies. Labs, rooms, works of art of the museum are the context in which they will make the experience of the artistic translation of the self, theatre-therapy, body expression, role playing, cultural and personal conflicts solving. The museum's offices – involving their heads in the role playing – become the theatre where the conflicts regarding museum jobs (for example about the aims crossing different offices of the institute) are interpreted, analysed and lived with the teenagers, with the purpose of coaching the young to the discovery of the adult working dimension, especially the museum one.

Let me show some examples to you:



Creative workshop

Folie 35 (creative workshop)



Creative writing in the exhibition  
„Moskauer Konzeptkunst“

Folie 36 (creative writing)



Playing curator – a simulated exhibition

Folie 37 (playing curator)



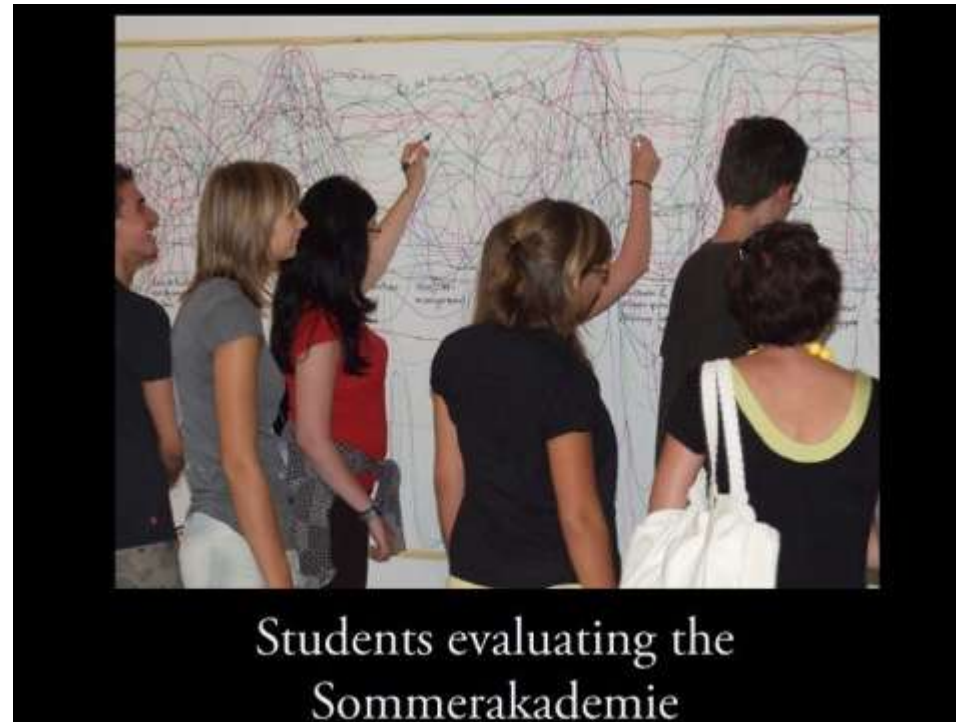
Theatre workshop

Folie 38 (theatre workshop)



Student discussing with participants of  
the round table

Folie 39 (student discussing)



Folie 40 (students evaluating)

The initiative had great success and it will be analysed as an interesting model of approaching teenagers to a museum, where instead of being the museum itself the focus on interest (unlikely, from the teenagers' point of view), it becomes a marginal learning object at the service of an aim consisting in psychological and cognitive growth much more immediate and crucial for the teenagers – but at the same time it lays down the basis for raising again the interest for museums that can be accomplished in the adult age.



# My E-Städel

Generating new young public by using their media

Folie 41 (My E-Städel)

Recently the museum developed a new tool in generating a new young public: The new Städel website.



The new internet platform based on  
web 2.0

Folie 42 (the new internet platform)

Based on the conviction that if you want to reach young people you have to use their communication media, the museum created a new internet platform based on web 2.0 technologies. Far beyond being a simple information platform, the new site allows an increasingly more customised, interactive and dialogical approach with the institutions and with other visitors. Community members have the possibility to select the information chosen on the basis of one's interests, to create one's own calendar, and to share with the community of users' comments and hints. Tagclouds, social bookmarks, artist's biographies and other features help to bring the museum's content really in contact with the public outside.



Folie 43 (Art stories)

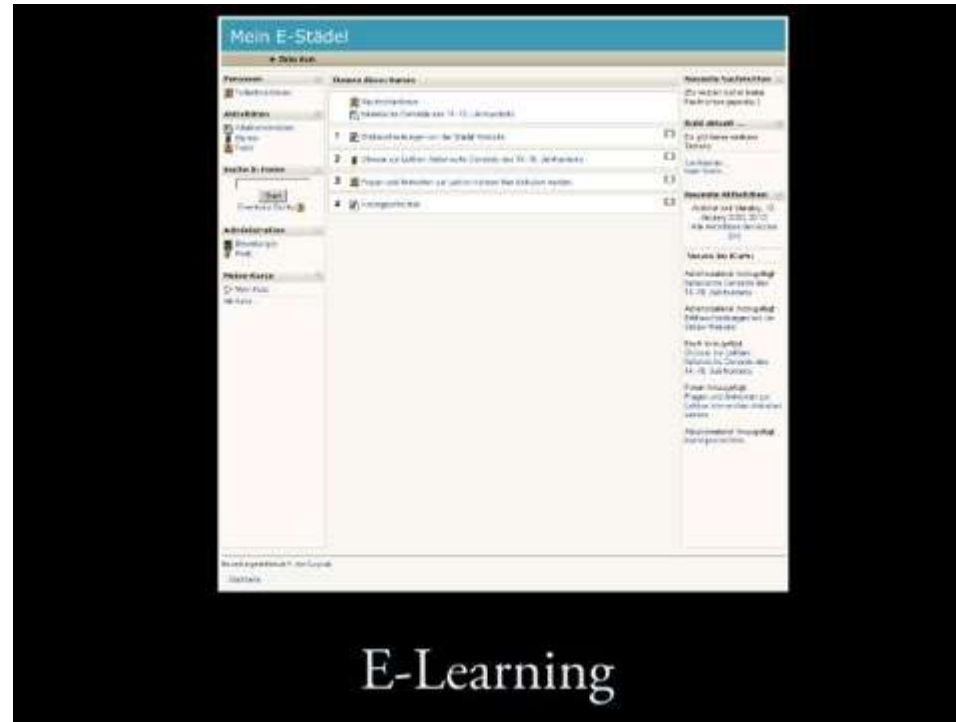
Short video streams showing a young communicator presenting one of the collection's artworks invite especially young people to develop their interests towards art and the museum.



Private gallery by community members

Folie 44 (private gallery)

Community members can build their own gallery by using the picture data bank. This approach helps to get people much more involved and increases the feeling that they really participate.



Folie 45 (E-learning)

In the following years the new internet platform will be enlarged towards E-learning services. By this means every research produced in the museum will be accessible to an international public. Special e-learning methods established in collaboration with the Frankfurt University allow interested users even to obtain certificates in history of Art



Folie 46 (Have we reached...)

As you could see, the Städel museum offers a huge variety of services for young visitors. Different in view of the target group all initiatives aim at getting young people to use the museum for their different purposes and interests. Dialogue, interactivity and space for personal developments are the key notes in our conception.

Now it's up to you to evaluate if we could reach our aim.

Thank you very much for your attention.