



# **Learning from Success in the Implementation of the “MuseumMobile” Program**

**The Ruth Youth Wing for Art  
Education at the Israel Museum  
in Jerusalem**

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# Abstract

## Background

"MuseumMobile" is a program developed at the Israel Museum in Jerusalem. It is designed to support and strengthen those affected by the events of October 7, 2023 and the Israel-Hamas War through art lessons and workshops. The program operates in evacuation centers, rehabilitation and assistance centers, schools, and various cultural institutions. The program directors at JDC-Ashalim and the Israel Museum approached the Myers-JDC-Brookdale Institute to conduct a learning process based on the successes of the program. This process refers to the period between October 2023 and June 2024 and focused on a program aimed at evacuees temporarily residing in hotels in the Dead Sea area.

## Objectives

To identify the factors that contributed to the success of the "MuseumMobile" program and to create a list of principles of action that can be applied in the further development and expansion of the program, as well as in similar initiatives.

## Methodology

The research was conducted using a qualitative methodology, the method of "Learning from Past Success - the Retrospective Method". Semi-structured in-depth interviews were conducted with six members of the museum staff, a teacher and an instructor who worked with children in the Dead Sea hotels, and a representative of JDC-Ashalim. The interviews were conducted between July and September 2024.

## Main Findings

The research identified eleven principles of action that contributed to the success of the "MuseumMobile" program. They can be divided into two categories:

1. Organizational guidelines that focus on implementation: establishing an organizational infrastructure, including preparation of a detailed business plan and launching the program only after securing funding for at least one year of activity; selecting suitable staff with extensive experience, emotional resilience, and commitment to the program; and ensuring persistence and stability over time.

2. Pedagogical guidelines: bringing along all necessary materials needed for the lessons without depending on the local staff or the facility; planning structured lessons while maintaining flexibility and inclusiveness; adhering to a "conventional" class framework, while avoiding a therapeutic attitude toward the children; working in pairs, with two teachers per class, thus facilitating maximum attention to each child and mutual support between the teachers; and emphasizing the learning and creative process rather than the final outcome.

The "MuseumMobile" program continues to operate in the current 2024/25 school year and is in the process of expansion. The museum vehicle, along with its staff, visits various centers, continuing to bring the healing power of art and creativity to those with the greatest need and the greatest pain.