

CREATE THE MAGIC!

for a better tomorrow

14. Hands On! Conference
25 – 27 October 2023
Bern, Switzerland

Invitation and information for the media

14th International Hands On! Conference 25-27.10.2023 by the Zentrum Paul Klee, Creaviva and Hands On!

“CREATE THE MAGIC - for a better tomorrow”

The Bern Children’s Museum Creaviva, the Zentrum Paul Klee and the Hands On! organization are inviting to the international conference “CREATE THE MAGIC - for a better tomorrow” in Bern. In a participatory way, representatives of children’s museums from Switzerland and abroad will discuss the future potential and financing of exhibitions and cultural events in the diverse spaces of the Zentrum Paul Klee.

The 14th International Hands On! Conference will take place in Bern from 25 to 27 October 2023. 160 key players from the museum and exhibition world with a strong connection to peacemaking issues such as participation, collaboration and inclusion will meet in Bern over three days to share best practices, learn about new working methods, experience artistic interventions, and adopt the Manifesto of Bern. This conference reflects Creaviva’s claim “Those who design, change the world”.

Three main topics

The conference “CREATE THE MAGIC! - for a better tomorrow” will focus on three topics:

- 1) How do we create magic with art and culture in times of crisis and war?
- 2) How do we build bridges for a better tomorrow? By integrating children as actors in shaping the future!
- 3) How do we enjoy fundraising and how can we make projects and cultural institutions economically, ecologically, and socially sustainable?

Creaviva: first award winner, then host

In 2022, the Creaviva received the international “Children in Museums Award” for its involvement in the project “Children Curate Klee” and for its tireless 20-year commitment as a supra-regional center of excellence for experience-oriented and interactive art and culture education. The innovative offers of social relevance, the long-standing efforts to integrate people with disabilities and the consistent implementation of the criteria that distinguish an institution as an outstanding “Home of 21st Century Education” were

honored. The award was organized by the international association Hands On! It promotes future-oriented offers with children and for children in the museum and exhibition sector.

21 years Creaviva

In the year of the lighthouse conference, the Creaviva can look back on successful work: in addition to receiving the award, the staff celebrated the 20th anniversary of the children's museum with co-founder Janine Aebi-Müller in 2022. Her parents Martha and Maurice E. Müller made the Zentrum Paul Klee possible by providing both the resources and the vision to create this multidisciplinary place. This was done in the conviction that culture is the backbone of a society. With pride, the Creaviva benefactor emphasises: "Neither the art experience nor the art education offered should be subjected to political interference due to a lack of financial means. At a time when technological advances and scientific breakthroughs are often the focus, I believe that practical creativity is the force that drives innovation, arouses curiosity and advances human evolution."

Using the power of creativity

"CREATE THE MAGIC! - for a better tomorrow" also aims to harness the power of creativity: With inspiring keynotes and interactive "salons", the conference wants to create a forum to discuss how scientifically or culturally oriented institutions can be made even more future-proof, participatory and effective. The conference organization wants to turn leaders into changemakers and encourage them to contribute to a better, more sustainable and more child-friendly world in their organizations and countries by taking concrete action steps together with accomplices and fellow campaigners, even beyond the conference.

In two times eight salons on 16 topics, 160 guests will discuss, understand, question, and enrich current problems and visions from different perspectives in a participatory way. In all interactions, the focus will always be on people. Animated by the broad artistic oeuvre of Paul Klee, the audience will encounter elements from painting, music, dance, architecture, and science and in between become active themselves. You can find the detailed program at <https://magic.creaviva-zpk.org>

Art enables development

Janine Aebi simultaneously characterizes the conference with the Creaviva when she states that "aesthetic education is very much in demand because it makes us autonomous, responsible and democratic, i.e. capable of judgement and action." And she adds to her statement with, "I strongly believe in personal development through art and creative activity, where curiosity is the driving force behind the process."

Registration for the public is open at: <https://magic.creaviva-zpk.org>

We are happy to give media professionals a deeper insight into the event in advance.

Contact

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Here you can track our activities:

<https://www.creaviva-zpk.org>

<https://www.instagram.com/creaviva>

<https://www.linkedin.com/company/creaviva-zentrum-paul-klee>

<https://magic.creaviva-zpk.org>

<https://www.hands-on-international.net>

<https://www.21stcenturychildren.eu/>

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School workshop at Creaviva
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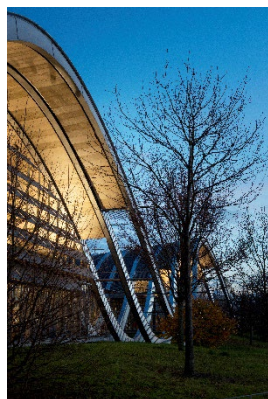
02

Open studio at Creaviva
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03

Zentrum Paul Klee
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Kindermuseum CREAVIVA

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