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# Water Museum's response to Covid-19

## The Importance of Digital Media

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*4th International Conference of the  
Global Network of Water Museums  
October 26-28, 2022  
Museum of Water Civilization in Morocco  
Mohammed VI – Aman  
Marrakesh, Morocco*

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# Introduction

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- Museums focused on visitors experience;
- Promoting active/participatory role for audiences and continuous connection to communities and place;
- Museums relevance to promote discussion on current topics;
- critical museology – the museum as a place of reflection, controversy, debate, negotiation, democracy; with cultural and social responsibilities;
- importance of participatory platforms: adjust to changing social needs; accommodate new knowledge and culture;
- Visitors look for *Edutainment*: opportunities to learn, and simultaneously entertained.



# Purpose and Methodology

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- Literature review + case study analysis;
- discuss findings;
- revealing the Water Museums strategies and highlighting fundamental role of digital tools for present and future

# Museums and the pandemic

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- Pandemic caused profound impact, on a global scale;
- Audiences confined; Most museums forced to close;
- And adapt to a new reality: measures for public health and safety; change some practices (handling, experiment with objects); change the nature of activities; moved from physical to virtual;
- Online to survive, to respond to audience needs, to contribute to society promoting psychological well-being, promoting challenges to fight isolation and forced sedentarism.



# Museums Initiatives

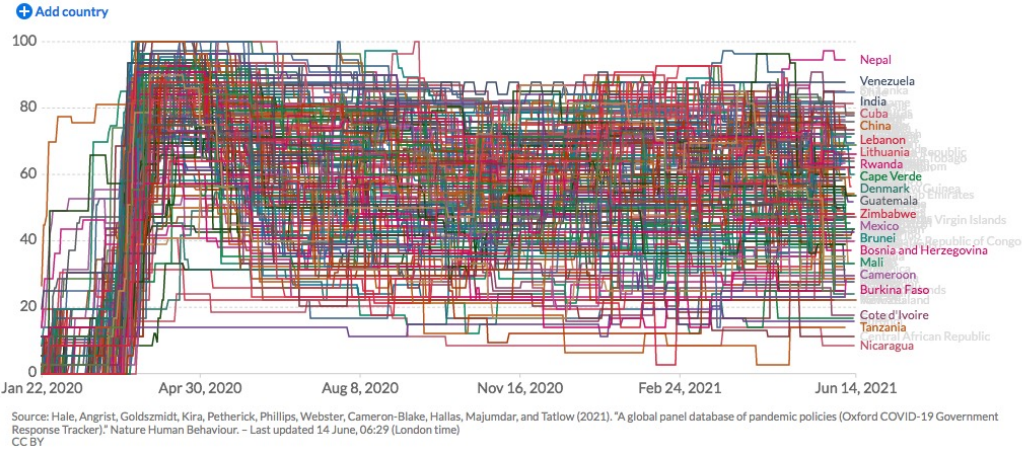
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- Invested in initiatives to engage digital visitors to their online platforms;
- Exploring the creativity and imagination of visitors;
- Example: "Getty Museum Challenge" called to digital visitors to use objects found at home to reproduce Art pieces of Getty digital catalogue; Results later posted by digital visitors, on social media such as Twitter, Facebook, and Instagram social media platforms.
- Many activities for families and children, like contests and workshops (entertainment and learning experiences);

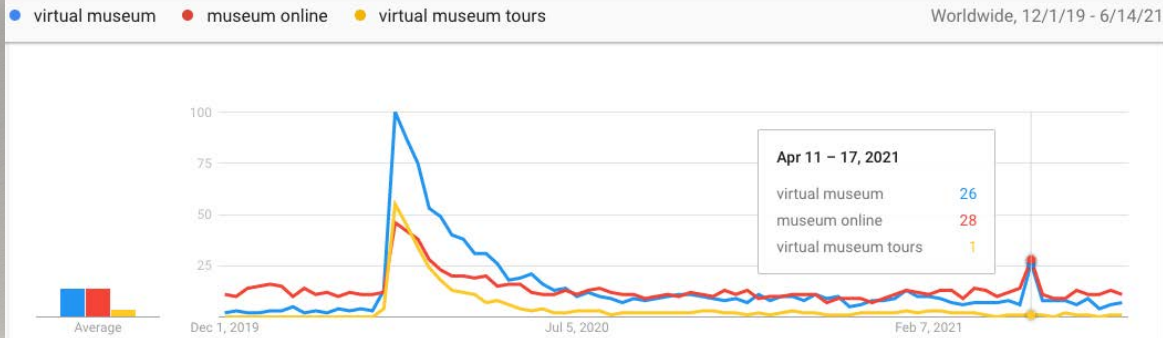
## COVID-19: Stringency Index

This is a composite measure based on nine response indicators including school closures, workplace closures, and travel bans, rescaled to a value from 0 to 100 (100 = strictest). If policies vary at the subnational level, the index is shown as the response level of the strictest sub-region.

Our World  
in Data



## Google Trends, Worldwide from Dec 1<sup>st</sup>, 2019, to Jun 14<sup>th</sup>, 2021



## Google Trends, last 5 y





# Water Museums and WAMU-Net

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- WAMU-NET initiative endorsed by UNESCO, more members each year
- Global Network actively promotes new relationship between humanity and water
- Water Museums present “distinctive repositories of different water civilizations and of humanity’s multifaceted water heritage”(Wamu-net); some very isolated;
- The Network promotes good practices and platform to extend their voices; to foster and contribute to cooperation.

## Help us to help water museums

A call for donations for those in need.



The Covid-19 outbreak is causing many water museums to struggle financially. Let's support them together!

# THE WATER WE WANT From Heritage to Future

Youth Prize Contest – 1st edition 2020

DRAWING  
PHOTOS  
VIDEOS



## 2021

全球水博物馆联盟国际网络会议

International Webinar of

the Global Network of Water Museums

拥抱变化

Embracing Changes

2021年1月26日 中国水利博物馆

26th January 2021

National Water Museum of China



## WHEN WATERS SPEAK

VALUING WATER THROUGH SCIENCE AND ART

22 March 2021 | 10:30-12:00 CET

A musical tribute to water and webinar to celebrate World Water Day

The webinar will bring together artists and scientists to discuss the value of rivers in a warming climate and their crucial importance for every living being in mountain environments.

This event is the first of a series engaging audiences by connecting them to water security and climate change issues through music and visual arts.



## WHEN WATERS SPEAK

VALUING WATER THROUGH SCIENCE & ART

28 May 2021 | 13:00-14:30 CEST

'REACHING WATER'  
A musical tribute to water and webinar

The webinar will bring together artists and scientists to discuss the impacts of climate change on water resources in East-Africa, and on the millions of people who depend on them for their livelihoods.

This event is the second of a series engaging audiences by connecting them to water security and climate change issues through science, music and visual arts.

INTERNATIONAL  
YOUTH CONTEST AND AWARD  
2ND EDITION 2021

the  
water  
we  
want!



PRIZE CONTEST THE WATER WE WANT AIMS AT ENGAGING YOUNG PEOPLE AS NARRATORS OF WATER HERITAGE AND STORYTELLERS OF OUR LIQUID FUTURES

## DIGITAL EXHIBITION



# Case-studies

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# MUMBAI WATER NARRATIVES

*Curating Mumbai's Water Histories and Visualising Shared Solutions...*



Confluence, our first Virtual Exhibition, is live!

**Confluence 2021**

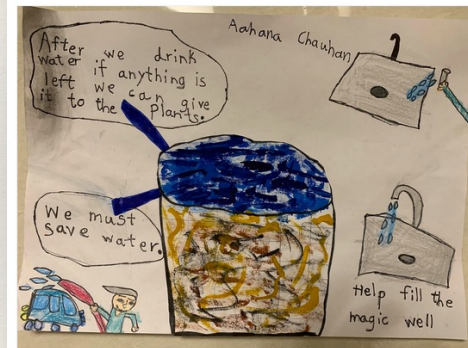


Source: Sahapedia

## Podcast Series

People who live with and for water talk about their lives, passions and trajectories as they coexist with the water heritage in Mumbai

[Discover More](#)



mumbaiwaternarratives



*Mumbai Water Narratives: With podcast series (YouTube) and images (Instagram); from Living Waters Museum (virtual museum), India*



## Imágenes para la Memoria del Pueblo Viejo de Mequinenza

www.museosdemequinenza.com



## EL CENTRO DE ESTUDIOS "JESÚS MONCADA" DE MEQUINENZA PONE EN MARCHA UN TALLER MENSUAL DE RECUPERACIÓN ACTIVA DE LA MEMORIA COLECTIVA BAJO EL TÍTULO "LA MEMÒRIA DELS CARRERS"

Home / El Centro de Estudios "Jesús Moncada" de Mequinenza pone en marcha un taller de recuperación activa de la memoria colectiva bajo el título "La me

En el primero de ellos se ha convocado a los vecinos de la calle Zaragoza del Poble Vell, el antiguo núcleo urbano de la localidad, para rememorar vivencias y recopilar recuerdos de la vida cotidiana.

El Centro de Estudios Jesús Moncada de Mequinenza (CEJM) suma una nueva actividad a su labor de recuperación de la memoria colectiva de la localidad y de su historia, que se puso en marcha con la inauguración a principios del pasado mes de julio. En esta ocasión se trata de una actividad de recuperación activa de la memoria colectiva de los vecinos que residían en el Poble Vell, el antiguo núcleo urbano del municipio que desapareció por la construcción del embalse de Riba-roja.



Bajo el título genérico de "La memòria dels carrers" se ha organizado una serie de encuentros mensuales con vecinos de la localidad, en los que se convocarán por calles, para rememorar vivencias y recopilar recuerdos de la vida cotidiana. El primero de estos encuentros se celebrará el jueves 8 de noviembre a las 19h. En esta ocasión, se celebrará el jueves 8 de noviembre a las 19h y tendrá como protagonistas a los ex vecinos de la calle Zaragoza, una de las vías principales del antiguo núcleo urbano.

*Museos de Mequinenza, Spain*

*Water heritage Memories - "Imágenes para la Memoria del Pueblo Viejo" and "La Memòria dels Carrers" Projects that compile stories/memories (intangible water-related cultural heritage)*

Italiano

News

Ufficio stampa

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YouTube

TRENTINO

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Museo delle Scienze

Science Museum

Museum für Wissenschaft

Il Muse

La Ricerca

La Biblioteca

Editoria Muse

Open MUSE

Visita

Esplora

Impara

Partecipa

CALENDARIO

CONTATTI

Cerca

🔍

SARS-CoV-2

Storia illustrata di un virus - Mostra temporanea

Calendario

Percorso espositivo

Mostre temporanee

Eventi e Attività

Citizen Science

Progetti speciali

Archivio

Le collezioni scientifiche

Oggi al MUSE & 6

Il MUSE per #iorestoacasa

Risorse online per la scuola, per le famiglie e per curios\* di natura

Il MUSE per #iorestoacasa

Il MUSE per #iorestoacasa è un progetto che intende mettere a disposizione di tutti i tanti materiali prodotti dal MUSE; contemporaneamente offre opportunità educative al mondo della scuola per svolgere delle attività a distanza in questo periodo di chiusura forzata.

Il progetto presenta innanzitutto un consistente numero di videoclip che rispecchiano l'organizzazione del percorso espositivo del museo. Ad ogni videoclip sono associate delle domande che potranno servire da stimolo per approfondire di più il tema proposto o costituire una buona base per l'attività didattica degli insegnanti che vorranno utilizzare questa risorsa online. Si aprono quindi le porte per un viaggio virtuale all'interno delle sale espositive, in cui poter approfondire diverse tematiche attraverso del video, per raccontare la nascita e l'evoluzione della vita sul nostro pianeta, la presenza umana e il rapporto uomo-ambiente e il suo contributo tecnologico. E oltre alla visita al MUSE, puoi trovare tante altre proposte.

Nella sezione **OpenMUSE** sono disponibili i video accessibili alle persone sorde, tradotti in LIS, e i contenuti adatti alle persone cieche e ipovedenti.

Il programma è sostenuto dalla **Fondazione IBSA per la ricerca scientifica**.

Buona esplorazione a tutti!

News

Lunga vita ai diritti

Anche il MUSE celebra i trent'anni della ratifica da parte dell'Italia della **Convenzione sui diritti dell'infanzia e dell'adolescenza...**

Tutte le News

Partecipa

Fai un salto al MU

*Muse Science Museum, Trento, Italy  
Activities to stay at Home; virtual exhibitions;  
Activities for families with children*

Eventi e Attività > Archivio > Parliamo di bimbi

Parliamo di bimbi

Appuntamenti inverno e primavera 2021

Un ciclo di appuntamenti dedicati alle famiglie con bambine e bambini da 0 a 5 anni per parlare dell'età evolutiva e delle buone pratiche di sostenibilità con esperti ed esperte.

Parleremo di educazione alimentare, promozione della salute, manovre salvavita, giochi non convenzionali, tecnologia e digital divide, comparando metodi diversi con l'obiettivo di favorire l'armonia della crescita e il benessere in famiglia.

Il ciclo di incontri è svolto in collaborazione con Federazione provinciale delle Scuole materne, Cooperativa Bellesini, Comitato Unicef di Trento, Dipartimento Salute e politiche sociali della Provincia autonoma di Trento, Consultorio Familiare - Azienda Provinciale per i Servizi Sanitari, Croce Rossa Italiana Comitato della Provincia autonoma di Trento.

**COME PARTECIPARE**

Evento gratuito su prenotazione, posti limitati.  
Gli appuntamenti si terranno online.

Tutto il MUSE

online

tui trovi tutti i video per esplorare le gallerie del museo - Il MUSE step by step -, per vedere la mostra temporanea Cosmo Cartoons e conoscere alcuni dei nostri ricercatori nella Videoteca MUSE.

Se ti sono piaciuti i nostri contenuti online, vieni a visitarci dal vivo!

Acquista il tuo biglietto

Storia della vita

DNA

Acquari e serra tropicale





## Covid-19

Zorg goed voor elkaar en jezelf. In Hidrodoe zorgen we ook voor jou!

We hebben een anti-virale coating aangebracht zodat je veilig en gerust van je dagje uit kan genieten.

FAQ's



*Hidrodoe, Herentals, Belgium.  
Activities to stay at Home; activities for times of lockdown for  
family and children*



## Hidrodoe @ home

### Waterproefjes

Tijdens de lockdown in maart 2020 werden Aaron, Nora, Siena en Pluisje plots onze jongste edutainers. Zij probeerden een aantal waterproefjes uit. De meeste proefjes lukten heel goed, maar sommige hadden een verrassend einde. Onze favoriet? Het aprilvisje! Probeer jij thuis ook?

Ontdek het hier!



## Some final Considerations

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- The pandemic impact was profound: loss of visitor and revenues;
  - Several Water Museums invested in the digitization of their collections and exhibitions, in keeping the connection to their audience and reach new ones;
  - They've created many digital events and activities for digital visitors, like workshops, virtual tours (or improved them); many activities allowed closer connection to visitors (participation in contests, engagement in social media);
  - The museums helped people to overcome solitude, sedentarism and maintain well-being (keeping active, travelling through memories, finding new family activities)
  - It appears that this approach to extend the tangible museum to the digital realm, will be continued and growing in the future (it does not substitute the indoors experience but can add content and other experiences to it, and reach more visitors)
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# Acknowledgments

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- Special acknowledgments to: WAMU-NET and the National Water Museum of China

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(Thank you for your attention)