

Volunteering as a support tool for navigating life transitions

The context:

Volunteering is crucial to the functioning of GLAM (Galleries, Libraries, Archives, and Museums) institutions in both the Netherlands and the UK. These institutions heavily rely on volunteers for various roles, from assisting visitors to managing collections. By emphasising the positive effects volunteering can have on people's well-being—especially when it comes to supporting them through life transitions—the project aims to have an impact on the idea of volunteering and draw in more people to it.

I want to design an intervention to promote volunteering for GLAM institutions as an emotional support tool for individuals who are navigating life transitions.

1. Therapeutic landscapes

Libraries and museums serve as therapeutic environments, fostering a sense of belonging, acceptance, and empowerment through learning and social interactions.

2. Self-growth

It provides transformative experiences that balance stability with new challenges, allowing individuals to use their existing skills while acquiring new ones. This process boosts self-confidence.

3. Community

Volunteering fosters social interaction and a sense of belonging, which enhances well-being. It builds meaningful connections to feel part of a community, positively impacting on people's lives.

4. Life transitions

It offers individuals a sense of purpose, socialization, and healing. This helps maintaining well-being by providing stability and new social connections during times of change.

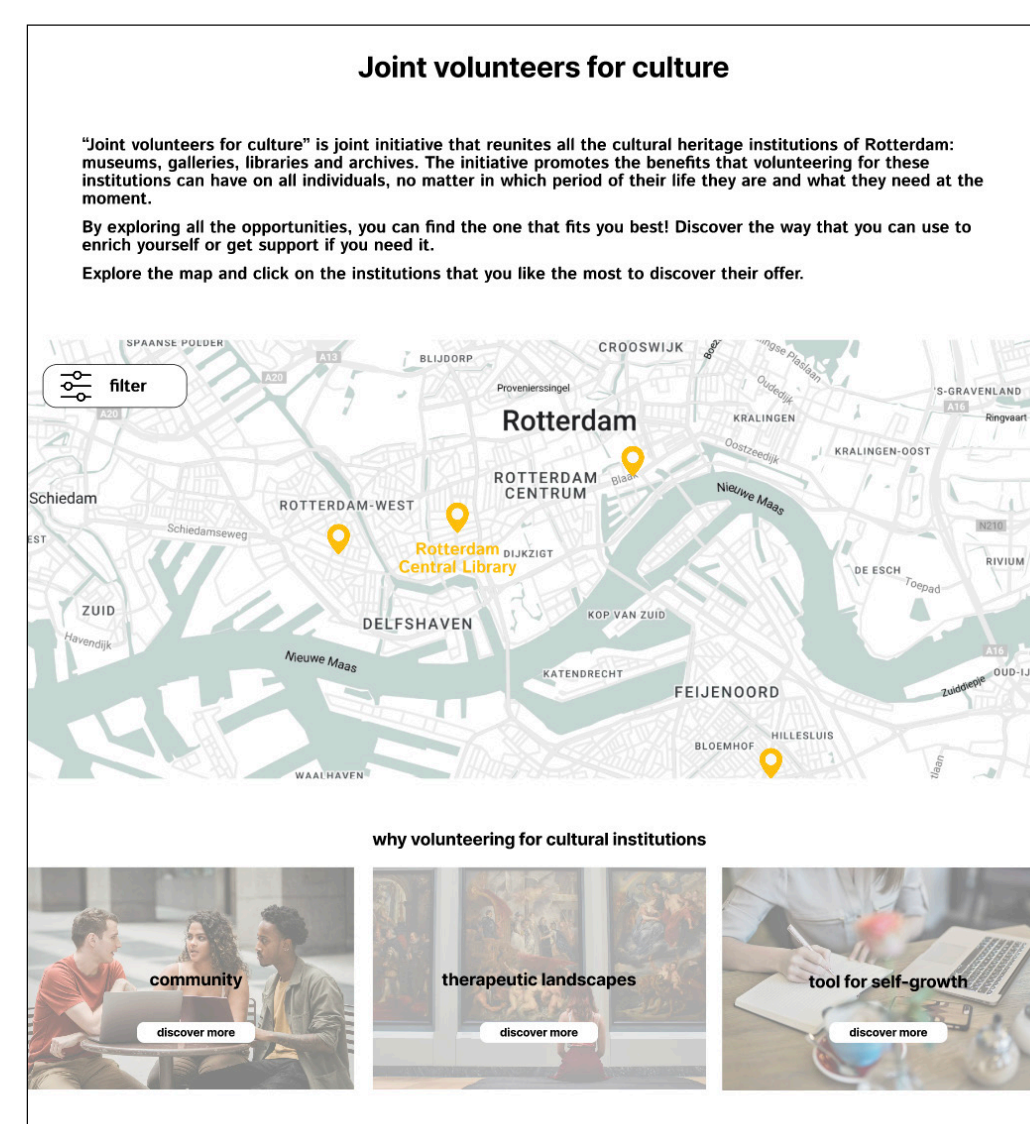
5. Common misconceptions.

There's a general lack of awareness about the impact of volunteers in GLAM institutions and the belief that it is only suitable for certain socioeconomic groups or those without other responsibilities..

How to?

The project provides a holistic intervention involving the collaboration with different GLAM institutions in a city. It aims to showcase the activities and environment provided by these institutions to help individuals navigate the emotional challenges that come with life transitions. The program features three main touchpoints for promotion: a physical exhibit located within institutions, as well as a digital promotion strategy that includes a social media campaign and a website.

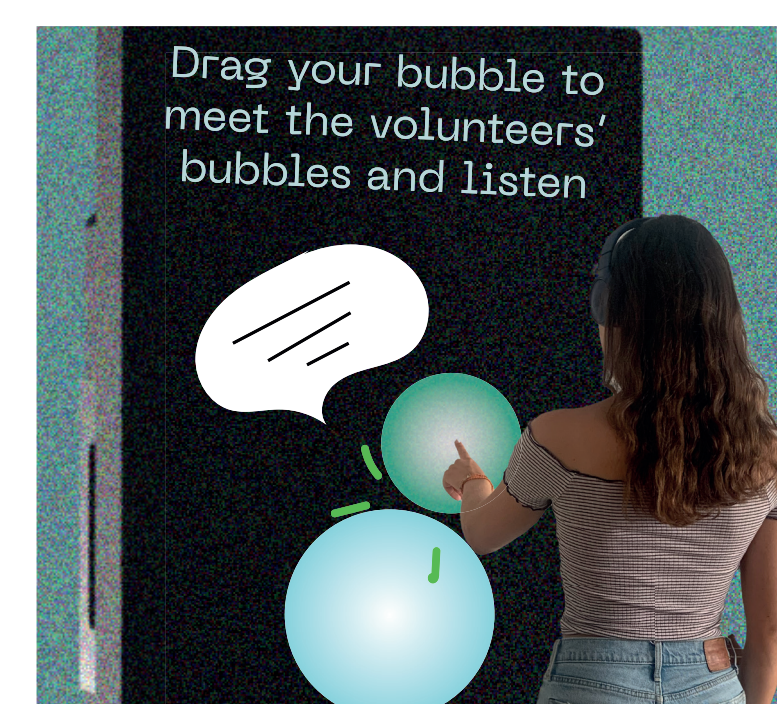
the website



the social media campaign



the physical installation



the digital interaction inside the physical installation

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Design for Interaction

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