

NEO LAB Online fellowships for multidisciplinary teams

As part of the [NEO Collections](#) project, the Museum für Kunst und Gewerbe Hamburg has embarked on a journey to understand how the [digital collections](#) can better serve the needs of our communities. We have identified heavy users of digital collections who feel inspired by and use museum objects for all kinds of creative work, teaching or data analysis. We have spent the past months having structured conversations between our colleagues and several of these users. These insightful chats led us to identify key questions for the further development of our digital collections.

Now we are looking for fellows to help us understand how we:

- A. Offer a welcoming and accessible space to guide first time users through online collections.**
- B. Help users to create emotional connections as a starting point to make access and discovery of our vast and sometimes overwhelming digital collections easier.**
- C. Make visible what users find relevant or simply like about the objects in the collection.**
- D. Enable users to add ideas and stories to the collections to include multiple view-points on objects.**

We are looking for concepts or prototypes based on one of the above statements in order to stimulate interaction with the digital collections. We welcome concepts that show playful and imaginative connections between the digital and the analogue. The fellowships are open to multidisciplinary practitioners with a passion for digital culture and a strong interest in audience behaviors.

THE KEY DATES

Application deadline

March 21, 2022

Interviews with shortlisted candidates

April 4, 2022

Successful candidates notified

April 5, 2022

Fellowship duration

April 11, 2022 – May 29, 2022

Final presentation

May 31, 2022

MK&G NEO LAB

The fellowships are the first part of the evolving MK&G NEO Lab, which aims to find new and participatory ways of opening up the digital collections together with users, experts and our communities to transform how stories are told and how collections are conceived and used.



[Pferd Pyramiden der Mädchen](#), probably by Heinrich Hamann, around 1900, MK&G, [PD](#)

What you need to know to apply

We are looking for **open-minded, friendly and collaborative teams** (at least two persons) to develop concept ideas based on the statements above during a two month fellowship from April 11 to May 29, 2022.

The fellowship will take place online and includes workshops by multidisciplinary practitioners. This is an opportunity for you to interrogate your concept with the help of critical friends.

After two months, the results will be presented to the international GLAM community and colleagues of the MK&G. The results will be published under an open license.

Each team will be awarded a **stipend of €3500** (inclusive of VAT).

Application

We've done our best to ensure that the application process is not time consuming. Your answers to the questions in the application form should help us get to know you a bit better. We will arrange an interview with the shortlisted candidates.

→ **Click here to apply for the fellowship:** [Application form](#) (via Google Forms) until March 21, 2022.

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NEO Collections
#NeoCollections
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Handstand, probably by Heinrich Hamann, around 1900, MK&G, Public Domain

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