Don’t call it a museum: Creating a Participatory Hub to Foster Local Pride

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WELCOME TO MISSISSIPPI
Birthplace of America’s Music
“By Blues I don’t mean just a particular art form, it’s really a way of life that that art form helped popularize. So even in the context of the media, you can be a blues person. Without even being able to sing, you can have a tragic/comic sensibility.”

— Dr Cornell West, American philosopher
3 Million Mississippians

19% of the population live in poverty

15% suffer from mental health

59% white | 37% black
Can a “Museum” help revitalize Mississippi's culture and togetherness?
Mississippi’s legends aren’t gods. They are neighbors.
Don't call it a museum:

Mississippi Arts + Entertainment Experience
The Hometown
The River
The Kitchen..
The Kitchen..
The Artist Studio..
The School yard..
The School yard..

Will I always be so **AWKWARD**?
NOT EVERYONE IS BORN COOL.

What if I’m different than people **EXPECT**?
IT’S OKAY TO LOVE SOMETHING YOUR FRIENDS DON’T.

Will I ever be in the **SPOTLIGHT**?
I WANT TO SHINE!

How do I fulfill my **DREAM**?
ROME WASN’T BUILT IN A DAY.
Will I always be so **awkward**?
NOT EVERYONE IS BORN COOL.

What if I'm different than people **expect**?
IT'S OKAY TO LOVE SOMETHING YOUR FRIENDS DON'T.

Will I ever be in the **spotlight**?
I WANT TO SHINE!

How do I fulfill my **dream**?
ROME WASN'T BUILT IN A DAY.
The Juke Joint ..
The Juke Joint ..
The MAX ripple effect
Join us on Saturday, August 4 for The MAX Meridian Day!

- Free admission
- Door prizes
- Free refreshments
- Free photo booth

For more information, visit www.msarts.org
MAXSTUDIO
BEGINNERS' HANDBUILT CERAMICS
THURSDAYS, SEPTEMBER 12 - OCTOBER 31, 2019
2 - 4 PM | THE MAX | MSARTS.ORG
$150 MEMBERS | $180 NON-MEMBERS | $160 SENIORS, 65+
“It’s the first time they saw artists with similar backgrounds find success. And it’s the first time they had the opportunity to believe that they could be successful too.”
We knew this would be no ordinary art museum. It is life-changing. Life-giving. It transcends division. It uplifts. It connects.
Key learnings

If you want people to start taking an interest in the arts:

— Don’t just focus on the outcome, let people experience the process
— Find something your audience can relate to, and build from there
— Experiential learning works! Engage people physically + emotionally
— Museum staff should reflect the people they’re trying to engage
What other creative ways can you think of to engage emotionally with your audience and create content they can relate to?
Thank you

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Links

Mississippi Arts + Entertainment Experience:  https://www.msarts.org/

Gallagher & Associates:  https://www.gallagherdesign.com/

Study on needs of the disabled:

Mellon Foundation Survey on Diversity in American Art Museums (The MAX was included in this survey)

A direct link to the report: