

First Aid For Art Mediation Formats

The process of designing an art mediation format should be a shared one. Just as art mediation itself is a process of dialogue, the design of an art mediation format should also be a process involving all the art mediators who will work with the format. Ready-made formats can trigger resistance, cause indifference and create distance on the side of the mediators executing them. Involving the team as a whole from the very beginning of the design process helps identification and stimulates a comprehensive understanding of the developed project. However, any mediation format is only a basic structure upon which the mediation must move. More fundamental is the freedom of the visitors to make a choice, to take into account personal and external conditions, and to follow one's own intuition. The design of a mediation sequence is a creative process - every single interaction with the public is creative and to a certain extent, an intuitive performance.

On the following pages, you will find a first aid kit for designing art mediation formats. The kit consists of a set of 48 ready-made cards each with a strategy to consider, or reject, and a number of empty cards to personalise your set.

WHEN TO USE THE FIRST AID CARDS

- If you have been debating for a long time without results.
- If time runs short, because you should have bought the material for the workshop a long time ago or you have to produce a written text right now.
- When you are stuck or if group dynamics have become uncomfortable.

SOME IDEAS FOR HOW THE CARDS CAN BE USED

- Relate the message on the card to your working process of designing a mediation format.
- Relate the message on the card to the mediation format you are already designing.
- Put the cards face down on the table - anyone in need of inspiration take a card.
- Everybody takes a card. While working on the design, be especially aware of the message of your card.




CHANGE THE STRUCTURE OF COMMUNICATION



TAKE YOUR FIRST IDEA SERIOUSLY



CREATE A RELAXED ATMOSPHERE



SENSE THE NEEDS OF THE BODY



BELIEVE IN CRAZY IDEAS



CONSIDER THE NEEDS OF YOUR TARGET AUDIENCE



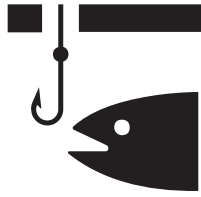
PAY ATTENTION TO AUDIBLE SIGNALS



DO SOMETHING HANDS-ON



FOLLOW SECRET DESIRES



**DEFINE YOUR OBJECTIVE
MORE PRECISELY**



**KEEP AVAILABLE
RESOURCES IN MIND**



WORK VISUALLY



**USE SOMETHING
KNOWN AND PROVEN**



CHANGE THE RHYTHM



**BE REALISTIC WITH
THE SCHEDULE**



CHANGE THE MATERIAL



**GET CLOSER TO
THE CONTENT**



REFRAME THE EXHIBITION



GO MORE INTO DETAIL



BE MORE POETIC



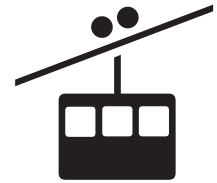
USE CLICHÉS



CHANGE THE FOCUS



STIMULATE ACTION



CREATE A BIGGER PICTURE



SUPPORT EACH OTHER



BE MYSTERIOUS



CHANGE THE METAPHOR



BE RUTHLESSLY ECLECTIC



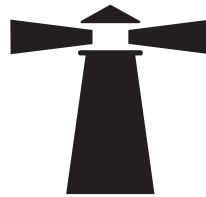
THINK IN EXTREMES



RESPECT SPACE



BECOME SENSUOUS



SORT SOMETHING OUT



START OVER AGAIN



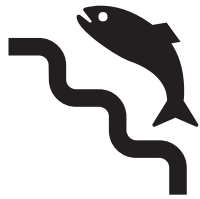
DO WHAT IS FOREIGN TO YOU



ALLOW THINGS TO MATURE



CHANGE THE LOCATION



RELOCATE THE ROUTE



PRETEND TO BE FREE



**IT'S SIMPLER
THAN YOU THINK**



**TRY UNUSUAL
COMBINATIONS**



SWITCH GENDER ROLES



**SLOW DOWN AND
BE CURIOUS**



ASK FOR HELP



BE FRIENDLY



**BE AWARE
OF SOCIAL STRATA**

✂




CHANGE THE FORMAT

✂



**GIVE CLEAR AND
PRECISE MESSAGES**

✂



**PAY SPECIAL REGARD TO
THE START AND THE END**

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