

**Collections** + **Communities** = **Content**  
(curatorial practice) (context) Compelling stories which link them

**Content** → **Compelling stories which**

Offer a window into the experience of collections and communities

Offer a memorable experience of collections and communities

**Content** → **Is important because it enables audiences to:**

See themselves reflected in collections and communities

Hear their own stories

Engage in contemporary/relevant experiences and issues