

# Making Exhibits that “Hack the World”: Non-Virtual Alternatives to the Gallery Resource List

Free The Museum

Website: <http://www.freethemuseum.org/>

Activation Guide and Tactic Cards: <http://www.freethemuseum.org/tools.html>

*Exhibition* Fall 2021 Article “Going Rogue for Good: Free The Museum”

[http://www.freethemuseum.org/uploads/1/3/3/2/133233032/exhibition\\_21fa\\_goingrogueforgood.pdf](http://www.freethemuseum.org/uploads/1/3/3/2/133233032/exhibition_21fa_goingrogueforgood.pdf)

The Omnimuseum Project

<https://www.omnimuseum.org/index.html>

History at Heart

Exhibit by Minnesota Historical Society <https://www.mnhs.org/historyisnow/history-at-heart/#:~:text=History%20at%20Heart%20is%20an,message%20at%20sites%20across%20Minnesota.>

Men of Change: Taking it to the Streets

Smithsonian SITES exhibit mounted by Anacostia Community Museum

<https://www.si.edu/exhibitions/men-change-taking-it-streets%3Aevent-exhib-6533>

Women of Steel

Baltimore Museum of Industry exhibition

<https://www.thebmi.org/portfolio/women-of-steel/#:~:text=The%20Baltimore%20Museum%20of%20Industry%20has%20opened%20its%20next%20exhibition,free%20of%20charge%20to%20view.>

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For more ideas about the tools and tactics that work well in public spaces, check out these

## **Related Practices**

Tactical Urbanism:

In *[From Pop-Up to Permanent: Five lessons in tactical urbanism](#)* Melinda Hanson and Majed Abdulsamad describe tactical urbanism as “repurposing underutilized places using temporary materials and transforming them into more dynamic public spaces.”

Melinda Hanson and Majed Abdulsamad "From Pop-Up to Permanent: Five lessons in tactical urbanism" Global Designing Cities Initiative , New York, NY  
<https://globaldesigningcities.org/2018/04/18/from-pop-up-to-permanent-five-lessons-in-tactical-urbanism/>

### Creative Placemaking:

Related to tactical urbanism, creative placemaking reconfigures streetscapes and public spaces, infusing them with cultural activities and the arts, often as part of larger municipal planning and design processes.

Project for Public Spaces; <https://www.pps.org/category/placemaking>

International Park(ing) Day <https://www.myparkingday.org/>

Ann Markusen and Anne Gadwa, "Creative Placemaking"  
<https://www.arts.gov/sites/default/files/CreativePlacemaking-Paper.pdf>

### Activism Art:

"Artistic Activism is a dynamic practice combining the creative power of the arts to move us emotionally with the strategic planning of activism necessary to bring about social change." ~ Stephen Duncombe and Steve Lambert, Co-Founders, The Center for Artistic Activism.

The Center for Artistic Activism <https://c4aa.org/>

### Pervasive Gaming:

Pervasive Games: Theory and Design, Experiences on the Boundary between Life and Play, by Markus Montola, Jaakko Stenros, and Annika Waern,  
<https://pervasivegames.wordpress.com/the-book/>  
Here's the book(pdf)  
<https://pdfs.semanticscholar.org/d156/f3a6ee1434b8feada85b12f244a5e337fff3.pdf>

Ivan Žalac, Diary of a Croatian Larper,  
<http://www.crolarper.com/2016/02/izgon-11.html>

## Guerrilla Communication:

Guerrilla communication is a collection of techniques for coopting the objects and structures in public spaces to deliver messages, such as reverse graffiti, [<https://inhabitat.com/reverse-graffiti/>] stickers, [<https://www.stickeryou.com/blog/post/guerilla-activism-stickers>] and pop-up installation [<http://training.youthforclimate.net/en/2017/12/20/guerrilla-communication/> ] Artists, tactical urbanists, activists, and marketing firms use guerrilla communication to promote everything from a new brand of beer to climate action.

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Related Work by Free The Museum's Activators:

The Omnimuseum Project <https://omnimuseum.org/index.html>

Host of the Free The Museum initiative, the Omnimuseum Project founded by Michael Burns promotes the use of Ubiquitous Museology, the practice of looking at the world through a "museum lens", embracing the ordinary world as the raw material of extraordinary experiences.

For an example of the Omnimuseum's work, check out its work at Chaos at the Museum, held in Buenos Aires, in 2016:

<http://www.re-xd.org/> or [https://issuu.com/fundacion.tyba/docs/caos\\_publicacionfinal\\_ingles](https://issuu.com/fundacion.tyba/docs/caos_publicacionfinal_ingles)

## Narrative Environments

Narrative Environments and Experience Design: Space as a Medium of Communication  
(Routledge Research in Design Studies) by Tricia Austin

[https://www.amazon.co.uk/Narrative-Environments-Experience-Design-Communication/dp/0367138042/ref=sr\\_1\\_3?keywords=Tricia+Austin&qid=1584096779&s=books&sr=1-3](https://www.amazon.co.uk/Narrative-Environments-Experience-Design-Communication/dp/0367138042/ref=sr_1_3?keywords=Tricia+Austin&qid=1584096779&s=books&sr=1-3)