



YOUR GUIDE TO

**CHOs AS
STORYTELLERS**



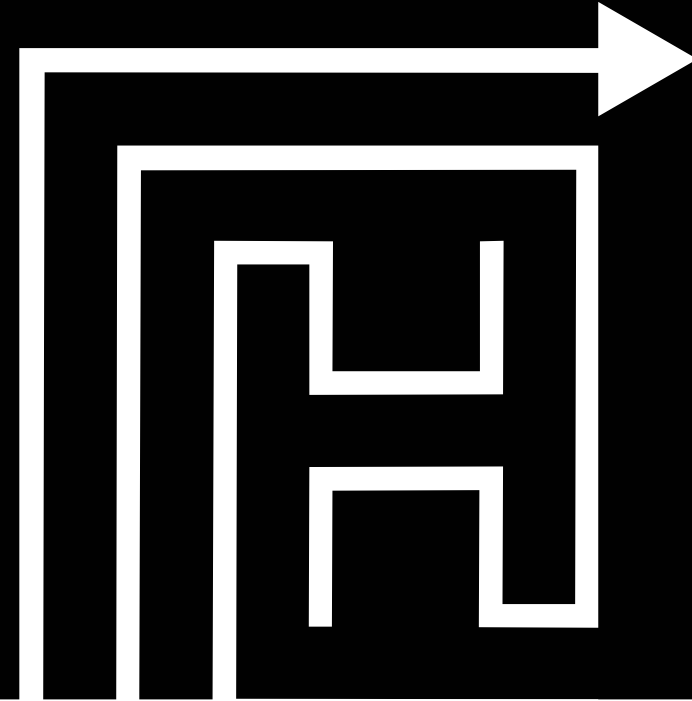
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HOW ENGAGING AUDIENCES

THROUGH IMMERSIVE STORYTELLING

CREATES INCLUSIVE EXPERIENCES.



The future role of CHOs will be more about actively facilitating a space for collating and sharing human experiences than passively exhibiting artforms for the gaze of the viewer. In a conflicting world CHOs are places of refuge for empathy and societal bonding. Here storytelling plays its part as frameworks for inserting people's own thoughts, feelings and memories.

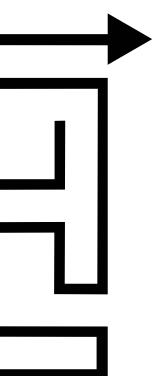
STORIES MAKE US CARE

We use stories to make sense of the world. They connect us with places and people providing us access to new perspectives that can challenge our beliefs and foster empathy. In the next we will investigate which stories to tell and how to do it.



FINDING STORIES

There are stories everywhere. Looking at your CHO you can find stories about the institution, the building, the art, the people behind the art, the activities, the staff etc.

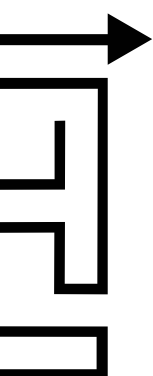


Find the story you want to tell by linking your organization with current themes, trends and challenges. To engage the audience in the story it can be beneficial to consider the following questions:

- 1. Who is the story about?**
- 2. What point of view are you taking?**
- 3. What goes wrong?**
- 4. What events will you share to move the story on?**
- 5. What details will you share?**
- 6. How does the story end?**

WHO IS THE STORY ABOUT?

CHOs often design their stories around themes or objects, but the stories that resonate the most are those that revolve around individuals. We are drawn to stories that feature a central character who faces a challenge and takes action to overcome it. The key is to link themes and object to personal stories we as an audience can emphasize with.



Being spaces for navigating and curating different cultural needs and perspectives, CHOs must strive to deliberately choose central characters that feel identifiable with diverse audiences. This way CHOs can engage both local and decentralized communities in current issues. Inclusiveness applies as much to stories as it does to physical access: *“If the story is not about you, you will not come at all”*. - Marleen Hartjes, Van Abbemuseum.



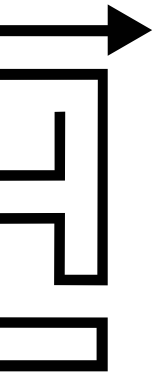
WHAT POINT OF VIEW ARE YOU TAKING?

Are you narrating the story from the perspective of the main character or that of someone who has encountered them? Stories about women or other historically oppressed groups have commonly been told from the perspective of someone else which might end up reproducing the same old stories rather than challenging historical norms. This is important to keep in mind when you want to engage a certain community or appeal to a diverse audience.

WHAT GOES WRONG?

The reason we find stories captivating and engaging is because the central character confronts a complication or obstacle that we can empathize with. Fundamental human experiences such as love, pain, and loss let's us relate with the character of the story making it a shared experience.

The conflict created by this complication is what draws us to the end of the story. We are compelled to uncover how the story ends or the how situation was resolved, if we already know the outcome.

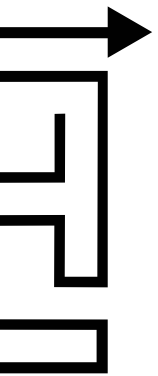


WHAT EVENTS WILL YOU SHARE TO MOVE THE STORY ON?

Narratives often do not follow a straightforward chronological listing of every event. Instead, after the audience becomes emotionally invested in a sympathetic character and the obstacle they are facing, a compelling story requires a series of events that depict how the character resolves the issue.

The challenge is to reveal only the information that the audience needs to know at each stage of the narrative. It's crucial to anticipate when the audience may be asking fundamental questions such as:

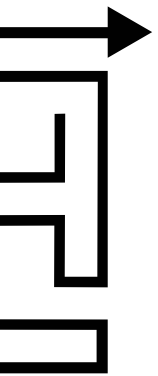
Who, where, why and what happens next?



WHAT DETAILS WILL YOU SHARE?

Just like with events that push the story forward, stories also require information that provides context and detail. But consider the amount. Including too many events can make it challenging to comprehend what's happening, while an excess of detail can reduce the story to a stream of consciousness.

When determining which details to include, it can be helpful to visualize the scene and consider aspects such as what the characters wear and read, how they decorate their home, what they eat, how they speak, and what they think. On a broader level, you can incorporate information about the weather, the cost of everyday items, social customs, and attitudes towards everything from health to wealth to provide context. Reflect on what's important for your goal.

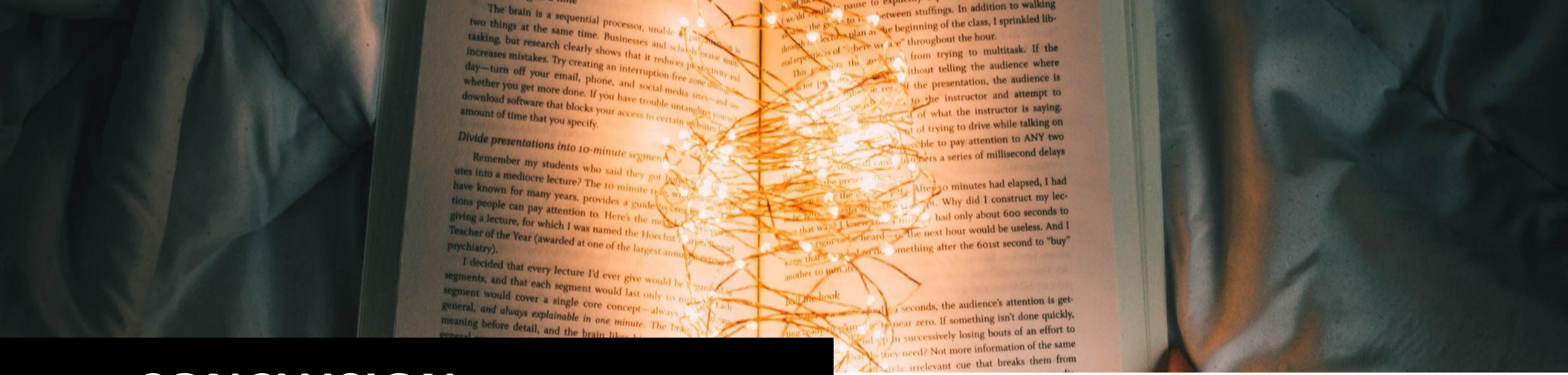




HOW DOES THE STORY END?

In a story's conclusion, the central character's actions resolve the challenge or complication that has arisen.

Resolutions can vary from happy to sad, and often fall somewhere in between. The character's actions may involve effecting change in the world around them, in themselves, or both. Reflect on what the main character has learned throughout the story.



CONCLUSION

Effective storytelling requires careful and deliberate decision-making. A skilled storyteller must choose a likable and relatable character, an appropriate perspective, and an interesting problem to solve. They should also carefully construct a series of events that demonstrate how the character faces the challenge, using vivid and descriptive details to immerse the audience in the story. Finally, a satisfying resolution must be reached.



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