

Workshops +Design Actions

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Create stimuli and empower your institution
with our customizable workshops.

junior

Workshops+Design Actions

A list of our Workshops+Design Actions.
For further information, visit our website
or contact us for a customized offer.

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**Let's make design a way of life
for the cultural sector.**

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A shot taken during a Design Sprint for Archivio Gabriele Basilico, Milano 2018.
Photo: Giacomo Traldi

Learning about and bringing “design” in your institution

Jüniör develops and organizes workshops+design actions for cultural institutions in “Design for Cultural Heritage” aimed at helping museum, archive and library professionals to learn about human-centred design methods, apply strategic thinking and bring a service-system mindset to build impactful services, experiences, programs and initiatives for 21st century institutions, from national museums to private foundations.

The following four ‘Workshops+Design Actions’ are formulated in order to help you better understand your institution’s context and audiences while learning about what ‘design for cultural heritage’ can improve and innovate in your institution.

All ‘Workshops+Design Actions’ are organized specifically for your institution: they can take place anywhere and are shaped, planned and customized according to your institution’s needs.



Learning Workshops

Invest in building a design culture

Duration

Offered as 1/2 day, 1-day, and 2-day sessions, organized in half-day or full-day activities.

Location

Anywhere

Language

English
Italian
Turkish

If you're new to “design for cultural heritage” and “audience-centric thinking” Learning Workshops are a great fit for you! Through these workshops, we ground the essential skills, mindsets and tools for bringing empathy on audiences. Together we work on a pre-designed custom toolkit and take the first steps in starting to work differently in your institution.

Who's for

Teams who would like to improve their work in audience research and building.

Managers who would like to take the first steps in growing an audience-centric mindset and improve the collaboration within their team.

Directors who would like to discover practical design methods for innovating the services, experiences and initiatives of their institution.

What to expect?

The activities increase empathy in understanding audiences and establish a common vision between internal stakeholders while being the first step in interdisciplinary thinking in your institution.



Design Sprints

Generate winning ideas in short time

Duration

Offered as 2-day, 3-day, and 4-day sessions, organized in 2-weeks and 1-month activities.

Location

Anywhere

Language

English
Italian
Turkish

Would you like to search for responses to your institutional challenges and test ideas in a short period of time?

Our design sprints are all about that!

We guide you through custom practical activities and exercises that focus on your existing projects, whether a new website, an exhibition or a digital application and help you to ideate new solutions. At the end of the activity, you'll have practical insights in improving your institutions' products, service and experience offer.

Who's for

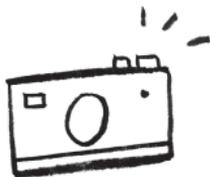
Teams who would like to start new projects and initiatives in their institution.

Managers who are interested in improving the products, services and initiatives that they are in charge of.

Directors would like to take the first steps for the improvements in digital products while reflecting on their institutional strategy.

What to expect?

The activities help to ideate new services, experiences and initiatives and deeply analyse the on-going ones while surrounding a clear audience-centric solution and strategy for your institution. They also establish a common vision between internal stakeholders and improves cross-departmental collaboration and teamwork and interdisciplinary thinking.



Deep Dives and Know-Hows

Start creating a design strategy

Duration

Offered as 2-day, 3-day, and 4-day activities, followed by a 3-4 week of fieldwork.

Location

Anywhere

Language

English
Italian
Turkish

We know that one of the challenges that cultural institutions face today is understanding their existing and potential audiences. That's why we have formulated the Deep Dives and Know-How actions for you! It's about immersing ourselves into your institution's engagement strategy, recognize your impact and trace the barriers to your audience comprehension. Followed by fieldwork activities we'll bring you a greater understanding of the needs and expectations of your audience. At the end of the action, you'll have a "know-how" booklet which will bridge the research findings to your everyday practice informing your audience engagement strategy.

Who's for

Teams who would like to put audiences at the heart of what they do and improve audience engagement.

Managers who would like to have a greater understanding of the needs and expectations of their institutions' audience and improve the access to the collection and holdings.

Directors that are interested in informing their long-term strategic decision making.

What to expect?

The activities help to explore the effectiveness and impact of the relationship with audiences. From the staff to managers and directors, the institutions learn from the public and develop deeper insights into what their audiences value in their institution. Most importantly, the outcome becomes a guidance to the overall strategy of the institution aimed at increasing visits and improving the institutions' experience offer and strategy.



Observatory Reports

Know trends to fit for the future

Duration

Offered as a 3 or 4-week fieldwork and research, followed by 1 or 2-day meeting.

Location

Anywhere

Language

English
Italian
Turkish

Have you been wondering about the national and international scene of cultural institutions, how they respond to the challenges and how your institution should position itself in the digital transformation process? Then, you should inform your decisions and directions with our observatory report. Inside, you'll not only find emerging trends and innovative models that are relevant for your institution but also guidance for systemic change related to all your activities in your institution, from conservation to the management of collections, from programs to initiatives for your public.

Who's for

R & D, innovation, digital curation and collection teams that would like to improve the overall accessibility and experience offer of the institution.

Managers and directors that would like to sharpen their brand perception, improve digital products and examine their overall institutional strategy.

Directors that are interested in gaining a deeper understanding of the digital transformation process for their institution and in informing their long-term strategic decision making.

What to expect?

The activity provides an overview of innovative models as well as business cases that offers a review of the strategy, approach to innovation, and communication tools of cultural institutions on a national or international level. It summarizes and offers strategic insights becoming a road map report for the digital transformation and innovation plan of cultural institutions.

Notes

About

Jüniör is a design action in service of innovation for the cultural sector. Our goal is to improve, strengthen and transform people's engagements with cultural institutions while optimizing their businesses by ideating impactful experiences and services. Based in Milan, we organize design workshops+actions and do R&D+strategy with and for the museum, archive and library professionals. Most importantly, we do love exploring the field for ourselves!

