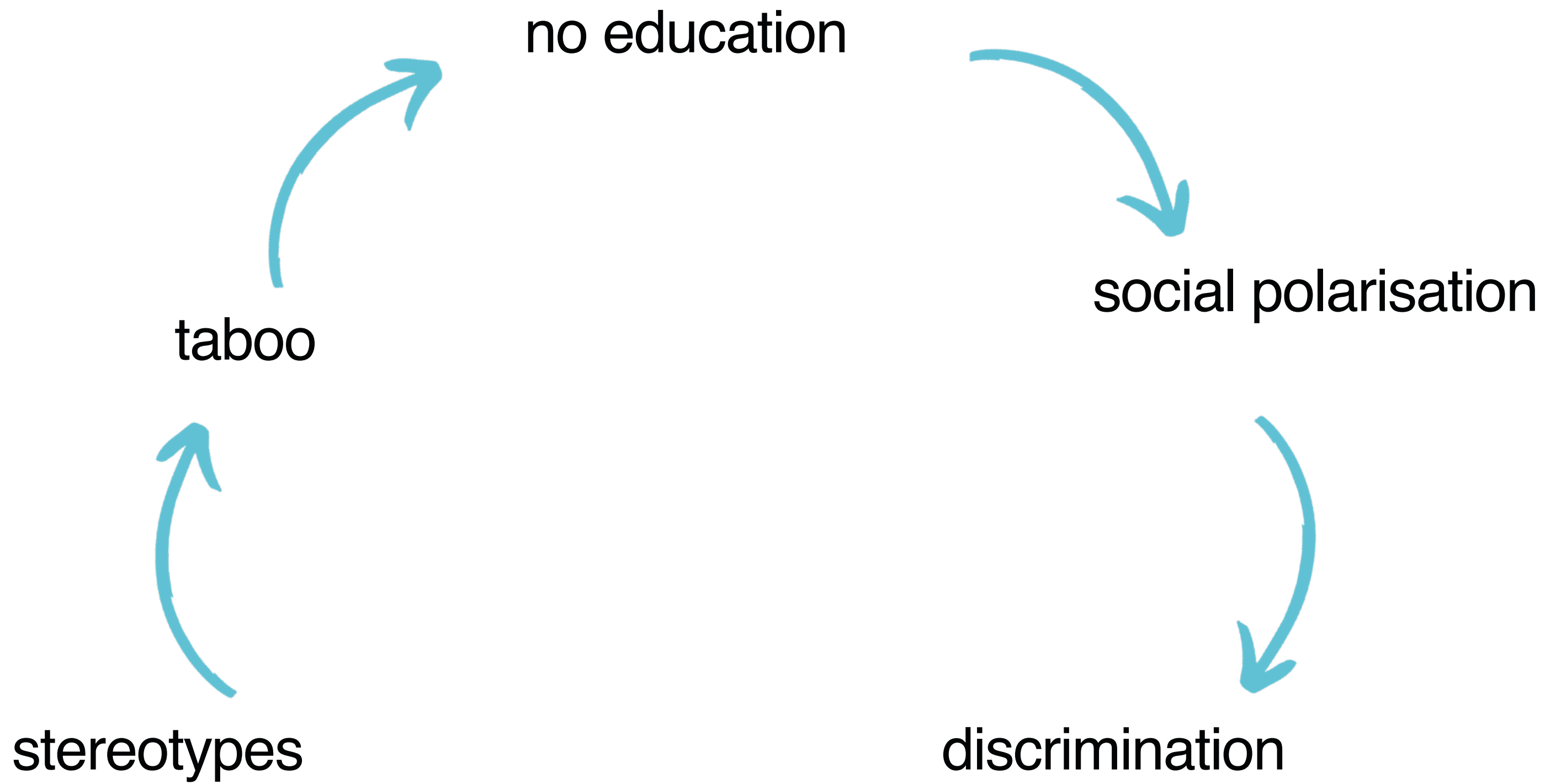


# Exhibition project

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discriminating  
people

racists, antisemitists etc.

VS

people disagreeing with  
discrimination

Us!

What can we do?

**we can . . .**

emphasize young people who are not aware of discrimination problems

**so our goal is . . .**

How to emphasize, sensitize and humanize high school students about cultural diversity in Poland so that this problem would be more visible?

**and here is . . .**



diverseety project



01.

travelling  
exhibition

02.

video  
campaign

03.

workshops

travelling exhibition, which will grow through  
workshops, preceded by a video project





overall topic: discrimination of cultural and ethnical minorities in Poland

when: 21st of March 2023 - 21st of March 2024

where: Polin museum - all around Poland - Polin museum

why: young people are not very educated about diversity and have a lot of prejudices towards minorities



# Gamma



## goal

educate about, empathize, humanize, demystify minorities in Poland

## audience

high school students

## message

diversity has always been here in Poland, and it's good!

## messenger

educators, members of minority communities, high school students

## media

social media, traveling exhibit, workshops, video material

## action

be conscious, be open and share the openness and knowledge

## monitoring and evaluation

compare and evaluate the exhibit during the 1 year period.

0

1



**Video project**



## Social Media Strategy

- Work in tandem with video strategy
- #diverSEETy – use hashtag to continue the conversation
- Instagram takeovers – High school students will be able to document and promote the workshop and exhibition using posts, stories and videos on instagram

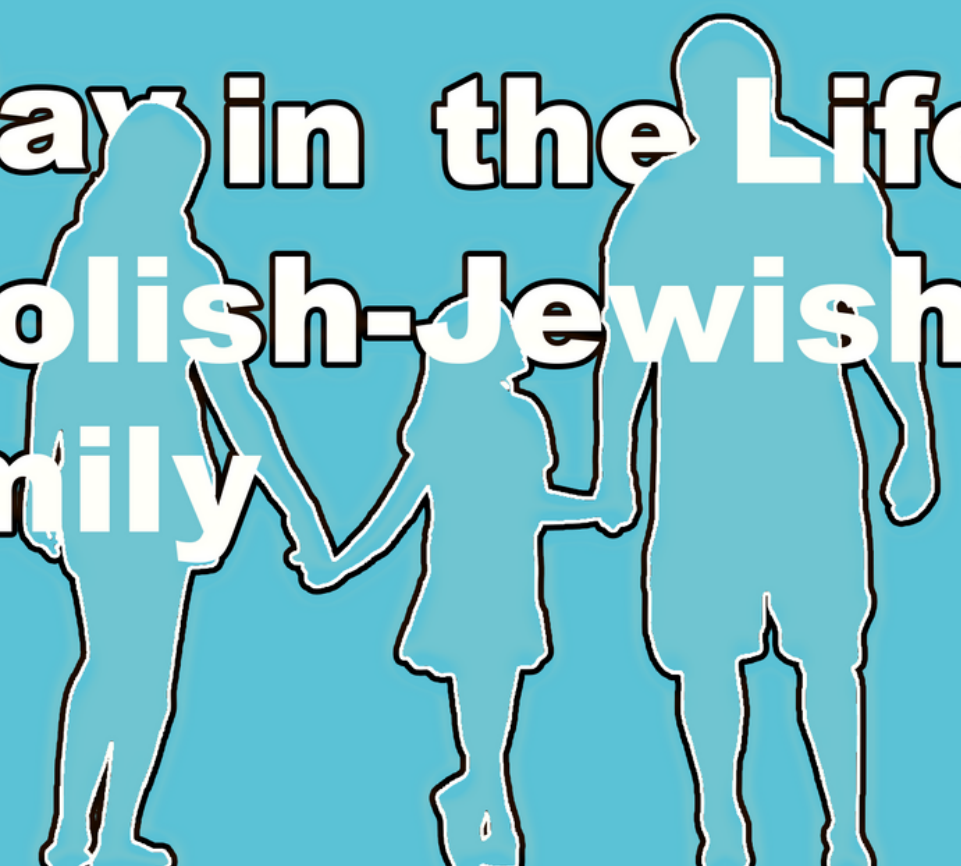




## Video Channel Strategy

- Videos will feature interviews, documentaries and shorts with people from minorities in Poland, including Jewish, Roma, Ukrainian community
- Purpose of video strategy is to demystify and uplift minorities
- Videos will also work to document both the workshop and exhibit



**A day in the Life of  
a Polish-Jewish  
Family**

Three white silhouettes of a family (two adults and a child) holding hands, set against a light blue background.

**Inter-cultural  
dialogue**

Three white silhouettes of people, set against a black background with a light blue glow around them.

**with the Jewish, Tatar, and Roma communities**


02.

**Exhibition**



- Make diversity more visible, and to educate about it
- Inform about the historical context, show that diversity has always been there and you just need to see it
- Including the history of each town/place where the exhibition will travel, who lived in the village or town, how diverse was the population in the past
- From the beginning there will be a small set exhibition that is traveling to all the stations
- In the end the complete collection will be shown at the Polin Museum





actionbound app connected with exhibition with tasks, surveys, tests and games to ask about knowledge so that they actually read the information

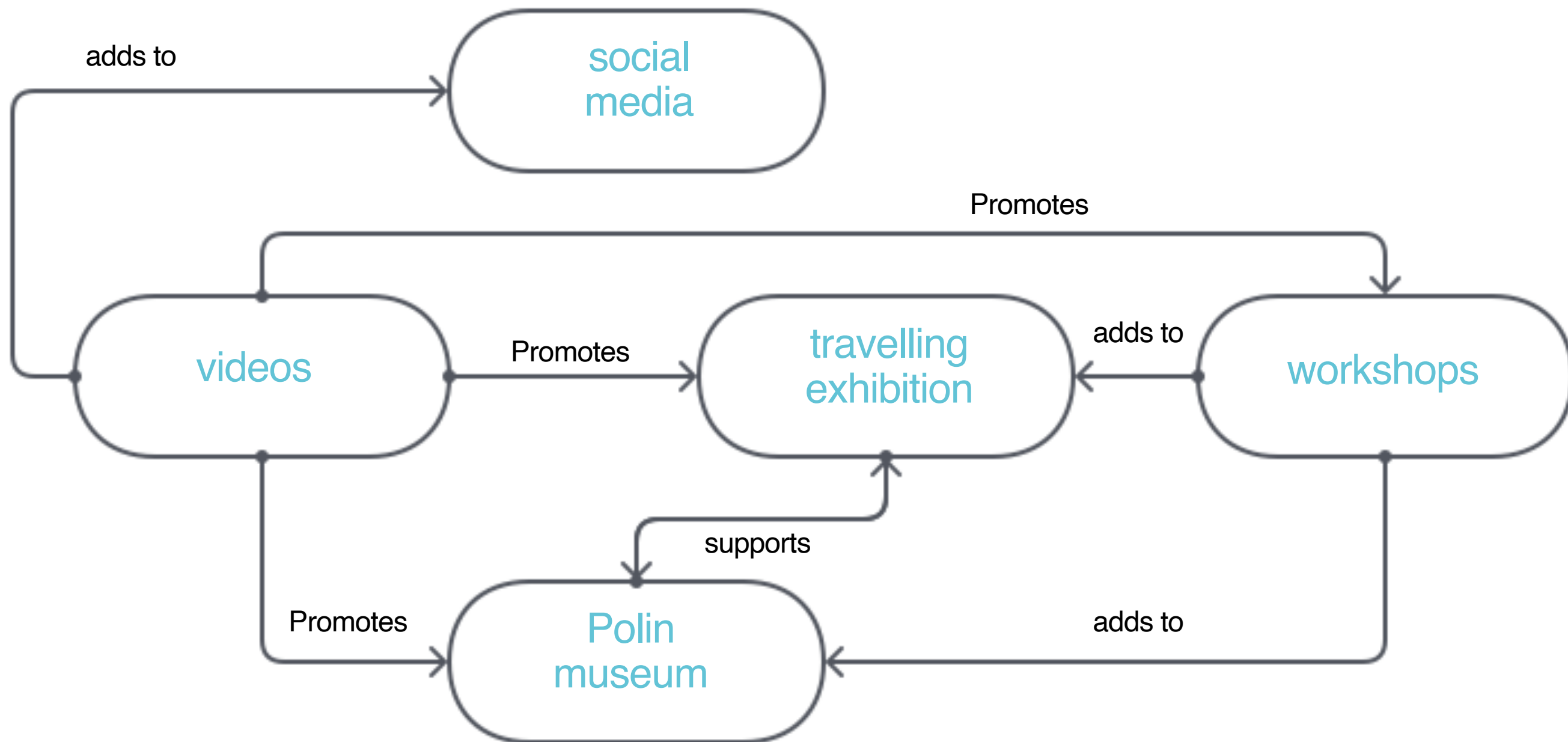
03



**Workshops**



- Creating objects around the topic: free in how participants want to do that
- Creative way of making minorities and diversity more visible, to bring attention to the topic in a positive and creative way while still learning about history and minorities living in Poland
- In the end the complete collection will be shown at the Polin Museum



# Listen

# Thank you!



[#diverSEETy](#)