

Reimagining the Museum Manifesto 2015

The participants of *Reimagining the Museum. Conference of the Americas*, urge the museums in the region to take actions that will help them:

- ▶ **To be** an integral part of their communities;
- ▶ **To radically reenvision** themselves by making people a priority;
- ▶ **To appeal** to emotions and critical thinking as a starting point in creating knowledge;
- ▶ **To build** common values among all stakeholders from inside and outside the museum and accept differences;
- ▶ **To create** interdisciplinary interconnection and collaboration across different forms of knowledge;
- ▶ **To reimagine** the way collections are viewed and accessed to generate new content and experiences;
- ▶ **To be** accessible and inclusive, both physically and culturally, to ensure participation by all the communities they serve;
- ▶ **To offer** opportunities for gathering and discussion, irrespective of space, scale and resources;
- ▶ **To take risks** in fostering flexible, dynamic and innovative points of view;
- ▶ **To demonstrate** their capacity for positive transformation through collaborative and participatory work processes;
- ▶ **To integrate** innovation and technologies strategically and consistent with their missions.