

## Co-creation interview series: here is the third!

How do you find out what's really important in a museum collection? RICHES partner **Waag Society** thinks about how museums can present their collections in innovative ways in order to benefit all interested audiences and communities. They experiment **co-creation** practices to start a dialogue with the public and come together to create great, new ideas.



With Waag, **RICHES** started an interview series where several museums and team members of the project are asked about their vision on co-creation within the heritage sector. This is the turn of **Dick van Dijk**, RICHES member and Waag's creative director.

### **Who are you and what do you do within the RICHES project?**

My name is Dick van Dijk, creative director at Waag Society and responsible for the co-creation sessions in RICHES and the co-creation toolkit we're developing. This toolkit will support the policy advice that RICHES is giving to develop a strategic role for co-creative practice in the heritage domain.

### **What does the term 'co-creation' mean to you, personally?**

Empowerment. Participation. Going beyond conversations & words. Finding new routes. Fun.

### **Why is heritage important for our society?**

It can help us understand things. Things that are important today. Maybe more important: it can inspire us. Using culture to create culture.

### **How could the implementation of new technology affect the heritage sector?**

It can help us find new connections to new and existing audiences. Experimenting with new (storytelling) formats, more layers of stories, more voices.

### **What have you learned so far from the RICHES project?**

Not new but: the importance of involving a diversity of stakeholders. It's important and fun, also tough, sometimes. Make sure the process from (creative) intervention to (institutional) transformation is owned by the institution.

### **Do you have any co-creation tips that you would like to share with others?**

Make sure participants 'find' each other: words can keep people apart; (creative) activities bring people together. Be a good host. Care for the participants.

Keep updated about the outcomes of the co-creation process on the dedicated section of the [RICHERS website!](#)