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Visual Litteracy in Museums: the M-case

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In 2017 M-Museum Leuven re-opened with a new presentation of its art collections. It was a straightforward challenge: to reinvent this art museum and explore the different possibilities in which an art museum can and must be relevant for the society of the 21st century. During a 4 year period we deconstructed the ideology of art museums and tried to find a solution to the current identity crisis of art museums. Instead of focussing on art historical narratives, we shifted to the application of the Competence Structure Model by ENViL (European Network of Visual Literacy). This approach enabled the museum to open up towards new possibilities and narratives.

This paper wants to present 3 topics. First I would like to focus on the reasons and ideology of this project: why we chose to apply ourselves to Visual Literacy and the ENViL Competence Structure Model. Secondly, it's important to understand the process we all went through with the unique interrelation between the educational department and the curators as a focal point. Thirdly, I would like to present the results in an overview of the new M Collection. This presentation shows the methods we used to acquaint our audience with the principles of Visual Literacy as well the new educational 'museumgrammar' we introduced with other types of information (multisensorial labelling, ect...).

The new presentation is already in place. This means that we have the possibility to present a myriad of visuals and the feedback of the visitors.