



UNIVERSITY OF TARTU  
Museum

# TOUCH OF THE UNIVERSITY SPIRIT. How to create the inclusive and meaningful exhibition about the university history?

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# Political Map of Europe

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Your Free Travel Dictionary!







**1632 / 1802**  
Best preserved  
university  
ensemble from the  
Enlightenment  
period in Europe  
(uni in the park)

















UNIVERSITY of TARTU  
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# Tartu Cathedral University library University museum



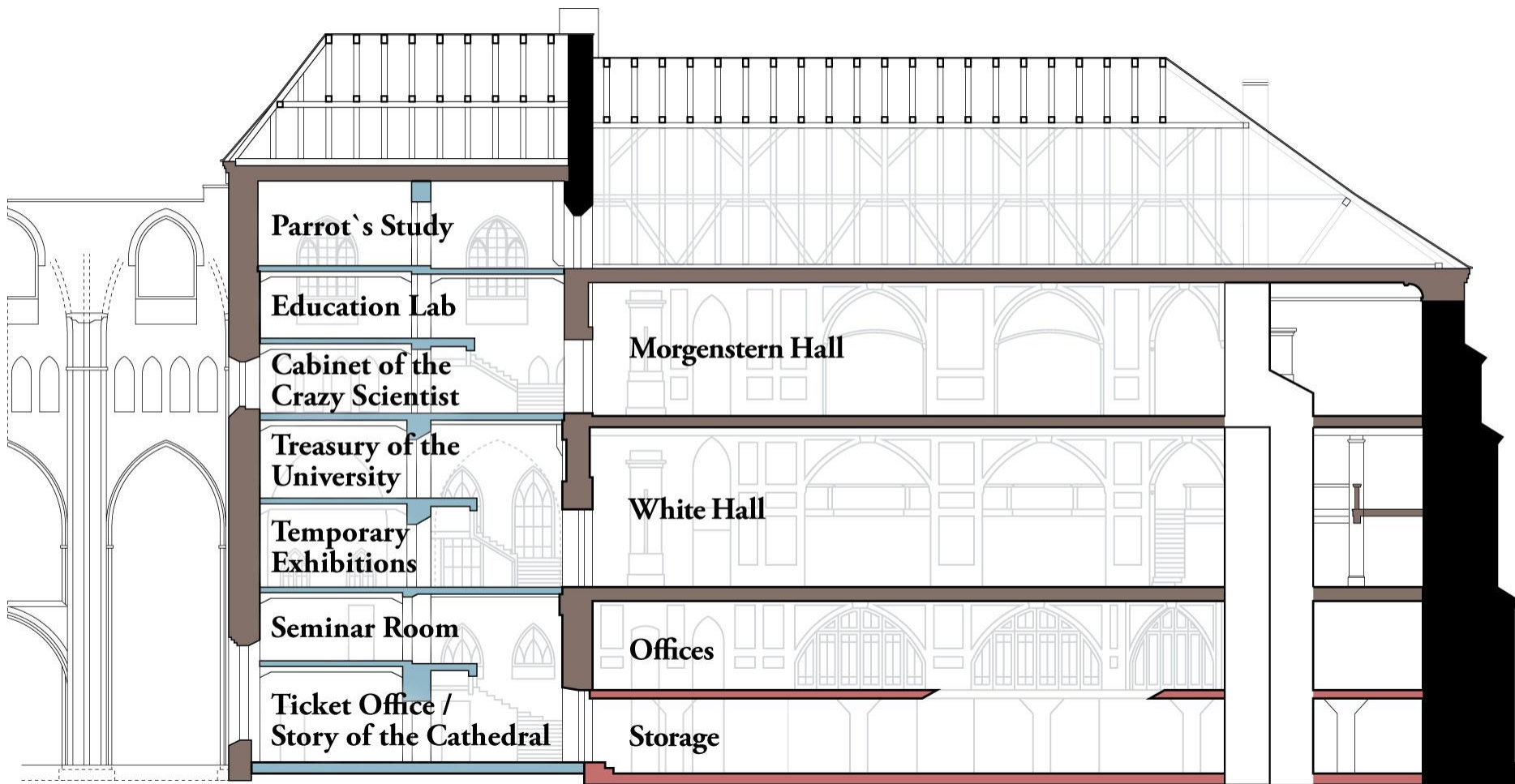
# Why we need the exhibition about the university history?

- Very few museums in the world have the museums about university history. Why its important in Estonia?
- Science history or life story?
- Chronology or thematic approach?
- Interdisciplinarity (art + science + social history)

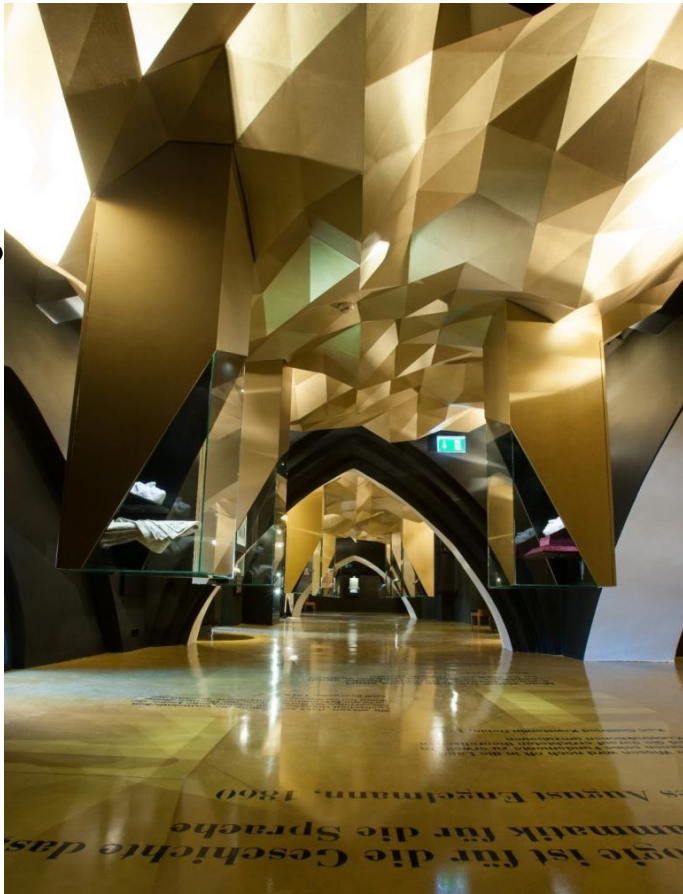


**All the museums  
are social history  
museums  
(Kenneth  
Hudson)**









**Treasury of the University**



**Cabinet of the Crazy Scientist**





# Morgenstern Hall / National University 100











# Three aspects of social involvement

- Accessibility
- Participation
- Representation

key elements of the sustainable development  
(Eileen Hooper-Greenhill,  
Richard Sandell)



Openness: Estonia /  
Europe / World

# Style of the exhibition

## Harry Potter meets Jorge Louis Borges



- Mysterious
- Creative
- Surprising
- Unending
- Nostalgic
- Happy
- Warm
- Easy
- Entertaining



# What do you want to see?

- Stakeholders: rectors and departments, student life, university`s role into society
- Alumni: student life and free time, uni history through the time
- Students: famous alumni, students life through time
- Inner tourists: buildings, famous alumnus
- Tourists: cultural contacts
- Curators: objects and storyline of the university



# What do you want to see?

- Rectors
- Dormitories
- Cafes
- Science history: cultural semiotics, blood coagulation, consumer price index (*butterfly effect*)



Spoon and bag of tea

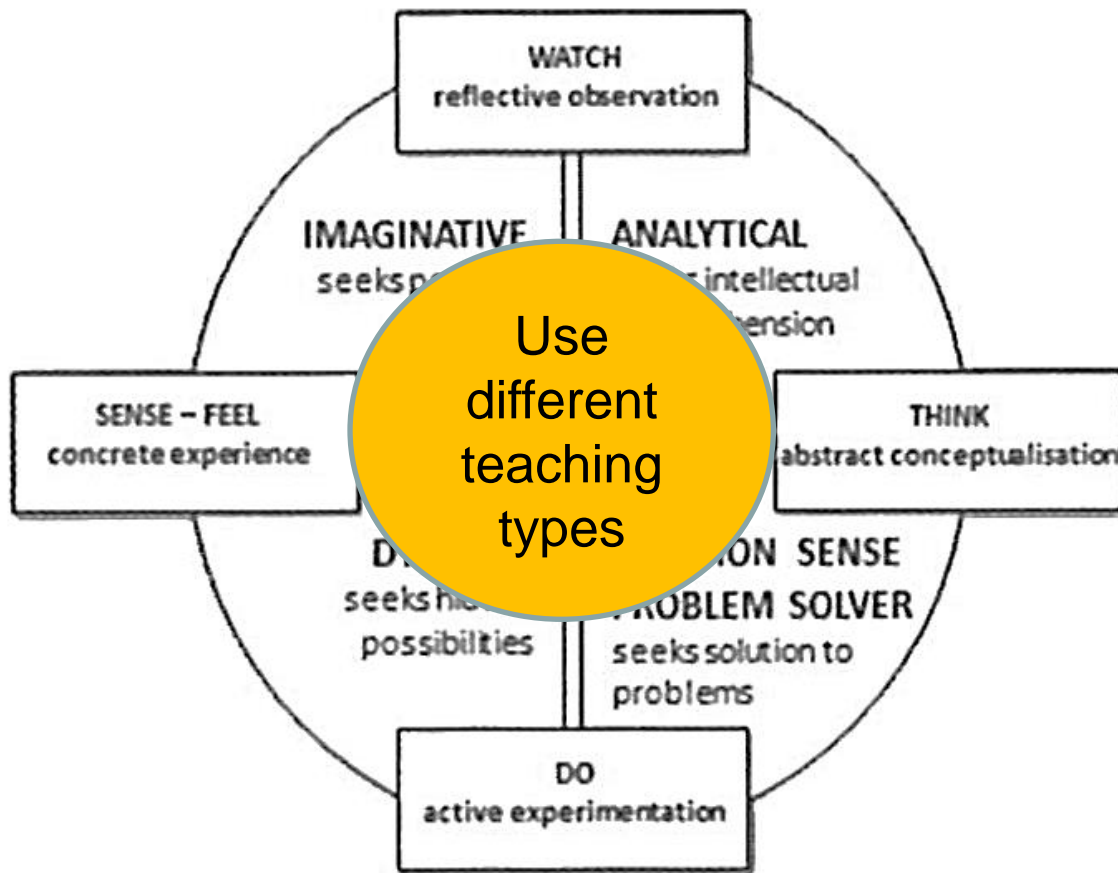




# Used techniques (by Peter van Mensch)

Main target group	Main topics	static	dynamic	Interactive
alumnus	UT buildings through the time	Old graphics and photos of the city		Touchscreen of the dev of the city
	Students life	Nostalgic items	Memories and archive films	3D glasses
	Story of the UT	Foundation documents	Movie of the storyline	Database of the graduates

# Most important question: how visitors learn?



Types of learning styles  
and types of learners //  
Cassels, Kolb, McCarthy



# Warming up

- Family, friends, university mates
- Facilitators, experience seekers, explorers

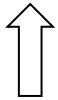
How to  
emphasize the  
communication  
(questions,  
personal stories  
and objects)



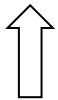


# How the visitor can participate?

Participators



Users



Visitors



How to get the  
stories and  
experiences?





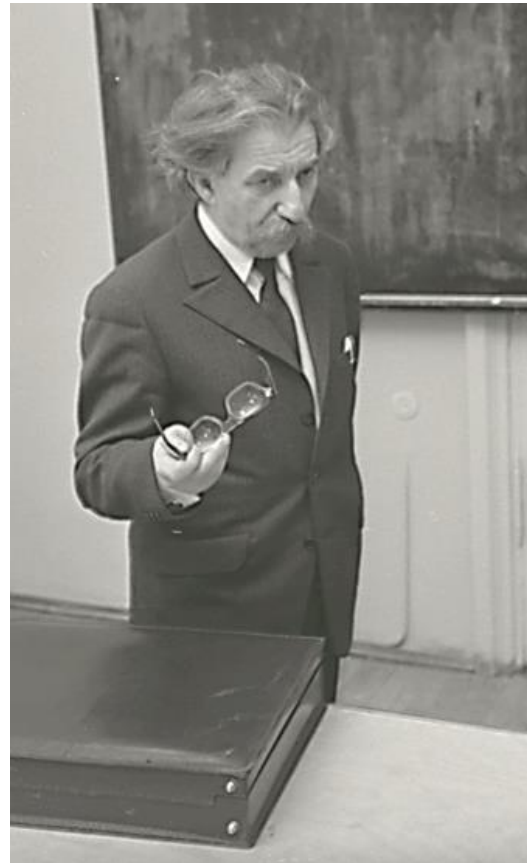
# How to integrate the history and contemporary side of the life of the university?

## 100 FACES





# How University of Tartu has inspired the world





# Important key-words

1. Integrity: exhibition and environment creates an unity
2. Participation: different university departments and alumni
3. Experience: space and theme
4. Personal approach
5. Interactivity: orientation on mechanical interactivity
6. Different type of study experience: looking, thinking, acting and experiencing
7. Connecting the Past with Today (and influence to the contemporary university)
8. Open to the world
9. Uncommon relationships, surprises and humor
10. 10 topics and 3 layers of history







**In Tartu you will be always young!**

**Thank you!**

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