



“gipSMK – The Royal Cast Collection Goes to Town”.
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I’m pleased to announce a rather unusual exhibition project, not only for cast collection, but for museums and collections as such, since it involves radical user involvement.

The Royal Cast Collection in Copenhagen, Denmark has received funding from the Danish Heritage Foundation in order to launch the project “gipSMK – The Royal Cast Collection Goes to Town”. (gipS is “plaster” in Danish, SMK meaning Statens Museum for Kunst / The National Gallery, Denmark, to which the Royal Cast Collection belongs).

In this project a selection of not-museum-curators, namely choreographers of modern dance and performance, and students from two different high schools specializing in making art, will select a number of casts from which they feel inspired to do more art from.

The museum staff will act as specialists, but it’s not the curator’s choice, it’s the involved user’s choice.

We will transport the selected items to the places where the dancers, choreographers, and students work, and put it on display as special exhibitions out in town. We will also document the process to see what they all make of it, on the museum’s homepage www.smk.dk and on facebook, (“gipSMK”) during the fall and winter of 2011.

The project is grounded on the sad fact that casts are not highly valued objects, and therefore in bad need of rethinking in order to explore new practices. If the public won’t go to the casts, the casts will go to them. Furthermore, museums as a whole are in need of rethinking their role in a democratic society if they don’t want to end up being seen as not worth funding by public means. Also, Museums need to rethink the use and value of their authority. Pointing towards democratic involvement and openness in

the processes of making exhibitions is one way to go.

The project is deeply indebted to Nina Simons book "The Participatory Museum", 2010. <http://www.participatorymuseum.org/>

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