

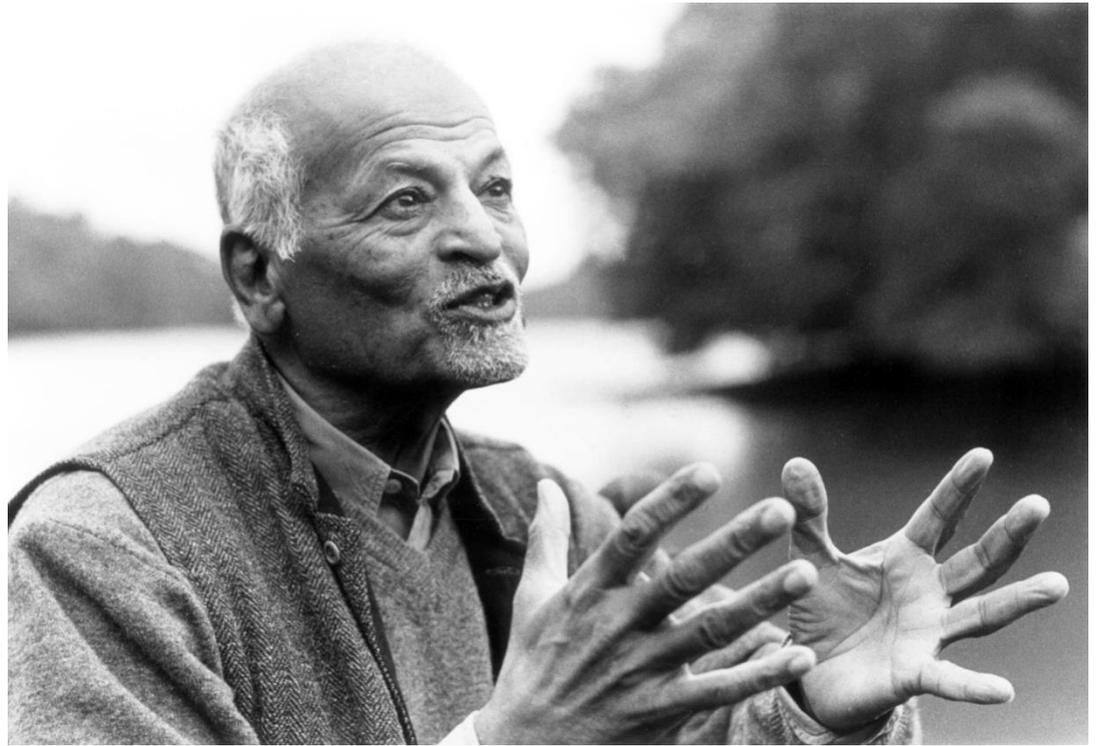
**the happy
museum**
re-imagining museums for a changing world



Tony Butler
Director, Museum of East Anglian Life

***Materialism degrades
matter, museums rise it up***

Satish Kumar





mihaly csikszentmihalyi

FLOW

the state when people are so involved in an activity that nothing else seems to matter. it is so enjoyable for the sheer sake of doing it

THE PSYCHOLOGY OF THE OPTIMAL EXPERIENCE



pleasure vs enjoyment

[PASSIVE, RECEPTIVE]
is about fulfilling basic needs set by biological programming or social conditioning

... nice food, alcohol, sex, drugs, sleep, TV, ...

⇒ **NO EFFORT** REQUIRED



page 46

is about moving forward → sense of novelty + accomplishment

may not be particularly pleasant at the time (like exercising) but we "enjoyed" them when we think back ("difference between something is difficult and having a hard time")

⇒ **impossible** to enjoy a book, a game or tennis, etc... without attention being fully

CONCENTRATED

"satisfied"

"body + mind are stretched"

"voluntary effort to achieve something difficult and worthwhile"

"needs effort"

"inspiring"

brings growth

Positive Psychology

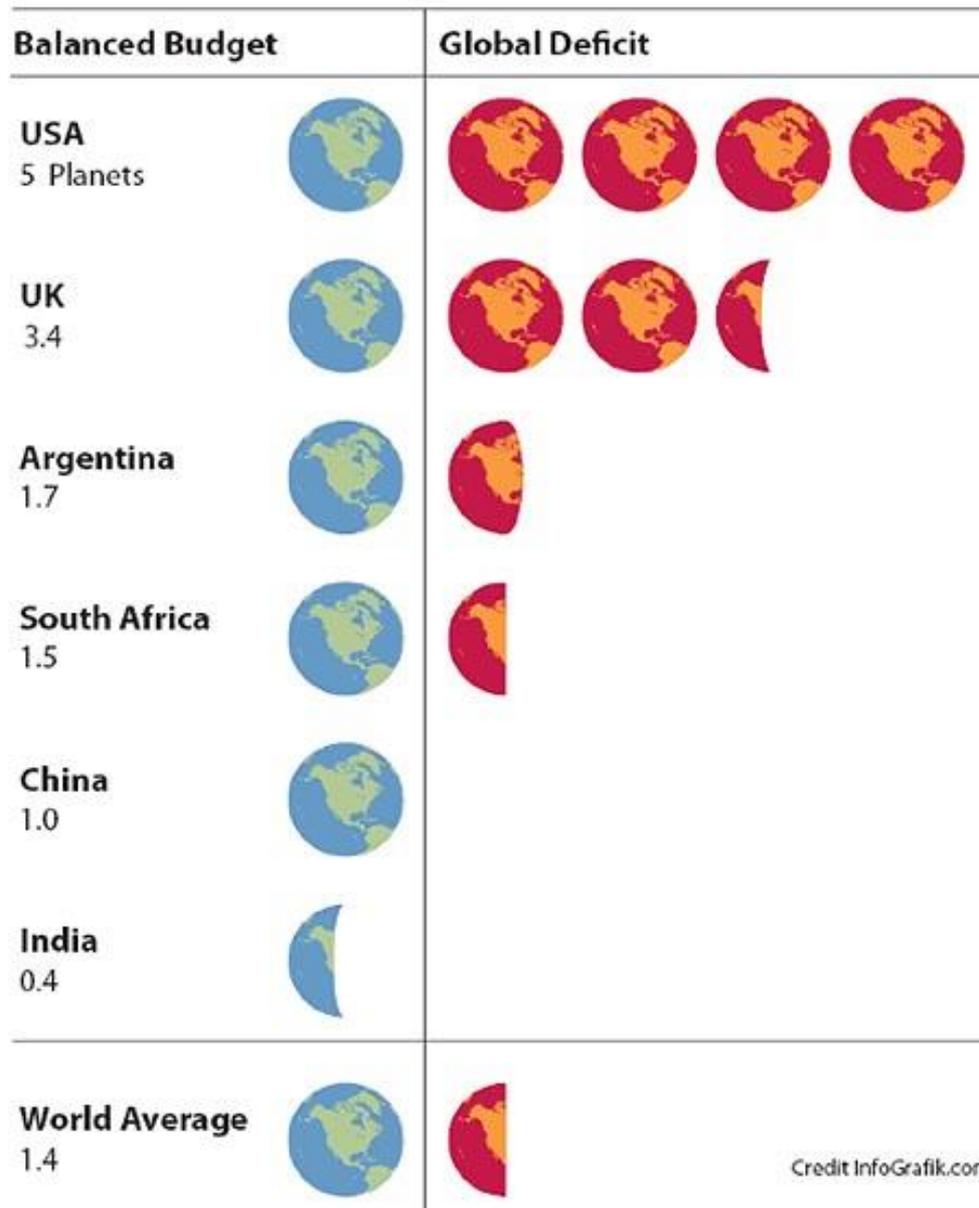


- *We would spend less time treating mental illness if we spend more time promoting mental wellness.*

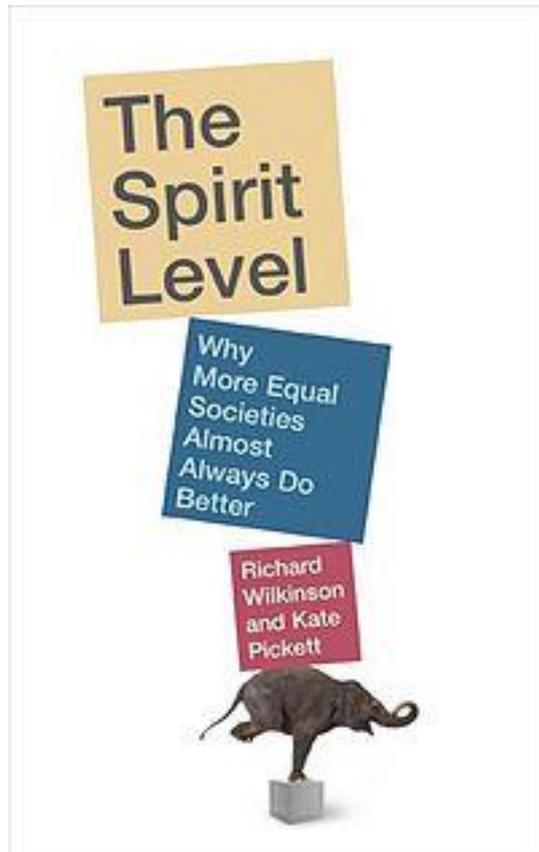
Martin Seligman

- *Positive Emotion*
The Pleasant Life
- *Eudaemonic Flow*
The Good Life
- *Using your strengths to create something greater than you are*
The Meaningful Life

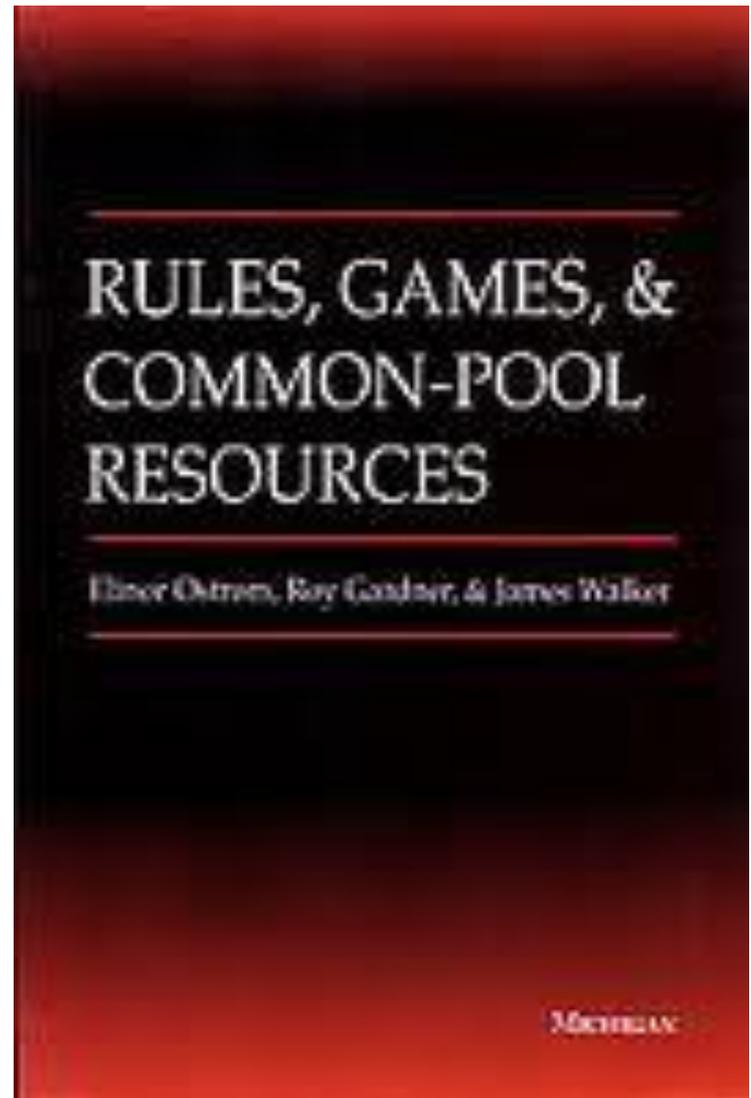
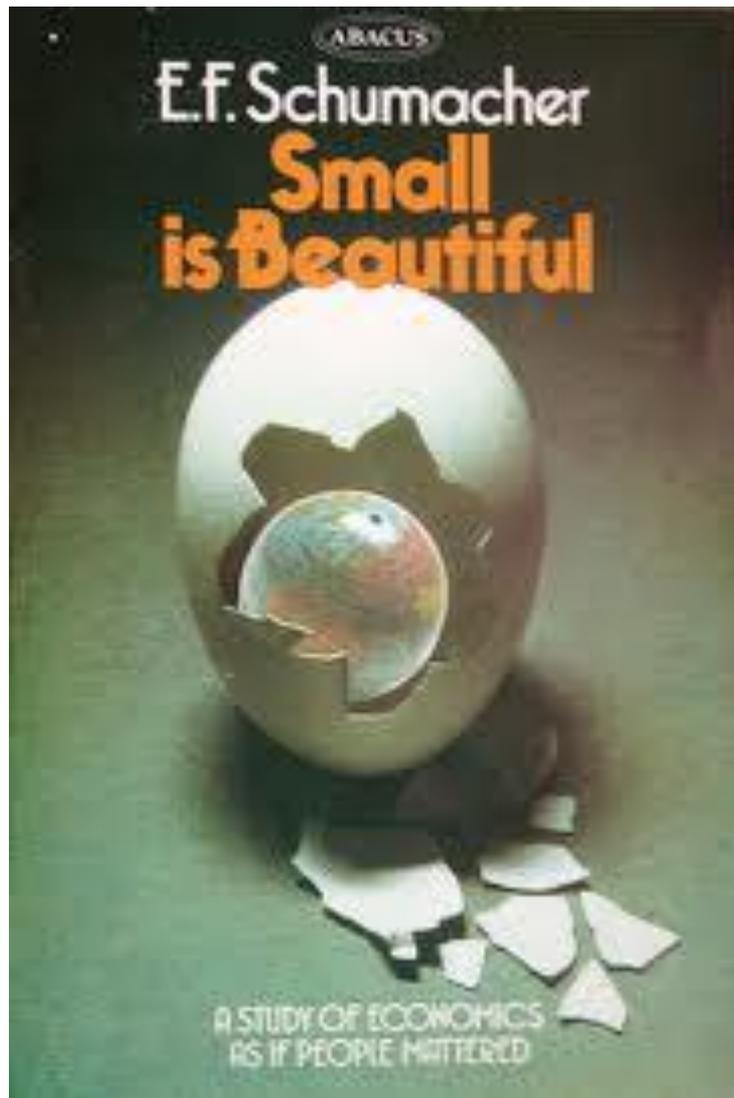
How many planets we'd need if everyone lived like a resident of the following:







- More unequal societies are bad for almost everyone within them – the rich as well as the poor
- Almost every modern social and environmental problem – ill health, lack of community life, violence, obesity, mental illness, long working hours big prison populations – is more likely to occur in a less equal society



The Western Economy

... has given us wealth beyond measure, but has taken away the chief benefits of wealth, the consciousness of having enough

Robert and Edward Skidelsky

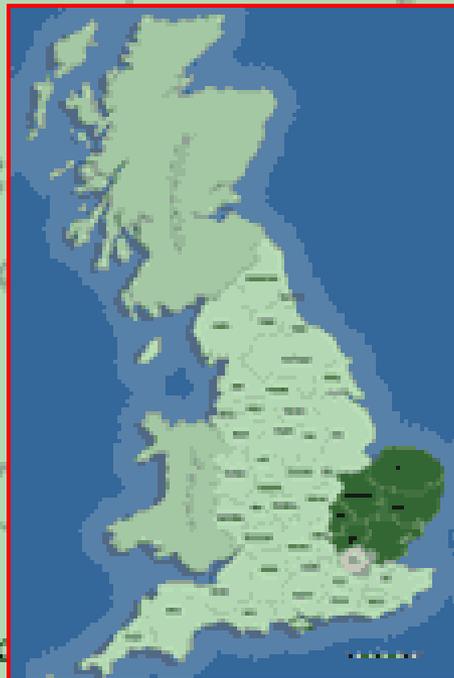
Joseph Stiglitz, *The Price of Inequality: How Today's Divided Society Endangers Our Future*

Amartya Sen – *The Idea of Justice*,

Robert and Edward Skidelsky – *How Much is Enough*,

Diane Coyle – *The Economics of Enough*,

















3 Gypsy trav



DOMINION
IS HERE





Daily
Ma
CHIEF
WAY

SCHOOL

Joan Rose

W. 1270H
100

Museum will use prisoners as volunteers

REASSURANCE: But not dangerous criminals

By John Howard

MUSEUM of East Anglian Life director Tony Butler has moved to reassure residents that there will be no sex offenders, violent criminals or arsonists undertaking work on the 70-acre site as they expand their army of volunteers.

The museum, in the heart of Stowmarket, is building on the success of using prisoners to create nature trails around the grounds.

Now managers are setting up a social enterprise business that will work with more offenders, the long-term unemployed, and the disabled offering them work and training on the grounds in areas including estate management and horticulture.

Mr Butler said: "It is no secret that we are not flush with cash and by working with volunteers, people with skills we can use, we can do extra work on site and help people who are not working at the moment, for whatever reason, to return to employment and build up their skills and confidence.

"We have had offenders around the site before from Hollesley Bay open prison near Woodbridge, creating our nature trail. That start was very positive and very successful and we are building on it.

"It will be good for everyone and help the socially disadvantaged. It will help us provide additional services for the public, nice gardens, flowers, hanging baskets, and we will be very, very strict about who we take on from the prisons.



'VERY STRICT': Tony Butler, of the Museum of East Anglian Life

Photograph: CONTRIBUTED

"We will only have a few at a time and there will be no sex offenders, violent criminals or arsonists. Basically we will be helping first-time offenders, usually for fraud, and minor offences.

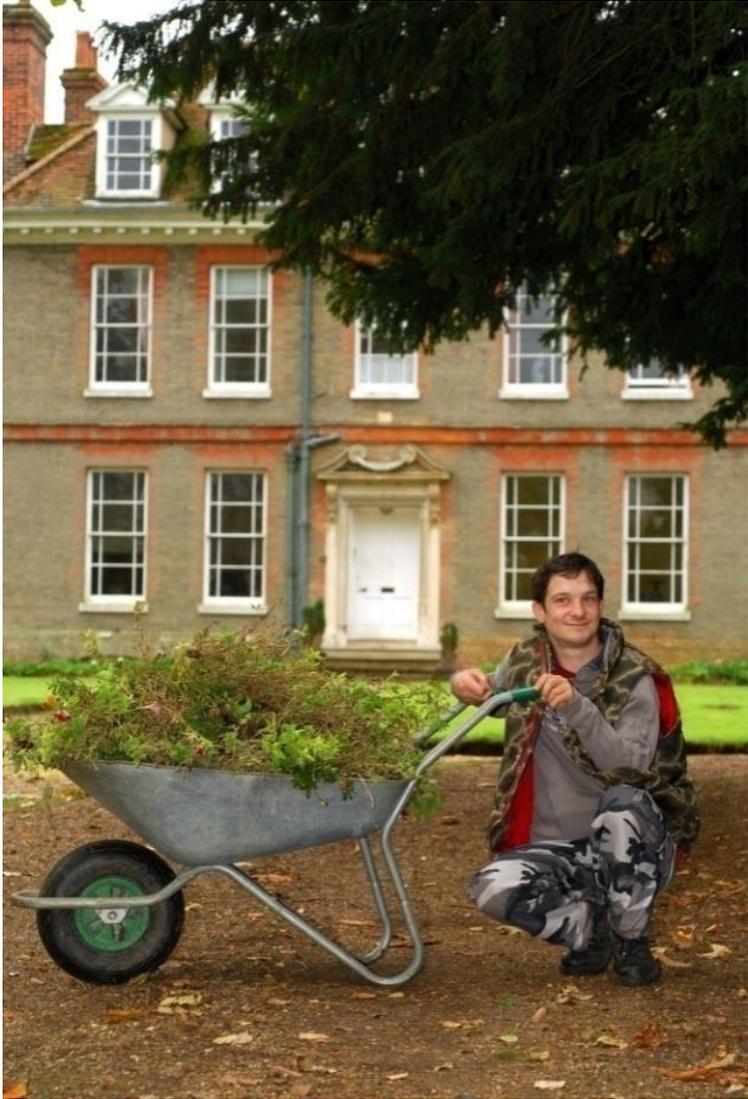
"We are really aware this is an important public space and do not want to compromise the safety of our visitors.

"The project will be up and running during the summer and already we have 50 people interested, and we can't take everyone. There will be places for about seven people at a time to do unpaid work."

The expanded volunteer programme comes after one ex-con, a former tree surgeon, saved the museum a lot of money working on site and who went on to run his own thriving business on release.

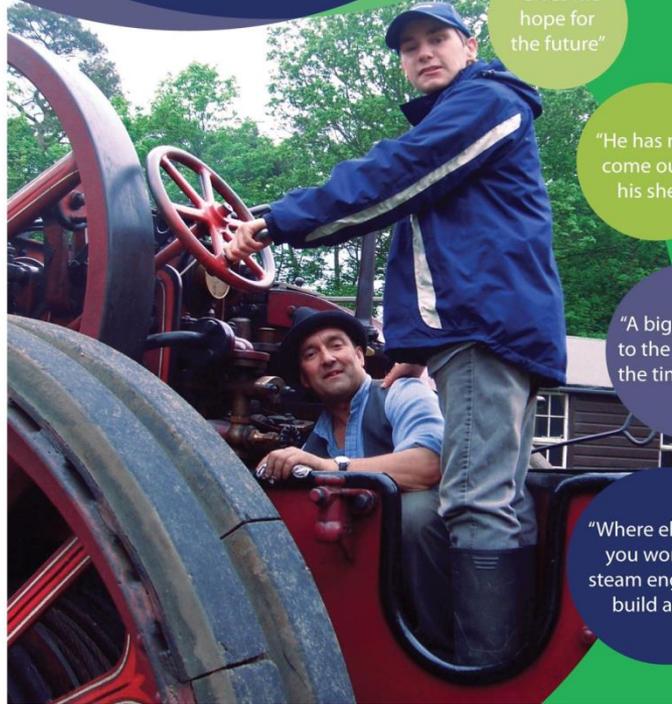
The expansion in volunteers at the Museum of East Anglian Life comes amid exciting times as the popular attraction could undergo its biggest make-over in decades, as managers bid for £3.7million in lottery and other grants to transform the site by 2009.

john.howard@eadf.co.uk



Investing in culture and community

The Social Return On Investing in work-based learning at the Museum of East Anglian Life



"Gives me hope for the future"

"He has really come out of his shell"

"A big difference to the house and the time I've got"

"Where else could you work on a steam engine and build a kiln?"

For every £1 invested we gain over £4 of social value

Valuing and encouraging happiness and emotional investment

Joint local approaches to progression

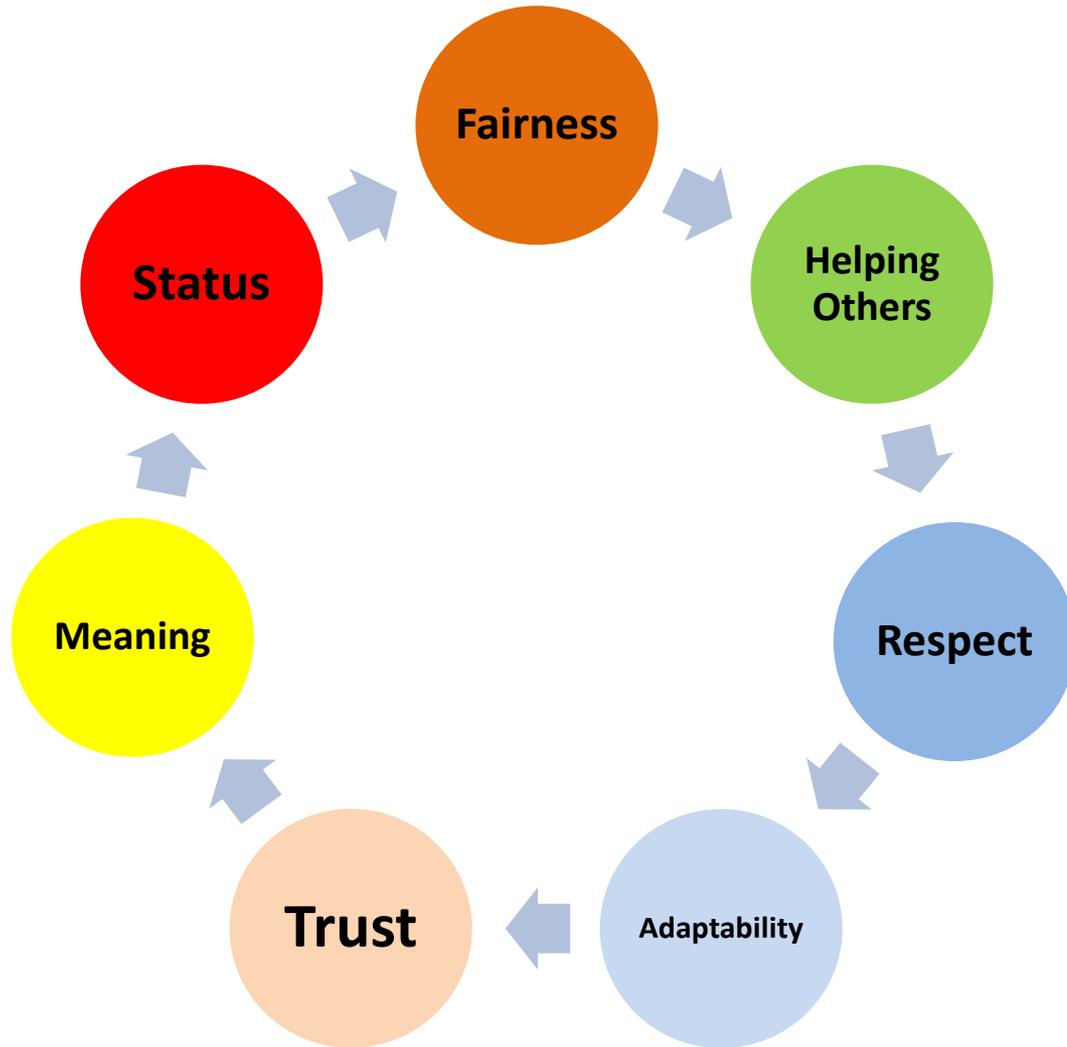
Hidden value of family outcomes

Key investment in cultural heritage





What makes people happy ?



Civic Institutions or part of Civil Society



[It is]the free voluntary associations which strengthen civil society by creating Habits of the Heart

Alexis de Tocqville 1835

Letting people define for themselves what's special about a place, and what matters about it... That's the key. Government agencies and large bodies can't stand this. They want to define things; they want to keep tabs... only ordinary people can make ordinary places matter

Sue Clifford, Common Ground

The Five Ways to Well-Being

Connect

Be Active

Take Notice

Keep Learning

Give



a sanctuary from commercial messages



a place for encounters



being psychologically present



giving back



Chiltern Open Air Museum

Imperial War Museum North

The Beaney Art Gallery, Canterbury

Reading Museum

The Garden Museum, London

Shakespeare's Birthplace

The Cinema Museum, London

London Transport Museum

The Manchester Museum

The Story Museum, Oxford

Godalming Museum

The Lightbox, Woking



9 - 24 February 2013

THE PAPER APOTHECARY

Visit our Paper Apothecary - a charming, life-size installation created entirely out of paper and card by Animate Arts Company.

Speak to our resident 'chemist' who will prescribe cultural treatments, created by over 200 local schools, community groups and the Beaney staff, especially to make you feel happier!

The Apothecary will be open daily to visitors from 9 - 24 February 2013 in The Front Room Gallery at The Beaney, Canterbury. Admission is free.

To read more about The Paper Apothecary, visit www.thebeaney.co.uk

Canterbury-born Dr Beaney was a flamboyant and 'bold' surgeon. He started his career as an apprentice in an apothecary in Canterbury, and later travelled the world with his surgery practise and pioneering treatments. When he died in 1891, he left money in his will to build the Beaney Institute (as it was formerly known) to provide amenities for men from poor backgrounds like his own.



What we've learnt

- Greatest impacts are on Individuals as well as organisations
- Positive spill effects for organisations and their partners
- A network is more powerful than a hierarchy
- The power of speaking openly about bigger issues and the wider context
- Linking well-being to environmental sustainability is more difficult than it looks

Happy Museum Principles

1. Create conditions for wellbeing
2. Pursue mutual relationships
3. Learn for resilience
4. Value the environment and be a steward of the future as well as the past
5. Be an active citizen
6. Measure what matters



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The value of Museums and Happiness

The Value of Museums to people's happiness is **£3,200** per year, per person.

This compares to:

Being an audience in the Arts **£2,000**

Participation in Arts activity **£1,500**

Participation in Sport **£1,500**

the happy museum

Museums and happiness:
The value of participating in museums and the arts

Daniel Fujiwara

April 2013

MUSEUM OF EAST ANGLIAN LIFE

ARTS COUNCIL ENGLAND

Supported using public funding by

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