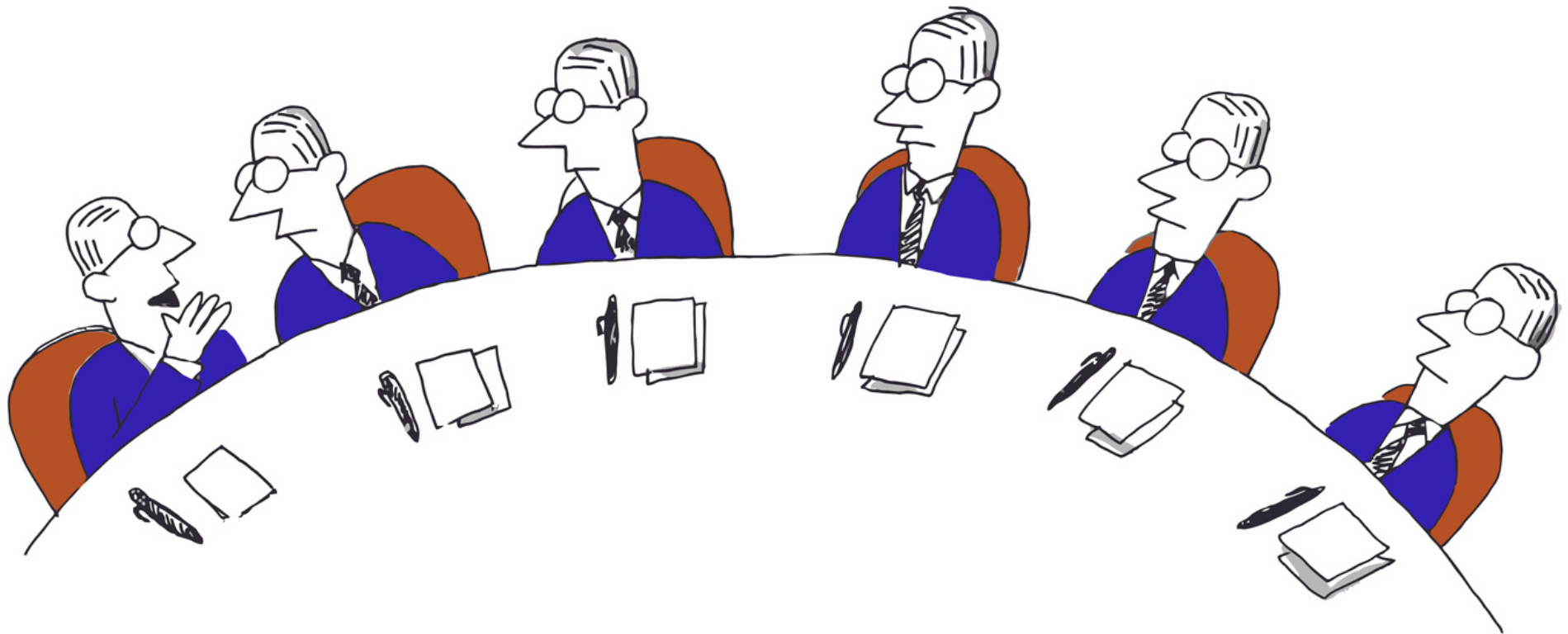


Breaking Down Echo Chambers

MEL LARSEN
& ASSOCIATES

“Come to *my* house for dinner”

“Let’s cook and eat *together*”

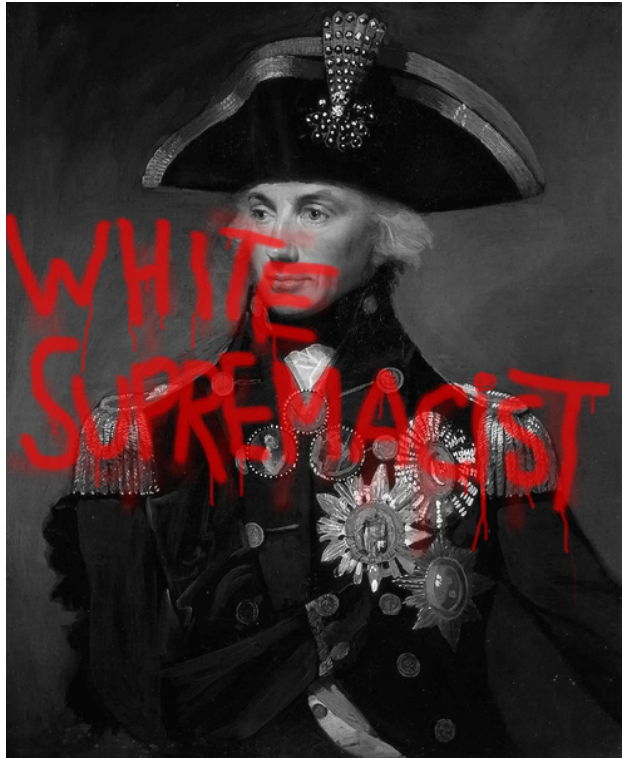


“Diversity is good. Pass it down.”

“The more times you state a problem
[opportunity] in a different way, the more
likely it is that your perspective will change
and deepen”

Michael Michalko

uncomfortable art tours



How can we create spaces and experiences
that...

... reflect a diverse range of...

... people, histories, cultures, stories and
dreams?

Reaching the hard to reach - audiences for Melas

"Melas bring communities together in an inclusive way. They celebrate all aspects of South Asian culture within UK cities and towns. Melas are welcoming to diverse communities and engage wide- ranging audiences across generations and with different life experiences." Gurvinder Sandher, Director, Cohesion Plus

286k
attenders
across
6
Melas

65%
BAME &
35%
non BAME*

*Estimated audience mix

"Melas achieve community cohesion through arts, culture and heritage rather than a faith agenda. BAME communities have tended to become very inward-looking, and the only time they come together is to celebrate their culture at the Mela" Zulfar Ahmed, Director, Luton Mela

Mela audiences represent a unique cross section of the public compared to other arts events.

54%
attended just 1
arts event over
the past year -
usually their
local Mela

71%
of audiences
are aged
16-44

65%
are Asian or
British Asian



A new experience

Mela

"Adding contemporary artistic productions to the programme opens up new experiences for traditional Mela audiences" Furhaad Ahmed, Luton Mela

"I observed a conservative Asian family watching 'Khoj. They would never go to a venue to see it'

Mela audiences said...

"My children and I loved it"

"Fantastic event, well organised"

"More performance like this"

Mela Partnership

joint social media campaign:

facebook

664k
people
were
reached

11k
page
likes

the most
popular post
reached:
456.5k
people



'Melas matter, they help to bring communities together'



OUT SPOKEN LIVE



Do Nothing?

Why don't we have a
Diverse audience yet?

How far do we want to go?

Break it Down

- Is this place centered on a default human?
- Am I represented?
- Does this speak to my experience?
- Is my ability to access this place seen as an adaptation?

Source: Equality in Progress, Glasgow Women's Library

**Lead from the top with
an inspiring, shared Vision**

Source: Open Up: Museums for Everyone: Aldridge, Larsen, Jarvis

Ensure 360o commitment

Source: Open Up: Museums for Everyone: Aldridge, Larsen, Jarvis

Re-position

Source: Not For the likes of You: Morton, Smyth, Larsen, Bayne



W.S.P.U.
No Vote,
No Tax!

A. OLIVER
WE SELL & RECOMMEND
ALBATROSS
SELF-RAISING FLOUR

FURNISH THROUGHOUT AT
GULLACHSEN'S
10 & 12 PILGRIM ST., NEWCASTLE-ON-TYNE

DEEDS NOT WORDS

VOTES FOR WOMEN?
BEAMISH
PARK
A debate to consider:
THE
ENFRANCHISEMENT
of WOMEN

Working
Women
Demand the
Vote!

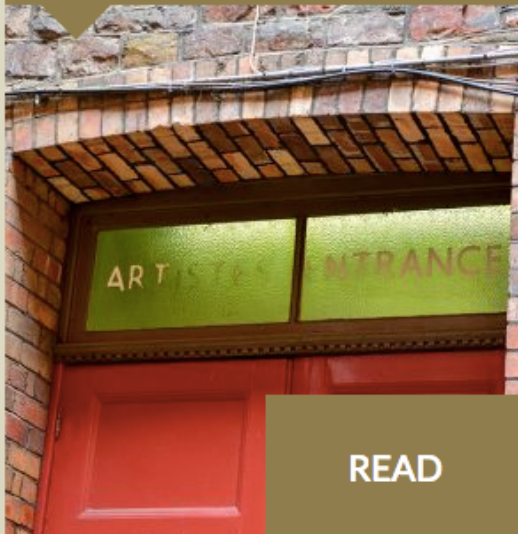
W.S.P.U.
LAW
FOR WOMEN

NO VOTES THANK YOU

Colston Hall

The unseen Colston Hall – Backstage Photos

Stepping backstage at Colston Hall is like stepping back in time. Amongst the he...



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Bristol Plays Music

Colston Hall and Renishaw's Beat Lab inspires next

Our partnership with one of the region's most innovative engineering compani...

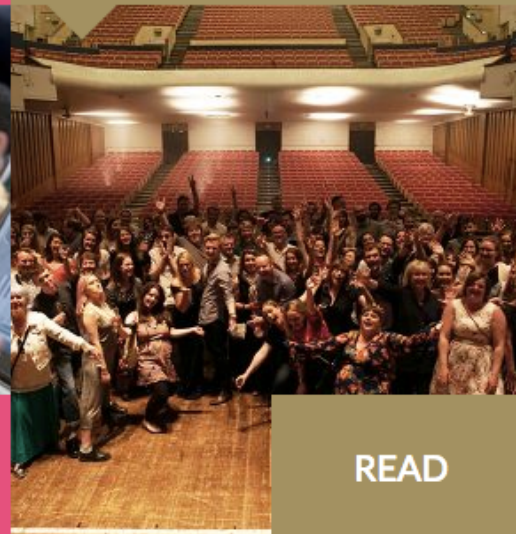


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Colston Hall

Message from the Chief Executive

Dear customers, music lovers and friends, It has been a few months since we...

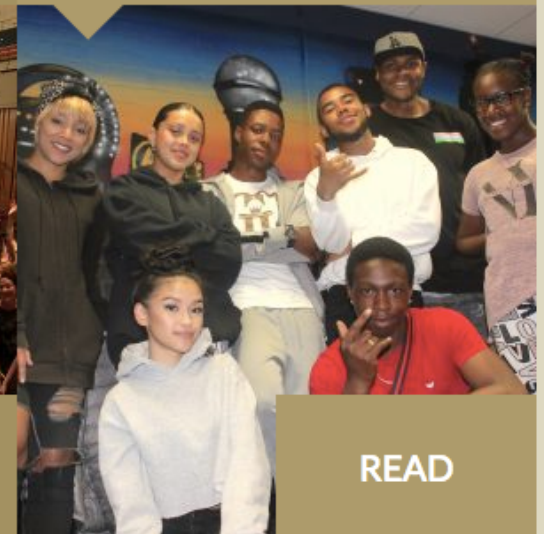


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Colston Hall

St Pauls Carnival Anthem released to raise the roof and

St Pauls Carnival returns to celebrate its historic 50th anniversary on Saturday...



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MUSEUM DETOX

The BAME network for Museum and Heritage professionals

[LEARN MORE](#)

How can we create spaces and experiences that...

... reflect a diverse range of...

... people, histories, cultures, stories and dreams?

- Got a closed system?
 - open it up, disrupt it
 - introduce new perspectives, voices
- Reinforcing and amplifying beliefs?
 - question and challenge
 - introduce new ideas

- Unconscious Bias
- Conscious Inclusion
- **Conscious Connection**

**Diversity is not a side dish.
It's the main course.**

Got Questions?

See me here at 11.45am for:

Cath Hume & Mel Larsen

Audience Diversity Academy