

Get Involved Guide for museums and galleries



HOLOCAUST
MEMORIAL
DAY TRUST

*Learning from genocide -
for a better future*

Holocaust Memorial Day (HMD) is held on 27 January each year and thousands of events and activities take place around the country on or around this date. What will your museum or gallery do?

Your museum or gallery and Holocaust Memorial Day

Holocaust Memorial Day offers museums and galleries an opportunity to spark interest and to inspire creativity through your collections, to challenge discrimination and promote a positive activity for the whole community. By organising an HMD display or workshop, you can bring a meaningful experience to your visitors and school groups, and engage new audiences.

With a focus on experiential learning, museum and gallery collections can be used to engage communities with the lessons of the Holocaust and genocides that followed, and are valuable in helping communities understand the impact on individuals.

Example activities



Friends of Down County Museum

The Friends of Down County Museum created a wall hanging of a menorah which was presented to the museum and displayed for a week around Holocaust Memorial Day. The exhibition received a very positive reaction from visitors to the museum as well as the local community. The wall hanging has become a permanent addition to the museum's collection and will be used to mark HMD in the future.

Rugby Art Gallery and Museum

Rugby Art Gallery and Museum organised an exhibition of paintings by Rugby-based artist Iris Anne Berger focusing on the story of Anne Frank. A discussion on the history of the Holocaust and more recent genocides was generated by sharing Anne Frank's journey with a diverse range of visitors who attended the exhibition.

On 27 January the museum invited two local schools to take part in a study day linked to the Anne Frank exhibition. The study day included an HMD presentation and a talk and tour of the exhibition, followed by workshops.



© Rugby Art Gallery and Museum



Students with local MP Mark Pawsey and artist Iris Anne Berger at a Rugby Art Gallery and Museum HMD workshop

'This...is not just about remembering the atrocities committed against Jewish people and others during the time of Nazi Germany, but also about sharing these lessons of the past and indeed all current occurrences so that we remember to speak up and speak out against all acts of racism and genocide to help create a better world.'

Councillor Aislinn Lee, who hosted a St Albans HMD Commemoration Evening at the Verulamium Museum



© Royal Academy of Music and Foyle Menuhin archive

Ideas and resources

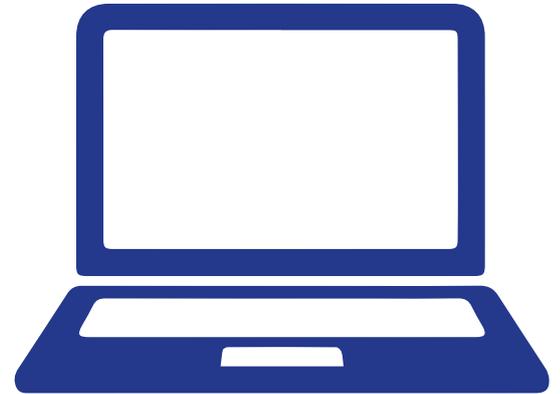
- Use the Emmanuel Ringelblum and the Oneg Shabbat Archive story. This story can be brought to life by inviting school groups to reflect on the story and to then create their own time capsules or memory box and consider how they would like to be remembered. What objects might it contain? hmd.org.uk/onegshabbat
- Display posters from our free HMD Poster Pack: hmd.org.uk/posters
- Order our 'About HMD' booklets – these handout booklets provide a simple way for individuals to find out more about the Holocaust, genocide and the importance of HMD: hmd.org.uk/handouts
- Light up your building in purple to 'light the darkness' on 27 January: hmd.org.uk/lightthedarkness
- It is not always possible to invite a survivor to speak at your HMD activity, but you can still include their experiences by reading a life story: hmd.org.uk/lifestories, playing a podcast: hmd.org.uk/podcast or showing a film of a survivor speaking: hmd.org.uk/films. For more information on inviting survivor speakers visit: hmd.org.uk/speakers.
- Link the stories of refugees in your local community and the memories of their arrival in the UK with the stories of those who rebuilt their lives after the Holocaust and genocides that followed.
- Run an art or poetry workshop using artefacts from your collections relating to memories such as photographs, diaries, letters and household artefacts for inspiration.
- Put on an exhibition or display which showcases the culture of one of the groups persecuted under the different genocides. You could make links with local organisations from the Jewish, Roma, LGBT, disabled, Cambodian, Rwandan, Bosnian or Darfuri communities.
- Use our Ordinary Objects, Extraordinary Journeys interactive website and resource to retrace the steps of four people affected by the Holocaust, through the objects they owned and the journeys they took. The website can be used as an educational tool for groups, or as a starting point for exhibitions and displays. Visit oej.org to find out more.
- Raise the profile of your event by working with or inviting your local MP. Download our template letter here: hmd.org.uk/mpletter

Tell us about your activity and become part of the bigger picture of HMD across the UK:
hmd.org.uk/letusknow

Organising an online or hybrid event

Online and hybrid events can provide an opportunity to include a wider range of speakers and to reach people who might not normally attend your event. Things to think about if you are running an online event:

- Download a virtual event platform which has all the features you will need and make sure speakers are familiar with it.
- If your event is hybrid, make sure you have all necessary equipment so online attendees can hear and see speakers clearly.
- Consider audience participation tools, such as Q&A, poll and chat functions and assign a moderator to oversee this.
- For more ideas, look through our **virtual resources** (hmd.org.uk/virtualresource) and read our detailed guide to running an **online HMD event**.



Sensitivity guidance

Events and activities exploring the Holocaust and other genocides can be complex and daunting and may cause distress unless handled sensitively. Please remember the following guidelines:

- Do ensure your content is age and audience appropriate.
- Do not use graphic images to shock audiences.
- Do not ask audiences to imagine themselves in the shoes of victims or perpetrators.
- Put relevant personal testimonies at the heart of your activities.

For more information go to hmd.org.uk/sensitive-content and hmd.org.uk/educationguidelines



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