

Fundación  
Museos  
de la Ciudad

QUITO  
ALCALDÍA

# yaku

Parque Museo del Agua

**Museums educating for the construction of emotional bonds with water.**

**A case study of the work “Yaku Parque Museo del Agua” is doing with communities, applying tools of no formal education and designing meaningful experiences.**



*What are the main differences about this picture and the next one?...*



*...people, interaction, emotions... because at museums we design experiences*

## What is a meaningful experience?

It is the result of experiencing moments that were previously designed. It is a experience where manual, sensorial, emotional and cognitive contents and interactions, helped each person in the generation of significances and values about an idea or concept.

An experience to be meaningful should be reflexive and memorable, in essence, it should be an experience that transform; and that that was designed for everybody (which applies Universal Design inside and outside the process) with the objective of having inclusive spaces.

## Why do we need to generate meaningful experiences around water?

- So we can promote changes in attitude an habits on everyday actions related to water and environment.
- So we can promote reflection about the importance of water for all the life that exists on planet Earth, and understand the fights, defense, access, and responsibilities related to it.

Reflection

Take on a commitment

DIALOGUE

Interactivity

Emotion

Coexistence

Feelings

Intention

Become aware

PLAYFULNESS

RECREATION

Transcendence

Popularization of science

*What does water tell you?*



*Imagine how this kid is connecting to water after seeing how different cultures relate to the vital liquid and now is invited to feel and listen to it*

## What is the meaning of “museum” for Yaku?

“Open places, which invite participation, dialogue, and the construction of citizenship; places that provoke and make you feel all type of emotions; activate memories and the voice of communities, bringing up the further and recognizing the others. Museums are common places for creativity and society’s transformation.”

*Definition: Sistema Metropolitano de Museos Quito – SMQ (Quito’s Museums System)*

## All who work at Yaku recognize themselves as educators

We are no formal educators and, at the same time, learners. As we need to be coherent with the place where we work we need this recognition; we believe on what we do, freely and voluntary, and are aware of the responsibility of our actions.

## All who work at Yaku recognize themselves as communicators

We accept that everybody and everything communicates. Our work communicates and is part of the coherence of the museum. When we communicate, we intentionally promote our wishes and reduce ambiguity. An open and clear communication generate connections and possibilities with others.



**At Yaku we have worked with audiovisuals for starting reflections within water.**

**It is a powerful tool for all ages, is attractive, and there are many possibilities from cine-forums, exhibits, and production.**



## Specific cine-forums for each movie

## “Mujeres de Agua”



*We have a shortfilm about public laundries and laundry women*



*There was so many resources and reflections gotten from the cine-forums...*



*... that we made a temporary exhibit*

**A new project made to connect with communities and their stories by audiovisual production**



## Flow: people for water

A transmedia project, that aims to encourage kids and teenagers from around the world to start a commitment within water and transform it in future actions by the use of audiovisual production.

It is a project that seeks the construction of wide narratives, that are able, from local realities, to generate empathy with diverse publics, for whom inhabits this planet and will start to value the importance of water.

And needs a lot of strategic allies, you can be part of it:



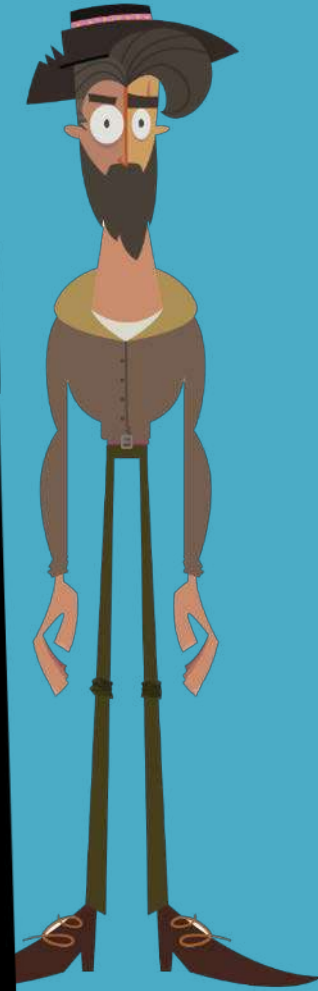
# Awiki

UNA AVENTURA GIGANTE

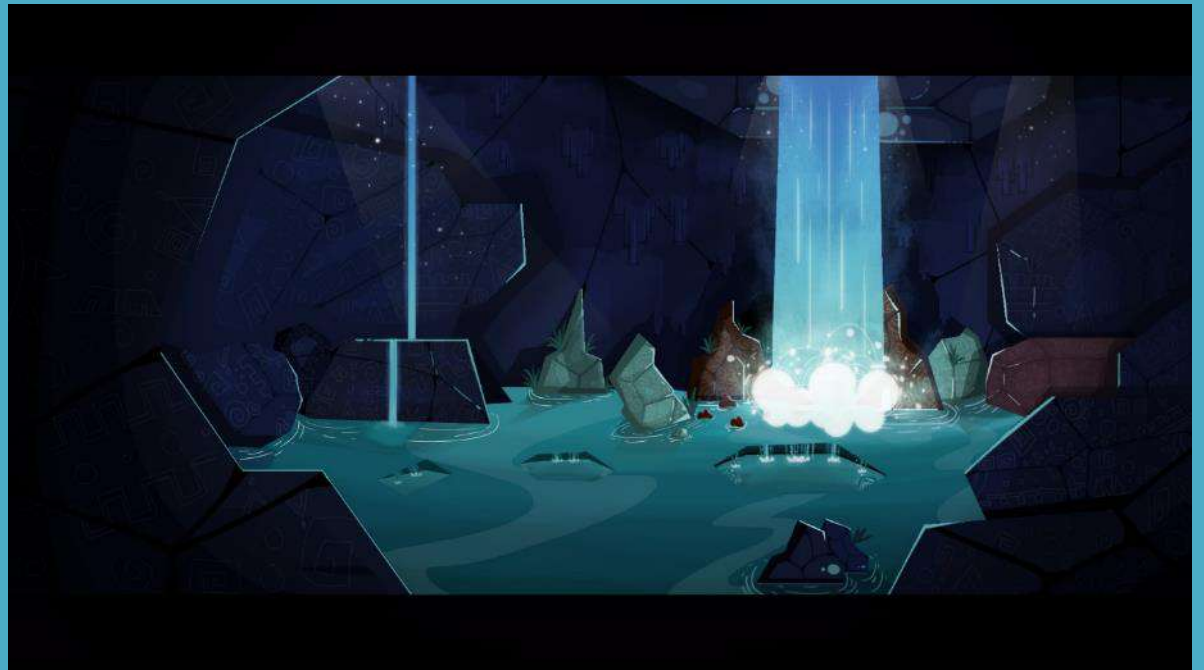
Early in the morning, a seven year old girl, Vivi, wakes up thirsty and she tries to quench it but there is not water. In her room appears the shadow of an old dinosaur who has come to give her an important message. Together, they travel to the past, to a inhospitable place were a brave paleontologist has discovered the consequence of the changes in water cycles. Vivi will learn the importance of being responsible with this vital liquid.



# The characters



# *The settings*



# The settings



**In consequence of developing the animated short films, other transmedia educational resources would be available for the museums:**

- On-line games
- Story-telling labs and reusable settings
- Recycled handmade musical instruments
- ...

***Flow: people for water*, a project that invites everybody (and other museums) to be part of it and tell the stories of their communities, because when we talk about water it is common for all and the local will become global as we share our problems, feelings and dreams.**

# Yaku Museum of Water

**Mission:** Being a place that sparks off more questions than answers; by reflection, participation and recreation, assuming that life depends on water.

**Vision:** For 2030, Yaku will be a nation wide a model of encounter and debate for water, open for participation and creation of new communities. Having international strategies and an impact on the continent, which will consolidate the museum project. Additionally, it will self sustainable.

**Objective:** Bring up a place for dialogue, reflection and debate about water and its actual situation, related to environment and society. Evaluate permanently its impact and the transcendence of its work with measurable and verifiable indicators.



Yaku Museum of Water is supported mainly by:



Quito's Water Supply Company



Quito's Mayor Office

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