

# MANIFIESTO EL MUSEO REIMAGINADO

THE MUSEUMS OF LATIN AMERICA WILL PROMOTE EFFORTS TO:

## REINVENT

themselves radically to a human scale

## BUILD

a common goal with the various actors – within and outside the museum – and accept differences

## BE accessible

and inclusive both physically and culturally, in order to guarantee the democratic participation of their communities

## DEMONSTRATE

their political power and their ability for positive change with collaborative and participatory work practices

## BE PART

of their communities and not be apart from them

## CREATE

connections and collaboration between different disciplines and expertise

## OFFER

opportunities for meeting and dialogue, whatever their space, scale and resources

## APPEAL

to emotions and to critical thinking as starting points for the creation of knowledge

## RE- IMAGINE

new ways of looking at their collections so as to create new contents and experiences

## LEAVE

their comfort zone to stimulate flexible, dynamic and innovative points of view

## INCORPORATE

appropriate and strategic innovation and technology for their mission

This manifesto was created by the participants to the first edition of Reimagining the Museum. Organised by Fundación TyPA (Argentina) and The American Alliance of Museums (United States), Buenos Aires (Argentina) 2015.