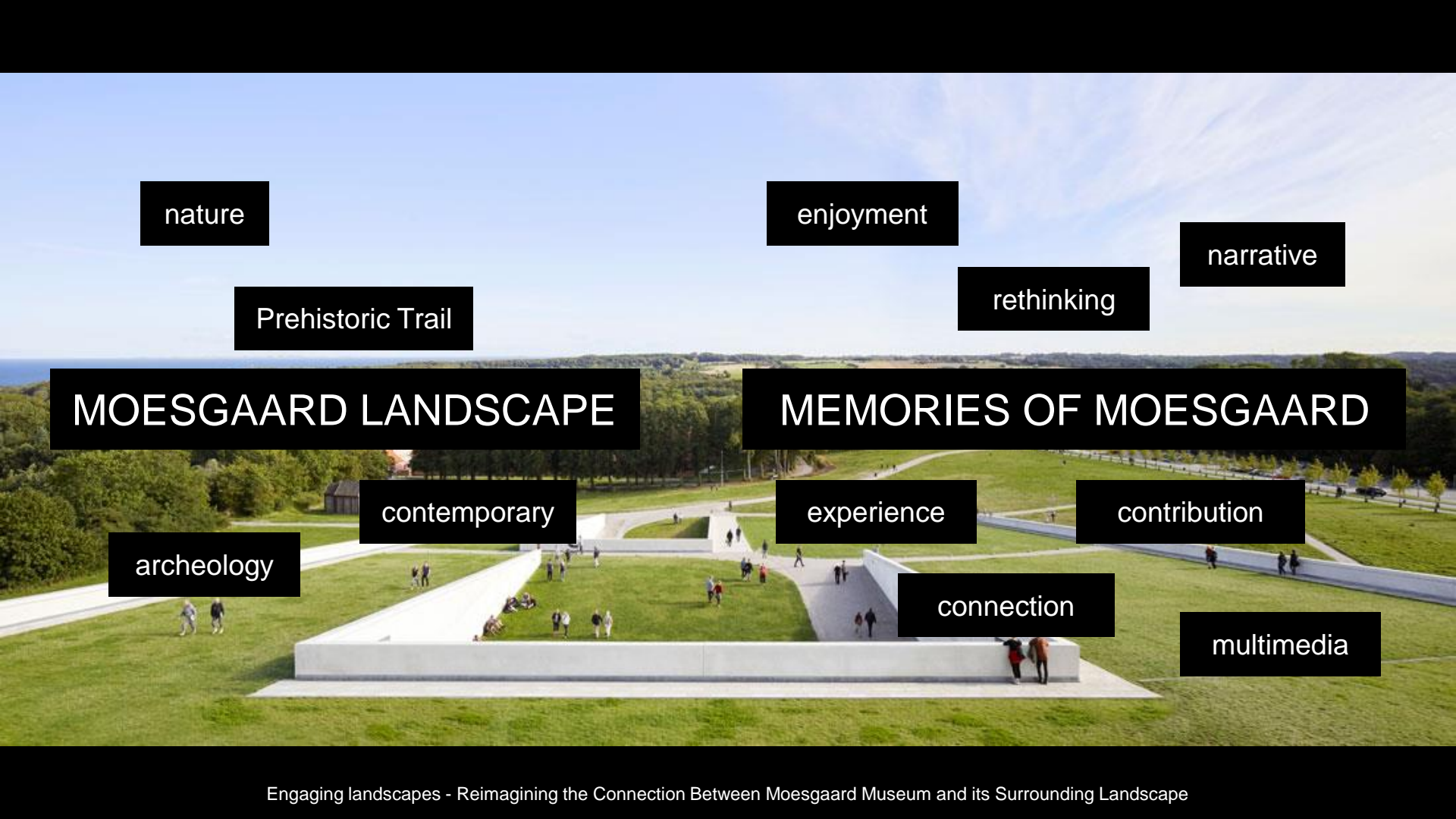




# ENGAGING LANDSCAPES

REIMAGINING THE CONNECTION  
BETWEEN MOESGAARD MUSEUM  
AND ITS SURROUNDING LANDSCAPE

Antonio Caruso   Zeynep Yilmaztürk  
Agnes Rosendal   Anna Søre



nature

enjoyment

narrative

Prehistoric Trail

rethinking

MOESGAARD LANDSCAPE

MEMORIES OF MOESGAARD

contemporary

experience

contribution


archeology

connection

multimedia

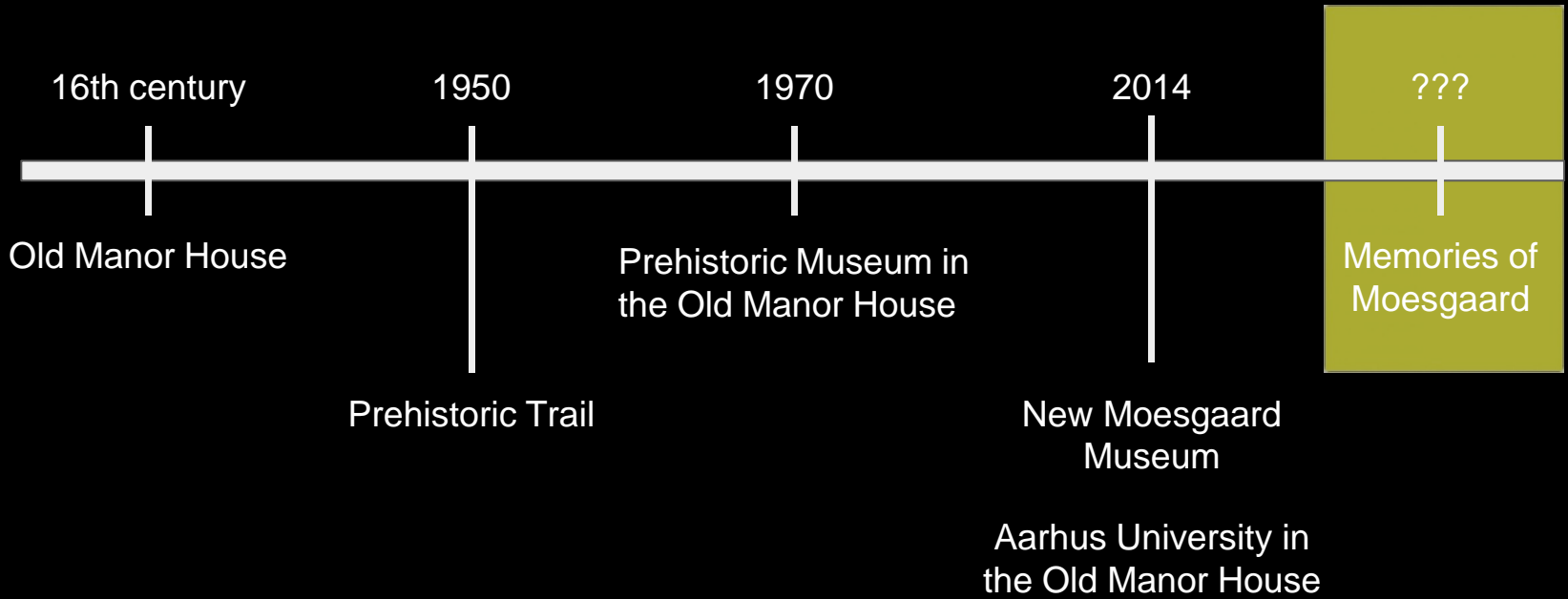
# The Goal:

Connect with locals and engage them through the exposure of the relation between the museum and its surrounding landscape, the centre of a widespread system of locality constantly lived by people.

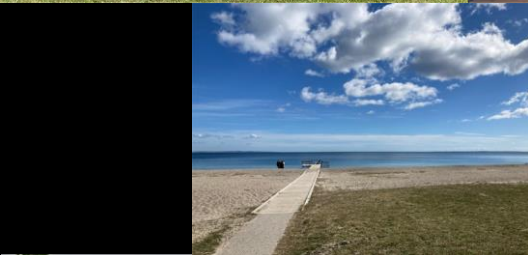


*“The key to the future success of cultural institutions lies in increased visitor orientation, and (...) participation is central to this orientation”*

Stine Høholt (2017)



# Features in Moesgaard



# Theories and Methodologies

Memoryscape

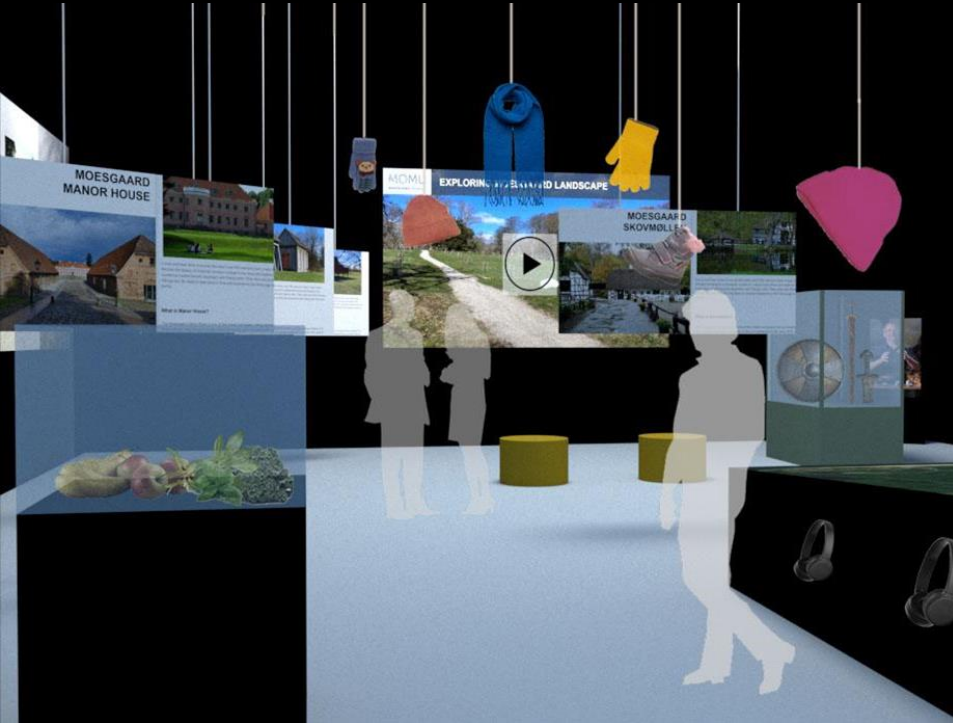
Preliminary Examination

Edutainment

Multivocality

# Memories of Moesgaard

Inner Section



Outer Section





# MEMORIES OF MOESGAARD

Prehistoric Trail → Trail of Memories



# HOW?



# Trail of Memories

Trail of Memories Map  
Showing the features in the landscape



# QR Codes

**Info Board**  
Showing information related to the historic feature

# Exhibition Experience

Multimedia experience

Overall experience

Lively experience



## References:

### Literature:

Høholt, S. (2017). The Art Museum Today: Participation as a Strategic Tool. ARKEN Bulletin. Pp. 17-34.

### Images:

[www.moesgaardmuseum.dk](http://www.moesgaardmuseum.dk)

[www.urbannext.net](http://www.urbannext.net)

[www.coastarc.com](http://www.coastarc.com)



THANK YOU!

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