



**THE
FUTURE
OF HET
TAALMUSEUM**

VISION 2018-2019

TAA!!

LANGUAGE IS CONTEMPLATING
AND CREATING, DISCUSSING AND
DREAMING. LANGUAGE IS NARRATING
AND TRANSLATING, OPINION STATING.
LANGUAGE IS OUR MOST PRECIOUS
POSSESSION AND MAKES US WHO
WE ARE. SUCH AN IMPORTANT
SUBJECT DESERVES ITS OWN MUSEUM.
A CONTEMPORARY MUSEUM THAT
PROMOTES KNOWLEDGE AND
ENTHUSIASM FOR LANGUAGE, WHICH
MAKES LANGUAGE TANGIBLE AND
COMPREHENSIBLE. THAT MUSEUM IS
HET TAALMUSEUM.

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THE BACKGROUND OF HET TAALMUSEUM

Het Taalmuseum is a Leiden University initiative that is supported by the municipality of Leiden. It was founded in 2016 to widen the scope of scholarly knowledge. Since then the museum has realized two exhibitions, a public campaign on neologisms, a game of Quartets, three publications, a website and a Sign Language Festival, as well as a wall poem in Dutch Sign Language. With this the museum managed to reach more than 100,000 people.

Over the next two years Het Taalmuseum is planning to continue on this course with a slight shift in focus. In 2018-2019, we strive to increase awareness and visibility, recognition, educational value and our own revenue. This is a challenge we accept with confidence. Experience thus far has confirmed our notion that the humanities are the key to self-actualization and community. Sustained by this conviction and our ever-increasing network, the museum aims to develop itself into an indispensable institution.

THE PURPOSE OF HET TAALMUSEUM

Het Taalmuseum promotes knowledge about and enthusiasm for language.

Knowledge

A wider knowledge and better understanding of the importance and effects of language are tools which allows one to move more freely through the world. Knowledge of language affects your position in society and how you are perceived by others. It also broadens your world. There is hardly any profession in which language does not play a key role. One of the effects of the digitalization of society is the vast increase in communication. Knowledge about how language functions and its impact is immensely important, especially now.

Enthusiasm

But knowledge does not take root unless one is susceptible to it. This is why, for Het Taalmuseum, knowledge and enthusiasm are inextricably linked. The museum sets out to showcase the beauty, versatility, applicability and importance of language in an accessible way. An interactive component is vital: enthusiasm and susceptibility to knowledge are, after all, closely linked to shaping opinions on different subjects, and one's outlook on life.

THE AUDIENCE OF HET TAALMUSEUM

In the period of 2018-2019, Het Taalmuseum aspires to reach out to a broad audience, both in and outside of Leiden. This audience includes those who would not (yet) consider themselves 'language enthusiasts,' but move in similar circles as those who do. Examples of our intended target audience are young adults, students, families with children, language-learning adults and keen library visitors. These target groups do often harbor a genuine interest for language use, culture and social developments. Het Taalmuseum would like to use this interest as a starting point for its museum activities.

In order to arouse enthusiasm for language in these target groups, the museum does not merely inform, but aims to instigate exchange. It invites audiences to contribute as, for instance, it collects stories or unique expressions. This is why Het Taalmuseum develops educational programs for every major activity we organize.

THE PERSPECTIVE OF HET TAALMUSEUM

All activities of Het Taalmuseum are in keeping with our views on language:

Language is dynamic. Language is constantly in motion, is never stagnant. Het Taalmuseum does not formulate norms, nor does it prescribe those formulated by third parties. The museum aspires to showcase differences and diversity.

Language is fascinating. The vast number of languages and different sorts of language use constantly creates new questions. Het Taalmuseum evokes curiosity, poses relevant questions, encourages research and makes knowledge accessible.

Language is beauty and emotion. Language moves, evokes, and offers possibility for expression. Het Taalmuseum stirs the imagination and is interested in exploring what language does and means to people.

Language is important. Language matters. Language is all around and determines how we view the world. We use language to give expression to who we are and how we relate to others. Het Taalmuseum makes the impact of language use visible and encourages dialogue on the topic.

Language is for everyone. Everybody is a language user. Het Taalmuseum is inclusive, accessible and creates a space for diversity of voice and opinion. Those who are less knowledgeable on the subject are also more than welcome to participate, and will be heard.

Language is about people. Language says something about its users. Language cannot exist or last without us: its rules and regulations are all human inventions. Het Taalmuseum sets out to find common ground between language and language user or researcher.

THE CONTENT OF HET TAALMUSEUM

Het Taalmuseum shines a light on languages big and small, of the global and local variety, living or dead, written and spoken. The museum wants to encourage knowledge and enthusiasm for all languages. This is a broad objective in which setting priorities is essential. For the period of 2018-2019, the museum has set the following priorities:

Academic involvement

Het Taalmuseum is an intermediary between knowledge and public. Involvement of enthusiastic researchers is therefore paramount for determining the topics. As practically every topic lends itself for museum activities, Het Taalmuseum chooses to cooperate with those academics showing most enthusiasm for their subject.

Visibility

As a brand new institution, Het Taalmuseum is still relatively unknown. To increase brand awareness, it is in the museum's interest to join in on existing activities. For the period of 2018-2019, we aim to participate in the Nacht van Kunst en Kennis (Night of Art and Knowledge), the annual Leiden themes Water (2018) and Rembrandt (2019) and Language Festival Drongo. Moreover, Het Taalmuseum works with the TEGEN-BEELD Foundation on the exposure of the Leiden wall poems.

Community

Het Taalmuseum works toward establishing a committed community. To increase this network of people as well as their involvement, the museum informs them by means of a newsletter and organizes an annual gathering for interested parties. People within the community are invited to join Taalvrienden (Friends of Het Taalmuseum), and in this way contribute to the museum. Het Taalmuseum encourages the members of Taalvrienden to contribute not only in terms of content, through arranging social events, but to also make a financial contribution.

THE METHODS OF HET TAALMUSEUM

Het Taalmuseum showcases language for the public. For this, it does not use its own collection or a set location. Although a museum is in many cases identified with its building, a recent trend shows museums sharing their space with other organizations. They also increasingly use public spaces for their activities. This trend is in line with the necessity to place cultural and social organizations not above the public, but at the core of society, as a mediator between people. Het Taalmuseum leads the way and hosts exhibitions and activities at a variety of locations. The museum is always there where language is, in publicly accessible spaces.

Experiences thus far, with activities being organized at Leiden City Hall, the Hortus Botanicus and the public libraries of BplusC in Leiden, have taught us that these types of locations lend themselves perfectly to appealing to our target audiences. At the same time, it has become apparent that these locations are not suited for the exhibition of fragile objects. The museum also has to account for vandalism and has to present a clear image of itself as being an independent initiative. The museum therefore strives to reinforce the signature it has today: activities organized by the museum are always *visually recognizable, meticulous, accessible, playful, aimed at interaction and of an exploratory nature.*

THE ORGANIZATION OF HET TAALMUSEUM

The Taalmuseum Foundation (Stichting Taalmuseum Leiden) consist of a supervisory board, an editorial board and a core team, supplemented by a fluctuating group of contributors. Het Taalmuseum is a network organization: for every project, an evaluation is made to determine which sort of expertise is required and where it may be found within the museum's network. For the period of 2018-2019 the museum is planning to reinforce the team by employing student trainees, expanding the local and national network and establishing the involvement of volunteers.

Supervisory board

Prof. Douwe Breimer, Ph.D. (chairman), former chancellor and chairman of the executive board of Leiden University.

Prof. Niels Schiller, Ph.D., scientific director of the LUCL (Leiden University Centre for Linguistics).

Hans van der Meij, chief executive of academic relations at Brill Publishers.

Minke Schat, head of public relations at Museum de Lakenhal.

Editorial board:

Jenny Audring (contact person at Leiden University), Maghiel van Crevel, Olga Crapels, Gijs van Es, Ton van Haften, Bernhard Hommel, Nivja de Jong, Alwin Kloekhorst, Erik Kwakkel, Claartje Levelt, Willem van Moort, Maarten Mous, Gert Oostindie, Niels Schiller, Thony Visser, Jeroen Wiedenhof, Aphrodit Zoufoukaridis.

Core team:

Erik Schilp (managing director)

Pepijn Reeser (project director)

Eline Levering (communications)

Flexible employees and others involved in 2018-2019:

Robin Stam (design), Niels Tenhagen (technique and production), Anna Glinka (photography), Pim Top (photography), Tessa Askamp (project management), Peter Boorsma (website), Marit Geluk (video), Jacowies Surie (communication and project management), Anton Kos (editing), Anoesjka Minnaard (project assistant).

Taalvrienden

Frans Los (chairman), Maarten Mous, Anna Wagemans, Francien Batenburg, Anna Kaal, Sebastiaan Donszelmann.

THE ROOTS OF HET TAALMUSEUM

Het Taalmuseum is a Leiden institution. The fascination for language has been alive in this city from the very beginning. Since the founding of Leiden University in 1575, languages have been an object of study. The first Professor of Dutch was a Leiden professor, the first Dutch dictionary was written there, and no place has so much fine mural poetry as Leiden.

Het Taalmuseum fosters the strong bond between the city and its university and aspires to reinforce Leiden's reputation as an international hub for talent, knowledge and innovation. To this end Het Taalmuseum will work toward evolving into the obvious partner for all language-oriented activities in Leiden. In order to achieve this goal, Het Taalmuseum is working on permanent visibility in public spaces. For this, the museum deploys a combination of online and offline presence.

Het Taalmuseum operates from Leiden, but focuses on reaching a broader audience. From a strong Leiden-centered position, the museum is able to direct its focus on activities outside the region during the period of 2018-2019. The museum aspires to first realize exhibitions and activities in Leiden and then showcase them in other parts of the country.

THE PARTNERS OF HET TAALMUSEUM

Het Taalmuseum is a networking organization which brings several very different language-related parties together. The museum has two founding partners: Leiden University and the Municipality of Leiden. It also collaborates with several other partners on shared objectives. Partners are of great importance to Het Taalmuseum: thanks to partnerships, the museum is able to present more content and reach a wider audience.

Founding partners



Universiteit
Leiden

Leiden University

Het Taalmuseum has its origin in and maintains a close connection with Leiden University. University institutes such as LUCL (Leiden University Centre for Linguistics), LIAS (Leiden University Institute for Area Studies), LUCAS (Leiden University Centre for the Arts in Society) and ICLON (Leiden University Centre for Education and Learning) and the Faculty of Humanities form the substantive backbone of the museum.



Municipality of Leiden

Many cities refer to themselves as a 'city of knowledge,' but Leiden truly embodies this. For centuries, the city has been an international platform for knowledge and talent. The municipality strives to further establish Leiden as a city of knowledge and to make the expertise found in the city visible and accessible for its inhabitants and visitors.

Partners



BplusC Leiden

BplusC is the post-merger organization of the public libraries and cultural institutions of Leiden and Leiderdorp. BplusC strives to enrich the lives of all inhabitants of the region with art, culture and knowledge. Het Taalmuseum is committed to this mission by striving for a permanent presence at BplusC.



Genootschap Onze Taal

Genootschap Onze Taal is an association for language enthusiasts. It is the publisher of the biggest national language magazine and answers questions about the Dutch language via its Language Advice Service. At the same time, it explores all corners of Dutch language by means of congresses, publications and digital media. Het Taalmuseum offers Genootschap Onze Taal a platform to test and develop new initiatives. By tapping into the years' worth of knowledge, experience and the outreach that Genootschap Onze Taal has to offer, the activities and content of Het Taalmuseum can be further broadened and deepened.

THE FINANCES OF HET TAALMUSEUM

Het Taalmuseum originates from Leiden University and is supported by the Municipality of Leiden. Both parties have committed to the initiative for the next few years. For more durable funding, Het Taalmuseum employs a combination of its own revenue and the income generated from funds and grants to the foundation. Het Taalmuseum strives for a minimum of 20% own revenue and a sensible mix of funding to which a number of investors make a contribution. In the period of 2018-2019 these ambitions will be realized step by step.

Own revenue

Het Taalmuseum gives shape to language. This also means that the museum creates products for retail, such as publications and games. Het Taalmuseum offers these products in its own museum webshop and actively promotes sales. The museum also wants to start charging a fee for organized activities. In addition, the museum investigates how, as a design partner, it might increase revenue, for example by collaborating with scholars to tackle valorization issues.

Finally, it aims for sponsorship by businesses or other establishments and private donations.

Funds and grants

For each project, Het Taalmuseum appeals for private and public funding. The museum also counts on financial support from interested parties, such as its founders and other parties interested in making a systemic contribution.

THE ACTIVITIES OF HET TAALMUSEUM

Het Taalmuseum puts the focus on the presentation of language for a broad audience. It does so by means of a program of activities, the goal of which is to find a suitable format for every subject, such as an exhibition, performance, film, animation, website, game, publication, festival, lecture, musical piece or symposium. This array of forms befits a museum that aims to rouse enthusiasm, aspires to reach multiple target audiences and is not tied to a set collection or location. Het Taalmuseum has the ambition to join all these different formats together for a nationwide project in 2019.

This versatility must not take away from the museum's recognizability. Het Taalmuseum therefore employs an annual routine: every fall, the museum hosts an exhibition; in summer it contributes to local initiatives; and in the first half of the year it organizes a variety of other activities.

THE *AMBITION* OF HET TAALMUSEUM

In the period of 2018-2019, Het Taalmuseum aspires to develop into an indispensable institute. In order to achieve this it works on realizing the following concrete aims:

The public impact:

- For every major activity organized, Het Taalmuseum will develop an educational component.
- The online and offline outreach will expand with 50% as compared to 2017.
- The museum will be named in at least three separate national media outlets.

The content:

- Every Het Taalmuseum project will involve collaboration with one or more enthusiastic (Leiden) scholars.
- The museum will contribute content to at least three local or national events.

The organization:

- The executive board will be expanded with the addition of one member experienced in communication and fundraising, who has professional connections nation-wide.
- The museum will offer at least two Leiden University students per year the opportunity of doing an internship.

The partners:

- The museum will make a record of its partnership in a partner agreement, in which the nature of the collaboration is specified. It will also establish two new partnerships, one of which will involve a national party.

The funds:

- Het Taalmuseum will realize a solid financial foundation: a minimum of 20% own revenue, multiple sponsors and a wider range of sources of income.

The activities:

- Het Taalmuseum will organize at least five activities annually, in a variety of formats.
- Since many of our activities are of a temporary nature, the museum aspires to create something permanent with every activity organized. Our preference is for concrete products: publications, games, a website. All products will be available in the Taalmuseum webshop.



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Het Taalmuseum Leiden

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