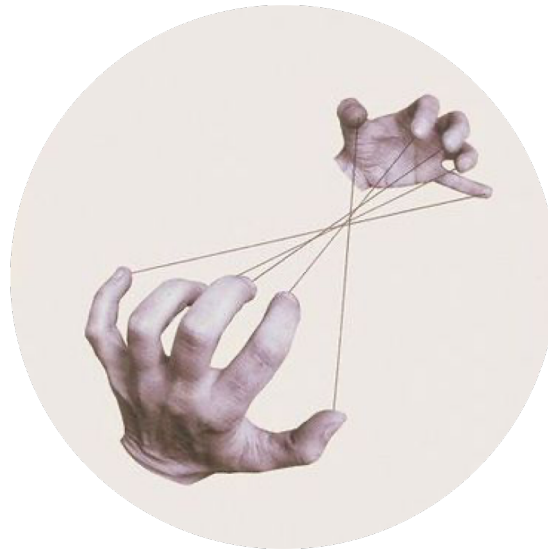


c u l t u r a l
m e d i a t i o n



PSYCHOLOGY & CULTURAL MEDIATION

How can we combine them to benefit our museum and gallery experiences?



elizawells.com

B. Science. Psychology (Hons)
Dip. Clinical Art Therapy
Executive Master Of Arts
Phd Visualising Invisible Illness

ART + PSYCHOLOGY



ART AS THERAPY workshops + residency
Lazing on a Sunday Crafternoon A&U
Arts + Medicine + Illness advocacy

UNSW Art & Design and AFTRS lecturer
Project Design and Delivery
Consulting Community, Govt and Arts

Art Month Inaugural Artistic Director
Blue Mountains Cultural Centre Public Programs
Arts Industry presentations

VYGOTSKY'S CULTURAL MEDIATION

In Educational Psychology, Vygotsky's theory (from 1929) describes individuals (especially children) as learners/apprentices in a culturally defined, socially organised world. Vygotsky discovered the link between what is happening in that social/cultural world and the cognitive processes in the individual learners/apprentices within it.



ZONE OF PROXIMAL DEVELOPMENT

In museums and galleries this is the space that guides, public programmers, educators and many curators now operate within.

In Vygotsky's Zone we use our multitude of tools to expand visitor's cultural understanding.

[OUR] CULTURAL MEDIATION

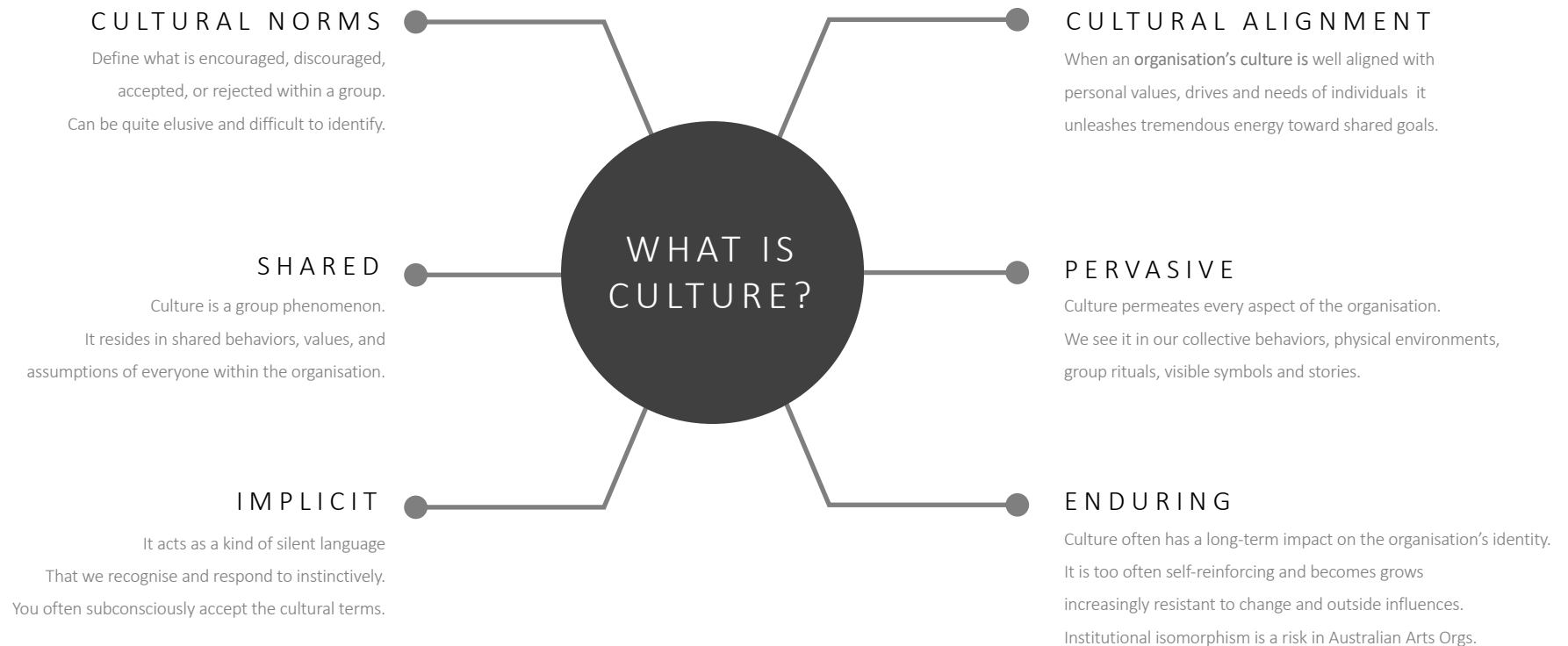
Unlike ZPD, MGNSW's Cultural Mediation doesn't assume learner's are passive recipients.

Instead, Cultural Mediation invites them to be active and integral contributors.

It helps us create a toolkit to do so.

ORGANISATIONAL PSYCHOLOGY

CULTURE IS THE SOCIAL ORDER OF AN ORGANISATION



The Leader's Guide to Corporate Culture,
Harvard Business Review (2018)

by Boris Groysberg, Jeremiah Lee, Jesse Price, and J. Yo-Jud Cheng

WHAT IS CULTURAL MEDIATION?

“

Cultural mediation developed in the 1960s around the concept of accessibility for a greater number of people to cultural works and productions.



Culture Pour Tous

APPLE COMPANY

“

The Louvre defines "mediation" as the full range of tools and resources used to forge a relationship between the visitor and a work of art.



Museum Lab

APPLE COMPANY

“

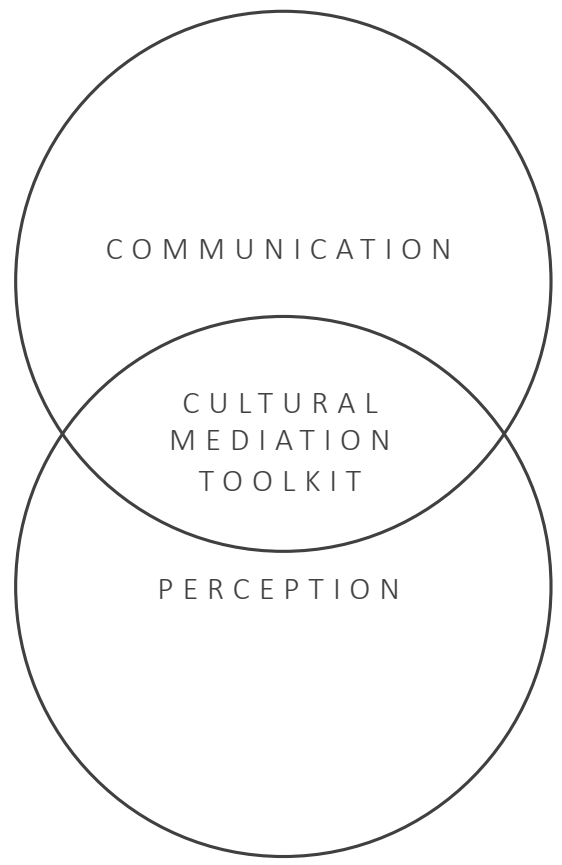
Cultural mediators work within organisations to improve the quality of the public's visit to the museum or gallery and to broaden the possible ways of experiencing and interacting with an object and its context.

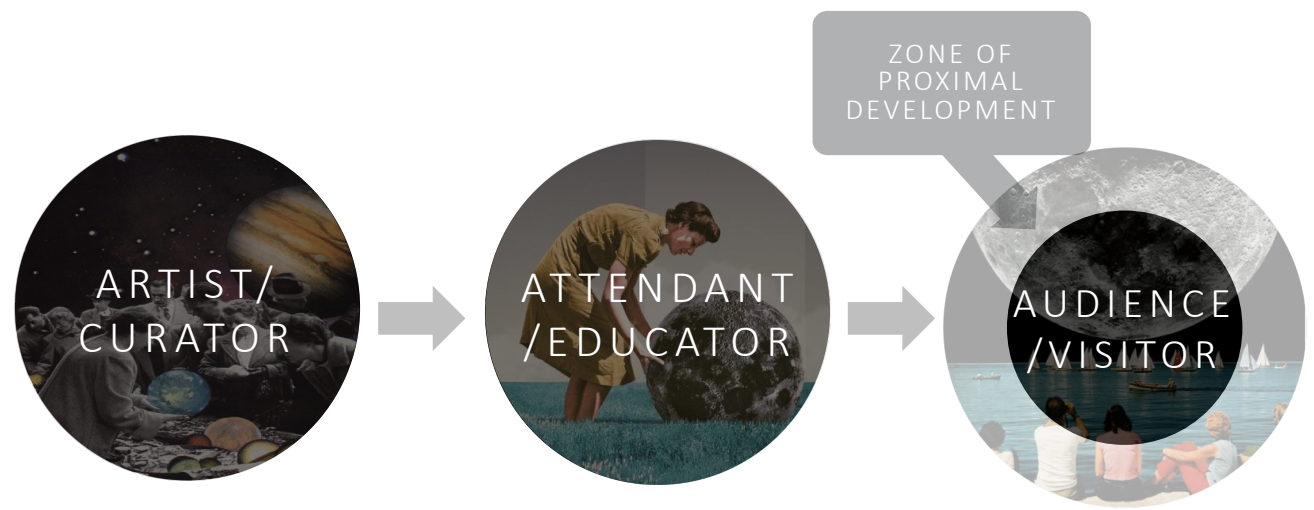


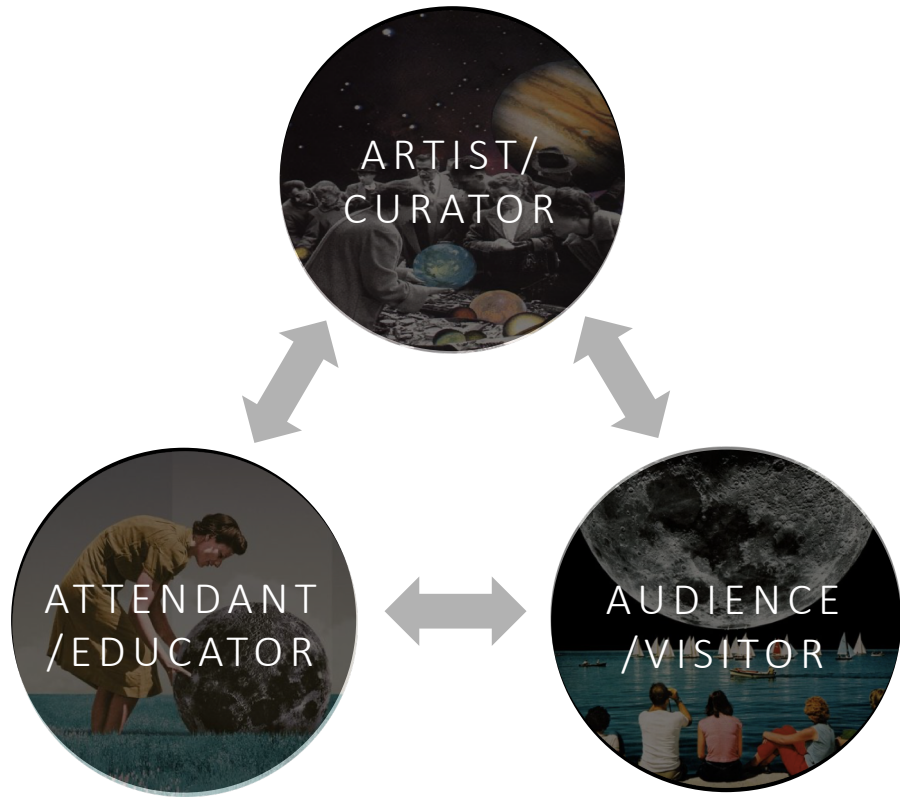
MGNSW

APPLE COMPANY

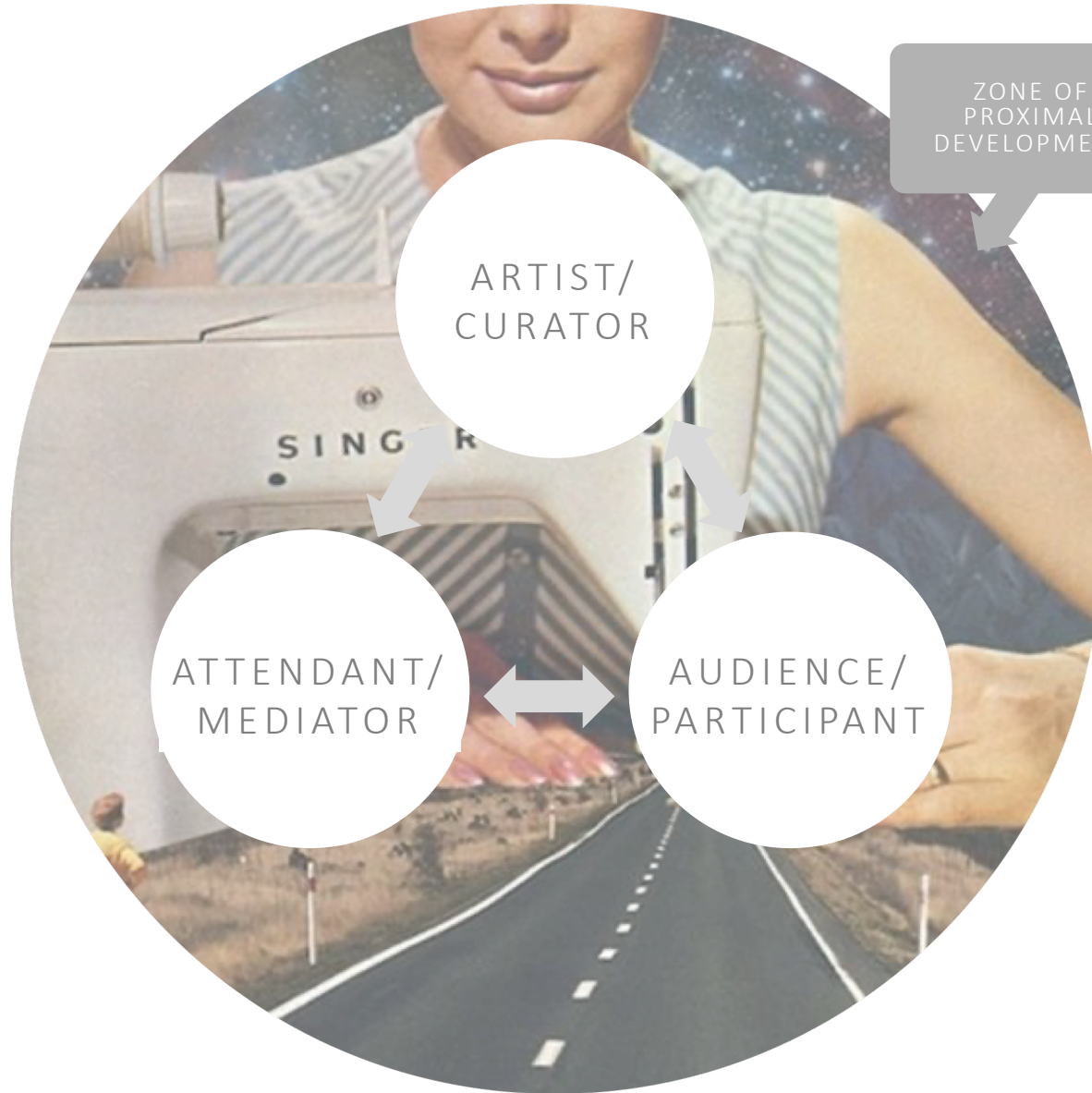
HOW CAN WE COMBINE PSYCHOLOGY & CULTURAL MEDIATION
TO BENEFIT OUR MUSEUM AND GALLERY EXPERIENCES?











CULTURAL NORMS

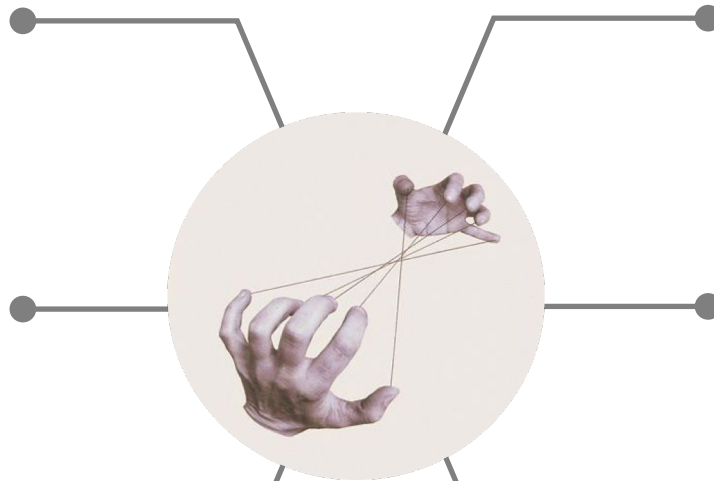
Define what is encouraged, discouraged, accepted, or rejected within a group.
Can be quite elusive and difficult to identify.

SHARED

Observe and reflect upon the behaviors, values, and assumptions of the various participating groups.

IMPLICIT

Give voice to that which goes unsaid by the artists, the attendants, the audience and... even the art.



CULTURAL ALIGNMENT

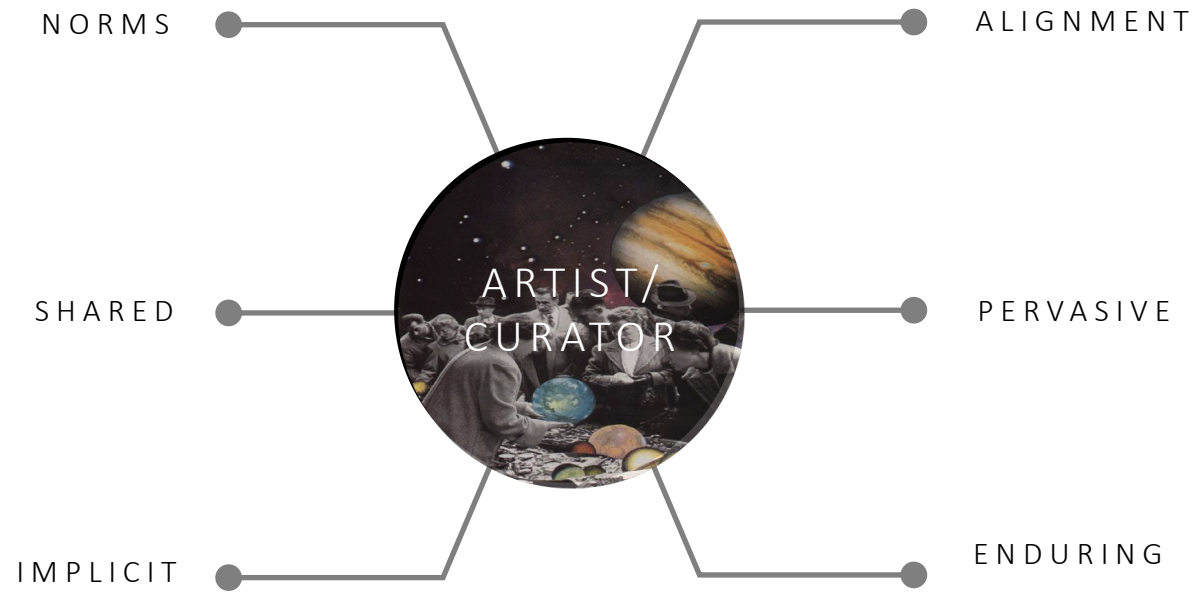
Define our organisational values, drives and needs.
Learn about the values, drives and needs of others.

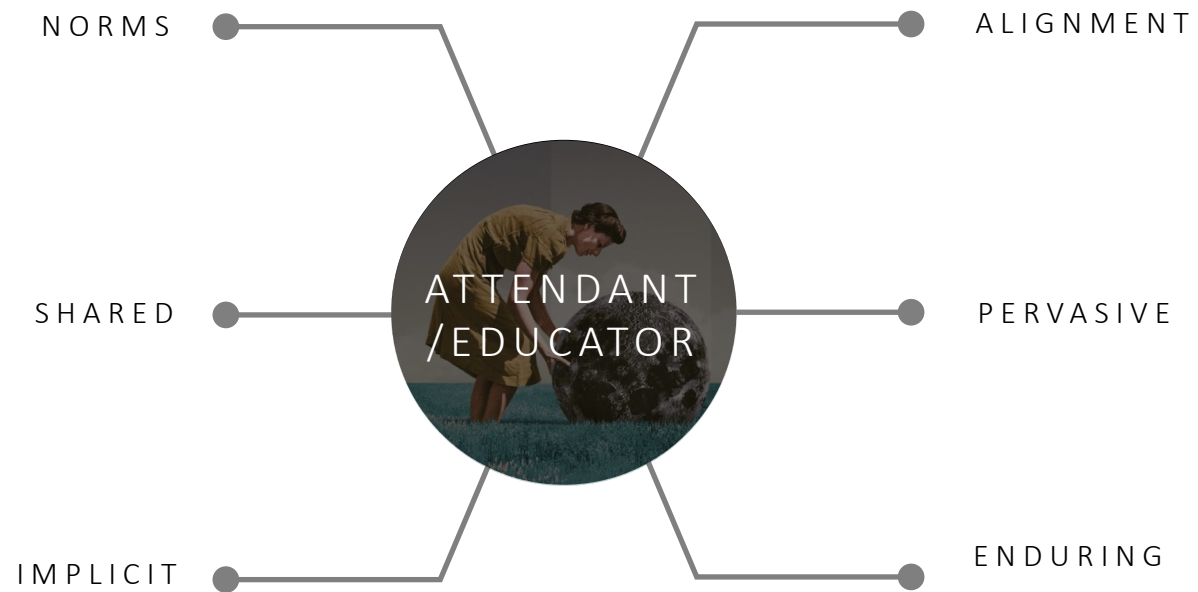
PERVASIVE

Try to understand the cultural impact of our physical environments, group rituals, visible symbols and stories we tell - and those that are told about us.

ENDURING

Challenge the inherited culture and the influence of institutional isomorphism.









CULTURAL
LANDSCAPE

CULTURAL NORMS

Negotiated rather than prescribed.
They start to reflect the unique nature of the community. Together they define what is encouraged, discouraged, accepted, or rejected.

SHARED

The unwritten rules begin to change and the culture and practices become more diverse. The organisational culture become more responsive.

IMPLICIT

Culture is no longer silent. Many contributing voices are given active voices, in diverse 'languages'.... Various kinds of organizational conversations, such as road shows, listening tours, and structured group discussion, can support change.



CULTURAL ALIGNMENT

Personal values, drives, and needs begin to align with organisational values, resulting in renewed and sustainable engagement and enthusiasm.

PERVASIVE

Culture becomes something reflected in leaders rather than directed by them. Leaders must shift from an emphasis on stability, consistency, predictability to flexibility, adaptability, and receptiveness to change.

ENDURING

Over time, embedded resistance to change fades, old barriers to participation are removed and more people start to feel like they belong. There is a growing culture of inclusivity rather than exclusivity.



INDIVIDUALS

COMMUNITIES

ARTS + CULTURE



THANK
YOU!