

STEDELIJK
MUSEUM
AMSTERDAM

HOW TO (REALLY) ENGAGE TEENAGERS IN YOUR MUSEUM

PART 1

YOUTH EDUCATORS AS PART OF THE ORGANIZATION

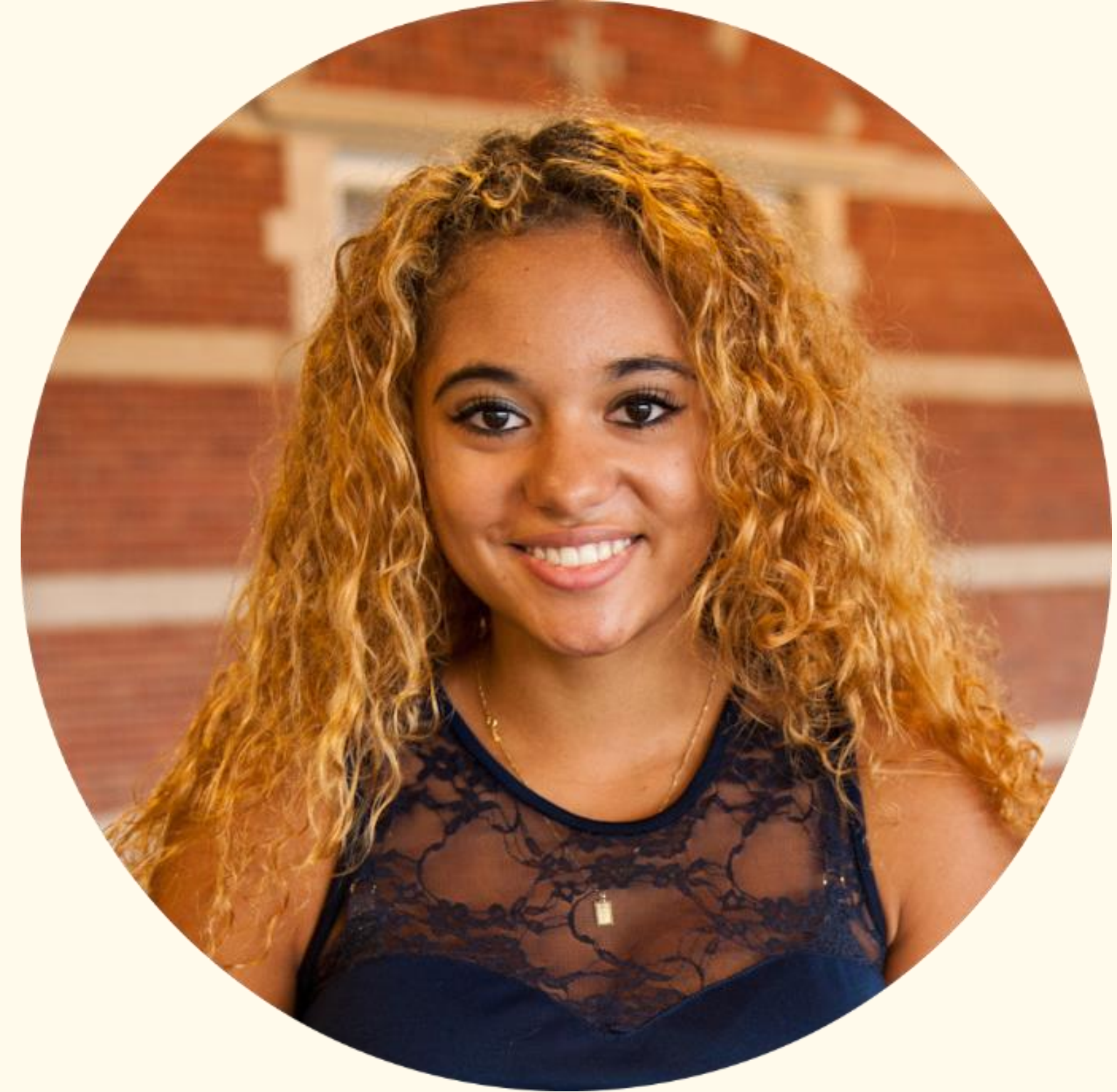


WELCOME



Olmo Garcia Koel
Youth programme coordinator
Stedelijk Museum

Blikopener Alumni 2010



Lateesha Verweij
Freelance curator & researcher

Blikopener Alumni 2013

WHAT WE'LL TALK ABOUT

1. Youth educators as part of the organization
2. The program
3. Impact research Blikopeners 2024





MISSION 2007

The Stedelijk Museum wants to apply and develop a methodology with Blikopeners, enabling more traditional cultural institutions to find better connection with (the life world of) young people.

The Stedelijk Museum aims to stimulate cultural participation among young people.

It does this by using the methodology of peer education and giving young people a full-fledged position within its organization.

By involving young people in activities and tasks, the museum tries to better connect with their opinions, interests, and life world.

BLIKOPENER METHOD

- Fixed program within fixed structure
- Salary
- Collaborations
- Balance between working **for** and learning **from** the museum

FULL-FLEDGED POSITION

- Employee cards
- Part of the educational team
- Invited for exhibition openings, staff parties
- Opportunities for growth
- Strong visibility within the museum



DOES WHO YOU ARE
DEPEND ON WHERE
YOU COME FROM,
OR ON WHO YOUR
PARENTS ARE?

HOE OMSCHRIJF
JIJ JEZELF?

WELKE FACTOREN
BEPALEN WIE
JE BENT?



YOUTH EDUCATORS AS PART OF THE ORGANIZATION

- Fixed program & structure
- Balance between working **for** and learning **from** the museum
- Full fledged position
- We pay them
- **We trust them.**

PART 2

THE PROGRAM

THE PROGRAM

- Guided tours '*speedtours*'
- Organizing events & activities
- Social media
- Learning about the museum
- 6 hours a week – on average













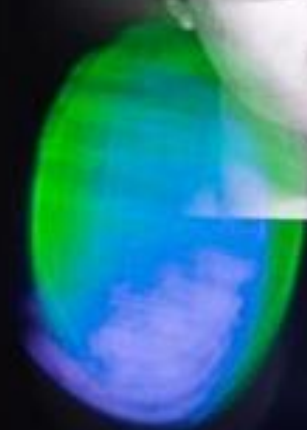




The House with the Ocean View (2002)

1. What was it like to live in the house? (What was it like to live in the house?)
2. What was it like to live in the house? (What was it like to live in the house?)
3. What was it like to live in the house? (What was it like to live in the house?)







BLIK
OPEN
ERS



BLIK
OPEN
ERS





MEET THE INDUSTRY

STEDELJK MUSEUM

AMSTERDAM

7 DECEMBER 13:00-17:00

KUNST
BENDE

BLIK
OPEN
ERS





SUMMER
SCHOOL

27
EN

28

JULI

BLIK
OPEN
ERS







@stedelijkmuseum 

116 Volgend | **12K** Volgers | **618,4K** Likes

Profiel bewerken

Profiel delen



We show modern and contemporary art & design.

POWERED BY THE BLIKOPENERS! 



 <https://www.stedelijk.nl/nl/evenementen/k...>

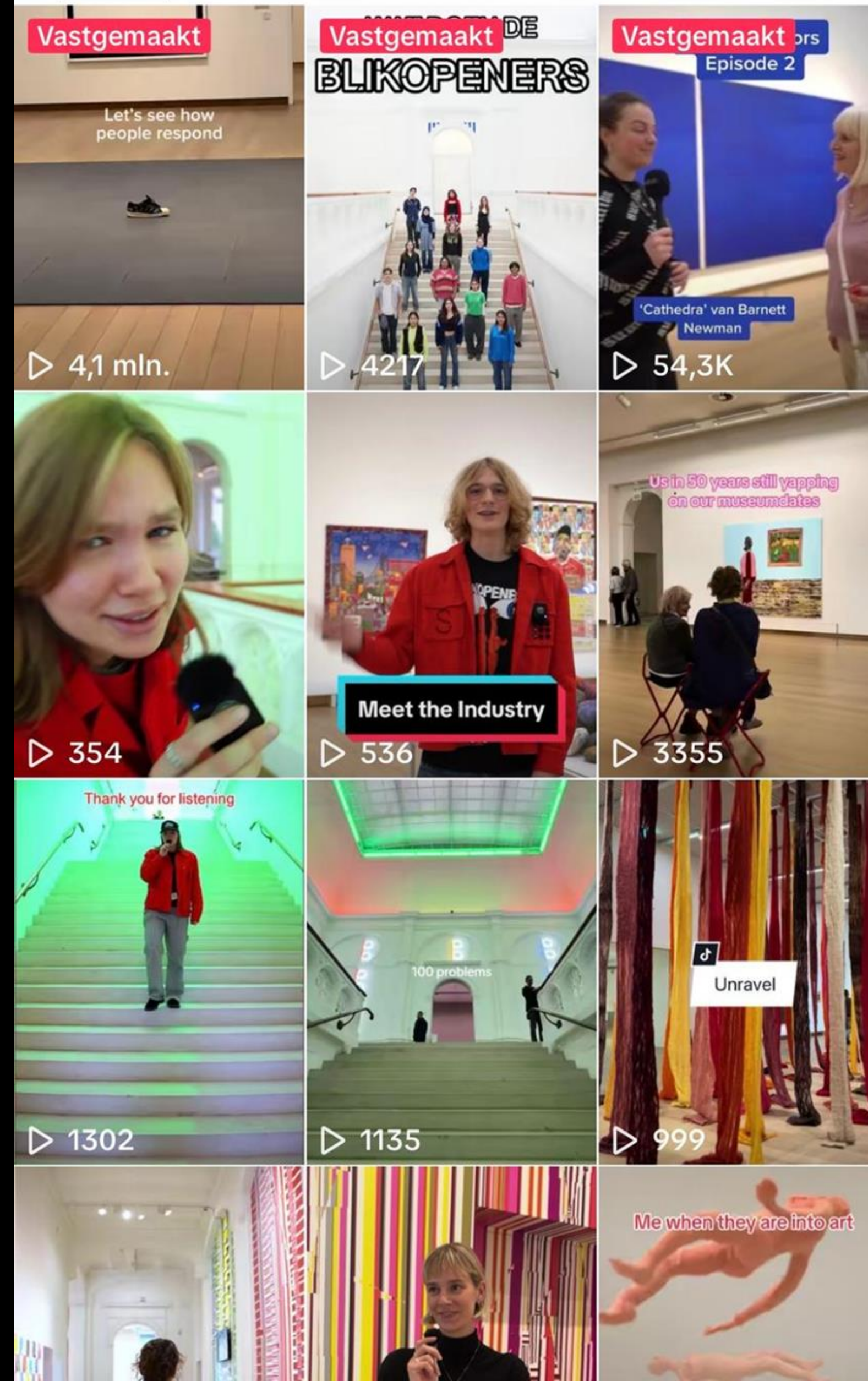
 TikTok Studio |  Instagram



 Afspeellijsten beheren

 From Bricks to Bathtub

 Bekijk verlopen Stories in "Je privévideo's" 



We put a shoe in
the middle of an
artwork



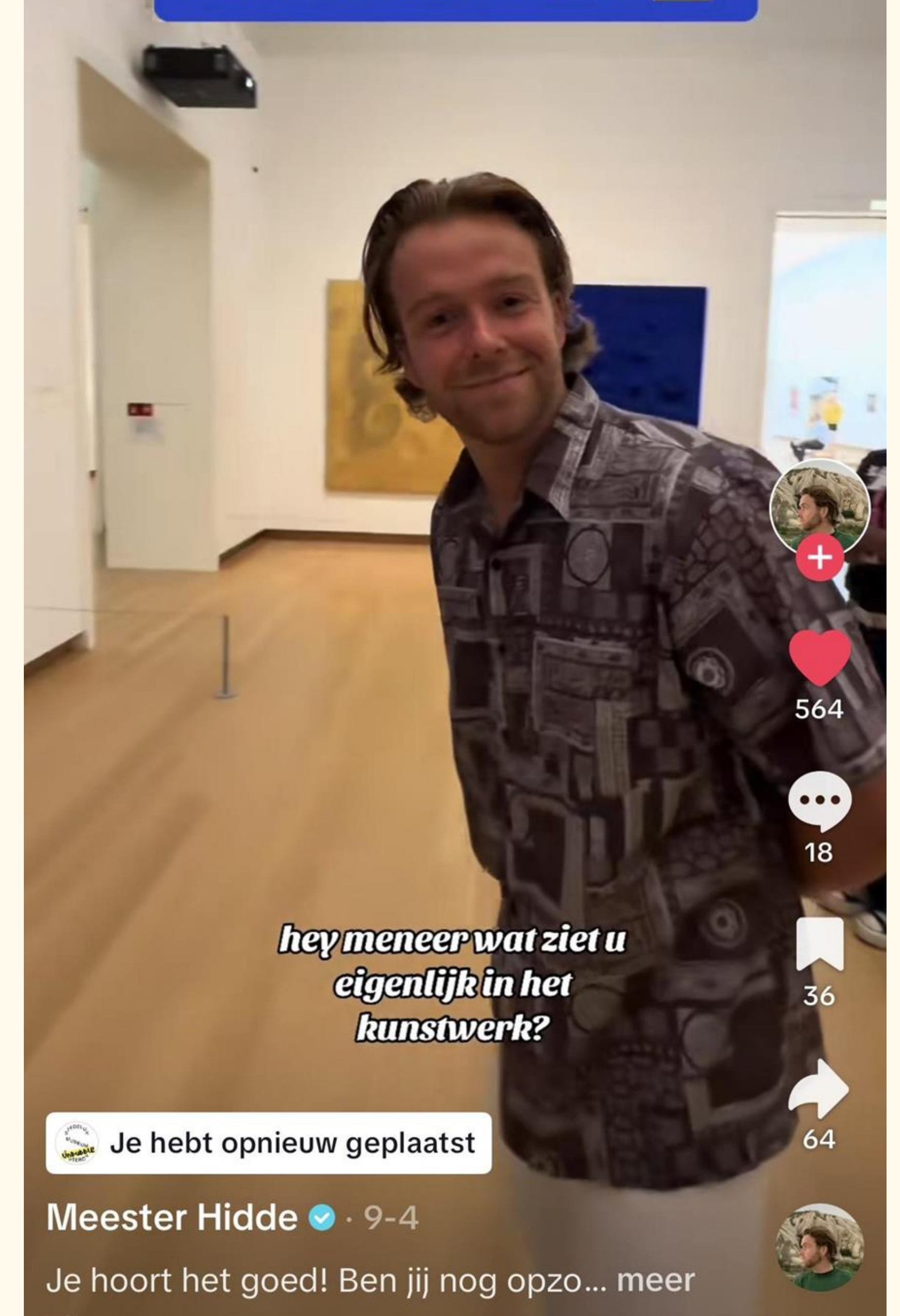
DID YOU KNOW



INFLUENCERS YES OR NO?

STEDELIJK MUSEUM AMSTERDAM

**POV: Zweverige kunstdocent
bezoekt museum** 🖼️



*hey meneer wat ziet u
eigenlijk in het
kunstwerk?*

Je hebt opnieuw geplaatst

Meester Hidde ✓ · 9-4

Je hoort het goed! Ben jij nog opzo... meer

COLLABORATIONS

STEDELIJK MUSEUM AMSTERDAM

THE NEW ORIGINALS VS BLIKOPENERS



STEDELIJK MUSEUM AMSTERDAM

CHALLENGES

CHALLENGES

- Representation of all Amsterdam neighbourhoods
- Diversity
- Educational level
- Number of applicants
- Cultural sector under pressure

THE PROGRAM

- . Tours
- . Events
- . Collaborations
- . Social media - give them access
- . **Proper guidance**

PART 3

IMPACT RESEARCH BLIKOPENERS 2024



TEN YEAR ANNIVERSARY BLIKOPENERS

STEDELIJK MUSEUM AMSTERDAM

STOMPING ON A HUMAN FACE,

PLEASE
LAUNCH

FOR DELIVER



BLACK
OPEN

RESEARCH EVA KLOOSTER 2014

- 30 alumni Blikopeners
- 11 people from their circle
- 12 people from the museum

2024 IMPACT RESEARCH BLIKOPENERS

- Anna Elffers
- Extensive questionnaire for all Blikopeners
- Deep interviews with 10 alumni Blikopeners

2024 IMPACT RESEARCH BLIKOPENERS

- **Basic timeline.** Did they go to high school? What sports did they play? Where did they live?
- **Identity /motivation/self-understanding.** What did they find interesting at that time? What did they want in life?
- **Relation to the cultural sector.** How did they view museums? What did they think of the Stedelijk museum before they worked here?

2024 IMPACT RESEARCH BLIKOPENERS

- Connect these timelines and their time at Blikopeners to important events in their lives
- Impact they are making on the field they are working in right

2024 IMPACT RESEARCH BLIKOPENERS

Table Influence on the art, cultural and creative sector during and after Blikopeners

	Influence after Blikopeners	No influence after Blikopeners	No idea	Total
Influence during Blikopeners	14 40%	3 9%	3 9%	20 57%
No influence during Blikopeners	6 17%	6 17%	0 0%	12 34%
No idea	0 0%	1 3%	2 6%	3 9%
Total	20 57%	10 29%	5 14%	35 100%

2024 IMPACT RESEARCH BLIKOPENERS

1. Work to make art more accessible, they help bring art to the people in different forms
2. Fight for diversity, inclusion and equality and they do not focus solely on the cultural sector
3. Make art themselves

2024 IMPACT RESEARCH BLIKOPENERS

- Would the Blikopeners be where they are now without Blikopeners?
- Blikopener mindset

Thank you for your attention
We'd love to hear your questions.