

Press Release:

Manchester Museum embraces the city's language diversity

Manchester Museum, part of the University of Manchester is undergoing a £13 million transformation, to become the country's most inclusive, caring and imaginative museum. The development, *hello future*, is being launched on 2 October, when work will begin to create new galleries devoted to South Asia and to Chinese Culture, the world's first Centre for Age Friendly Culture, a new exhibition hall, new entrance facing Oxford Road, and improved visitor facilities with a focus on inclusive and accessible design.

The Museum's new emphasis on inclusivity will feature a multilingual design, created in collaboration with the Multilingual Manchester research unit at the University of Manchester. *Hello future* campaign has already been translated into 50 of the city's languages, and Manchester Museum are preparing new and creative solutions for multilingual exhibition signage, multilingual museum tours and workshops that will make Manchester Museum the country's first major cultural institution to embrace language diversity.

Esme Ward, Director of Manchester Museum said: *"Manchester is a city of languages, and Manchester Museum is the city's museum. Part of our mission is to be one of the world's most inclusive museums. We are embracing the city's language diversity, aiming to be the country's first multilingual museum, and we are excited to be working with Multilingual Manchester to achieve this."*

Professor Yaron Matras, who leads the Multilingual Manchester research unit, said: *"Manchester's language diversity has become one of its emblems. In reaching out to the city's many language communities, Manchester Museum is setting a new standard for inclusivity. As researchers and students we are proud to be a part of this transformation programme, which will be of enormous benefit to the city's culture and creative industries."*

To help shape the campaign further Manchester Museum and Multilingual Manchester are encouraging people to comment on and share their thoughts on the *hello future* translations using #MMhellofuture

Notes to Editor

About Manchester Museum

Manchester Museum, part of The University of Manchester, first opened in 1890. It is the UK's largest university museum with a collection of about 4.5 million items from every continent. Its combination of the academic and the popular is what makes the museum so distinctive and lies at the heart of its widespread appeal. The Museum's vision is to promote understanding between cultures and work towards developing a sustainable world. In 2015, visitor numbers exceeded half a million visitors for the first time in its history, reflecting an institution that has become a leading visitor attraction. Each year, Manchester Museum provides an exciting schools programme to approximately 30,000 children and delivers pioneering family programmes and adult learning opportunities to more than 95,000 people of all ages and backgrounds.

www.manchester.ac.uk/museum @mcrmuseum

About Multilingual Manchester

Multilingual Manchester promotes awareness of language diversity in the city-region and beyond. Multilingual Manchester studies the practical challenges and the immense opportunities that language diversity brings. We explore how it shapes people's language repertoires and practices.

The teaching, research and outreach strands take inspiration from current issues raised by practitioners and communities, who strive to ensure equality of access to services as well as the maintenance of Manchester's rich array of home languages. Multilingual Manchester work with local government, healthcare providers, police and emergency services, schools and community initiatives to co-design research and to share good practice. Multilingual Manchester is based at the School of Arts, Languages and Cultures at the University of Manchester.

<http://mlm.humanities.manchester.ac.uk> @mlmanchester

Further information

For further information, images and interviews please contact Alia Ullah at Manchester Museum on 07342 063066 or alia.ullah@manchester.ac.uk