

# Taking a fresh look at local museums over Easter

Lord Elis-Thomas, visiting the vibrant Amgueddfa Ceredigion Museum in Aberystwyth, hailed the role local museums play in both their local communities and in supporting tourism.

Local museums are being increasingly imaginative in what they offer to visitors. This year, through Welsh Government funding, and working in partnership with the Kids in Museums and Get it Loud organisations, Amgueddfa Ceredigion has added cutting edge music gigs to its impressive range of activities. The acclaimed singer Gwenno entertained around 180 people in the atmospheric museum, once a music hall and cinema.

The sell-out matinee gig is the third this year by high-calibre performers in Welsh museums and libraries, following successful performances in Swansea and Bargoed. Gwenno has received rave reviews in the music press for her first album – Y Dydd Olaf, which won the Welsh Music Prize in 2015, and new album Le Kov.

The Museum, which completed a major refurbishment in 2016, now runs a popular and diverse events programme – including film showings, yoga classes, talks, workshops and even sleepovers for younger visitors. It recently hosted Radio 4's popular Any Questions programme. The Museum is also home to the Ceredigion Heritage Youth Panel, where people aged 16 to 25 can get involved in learning more about and promoting their local heritage, as well as a Young Archaeologist's Club. Members of the panel have had the chance to learn new skills in digital marketing and event production through getting involved in the Gwenno gig, and will be making a short documentary film of the event.

The Minister, speaking after the event, said

“Local museums really do offer so much to visitors and local communities alike. Amgueddfa Ceredigion is a shining example of a dynamic local museum which attracts people of all ages through the doors. Live gigs are another terrific way to attract new audiences.”

Sarah Morton, Sustainability Officer at Amgueddfa Ceredigion said:

‘Working with Get it Loud and Kids in Museums has been very rewarding. Apart from the prestige of hosting Gwenno during the day, the support Get it Loud has shown towards the members of our Ceredigion Youth Heritage Panel has been invaluable. Its so exciting to see the museum come alive and to connect with a totally different audience.’

Alison Bowyer, Executive Director of Kids in Museums, said:

“Kids in Museums and Get It Loud in Libraries have been delighted to partner for Gigs in Museums. It’s been fantastic to make some noise about the amazing things on offer in Welsh museums, showcase the vibrant Welsh music scene and bring new audiences into museums and libraries. Overall we’ve been thrilled by the response to the gigs and we look forward to continuing to support live music in Welsh museums and libraries in the future.”