NEW MUSEUM
FOR WA

Engaging the State
We will inspire people to explore and share their identity, culture, environment and sense of place, and contribute to the diversity and creativity of our world.
PEOPLE FIRST

“YOUR PHOTO HERE”

Be a part of the New Museum.
WESTERN AUSTRALIA
DESIGN EXCELLENCE
ACTIVATED MUSEUM

EXTRAORDINARY STORIES FROM THE BRITISH MUSEUM
25 October 2011 - 5 February 2012
THEMATIC CROSS THREADS

CONTINUOUS ORIGINS CULTURES

LIFE

CHANGES VOICES

CONNECTIONS

BEING WESTERN AUSTRALIA

DISCOVERING WESTERN AUSTRALIA

EXPLORING THE WORLD

REVEALING THE MUSEUM

ABORIGINAL PERSPECTIVES

INDIAN OCEAN PERSPECTIVES
INTERPRETIVE APPROACH

• Interdisciplinary
• Aboriginal content integrated throughout
• Highly participatory
• Public engagement and co-creation
• Community decides stories they want to share
• Future-focused while honouring past
SPECTRUM OF AUDIENCE ENGAGEMENT

Deliver
A source of knowledge

Inform
Educates to open minds

Involve
Inspires curiosity and imagination

Co-create
Shares experiences to build community

Empower
Shares ideas to build an empathetic and participatory society
WA FACES
Deliver: A source of knowledge
Inform: Educates to open minds
Involve: Inspires curiosity and imagination
Co-create: Shares experiences to build community
Empower: Shares ideas to build an empathetic and participatory society
EXMOUTH MEMORY ROOM
Deliver
A source of knowledge

Inform
Educates to open minds

Involve
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CONTENT MAPPING AND REACH
STATEWIDE ENGAGEMENT

- 14,393 people
- 52 locations around the State
OUR VISION

A WA Museum owned, used and valued by all Western Australians, and admired by the world.