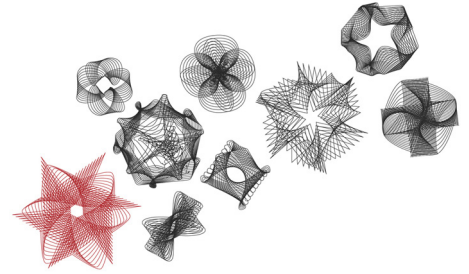


Time for Cultural Mediation

- 1 What is Cultural Mediation?
- 2 Cultural Mediation for Whom?
- 3 What is Transmitted?



3.0 Intro

An art museum hosts an exhibition on medical themes in paintings dating from ten different centuries. In conjunction with that the museum offers a special cultural mediation programme for nurses in training. The programme starts with a guided tour of the exhibition, in which the group learns about the works on display from an art historical perspective while sharing their own associations with the paintings against the background of their work experience. Subsequently, the participants themselves engage in creative activity in the cultural mediation room. Taking images in their instruction texts as a starting point, they use various visualization techniques, such as analogue paper collage, acetone frottage, tracing projected images and digital image processing software. After a period of time, the mediator goes to the prospective nurses' university for a session with the group. Together, they review the day in the museum and consider whether anything from their experiences at the workshop could transfer to their daily routine in training or in their professional lives. In this context, discussion turns to a Damien Hirst piece from 2002 shown at the exhibition: a large printer's type case holding hundreds of brightly coloured pills, displayed like jewellery in a glass cabinet. The participants discuss whether a defamiliarization method like the one used in the Hirst piece might open up possibilities for them to develop new perspectives on everyday materials and thereby avoid falling into routines, stay alert. In that context, heated discussion erupts over the fact that Damien Hirst is currently one of the world's most expensive artists and that his works are included in the collections of many museums.

This example contains a great variety of educational content: above all, the artworks themselves; then techniques of image composition and artistic processes (such as shifting the significance of ordinary objects) and their potential relevance for other fields of action. The museum as an institution is also a subject matter, though, as are museum collection policies and what is currently happening in the art market.

This chapter explores in somewhat greater detail the various subject matters that cultural mediation can address. The final, more in-depth text turns to tacit content in cultural mediation in the past and the present, which has itself been a subject of critical discourse among professionals in the cultural mediation field in recent years.

- 4 How is Cultural Mediation Carried Out?
- 5 What Does Cultural Mediation Do?
- 6 Cultural Mediation: Why (Not)?
- 7 Who "does" Cultural Mediation?
- 8 Good Cultural Mediation?
- 9 Transmitting Cultural Mediation?