THE BARCELONA CITY ARCHIVES: A NEW DISSEMINATION MODEL FOR A NEW SOCIAL CONTEXT

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OUR DISSEMINATION PROJECTS: IDENTIFIED NEEDS

1. The need to **adapt ourselves to the new circumstances** brought about by the Covid-19 pandemic: activities redesigned or converted for an online format.

2. Our aim to **open up to new audiences:**
   - Different age ranges
   - Traditionally under-represented social groups within our target audience

3. The adaptation to the **new technological practices** and development of activities from a more digital perspective.
«AMB veu de dona» WORKSHOP
With a woman’s voice

Objectives:

1. To reach out to communities at risk of social exclusion, who are not frequent users of Archive services
2. To create a dialogue between past and present
3. To apply a gender perspective: emphasize the history of women and their roles over time

Participants:

- Working together with a NGO located in the District of Raval, which aims to integrate migrated communities
- 2 groups of young women between 20-30 years old, recently arrived in Barcelona from Bangladesh, Pakistan, India and Morocco
«AMB veu de dona» WORKSHOP
With a woman’s voice

➢ 4 Themes to focus on:

- Women and family
- Women and work
- Women, culture and entertainment
- Women photographers
«AMB veu de dona» WORKSHOP
*With a woman’s voice*

Development of the sessions:

1. Display of photographs from the 20th century
2. Encouragement of participation, highlighting differences and similarities with their home countries
3. Sharing of own photographs, from their mobile phones and from those of their relatives’
Conclusions:

- **Unexpected challenges:**
  - Low command of Spanish or Catalan
  - Child care during the sessions
  - Absences due to family responsibilities or commitments

- **Successes:**
  - Photography is a universal language, able to bridge the gap in time and culture
  - Photographs offer the clearest account of history and let us observe how societies evolve
  - Photographs give the opportunity to explain ourselves and provide suitable environment for dialogue and integration
ARCHIVE ITINERARIES

- **Adjustment to the new situation** for school children: take the archives outdoors.

- **Conceptualisation of itineraries** through six of Barcelona’s districts with reference to documentation preserved in our Archives.

- **Educational materials** (can be worked on, both inside and outside the classroom):
  - Information pack with an explanation of the entire itinerary
  - Notebook for primary and secondary school students
  - Information pack for teachers
  - Illustrated map of the itinerary
ARCHIVE ITINERARIES

2. ANALITZA
Observe the images and context, per a cada fotografía, el nom de l’activitat que es fa i la Societat Oberta d’Artesos.

PROGRAMA
1a. La visita al món de les femes (Galeria)
2a. La visita a un bar i un restaurant
3a. Els carrers
4a. La visita a altresativity (LA MOLLIA NOIA)
5a. Acte de presentació i anys d’obra
6a. Curs de formació

La Societat Oberta d’Artesos va desaparèixer, però en el seu fons hi ha una altra entitat cultural: l’Arxius com es diu i quines activitats s’hi fan. Aquí en tenim una pista.

Student’s notebook with QR codes

Illustrated map with QR codes

Online Catalogue of Barcelona City Archives

9th Annual Conference
of the International Council on Archives

ROME
19 - 23 September 2022
ARCHIVE ITINERARIES

Offer the itineraries to the general (adult) public with a specialist guide

- **Survey results:**
  - Positively rated (satisfaction level): ★★★★★
  - The possibility to create more itineraries and make them longer
  - The affirmation to use the self-guided itinerary on their own
  - The affirmation to use the QR codes to reference the related documentation online
Objectives:

▪ Aim to reach out to the **general public** through a free, easy-to-access and quality product.

▪ Offer information on our funds based on the selection of a document or specific theme per episode.

▪ **Shorten the distance** between archives and citizens:
  ▪ It offers a service that can be accessed from home (in times of lockdowns)
  ▪ Access to knowledge for people with disabilities
«BARCELONA AMB PARAULA D’ARXIU» PODCAST
Barcelona with Archive’s Word Podcast

- **Selection of documents:**
  - Give voice to the funds and collections preserved in all our Archive centres
  - Documents from various eras and periods of history
  - Different types of funds and collections: produced by the municipal administration, private or institutional

- **Episodes:**
  - Presentation of the Barcelona City Archives (first one)
  - Selection according to important topics of interest that match with the preserved documentation
  - Taking into account celebrations and events in the city
«BARCELONA AMB PARAILA D’ARXIU» PODCAST
Barcelona with Archive’s Word Podcast

Additional information from our Online Catalogue on each episode’s site

“Barcelona AMB Paraula d’Arxiu” section of our website

“Barcelona AMB Paraula d’Arxiu” podcast in Spotify
Achievement of great public acclaim:

- Publication of 19 episodes today
- Total of 6,000 auditions
- 300 downloads per episode
- Awarded at the first edition of «Premis Sonor»
CONCLUSION

❑ Archives as a **driving force for change**:  
  - Need of a **different approach** to the documents we preserve to **create connections** with the present  
  - Archives can help to **create better-informed citizens** and to shed light on past events

❑ Challenge to **advance with time**, detect needs and **connect to audiences** in various ways:  
  - Adaptation of documents to **new technologies** and digital trends to reach out to a younger audience  
  - Continue keeping up with «**face-to-face**» **formats** without losing touch with people  
  - Responsibility to “**bring back**” the preserved documentary heritage to citizens without excluding anyone.
THANK YOU!

Arxiu BCN

Ajuntament de Barcelona