

Storytelling voor organisaties

Bibliotheekplaza 2023

STORY  DIGGERS



StoryDiggers



Strategie en Purpose



Merkpositionering



Employer Branding



Cultuurverandering



Content Marketing



Training en Events

**Hoe kun je
storytelling inzetten
voor je bibliotheek?**



Quiz time





**Storytelling is
'just another
overrated
hype'**

- **Waar**
- **Niet waar**





Extra relevant door strijd om aandacht





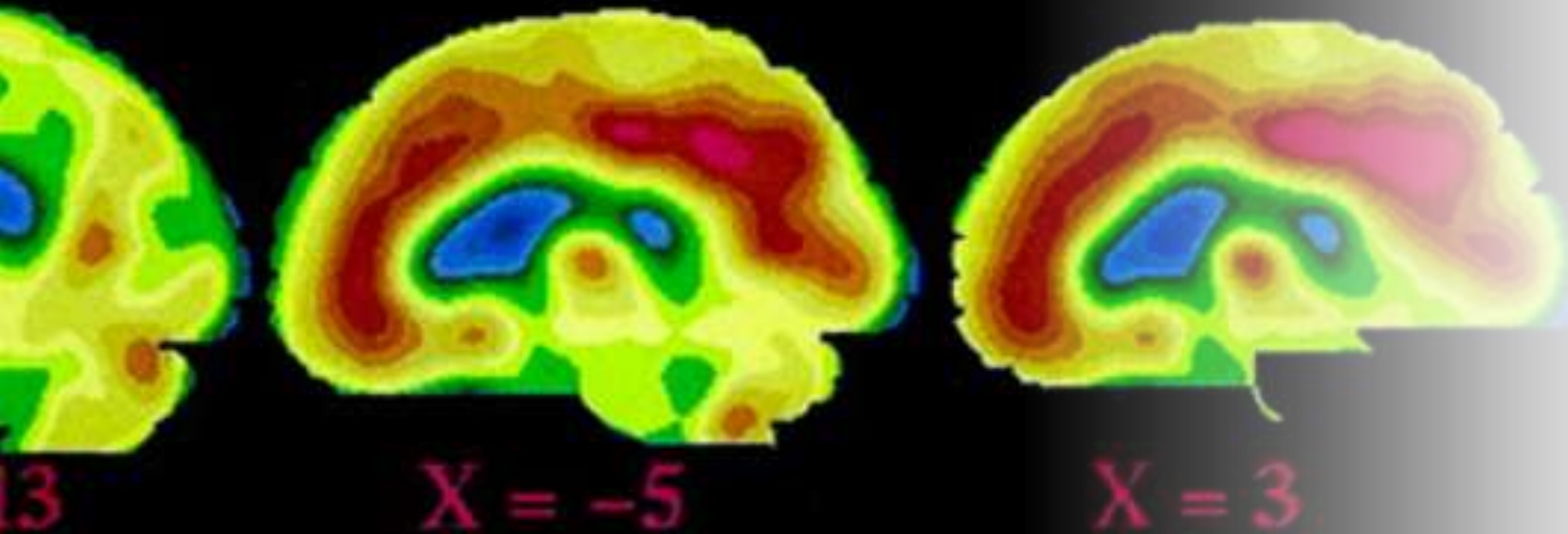
**Hoeveel
procent van
de menselijke
conversatie
bestaat uit
verhalen?**

A. 65% (persoonlijke
verhalen en roddels)

B. 75%



Hoeveel hersengebieden zijn actief als je een verhaal hoort?



A. 5

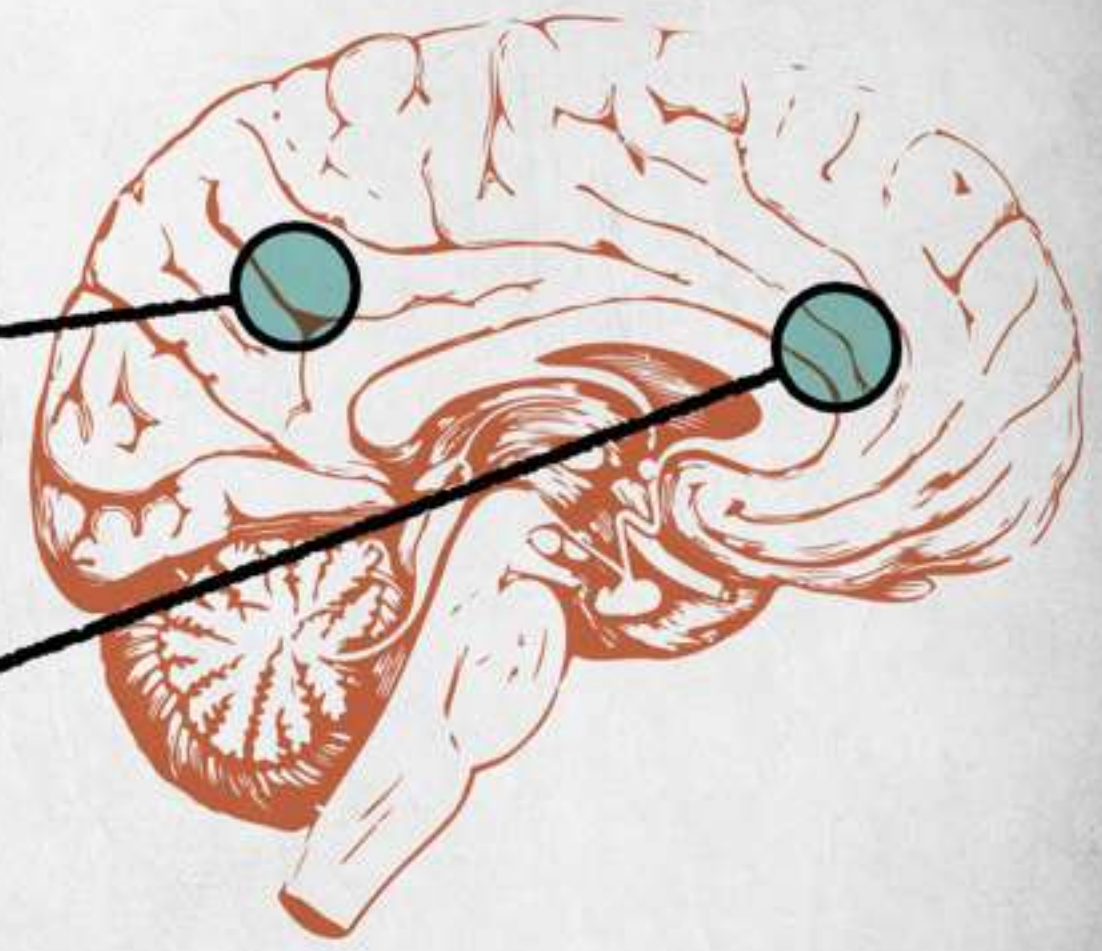
B. 7

WERNICKE'S AREA

LANGUAGE COMPREHENSION

BROCA'S AREA

LANGUAGE PROCESSING



YOUR BRAIN ON STORIES

VISUAL CORTEX

COLORS & SHAPES

WERNICKE'S AREA

LANGUAGE COMPREHENSION

OLFACTORY CORTEX

SCENTS

AUDITORY CORTEX

SOUNDS

BROCA'S AREA

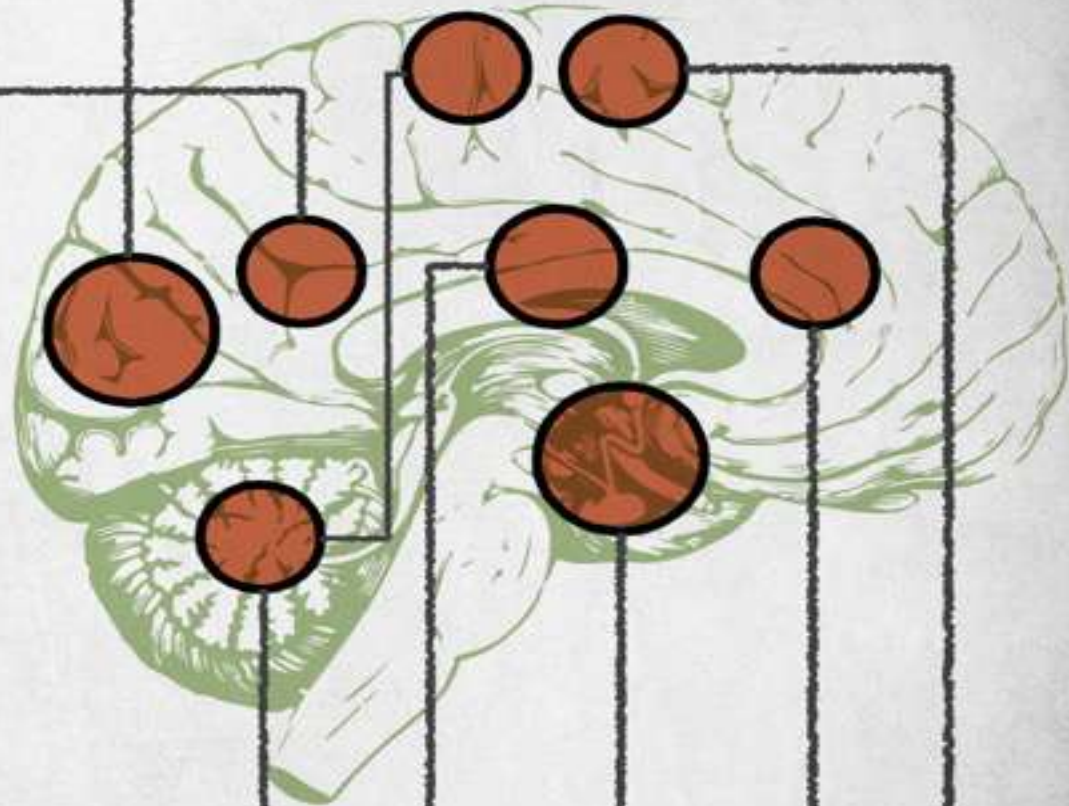
LANGUAGE PROCESSING

MOTOR CORTEX

MOVEMENT

SENSORY CORTEX & CEREBELLUM

LANGUAGE COMPREHENSION



Shoot out

Hoeveel is dit 2^e hands plastic roze paardje van 1 dollar waard nadat er een goed verhaal bij geschreven is?



Object No. 93 of 100

Significant Objects

Pink Horse

By Kate Bernheimer



Object No. 93 of 100

[The auction for this Significant Object, with story by Kate Bernheimer, has ended. Original price: \$1. Final price: \$104.50.]



SignificantObjects

...and how they got that way

A long time ago, I was very poor and often traded my body for cigarettes, Chelada, or food (in order of preference). I had two children — both daughters — and together we lived in a motel on the coast. It was a knotty-pine kitchenette cabin, and came furnished with a teapot, a few chipped flowered plates, some utensils, and bedding. The cabin overlooked a paved parking lot and beyond it, the beach. If a man came to visit, I sent my youngest girl out to find driftwood and starfish and shells. (Her sister was in kindergarten, so always gone in the morning.) There was no market for these trinkets among tourists; but they were precious to my little girls, truly their only possessions. We washed them and kept them along the edge of the porch rail and inside, on the white windowsills, which otherwise were very empty, apart from a pink horse my youngest had found in the woods. That pink horse! How she loved it. Once when she had gone a very long way to gather her treasures — all the way under a natural tunnel inside the cliffs, which led to a narrow beach that would trap you and kill you if you were stuck there during high tide — an old woman with pink hair approached her and sang her a song. My daughter told me about this old woman, but I didn't believe her. Later that week, my girl brought home a sea urchin, closed. She said that when the sea urchin opened, the old woman would return and that she had promised then to bring us good luck. I got an empty jar from the cupboard — it had once been full of beach plum jelly but had long been gathering dust. We walked down to the edge of the ocean and filled it with water. Back in the cabin, we placed the closed sea urchin carefully into the water, where it sank and stayed closed. The next morning my littlest girl didn't wake up and the sea urchin had bloomed. It was on her grave that my other daughter placed the pink horse. Then she too was taken — by the high tide — the very same week. She'd gone into the magic tunnel. Now I do nothing but drink Chelada all day, haunted by pink. Pink urchins, pink cigarettes. Pink horse, pink horse, pink horse on the grave — if ever the pink horse flies into the sky, your daughters will come back to life. The pink-haired old woman sang that to me once when I passed out in the sand. For now, there you stand in the dark of the wood — beautiful, all-powerful, and silent. Pink horse, you are everything, and everything is everlasting in you.

About the Significant Objects Project

"Stories are such a powerful driver of emotional value that their effect on any given object's subjective value can actually be measured objectively." — Joshua Glenn and Rob Walker

"When people are finding meaning in things — beware." — Edward Gorey

THE IDEA

A talented, creative writer invents a story about an object, invested with new significance by this fiction, the object should — according to our hypothesis — acquire not merely subjective but objective value. How to test our theory? Via eBay!

Significant Objects



FOSSILS	TALISMANS	IDOLS	TOTEMS	EVIDENCE	ABOUT	PRESS	NEWS
---------	-----------	-------	--------	----------	-------	-------	------



Significant Objects, a literary and anthropological experiment devised by Rob Walker and Joshua Glenn, demonstrated that the effect of narrative on any given object's subjective value can be measured objectively.

The project auctioned off thrift-store objects via eBay; for item descriptions, short stories purpose-written by over 200 contributing writers, including [Meg Cabot](#), [William Gibson](#), [Ben Greenman](#), [Sheila Heti](#), [Neil LaBute](#), [Jonathan Lethem](#), [Tom McCarthy](#), [Lydia Millet](#), [Jenny Offill](#), [Bruce Sterling](#), [Scarlett Thomas](#), and [Colson Whitehead](#), were substituted. The objects, purchased for \$1.25 apiece on average, sold for nearly \$8,000.00 in total. (Proceeds were distributed to the contributors, and to nonprofit creative writing organizations.) All the project's stories are archived on this site.

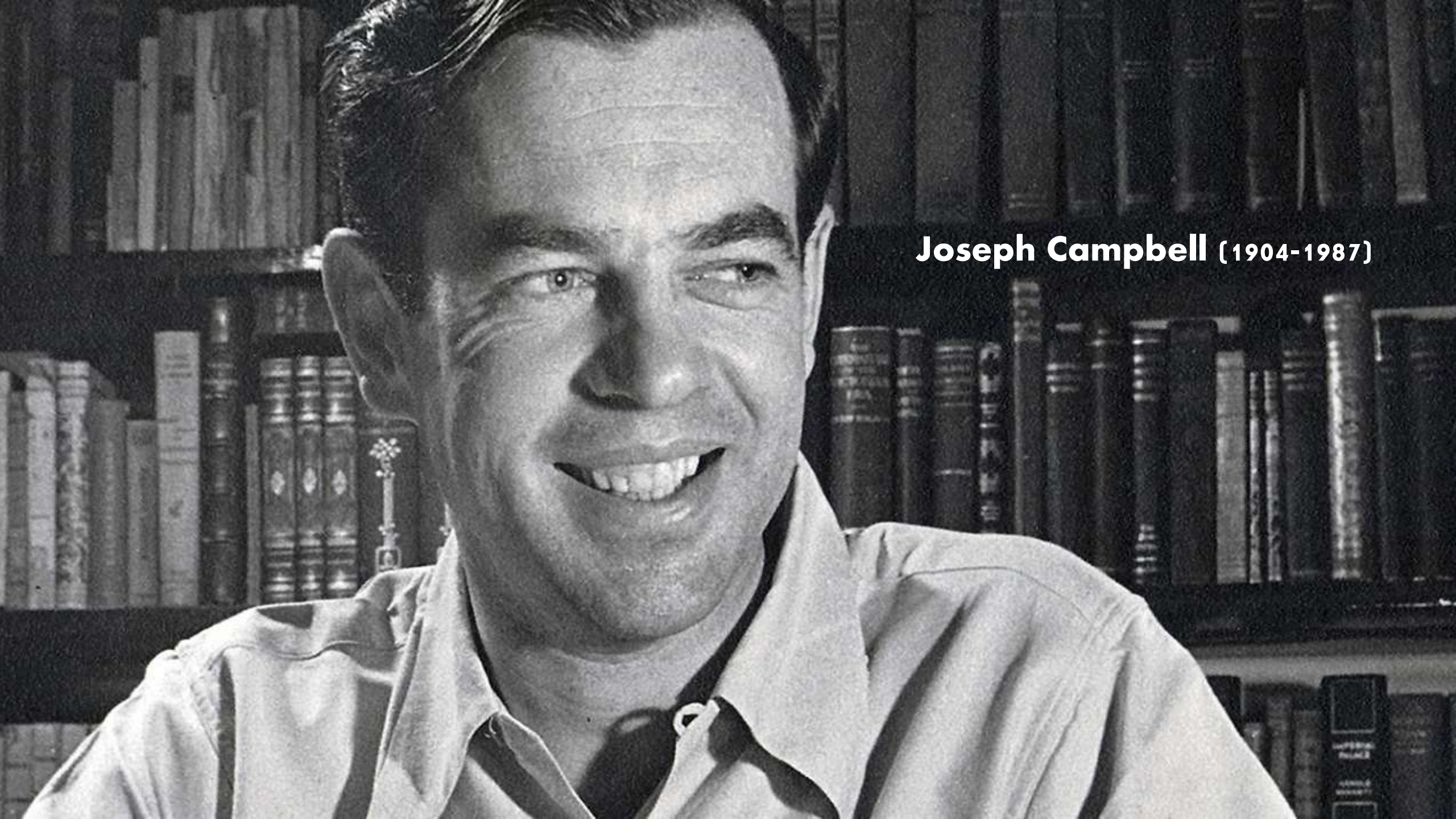
total. (Proceeds were distributed to the contributors, and to nonprofit creative writing organizations.) All the project's stories are archived on this site.

Glenn and Walker are now pleased to announce that a collection of 100 of the project's finest stories has been published by Fantagraphics in a highly impressive volume, masterfully designed by [Jacob Covey](#). It is available now via [Powell's](#), [Amazon](#), [B&N](#), or wherever finer books are sold.

Follow the latest news and other interesting notes on objects, stories, and value at [significobs.tumblr.com](#). We're also on [Twitter](#), and [Facebook](#), and sometimes we even post in the [news](#) section of this very site!



**WAT MAAKT
EEN VERHAAL?**



Joseph Campbell (1904-1987)

Basisprincipes Storytelling

CONFLICT



Spanning
cortisol: aandacht

CONNECTIE



Herkenbaarheid
oxytocine: empathie





THE HERO'S JOURNEY



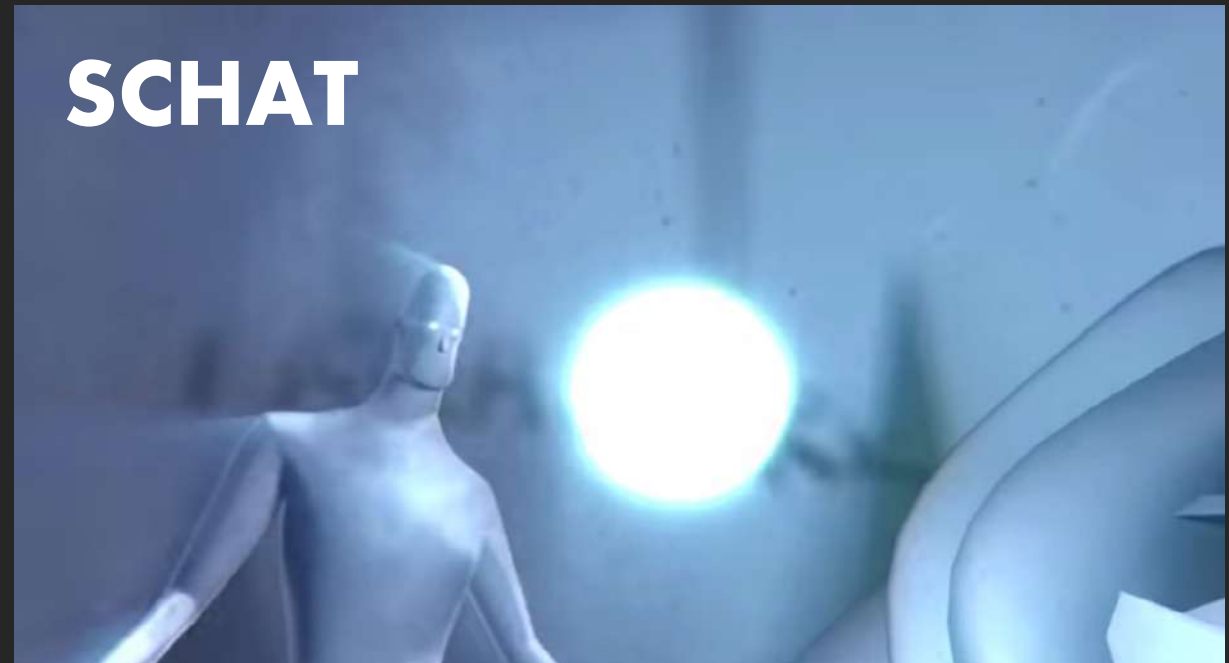
HELD



MONSTER



HELPER



SCHAT



ORDINARY WORLD

SPECIAL WORLD





Hulpmiddel: Storytelling Canvas (voor de bouwblokken)

Voor een uitleg hoe met dit canvas te werken klik [hier](#)

STORYTELLING CANVAS

STORYDIGGERS 

TITEL: _____

<i>ORDINARY WORLD</i>	 MONSTER	<i>SPECIAL WORLD</i>
 HELD	CRISIS: _____	 SCHAT
CALL TO ADVENTURE: _____	 HELPER	RESULTAAT: _____

Klassiekertje

















Bezoekers met verhalen

Promo: Tomorrowland



Brandon Stanton: Humans of New York





Humans of New York



Pagina · Kunst- en geesteswetenschappenwebsite

humansofnewyork.com

Foto's

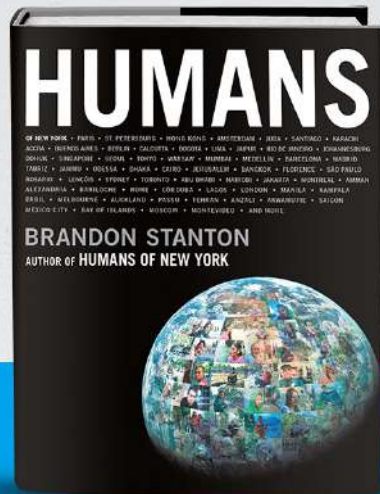
[Alle foto's weergeven](#)Humans of New York ✓

28 mei om 18:57 · 🌐

"Motherhood is not that hard. Times get hard, financially. But the rest I've got in the bag. It's the post-partum that hit me more than motherhood. But I have to get up and fight through it, every day. I organized all this myself. I want her to know that she has people here who love her. I grew up hard, honestly. I struggled. My mom was there-- but she wasn't there. She was young, she was partying, she was never home. I can only remember having one birthday party; at the skating rink. So that's why every birthday is important to me. I want her to remember this. I want her to remember every birthday."



20.000.000 volgers en veel spinoff



#1 NEW YORK TIMES BESTSELLER

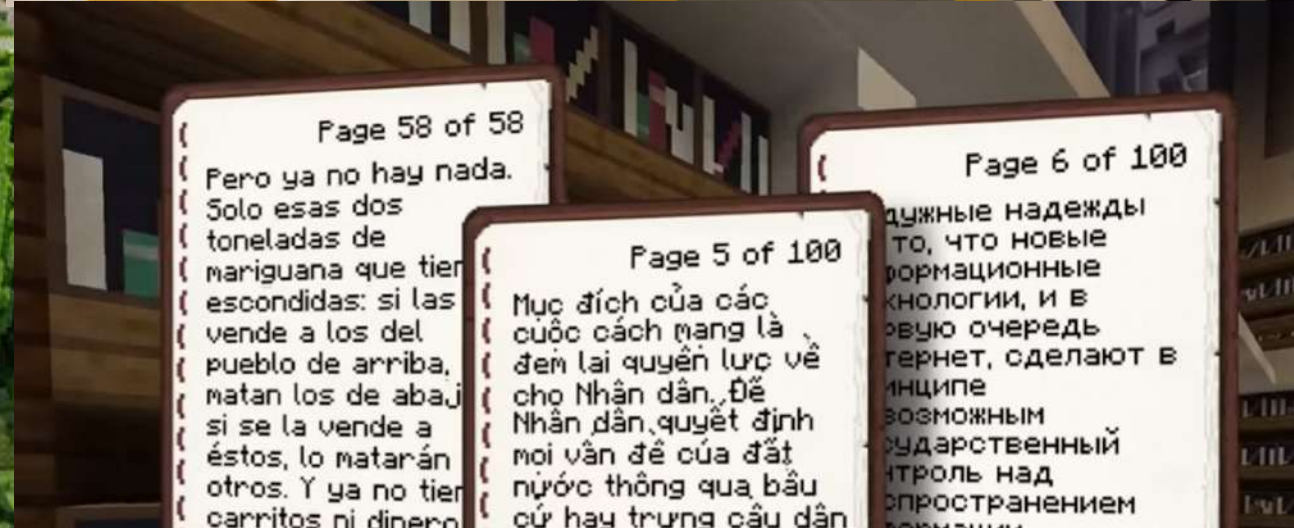
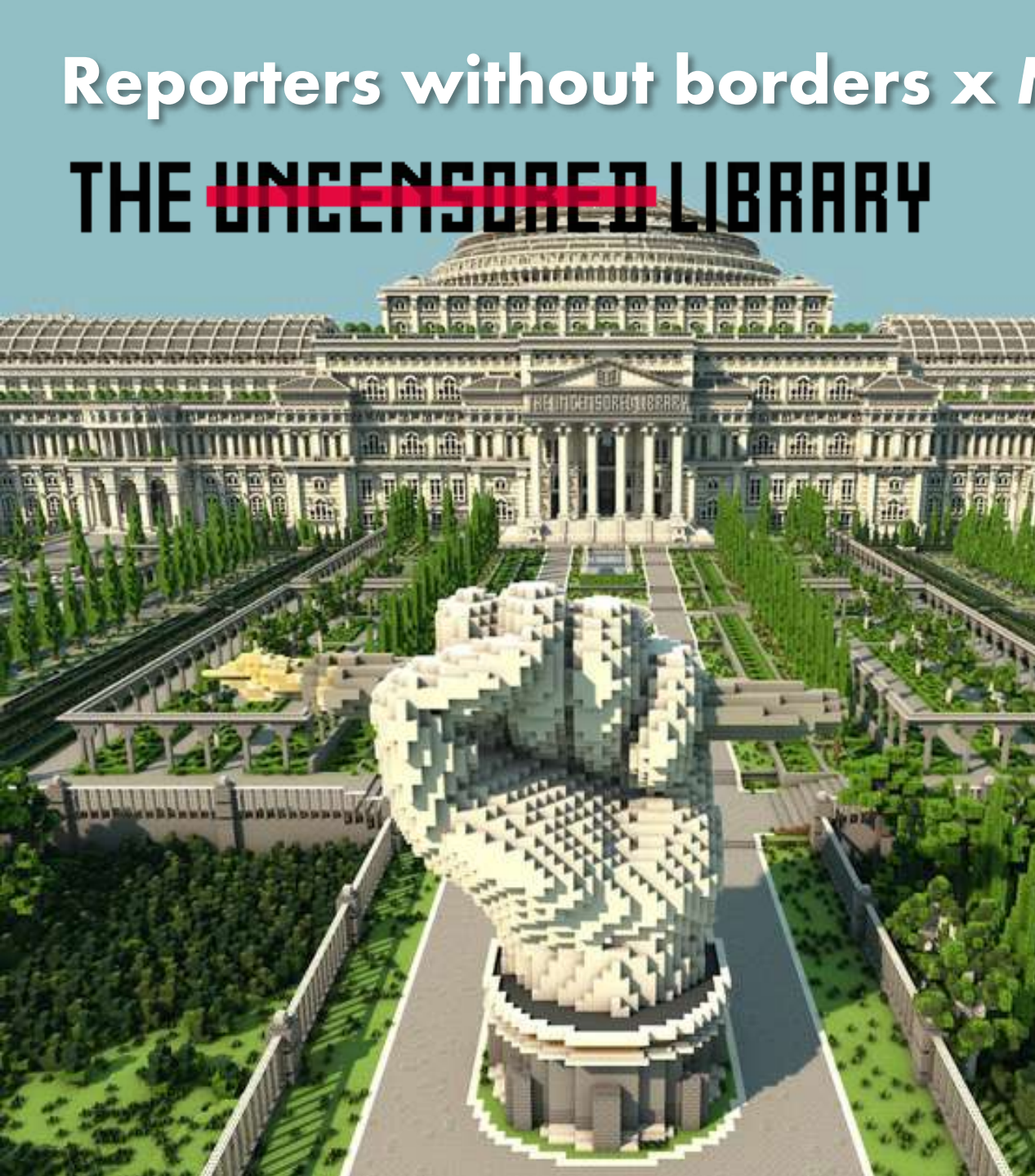
THE WORLD.
ONE STORY AT A TIME.

ON SALE NOW

ST. MARTIN'S PRESS

Reporters without borders x Minecraft

THE ~~UNCENSORED~~ LIBRARY



Leen geen boeken maar mensen



LIVING LIBRARY



Twée belangrijke vragen

De mensen die we helpen

Wendy (29) uit Zuid-Afrika praat met jongeren over seks en hiv. Moeilijke onderwerpen in het land, maar heel belangrijk. "Met goede informatie kunnen jongeren betere keuzes maken."



"Ik leer meisjes voor zichzelf opkomen."

[Lees meer](#)

Charles Boucher van het Erasmus MC in Rotterdam is gespecialiseerd in het behandelen virus-infecties. Het onderzoek naar hiv is zijn levenswerk. Hoe denkt hij over genezing? >

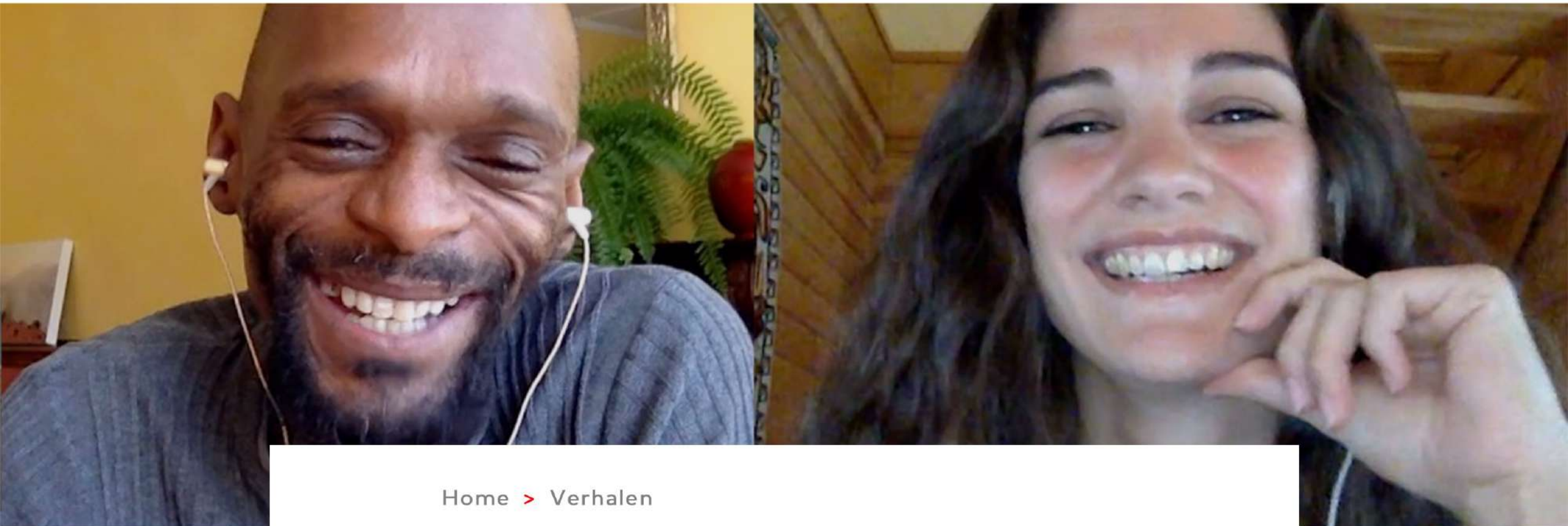


'We kunnen genezing van hiv niet laten liggen.'



Alle liefdes zijn bijzonder en het waard om te beschermen. Ook de liefde van Alexander en zijn vriend Sasha in Rusland. Alexander heeft hiv, samen met Sasha informeert hij anderen over hiv.

"In mijn beleving was aids een ziekte voor junkies"



[Home](#) > [Verhalen](#)

Zo ver weg, maar toch zo dichtbij

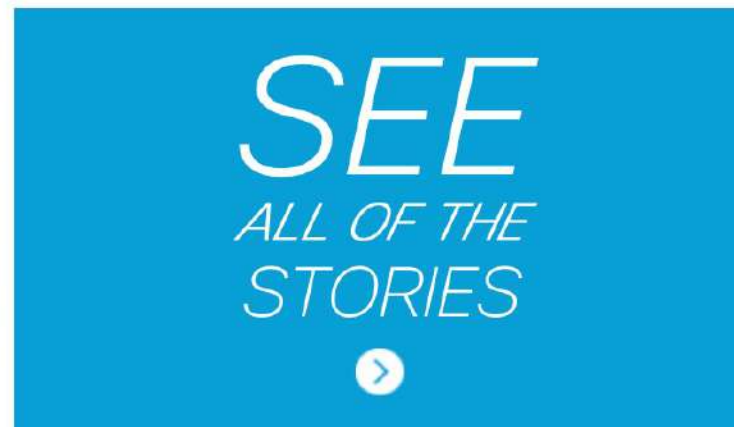
Aidsfonds bracht de Nederlandse Anne (27) in contact met Vusi (47) uit Swaziland. Via Skype ontmoetten ze elkaar en ontdekten ze dat meer gemeen hebben dan je zou denken.

**Welke perspectieven
zijn er rondom jouw
bibliotheek?**



It's about time

More than ever before, technology has given us the ability to change the world. Not tomorrow. Not someday. Now. We're dedicated to making a difference by connecting the world. Here's how.



THERE'S
NEVER BEEN
A BETTER
TIME



to save the rhinos



**Wat betekent jouw
bibliotheek in het
leven van anderen?**





Wat is jullie verhaal?



THE END

(...or the beginning?)

