

MEDIA RELEASE

NIGHT HACK AT THE MUSEUM

MELBOURNE MUSEUM GIVES THE OPPORTUNITY FOR THE COMMUNITY TO HELP IMPROVE THE WELLBEING OF VISITORS

Melbourne, Australia – 26 May 2017

Melbourne Museum, in partnership with The City of Melbourne, recently ran an innovative 12-hour Design Hack that started at 7pm on Saturday and finished at 7am on Sunday morning. The objective was to provide the opportunity for the community to help improve the wellbeing of museum visitors.

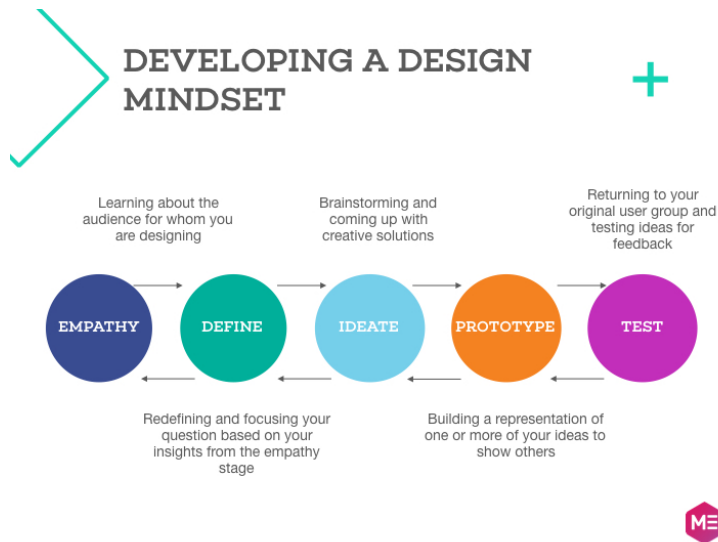
In a building full of artefacts, relics and dinosaurs, it is somewhat ironic that the event utilised modern design thinking techniques to engage and collaborate with the Melbourne Community. Attendees ranged from university students to seasoned professionals from fields as diverse as medicine, engineering and finance.

Facilitated by the marketing, design and innovation company Marketing Entourage, the event was a perfect way to prepare for the future whilst engaging the community.

“The museum has a talented and knowledgeable team in relation to creating exhibitions that engage with the visitors,” said Ana Tiquia, Exhibitions Producer at Melbourne Museum. “However, organising the design hack, as part of Melbourne Knowledge Week, enabled us to engage with the greater community to help foresee how changes in science, medicine, health or the wider world could impact human wellbeing.”

“When I arrived at the Museum for the first Knowledge Week ‘all-nighter’, the interior was dark and hushed, and skeletons eerily illuminated – the wow-factor was enormous!” commented Councillor Jacqui Watts, City of Melbourne. “This was an extremely popular event, and was oversubscribed, and yet on Sunday morning, I was still stunned to see that all of the participants had stayed the distance till dawn. This demonstrates the genuine enthusiasm and commitment in Melbourne for intelligent engagement and discussion about our city's future.”

“The participants were split into 11 teams,” explained Samantha Hurley from Marketing Entourage, “who worked through a structured process to help them design ideas that were eventually pitched to a panel of judges at 5.30am.”



“The results were amazing and will be used by the Museum as consideration for future experiences over the next decade,” continued Ana Tiquia. “The energy and creativity from all participants was truly outstanding and we are really grateful for their contribution. We will certainly look to run further design hacks in the future.”

The winning concept focused on how to connect with others to communicate experiences, wellness and challenge perceptions. The idea focused on an integrated space that addressed wellbeing through a number of areas including spiritual, intellectual, emotional, physical and environmental wellness.

To help re-fuel the energy required to participate for 12 hours throughout the night, the winning team won tickets to the Energy Principle National Tour in October.

The following link is a short video with highlights of the event - <https://vimeo.com/218095475/a7f3e7abdc>

For more information about the event or how to run community design hacks contact:

Phil Ore
Marketing Entourage
Tel 0424 045198
Phil.ore@marketingentourage.com.au

Ana Tiquia
Melbourne Museum
Tel +61 3 8341 7398
ATiquia@museum.vic.gov.au

Kunal Khana
City of Melbourne
Tel +61 3 9658 8642
Kunal.Khanna@melbourne.vic.gov.au