



**SHARE. LISTEN. CONNECT:
POP UP MUSEUMS IN YOUR COMMUNITY**

Minnesota Association of Museums
Conference 2017

WHAT'S A POP UP MUSEUM?

It is a temporary exhibit created by community members who show up to participate. We choose:

- ❖ Theme
- ❖ Venue
- ❖ Date/Time

Then, we invite people to bring an object on-topic to share.

Essentially a community show-and-tell



PURPOSE OF A POP UP MUSEUM

Pop Up Museums bring people together in conversation through stories and objects.

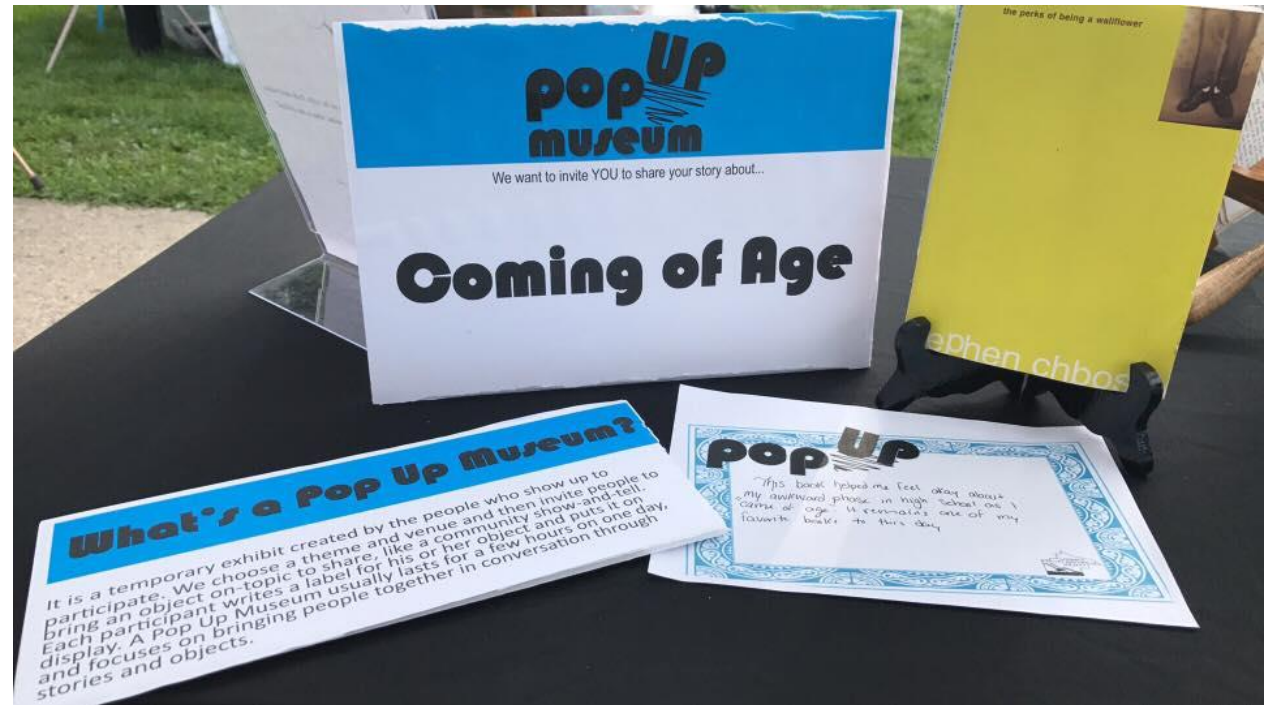


HOW TO MAKE A POP UP MUSEUM: BEFORE

Step 1: Choose a theme

Consider:

- ❖ Audience
- ❖ Can you picture something to bring?
- ❖ Does the theme interest you?
- ❖ Does the theme prompt a story?



HOW TO MAKE A POP UP MUSEUM: BEFORE

Step 2: Choose a Time, Date, and Location

Consider:

- ❖ Public or Private?
- ❖ When are people most likely to participate?
- ❖ Is it handicapped-accessible?
- ❖ Outdoor or indoor?
- ❖ Will it invite walk-in traffic?



HOW TO MAKE A POP UP MUSEUM: BEFORE

Step 3: Work with a Collaborator (Optional)

Follow these steps:

- ❖ Research groups you might want to work with
- ❖ Contact them to set up an in-person meeting
- ❖ During the meeting introduce yourself, the Pop Up Museum, and your goals/expectations
- ❖ Establish the time, date, location, and theme with your partner
- ❖ Delegate tasks and next steps



HOW TO MAKE A POP UP MUSEUM: BEFORE

Step 4: Invite the People

- ❖ Social Media
- ❖ Website/Newsletter
- ❖ Press Releases
- ❖ Flyers & Signs
- ❖ Word of Mouth
- ❖ Promote through collaborator's resources

HOW TO MAKE A POP UP MUSEUM: DURING

Step 5: Set-Up

- ❖ Blank Labels
- ❖ Pens & Pencils
- ❖ Welcome and Instruction Sign
- ❖ Sample Object
- ❖ Frames, Pedestals, etc.

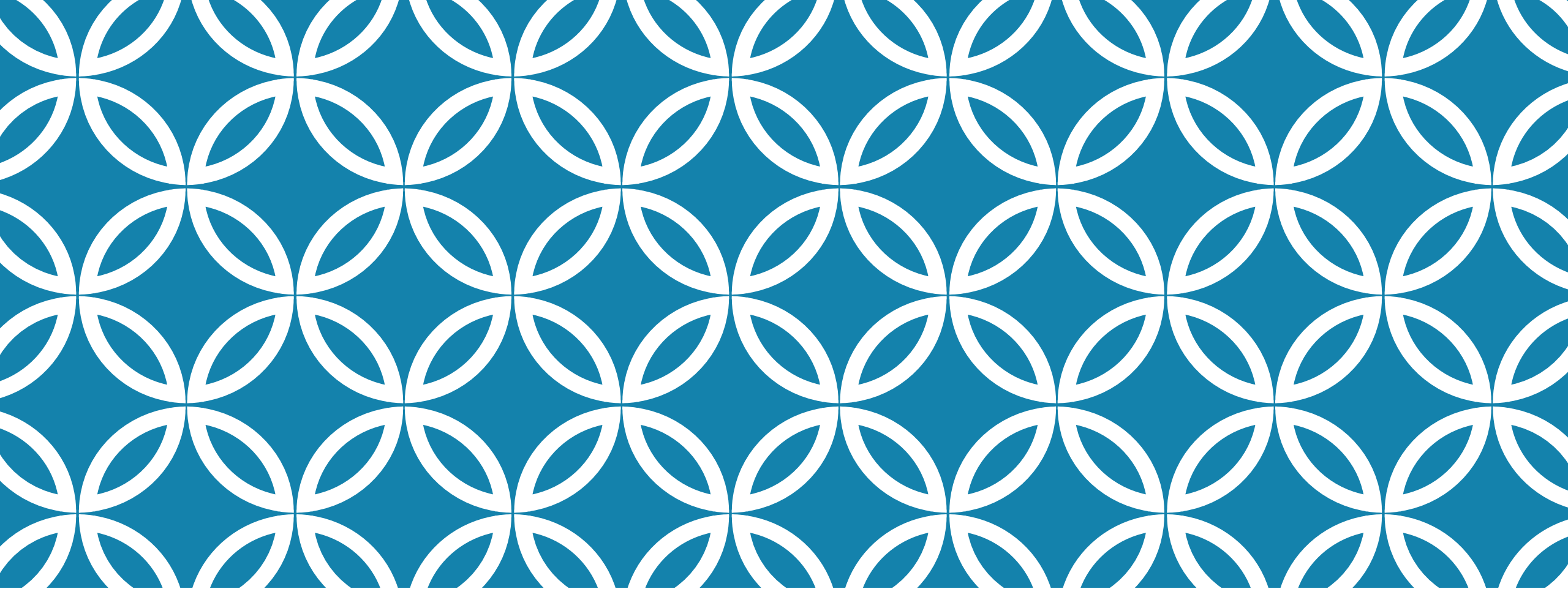


HOW TO MAKE A POP UP MUSEUM: DURING

Step 5: Facilitation

- ❖ Explain the Pop Up to visitors and participants
- ❖ Have fun!





WHAT'S IN YOUR POCKETS? |