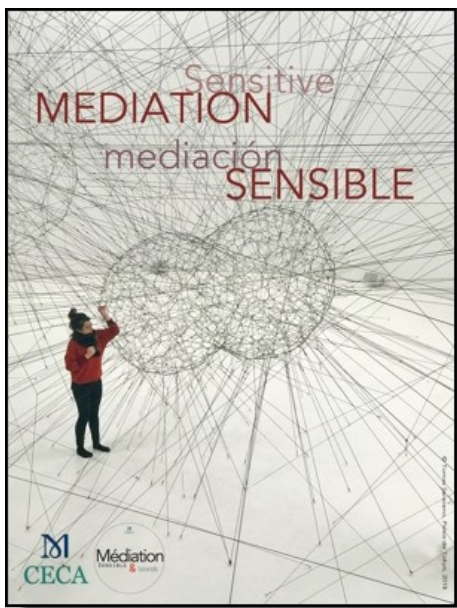


## Special Interest Group on Sensitive Mediation

*Coordinator: Anne Sophie Grassin; asgrassin@gmail.com*

In museums and art centres throughout the world, we measure every day the effects of a crisis of sensitivity to works of art. In fact, despite coming in large numbers, visitors do not stay more than a few seconds in front of the works, few are able to establish an elaborate synthesis of what they have seen and many miss out on a strong aesthetic experience.



In order to face this crisis of attention, it is essential to renew the modalities of the encounter with the works by favouring approaches that are complementary to the transmission of academic knowledge. It is necessary to place the living and the sensitive at the centre of the relationship that mediation professionals seek to establish between numerous, complex visitors and powerful, unique works.

There is therefore an urgent need to diversify the modes of access to works of art and to rethink the offer in favour of more sensitive mediation. Cultural institutions have an interest in developing the sensitive dimension of their programmes, thanks to hybrid and plural formats, allowing different hermeneutics of the works to emerge. This approach, centred on the holistic dimension of the visitor, consists in considering the individual in his or her globality as a human being, capable of experiencing a work not only through the intellect, but also through his or her emotional, intuitive, mental, sensory and physical faculties. These programmes, which are more open to well-being and multi-sensoriality, encourage a renewed and lively link between the works and the public.

### **The GIS Sensitive Mediation is structured around the following work areas**

- Defining the sensitive and the sensorial in the museum
- Identifying the diversity of ways of relating to the arts
- Categorising possible hermeneutics, favouring the sensitive
- Enabling the inclusion of health in the mission of museums; to get

there, to build on the links between art and health and to question the museum prescription, in order to make the museum a centre of wellbeing.

- To provide a scientific framework for the development of tools for sensitive mediation programmes in museums.

This interest group is already constituted, around a first core, composed of nine mediation professionals.

Join them!