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
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?
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
Step 5: Set-Up

- Blank Labels
- Pens & Pencils
- Welcome and Instruction Sign
- Sample Object
- Frames, Pedestals, etc.
Step 5: Facilitation

- Explain the Pop Up to visitors and participants
- Have fun!
WHAT’S IN YOUR POCKETS?