

## **MAX DUNBAR**

### **CHIEF EXECUTIVE OFFICER FOR MANCHESTER JEWISH MUSEUM**



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**Q What sweet represents your next steps?**

A Popping candy – we’re planning to build a new Jewish Museum that will be playful, fun and surprising!

**Q Tell us more about dressing up as kings, queens etc and playing.**

A We held a medieval treasure hunt in the synagogue, with kings, queens and princesses trying to find the clues which were hidden around the museum.

**Q Have you found a way to take a break now the Creative Museums programme is over? How will you not be drawn back into a “hectic life” again?**

A Tricky – but one I’m going to make a real effort with – perhaps simply going to meet other people from other cultural organisations in Manchester/North

**Q Can you tell us more about the wedding project you did?**

A We ‘scratched’ a Jewish wedding with our audience. Our audience were invited to our ‘mock’ wedding as wedding guests and took on the roles of the wedding party. These roles were based on real people that had worshipped in our synagogue.

**Q You talked about fun and reflective practice – what’s been the most fun (and cheap fun) you had and how could it work in another museum setting?**

A Putting up a Jewish joke board outside the museum has been fun and cheap. Trying to find Jewish jokes short enough to fit on the boards has been challenging, but again, good fun.

**Q How would you change your formal/schools learning programme to reflect games and playfulness?**

A We’re planning to develop our treasure hunt game further, creating an immersive synagogue experience.

**Q How have your Trustees embraced Scratch?**

A They took part in the wedding and are starting to see how useful a process it can be – simple, cost effective and fun!

**Q How could you use online platforms to engage and reach a wider online audience? Either educational or Jewish diaspora?**

A We'll be developing a new website next year, so will let you know in a couple of years! I like the idea of using social media to share stories – podcasts are one area we're currently exploring.

**Q Which way do you eat jelly-babies? Feet or head first?**

A All in one!

**Q Was listening hard at first?**

A Yes – and it still is!

**Q Does the story telling with your children come back to influence work?**

A No – but it's good fun at home, and means there's no mess to clear up afterwards.

**Q Thank you. Very sweet of you to share your journey. How has this changed the culture of your organisation? Reaction of the Board? Where next?**

A A new Manchester Jewish Museum – due to open in 2020!

**Q What happens if you get coconut and you don't like coconut?**

A Learn from your mistake, test again, and hopefully you'll get one you like next time!