

Contents

Preface.....	7
<i>Lode Vermeersch and Ernst Wagner</i> Importance and Expectation On Seeing, Visual Literacy and Art Museums.....	9
<i>Ernst Wagner and Lode Vermeersch</i> What You See Is Who You Are (Four Short Conversations)	21
<i>Frants Mathiesen</i> Interaction between Schools, Pupils, and Museums	33
<i>Claudia Roskopf</i> Art Museums and Cultural Education: Expertise and Experimentation.....	43
<i>Priscilla Van Even and Lode Vermeersch</i> Visual Literacy, Young People and Art and Design Museums in an Era of Images: The RETINA Project.....	51
<i>Charmaine Zammit</i> Visual Literacy through Art Museum Education Outreach	61
<i>Brian P. Kennedy and Mike Deetsch (Toledo Museum of Art, Ohio, USA)</i> Speaking Visual at the Toledo Museum of Art.....	71
<i>Peter Carpreau (Museum M, Leuven, Belgium)</i> Visual Literacy as Curatorial Strategy	79
<i>Chantal Eschenfelder (Städel Museum, Frankfurt am Main, Germany)</i> View, Read, Understand: The Digitalorial® as a Means to Developing Visual Competence	87
<i>Ivan Jurica (Mumok – Museum of Modern Arts, Foundation Ludwig, Vienna, Austria)</i> On Disturbing and Intervening: The Limits of a Museum Must Not Constitute Limits on Education Through Arts.....	97
<i>Holger Otten (Ludwig Forum for International Art, Aachen, Germany)</i> Some Thoughts on the Requirements for Art Mediation and Visual Literacy....	109

<i>Nobumasa Kiyonaga (Kyoto International Manga Museum, Japan)</i> Visual Literacy and the Manga	117
<i>Marie Fulková (Department of Art Education, Faculty of Education, Charles University in collaboration with Museum of Decorative Arts, Prague, Czech Republic)</i> Children in Active Zones	125
<i>Barbara Kolb and Karl Borromäus Murr</i> <i>(State Textile and Industry Museum, Augsburg, Germany)</i> Reading Fashion with all of our Senses	137
<i>Robert Brown, Marnee Watkins, John Quay, Jennifer Andersen</i> <i>(The University of Melbourne) and Michele Stockley</i> <i>(The National Gallery of Victoria (NGV), Melbourne, Australia)</i> Artful Experience in the Gallery: Weaving Together Being- Doing-Knowing	147
<i>Jochen Meister (Pinakothek der Moderne, Munich, Germany)</i> From Eye-Catcher to Eye-Opener: The Red Frog in Automotive Design	153
<i>Rainer Wenrich</i> On the Implementation of Visual Literacy in Art Museums: Theoretical Contribution, Findings and Conclusions	161
Authors	171