

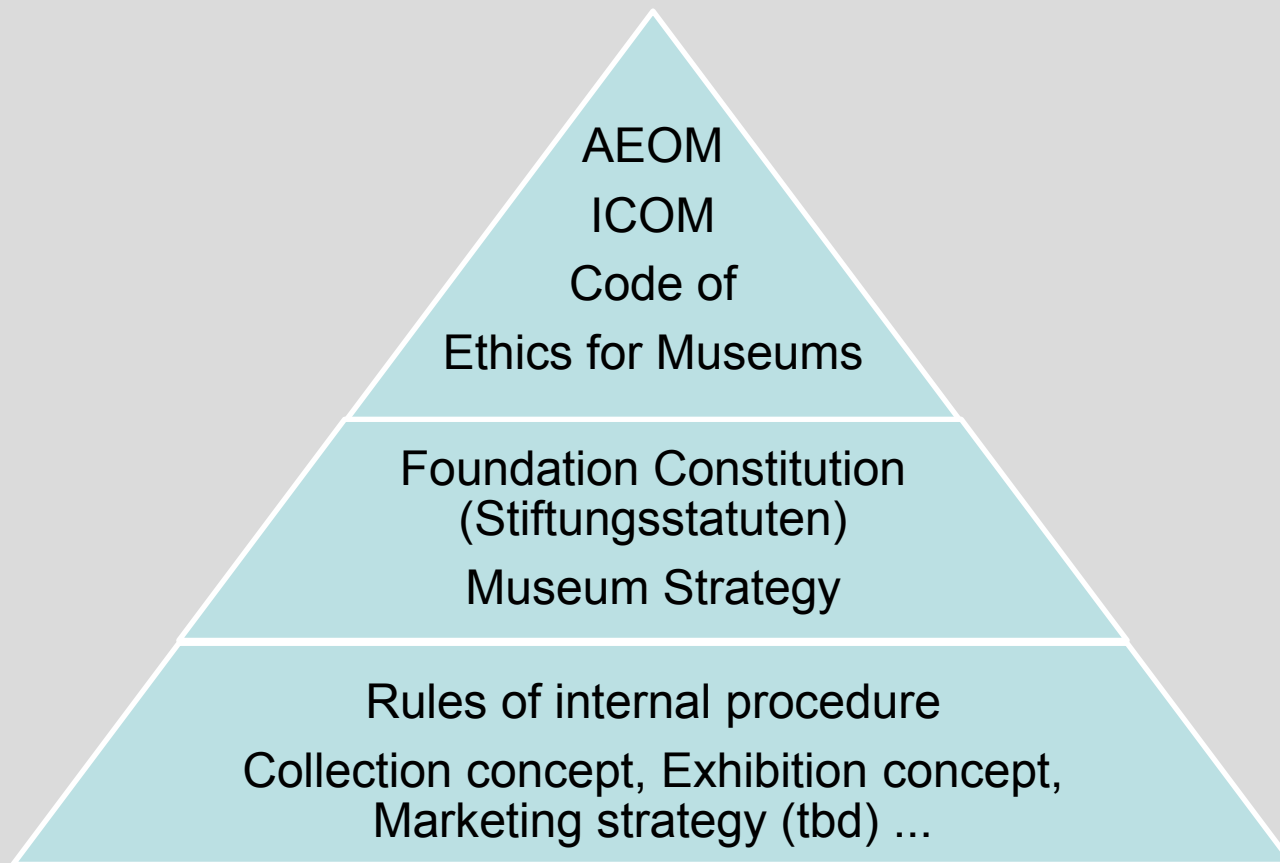
Ballenberg, Swiss Open-Air Museum



Contents of the presentation

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2. Who am I? Projects @ Ballenberg since 2012
3. History of Ballenberg, Swiss Open-Air Museum
4. Development, figures
5. Masterplan new permanent exhibition
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7. Rooms for operational uses: The temptations of an Open-Air Museum
8. Don't forget: Documentation

Premises, Strategies



...

Who am I?



Beatrice Tobler, * 1967

- 1995: Licentiate in European Ethnology, University of Basle
- 1996-1999: Assistant, University of Basle
- 1999-2012: Curator New Media and Digital Culture, Museum of Communication, Berne
- 2012-2014: Exhibition Curator, Ballenberg, Swiss Open-Air Museum
- since 2014: Head of Science, Member of the management, Ballenberg, Swiss Open-Air Museum

Projects @ Ballenberg since 2012

Exhibitions, Information System, Publications

- Masterplan new permanent exhibition
- Exhibitions and new furnishings
- Theme Trail Grain and Bread
- New Museum Guide
- New information panels for the historical buildings
- Annual Themes 2013-2016 (about crafts, agriculture and the places of origin of the ballenberg houses)

Projects @ Ballenberg since 2012

Cultural Mediation and Education

- Participative activities (weaving, knitting, spinning, sawing, planing, making butter etc.)
- Development of new group programmes

Research Project

- Research project: Ubiquitous Computing for knowledge transfer, exhibition design and museum operations (financed by the Swiss Commission for Technology and Innovation CTI)

Projects @ Ballenberg since 2012

Collection of Objects

- Collection concept
- Concept for the future collection depot / storerooms

Documentation

- Construction documentation (Baudokumentation)
- Documentation of the history of the houses (Hausmonografien)

History of the Swiss Open-Air Museum

- 1945ff: Aktion Bauernhausforschung (farmhouse research, inventory of Swiss farmhouses)
- 1963: The Swiss Federal Council set up an expert commission to consider the possibility of creating a national Open-Air Museum.
- 1968 founding year of the Ballenberg foundation
- 1978: Opening with 16 historical buildings
- 2016: over 100 historical buildings

The housing landscapes of Switzerland

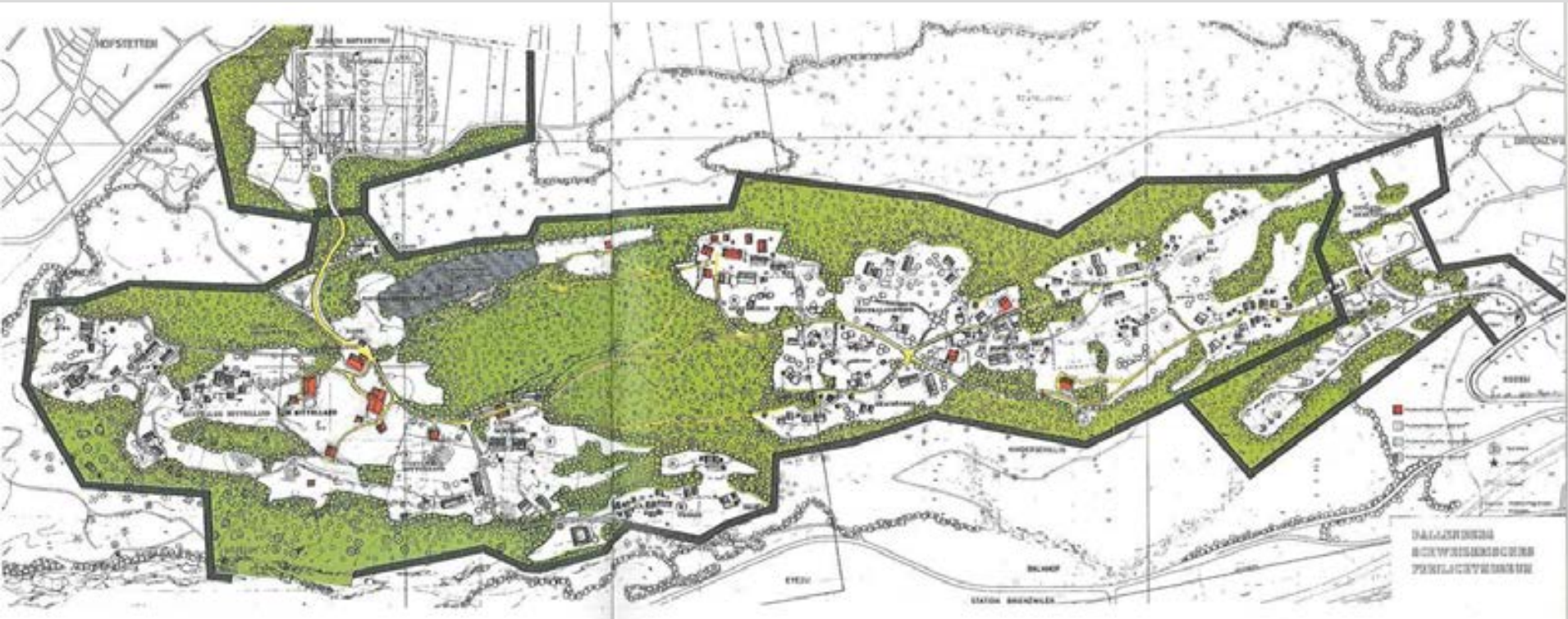


Abb. 7: Haus- und Hofformen in der Schweiz (Atlas der Schweiz, Tafel 36, mit Genehmigung des Bundesamtes für Landestopographie, Bern).

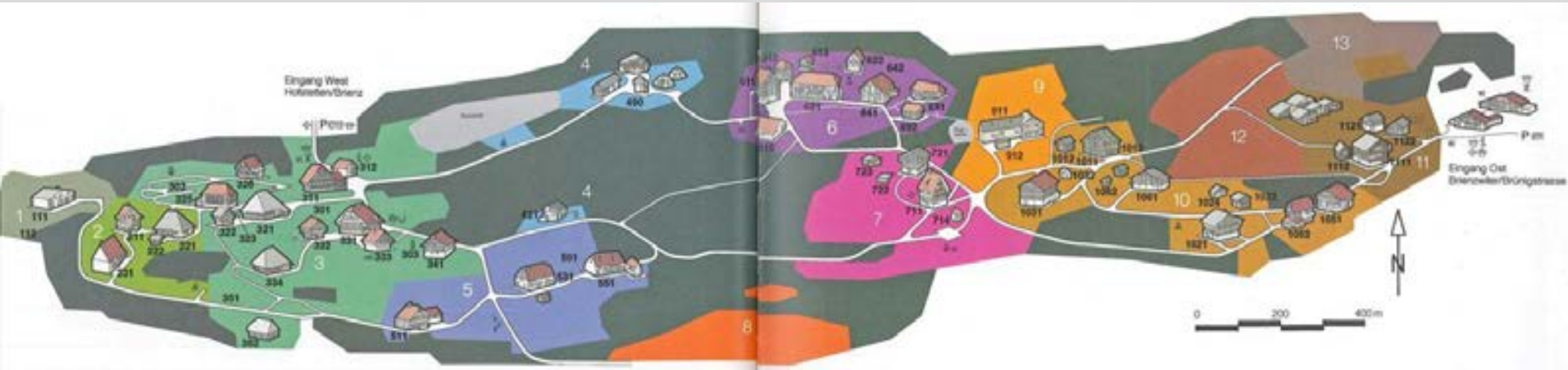
Vision 1965



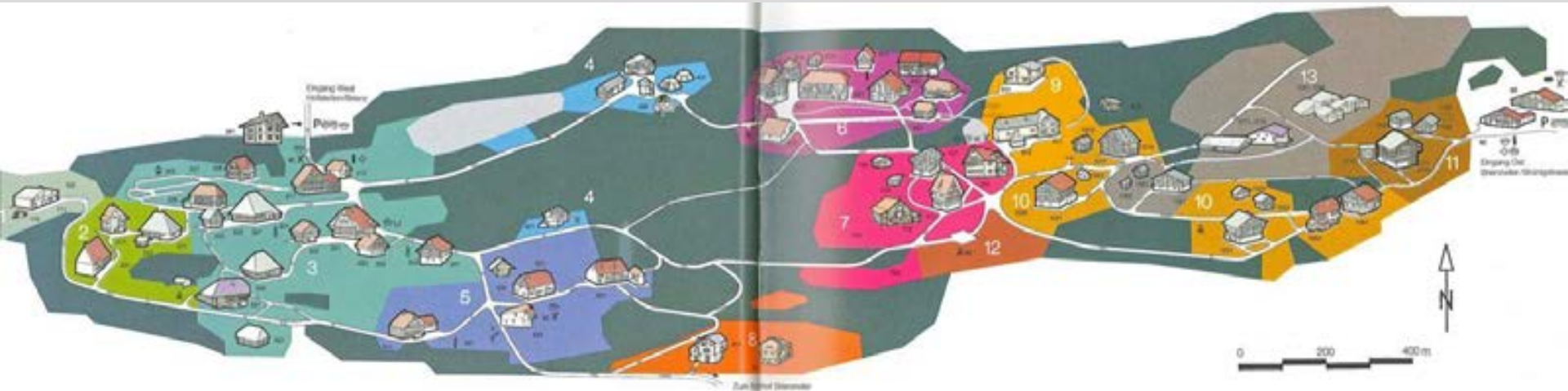
Ballenberg 1980



Ballenberg 1988



Ballenberg 1994



Ballenberg 2004

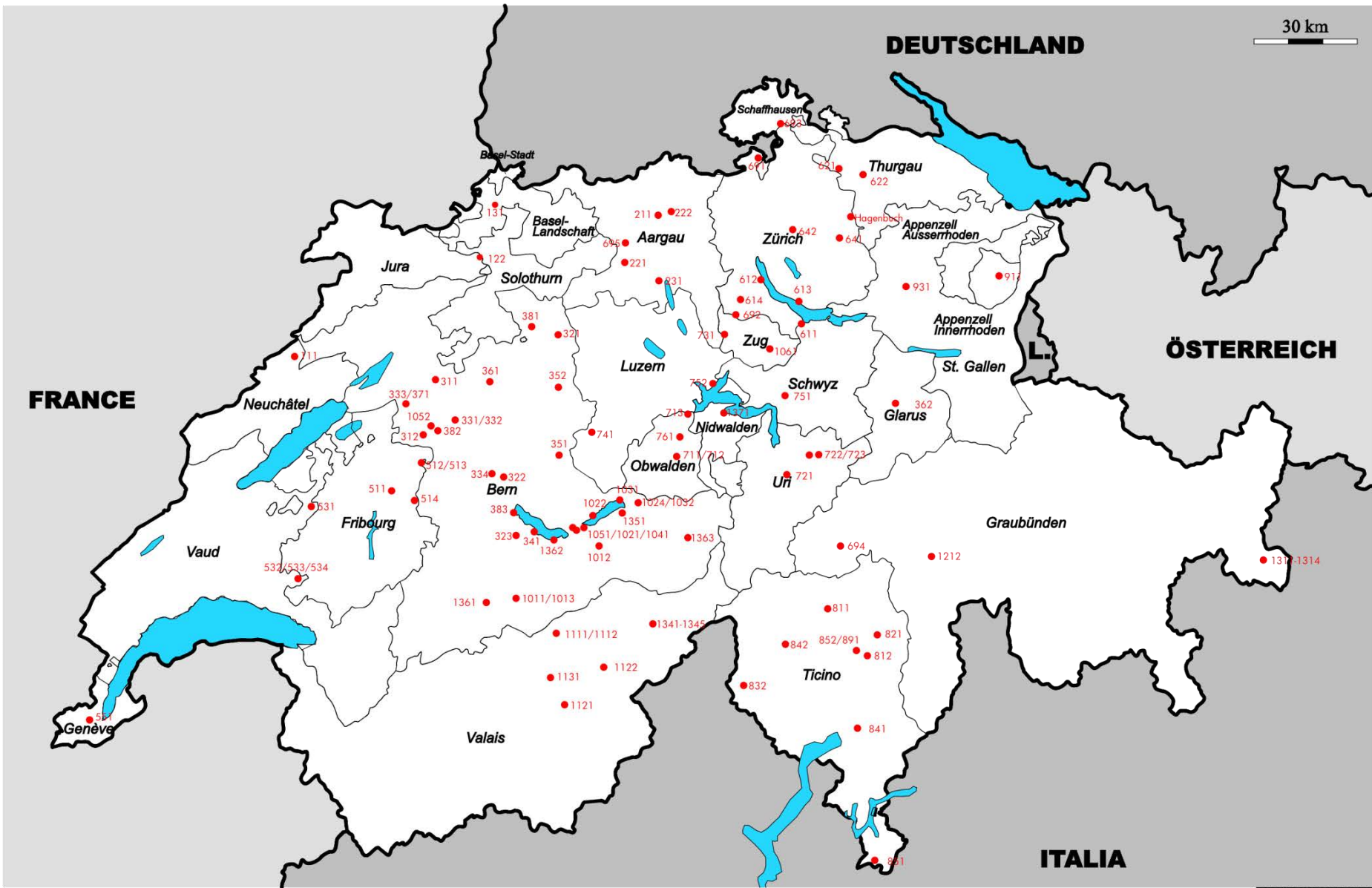


Ballenberg 2012



Ballenberg 2016





30 km

FRANCE

DEUTSCHLAND

ÖSTERREICH

ITALIA

**Museumsobjekte Ursprungsstandort
Landkarte Schweiz**

Mst: ca. 1:1'400'000

gez: ps

Schweizerisches Freilichtmuseum Ballenberg
Museumstrasse 131, 3858 Hofstetten
t: 033 952 10 30 m: info@ballenberg.ch



From Architecture to Culture...

1967: Schweizerisches Freilichtmuseum auf dem Ballenberg

Museum für ländliche Haus- und Siedlungsformen

2014: Schweizerisches Freilichtmuseum Ballenberg für ländliche Kultur

2014: Ballenberg, Freilichtmuseum der Schweiz

The Ballenberg cut-out

- Houses: Rural dwellings, farmhouses and economical buildings
- Cultural landscape: farm gardens and fields
- Traditional Crafts
- Everyday culture
- Farm animals



Supporting Associations

- 1966 Ostschweizer Fördergesellschaft
- 1974 Verein zur Förderung des Ballenbergs
- 1989 Amis Romands du Ballenberg
- 1992 Verein zur Förderung des Forstmuseums
- 1995 Bauernhoftiere auf dem Ballenberg

Visitor figures

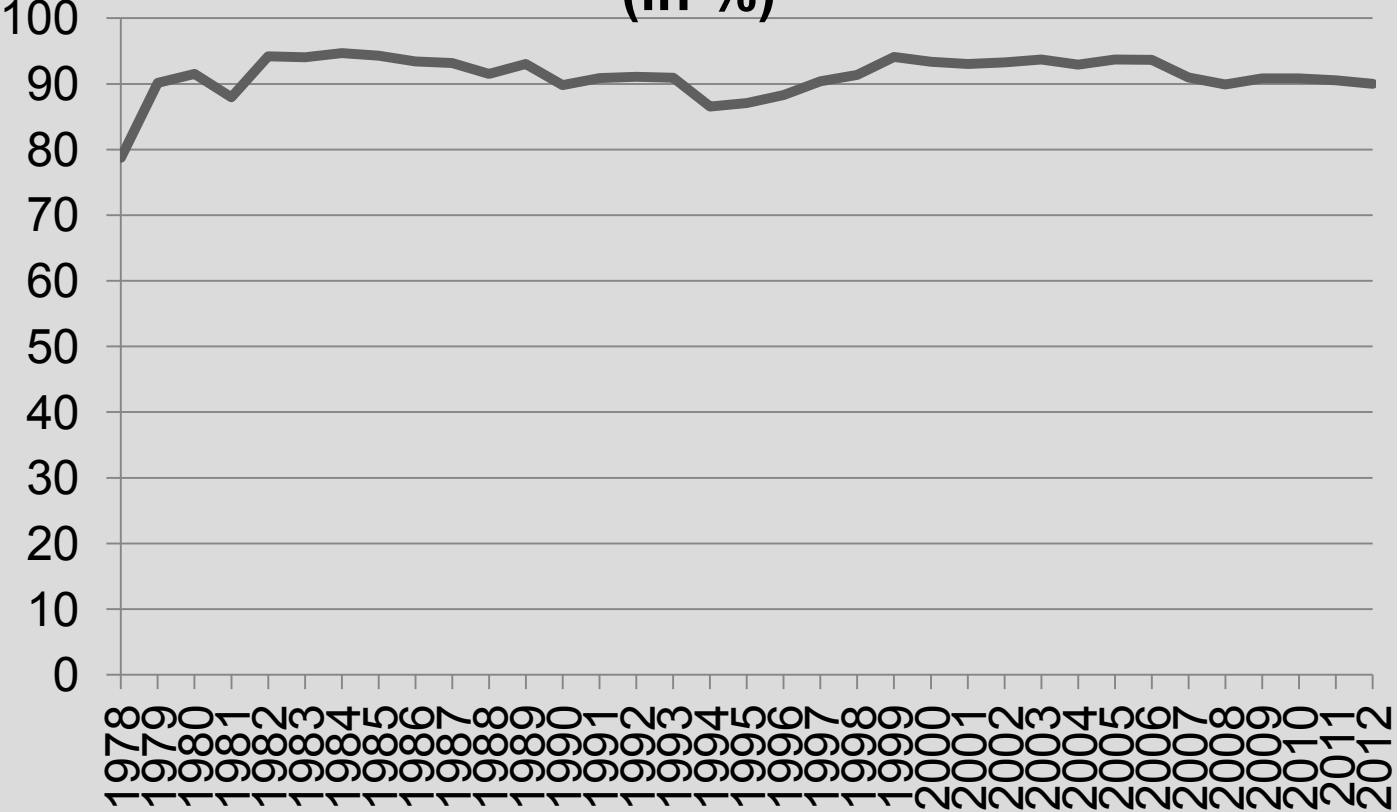
Number of visitors Ballenberg



Cost recovery

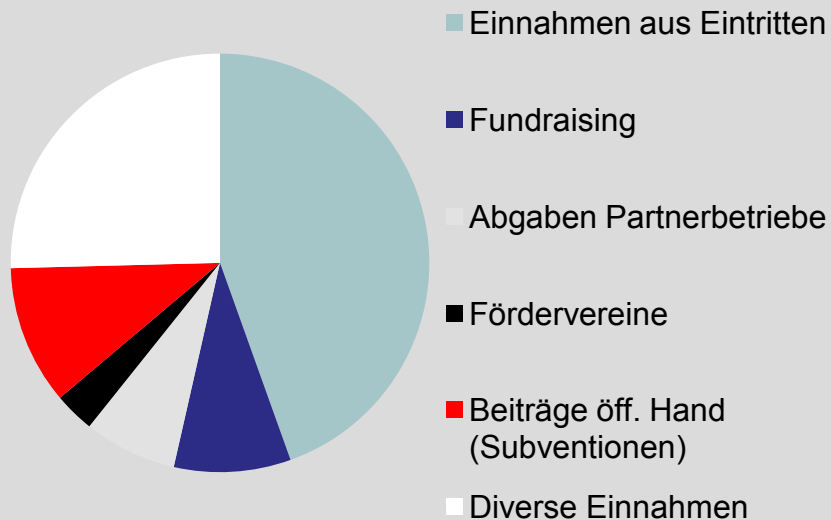


Kostendeckungsgrad FLM Ballenberg (in %)

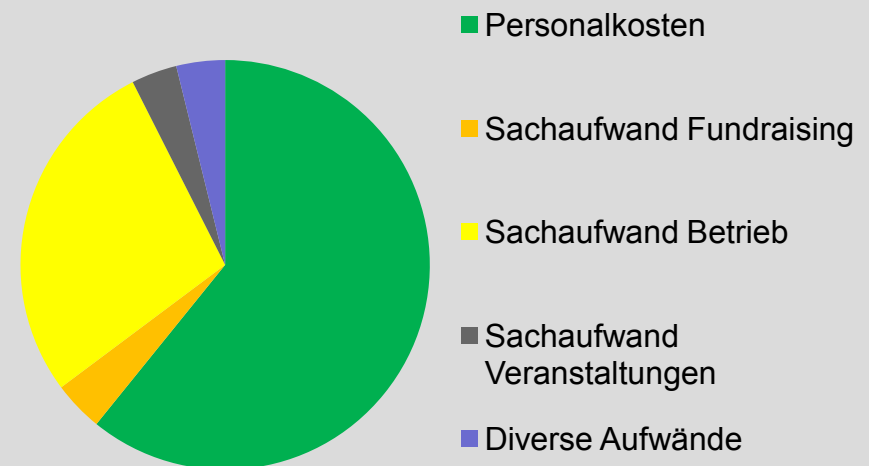


Income and Expenses

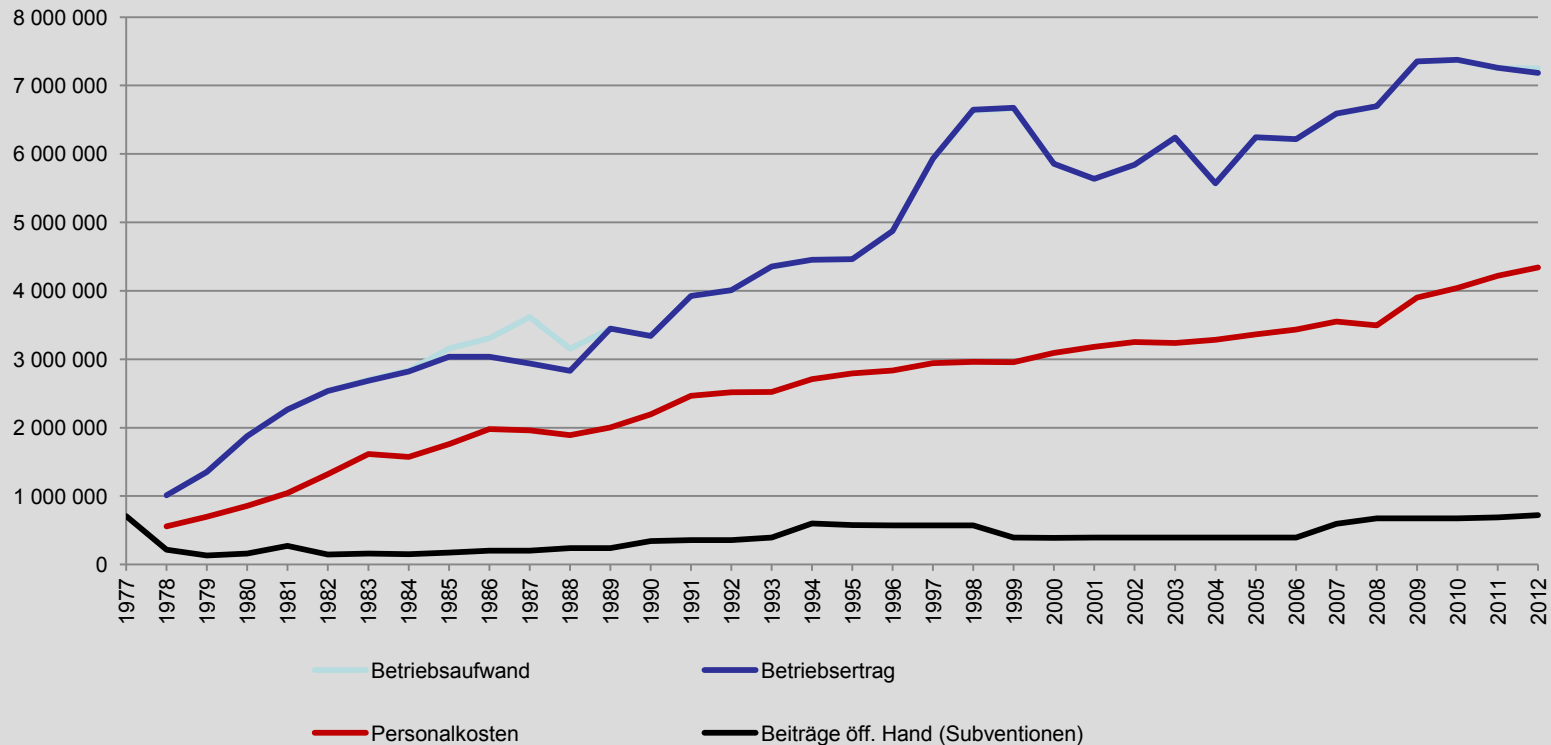
Income 2012



Expenses 2012



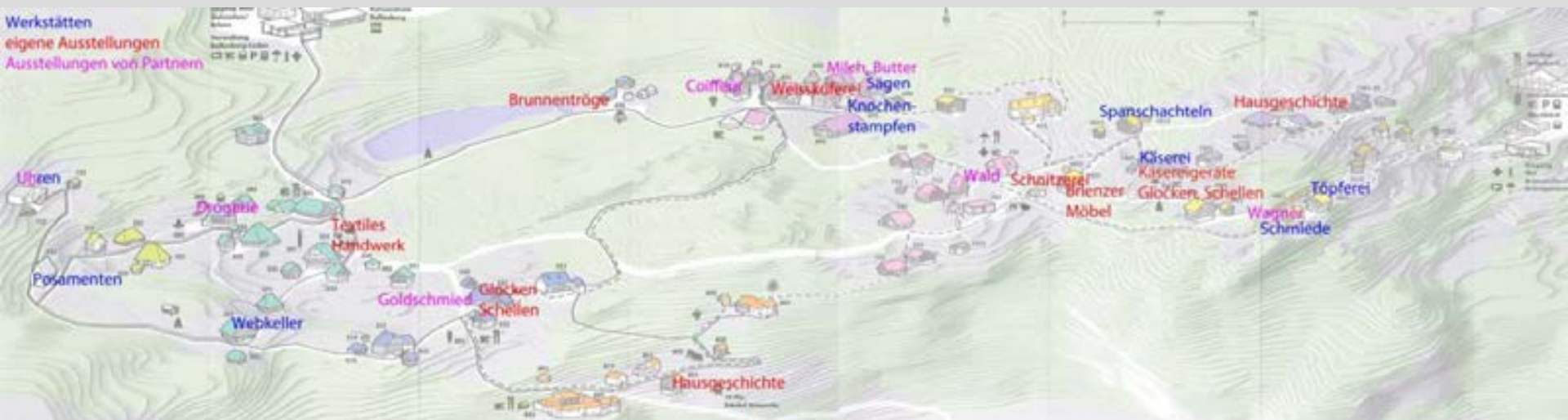
Development costs of operation



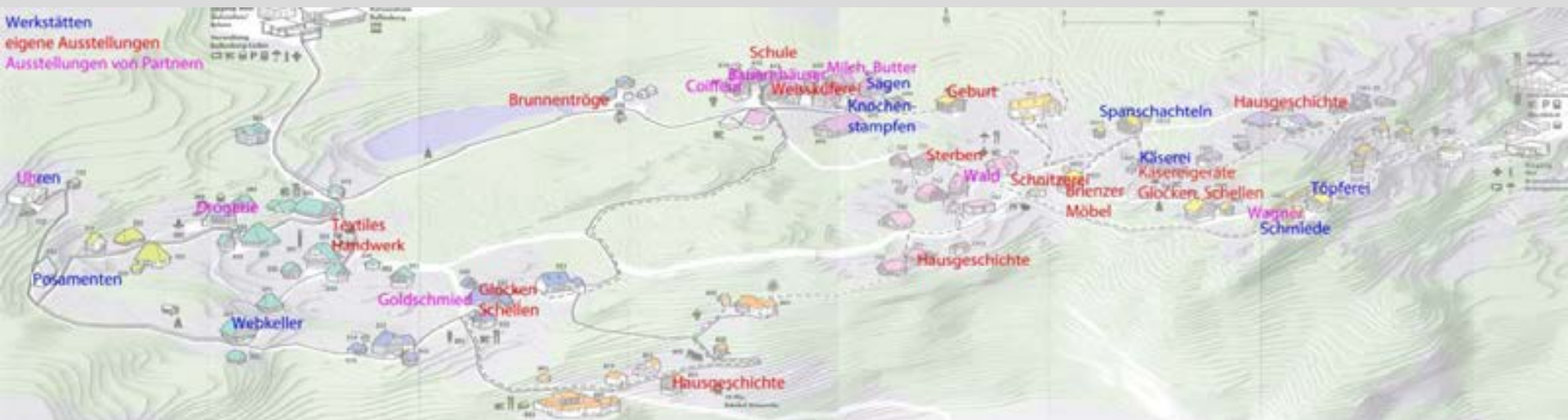
Themes / exhibitions 1990



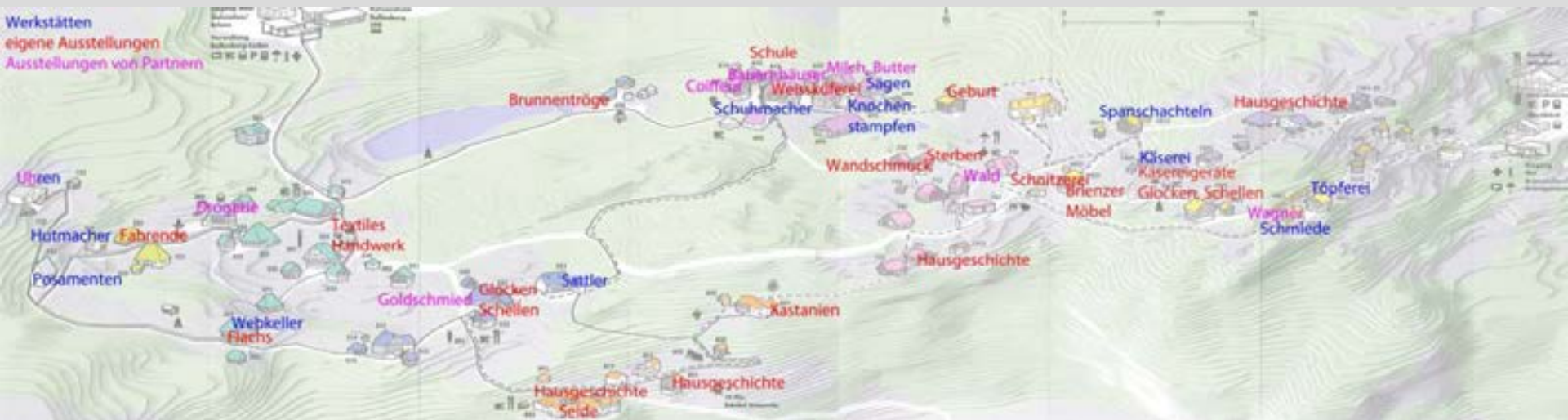
Themes / exhibitions 1995



Themes / exhibitions 2000



Themes / exhibitions 2005

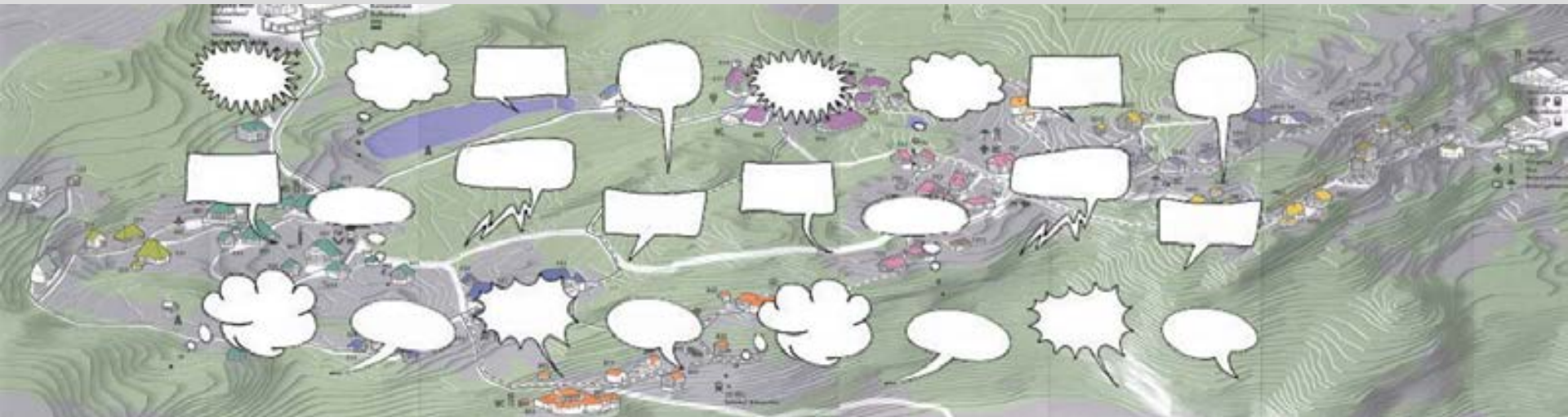


Themes / exhibitions 2012



Masterplan new permanent exhibition

Too many intentions



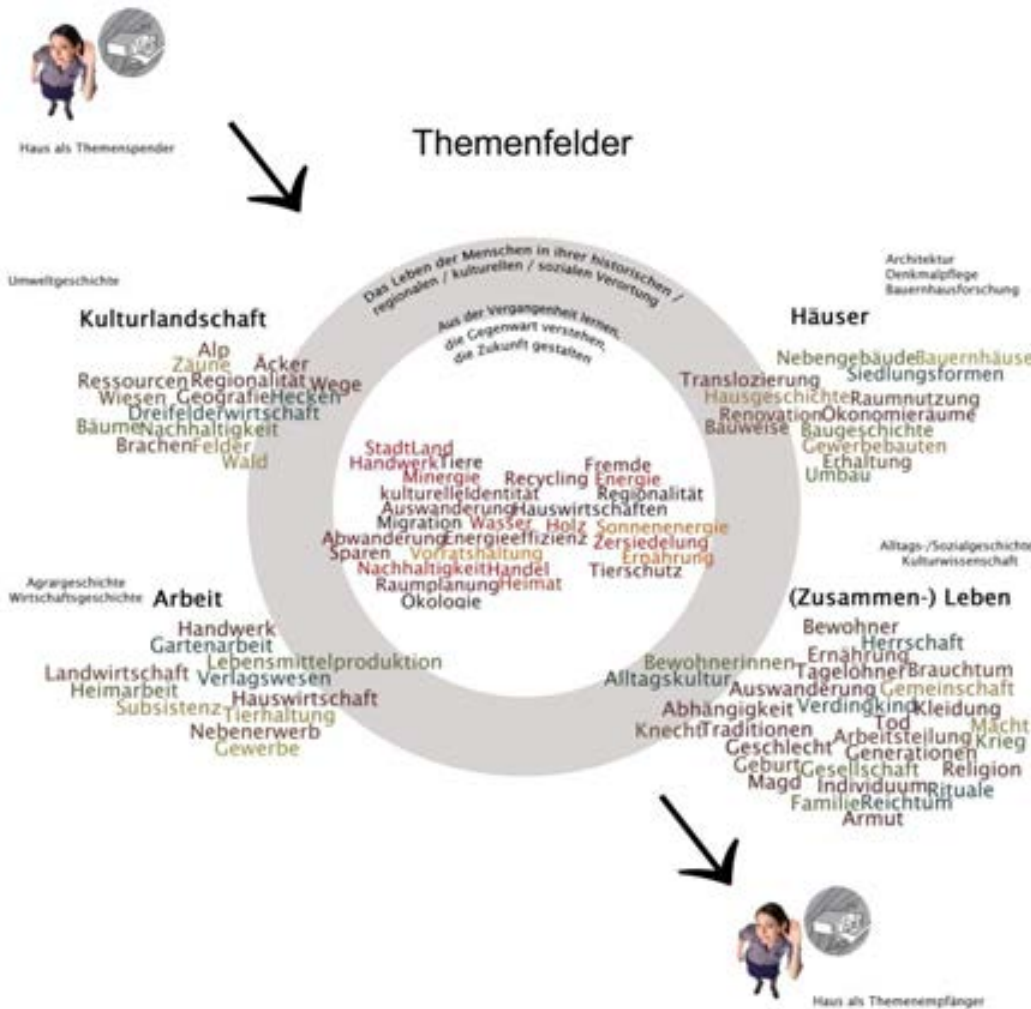
Masterplan new permanent exhibition

The new permanent exhibition shall communicate the museum's fundamental attitude on all levels:

Learning from the past,
understanding the present,
shaping the future.



Masterplan new permanent exhibition



Masterplan new permanent exhibition

3 Essential themes:

- Housing landscapes / Architecture
- Rural economy
- Crafts



Masterplan new permanent exhibition

Masterplan: Its goal is to make the buildings in the Museum intelligible and the current economic system more recognizable.

The houses shall tell their own story.



Masterplan new permanent exhibition

Contents shall be conveyed by telling stories about individuals.



Masterplan new permanent exhibition

- Make clear which epoch, which social class and economic system is being displayed.
- There is one key phrase which describes the message of each house.



Masterplan new permanent exhibition

Formats for overarching Themes:

- Group programmes, school programmes, guided tours
- Annual Themes
- Temporary exhibitions
- Theme Trails

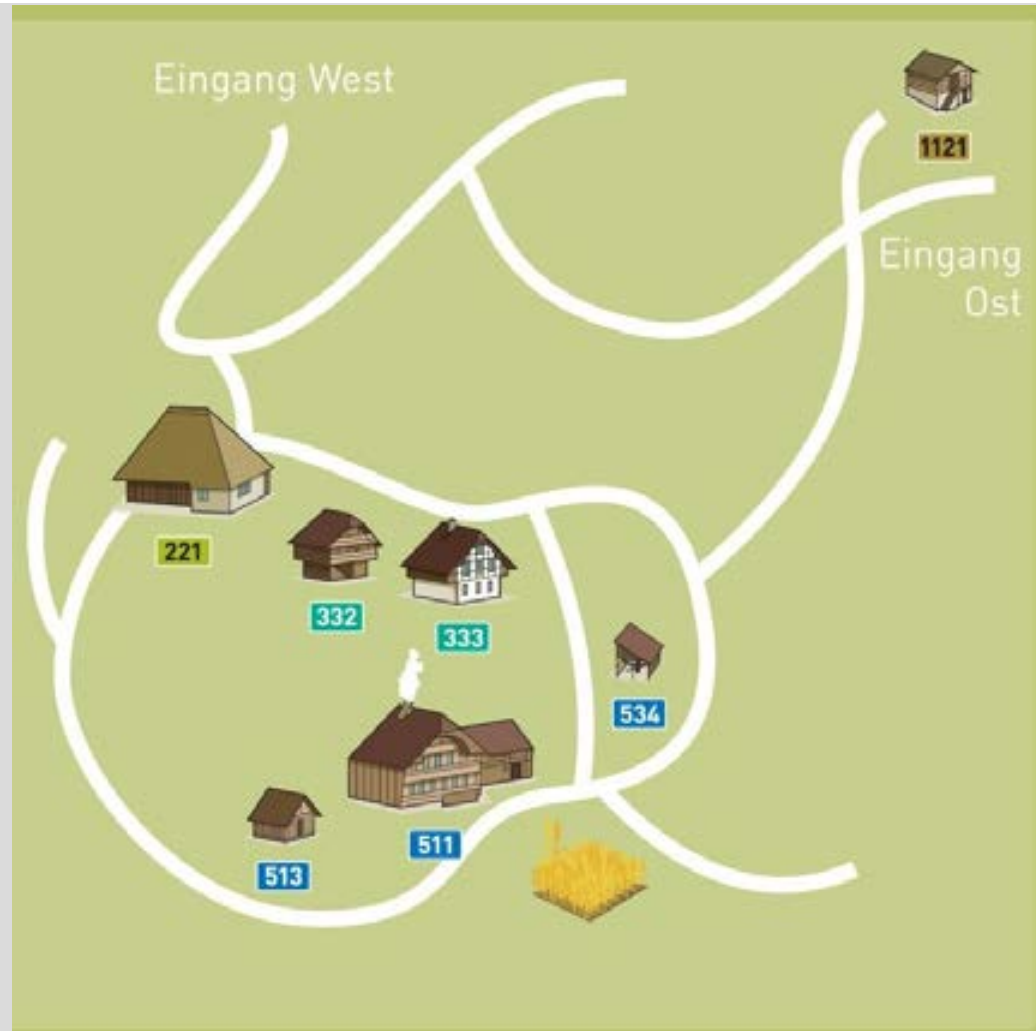


Masterplan new permanent exhibition

Theme Trail

Grain and Bread, 2015:

- Bakehouse (333)
- Granary (332)
- Threshing floor (221)
- Oven House (513)
- Bauernhaus (511)
- Corn field
- Horse Gin (534)
- Mill (1121)



Example 1: Farmhouse from Eggiwil

Aim: Make the house legible

- Topic: «Getting through the Winter»
- Subsistence economy
- Autumn 1946 → spring 1947
- Citations of Samuel Bähler, last inhabitant



Example 1: Farmhouse from Eggiwil



Example 1: Farmhouse from Eggiwil



Example 1: Farmhouse from Eggiwil



Example 2: Dwelling from Schwyz

- Oldest house
- Reconstruction of early state
- Empty house: no furnishings



Example 2: Dwelling from Schwyz



Example 2: Dwelling from Schwyz



Example 2: Dwelling from Schwyz



Example 2: Dwelling from Schwyz



Example 2: Dwelling from Schwyz



Example 2: Dwelling from Schwyz



Example 3: Dwelling from Matten

- Tradition and Innovation
- Renovation for today's housing needs
- New structure inside
- Modern extension



Example 3: Dwelling from Matten



Example 3: Dwelling from Matten



Example 3: Dwelling from Matten



Example 3: Dwelling from Matten



Example 3: Dwelling from Matten



Example 3: Dwelling from Matten



Example 4: Farmhouse from Escholzmatt

- Furnishings of the last inhabitant
- orderly chaos
-



Example 4: Farmhouse from Escholzmatt



Example 4: Farmhouse from Escholzmatt



Example 4: Farmhouse from Escholzmatt



Example 4: Farmhouse from Escholzmatt



Rooms for Operational Uses

The temptations of an Open-Air Museum:

Shall Open-Air Museums use rooms in the historical buildings for

- museum entry?
- administration?
- restaurants?
- storerooms?

Rooms for Operational Uses: Entry 1978



Rooms for Operational Uses: Entry 1997



Rooms for Operational Uses

Administration:

1978: Farmhouse from Ostermundigen

1991: Industrialist's villa from Burgdorf

2010: New administration building by Gion Caminada
(Swiss architect)

Rooms for Operational Uses: Admin. 1978



Rooms for Operational Uses: Admin. 1990



Rooms for Operational Uses: Admin. 2010



Rooms for Operational Uses: Restaurants

Historical Restaurant: Degen

Restaurants in historical buildings: Bären, Novazzano

Restaurant outside the Museum area: Wilerhorn

Rooms for Operational Uses: Restaurants



Rooms for Operational Uses: Restaurants



Rooms for Operational Uses: Restaurants



Rooms for Operational Uses: Restaurants



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Rooms for Operational Uses: Event in hayloft



Rooms for Operational Uses: Exhibitions



Documentation



- Concepts, intentions and decisions
- History of the former inhabitants
- Environment of the site of origin / the cultivated landscape

Thank you!

