



# The door breakers

Young people taking over municipal museums



(ES)

**ZARAGOZA**



714,058



Governance and financing: new roles for local and regional authorities



## Challenge

The main challenge is to attract and retain young audiences in municipal museums through reinforcing the involvement and empowerment of young people.

This includes promoting educational activities; developing projects expanding interactions with the community; new ways of communicating with young people; and offering pre-professional experiences for young people.



## Solution

'Door breakers' is about creating and strengthening links between municipal museums and young people.

17 young people aged 16-21 act as advisers to the museums. They make proposals to improve programmes for young people, raise their needs and demands, and help design strategies to attract and keep young audiences.

The target beneficiary is locals aged 10-30. Door breakers is developed in the five municipal museums of Zaragoza.



## How ?

1

Door breakers were selected after meetings and contacts with local educational centres (specialised in performing arts, socio-cultural animation and audiovisual communication), art schools, the University of Zaragoza (Art History Department), social entities supporting young people (Plena Inclusión Aragón), and the municipal projects supporting multicultural origins (House of Cultures).

2

There was an open call to all young people interested in sociocultural and artistic activities.

3

From October 2021 to June 2022, the Door Breakers team will receive high-quality training by local and national artists, museum professionals, and experts in heritage and sociocultural projects. Team will be acquainted with the collections of Zaragoza's five municipal museums and will generate creative projects with innovative perspectives.

4

From October 2022 to June 2023, team members will arrange visits for young people, develop campaigns, evaluate the museums in relation to young audiences and teenagers, and implement dynamic micro-projects.

5

'Door Breakers' is conceived as a permanent project: a new team will be set up each year.

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## Budget/Financing

€ 26.200 per year

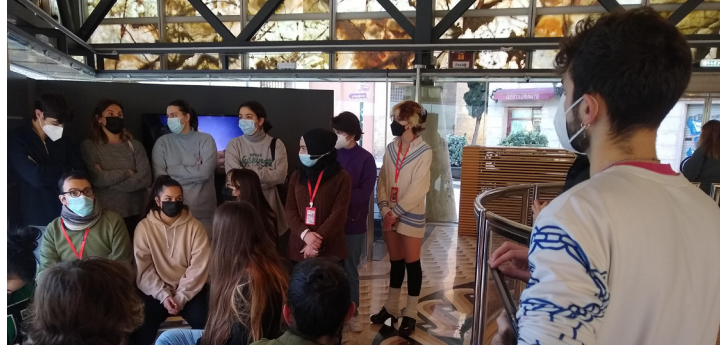
100% financed by the municipality:

- Coordination, support, promotion of the team, by Asociación Fuego Interno (service contract): €5000
- Training with artists: €7,200
- Paid scholarships for team members: €7,500
- Expendable materials developing workshops and revitalisation actions: €500
- Support to projects and creative initiatives generated from Rompepuertas (Festival of Young Culture in Museums. White Night - Annual Project): €6,000



## Management

- Door Breakers is managed by two departments of Zaragoza City Council: Culture and Youth, which coordinates all strategies to promote youth autonomy and emancipation, youth participation etc. Along with the municipal services, a social cultural entity helps dynamize the young people involved.
- A steering committee coordinates and assess the project. Members include one officer from the culture service, one from the youth service, the cultural manager from Asociación Fuego Interno and two representatives of the team of young people.
- Human resources necessary are: two sociocultural officers of the youth department of the municipality, two sociocultural officers of the culture department (museums and exhibitions unit, 1.5 working days per week), and one graduate in art history and educational and community projects.



## Transferability

Door breaks can be replicated in all museums.

- Work with young people! Consider their preferences, perspectives and knowledge.
- Be open to a fresher perspective. Develop a transparent and participatory society fostering youth participation.
- The team should reflect the heterogeneity of your city. Include young people with different abilities, socioeconomic status, academic levels and cultural origins and opinions. They will unite through their work in the cultural life of the community.



## Impact

The project is being closely monitored according to two main axes of evaluation:

- Efficiency, through the observation of the evaluation team and the analysis of the documentation created during the development of the project (schedule, budget, etc.).
- Effectiveness, using quantitative and qualitative indicators.



## Links

More info in Spanish: <https://www.zaragoza.es/sede/portal/cultura/rompepuertas>



## Contact

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