Team creativity: reinventing the way to produce children exhibition!
2 sites in Paris – France
3 million visitors
150,000 sqm of building
30,000 sqm of exhibitions
New approach
Playhuts: an opportunity to produce exhibition differently

- Children engagement
- Co-design with the public
- Collaboration with artists
- Design + Manufacturing
- No screen, Little text, Tinkering approach
Children engagement

With schools in our community

What does a fort, a hut mean for them?
What are their interests?
Children engagement

Focus on imaginary huts and forts

No references on housing

Use of everyday life objects and materials to empower children

Early in the process of the exhibition design

Children are active participants and competent to share their views and opinions

Prototype and testing

Empathy
Co-design with the public

Cabano-museum experience

Offer to design one of the huts

14 people from 23 to 71 years old

The motto: experimentation
Co-design with the public

4 sessions (brainstorming, concept, ideation and tests)

Create an asterocabin where children take refuge

Tests and prototype with real children

Motivated people, they are curious and engaged

Ask help! Living labs and call for participation can provide good support
Collaboration with artists

An exhibition that could reflect the diversity of the imaginary huts

Artists invited to collaborate and offer their own vision

The in-house team only defined the content

In the end, very different worlds, specific to each hut or fort
Dare to take risk!

Engagements we made:

Explore the exhibition space with the body and movement
No instructions for children
Open activities, different experiences

Tinkering approach – their creativity, their ideas, their actions and their personal desires that shape a part of the exhibition, constantly evolving.
contactpro@universcience.fr - Booth #529