

Schiedam Vertelt

Connecting Schiedam's elderly through heritage A yearly programme for Stedelijk Museum Schiedam

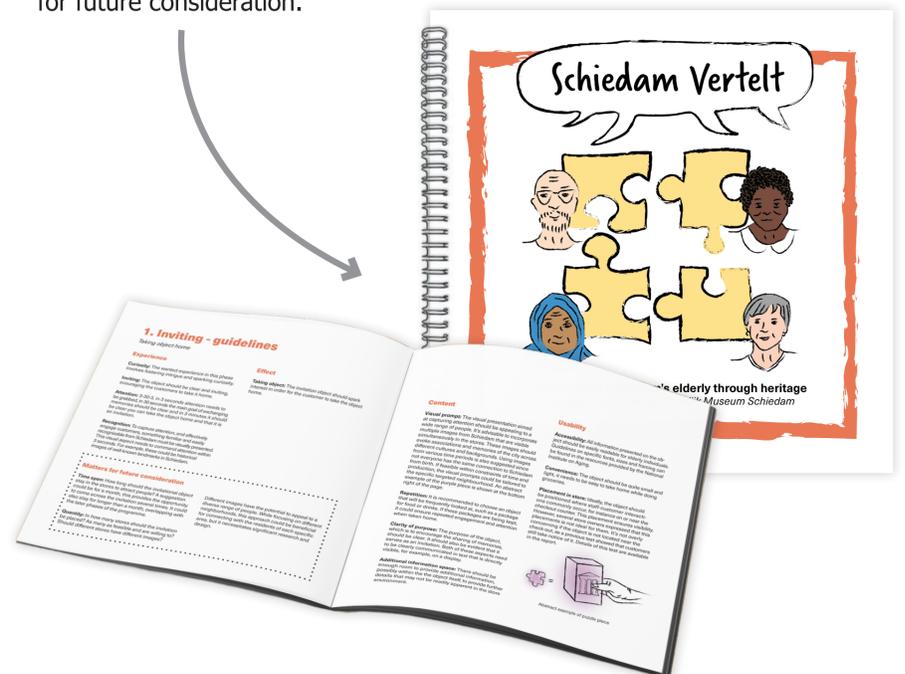
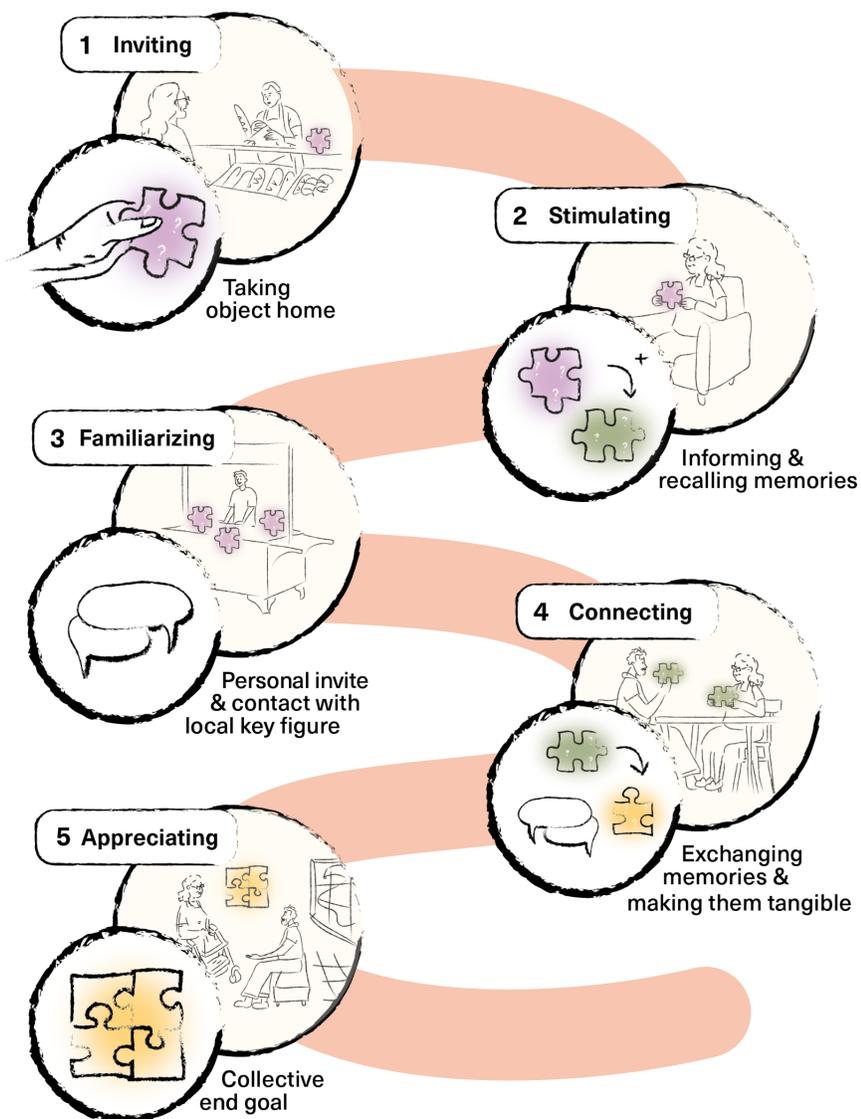
As the Dutch population ages, a growing number of elderly are experiencing loneliness and social isolation. As they grow older, elderly lose social connections. While they may desire to form new social connections, taking the first steps towards doing so and staying among the people can be challenging.

Stedelijk Museum Schiedam has the potential to address this issue, as it is an innovative museum striving to make social impact by working together with citizens.

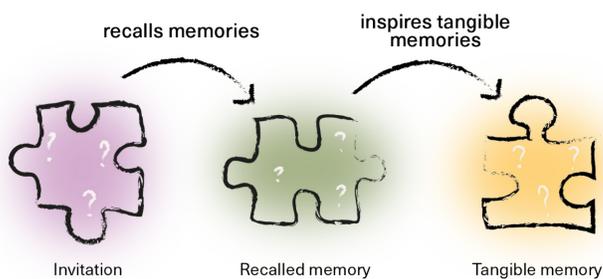
In line with this mission, the programme 'Schiedam Vertelt' was developed, which connects the elderly of Schiedam among each other and to Stedelijk Museum Schiedam **through heritage and the exchange of memories.**

The programme unfolds in **five phases**, illustrated on the left. The larger circle in the images depicts the overall setting, while the smaller circle highlights the key action. The **puzzle pieces** symbolise **physical objects**. As this programme is intended to be repeated over the years, the physical objects can vary with each cycle, making the puzzle pieces a flexible representation of yet-to-be designed objects. These objects need to be developed by the one implementing the programme. Throughout the programme, these puzzle pieces get a different meaning for the participant when they interact with the objects and add their personal touch, indicated by changes in shape and color, as shown in the image bottom left.

To effectively communicate the set up of the programme and provide guidance for future implementation, **a guide has been developed.** This guide consists of an explanation of the programme together with specific, actionable guidelines on what to take into account when implementing the programme. These guidelines are categorised in experience, effect, content and usability. Along with matters for future consideration.



- 1** Inviting: Innovatively inviting elderly individuals through store environments to bridge awareness gaps on meeting opportunities.
- 2** Stimulating: Triggering memory recall and informing participants about memory exchange opportunities at local community centres.
- 3** Familiarising: Personally extending invitations and providing reassurance through direct contact.
- 4** Connecting: Facilitating memory exchange to foster connections within the participant group and making memories tangible to work towards a collective goal.
- 5** Appreciating: Concluding with a visit to Stedelijk Museum Schiedam to appreciate the collective goal, reinforce personal value and perspective change through a reflective conversation.



Renske Kaaijk
Connecting Schiedam's elderly through heritage
a programme for Stedelijk Museum Schiedam
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Design for Interaction

Committee Dr.ir. A.P.O.S. (Arnold) Vermeeren
Dr.ir. M.H. (Marieke) Sonneveld
Company Stedelijk Museum Schiedam

