

between

physical



virtual

space

What *(digital)* trends are shaping the future of museums?

Pavel Douša

National Museum *Unplugged*

Prague

November 12, 2014

2006: 3 out of every 4 visitors to the MET never make it to the front door



2010: It's mouse that runs museum

2014: **Plugged in or unplugged ?**

DIGITAL SHIFT

Things



Information



Data

museum interpretation



digital interpretation



you are
a content
curator

four ideas for using
Pinterest
to build your brand

CONTENT CURATING

Scoop.  *it!*

Storify
Curate and make stories.


pearltrees

ARCHETYPES OF INTERNET CULTURE:



WIKIPEDIA
The Free Encyclopedia

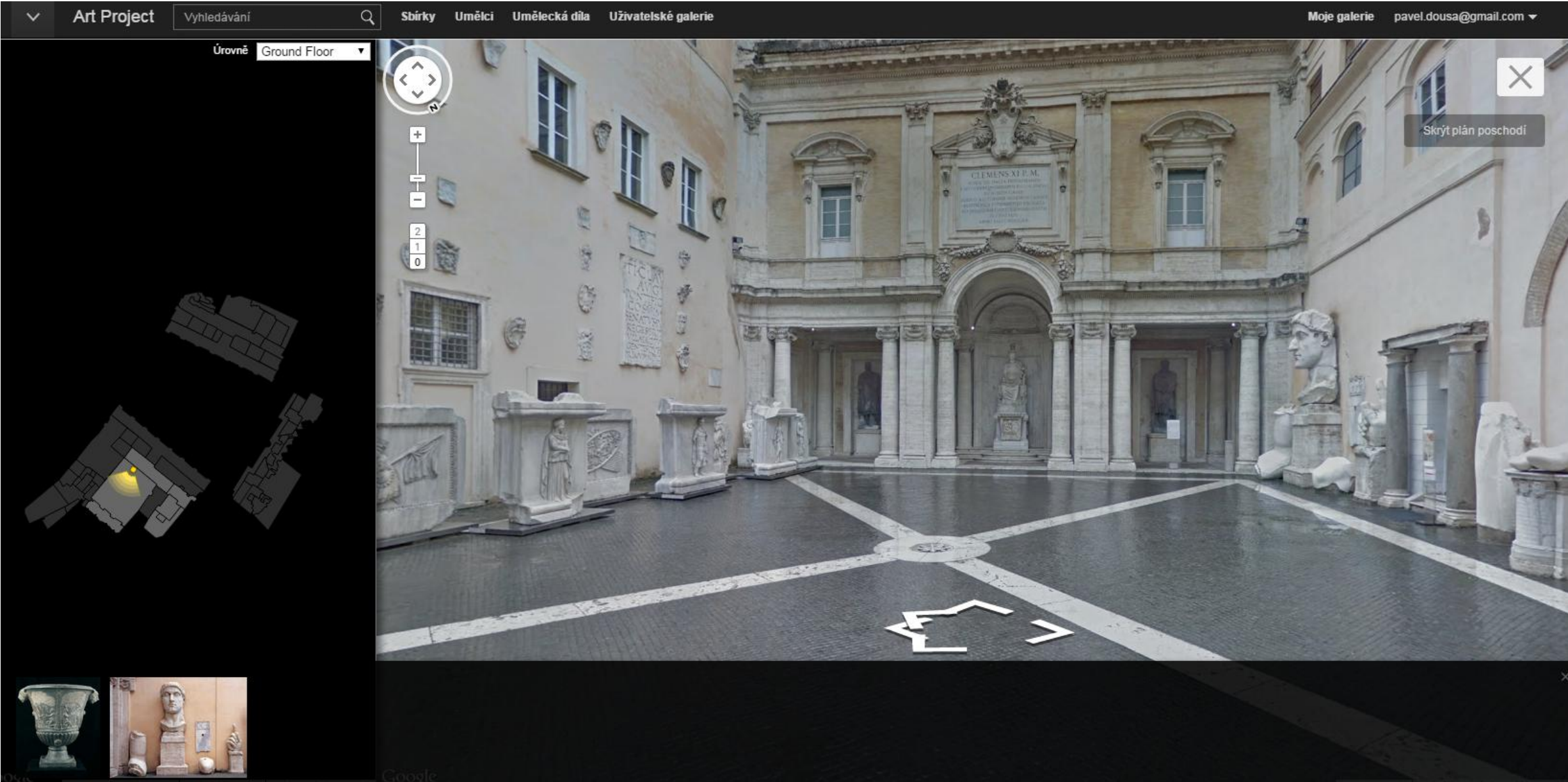
Wikipedia



Europeana



europaena
think culture



Úrovně

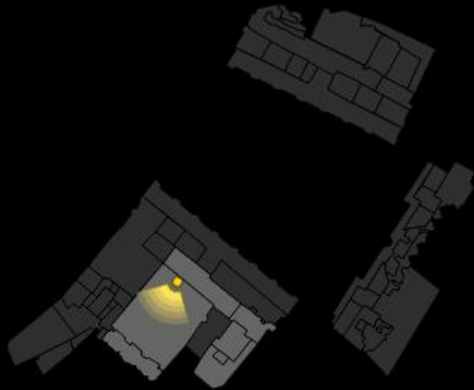
Ground Floor



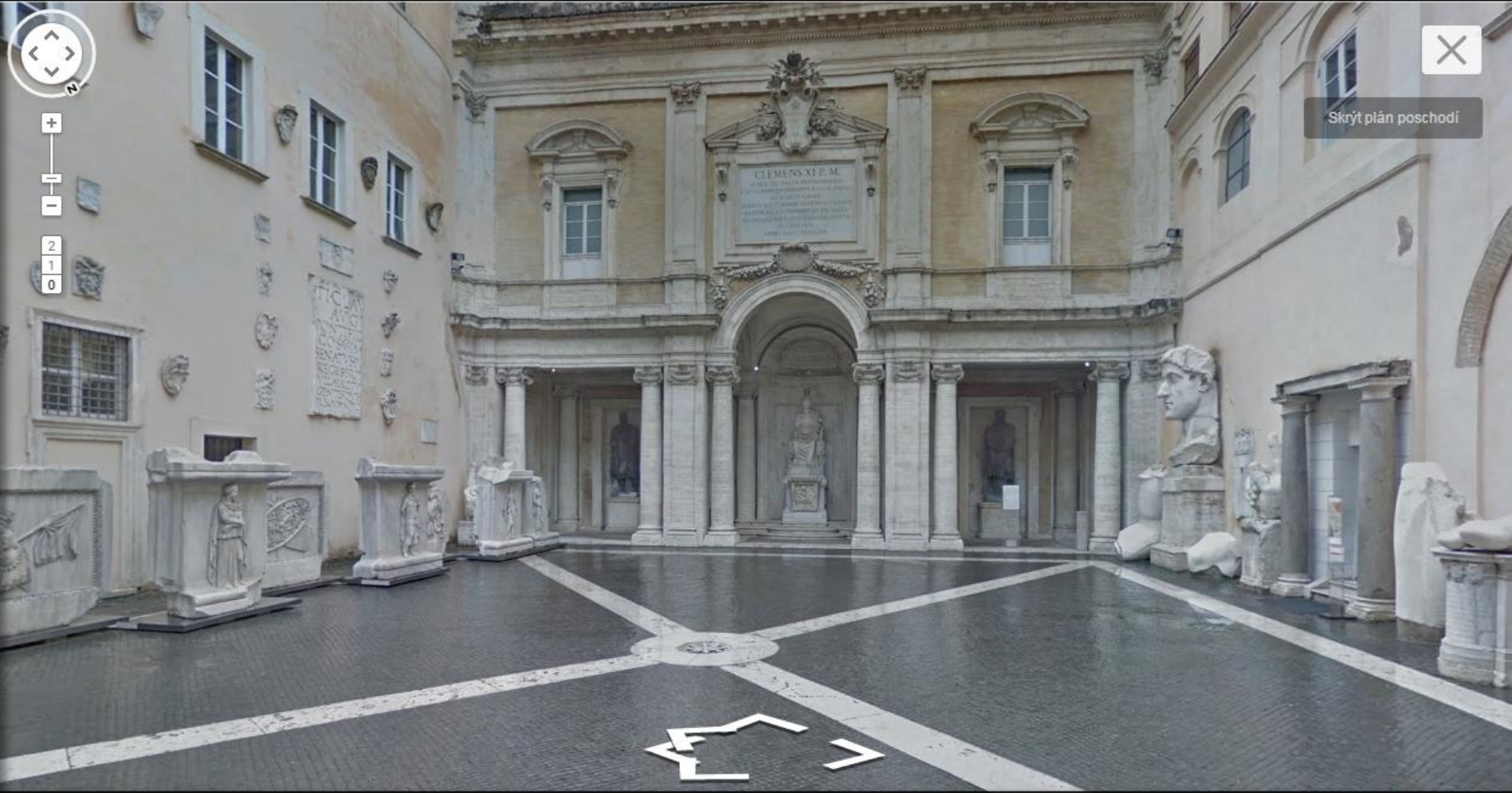
2

1

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Skrýt plán poschodí



DIGITAL MINDSET

Technology does **not** govern the museums
think like **users**
open access

The image shows the top section of the Rijksstudio website. The main banner features a still life painting of flowers and fruit. On the left, the text "RIJKS STUDIO" is displayed in large white letters. Below it, a dark bar contains the text "Discover the possibilities of 150,000 masterpieces" and a red button that says "Start your own Rijksstudio". On the right side of the banner, there is a video player with a red play button icon and the text "Powered by Bank Giro Loterij". Below the banner, there is a navigation menu with four items: "Rijksstudio and Etsy" (with a woman's portrait), "What can you do with your Rijksstudio?" (with a man's face), "Artists at work" (with a painting of a landscape), and a fourth item with a painting of a landscape.

"We want to share our collection. The Internet is much larger than our own website." – Peter Gorgels, Rijksmuseum

The image shows a screenshot of the Rijksmuseum website. At the top, there is a navigation bar with the text "VISIT LEARN CONNECT" and a search bar. Below this, the text "ONLINE COLLECTIONS" is displayed, followed by the title "Pair of George II Figural Candlesticks". The main content area shows a 3D model of the candlesticks. To the right of the candlesticks, there is a vertical list of social media icons: Twitter, Facebook, and Instagram. Below the candlesticks, there is a row of small thumbnail images. At the bottom of the page, there is a footer with the text "FRAME French Regional American Museum Exchange", "ARTSTOR", "Art Project", and "ART SY".

The stages of digitisation

1. Digitisation

2. Collection management systems

3. Sharing, Client interfaces

TRENDS

Social entrepreneurship, creative industries

New media

Multisensory experiences for a multisensory world

Augmented reality

Big data

Privacy

Colaborative consumption and sharing collections

Robots

Gamefication

Personalised, on-demand experiences

Social entrepreneurship



New media



Multisensory experiences for a multisensory world



Big (Beautiful) Data

Data

information (or, also) is a set of values of qualitative or quantitative variables; **instances**, **information** are individual pieces of information.

information in computing (or **information** processing) are represented in a structure that is often tabular (represented by rows and columns), a tree (a set of nodes with parent-children relationship), or a graph (a set of connected nodes).

information are typically the results of measurements and can be visualised using graphs or images. **information** as an abstract concept can be viewed as the lowest level of abstraction, from which information and then knowledge are derived. Raw

information, i.e., unprocessed **information**, refers to a collection of numbers, characters and is a relative term; **information** processing commonly

occurs by stages, and the "processed **information**" from one stage may be considered the "raw **information**" of the next. Field **information**

refers to raw **information** that is collected in an uncontrolled in situ environment. Experimental **information** refers to **information** that is

generated within the context of a scientific investigation by observation and recording. The word **information** is the traditional plural form of the now-archaic *datum*, neuter

past participle of the Latin *dare*, "to give", hence "something given". In discussions of problems in geometry, mathematics, engineering, and so on, the terms *givens* and

information are used interchangeably. This usage is the origin of **information** as a concept in computer science or **information** processing; **information** are accepted numbers, words, images, etc.

Big data and mash ups

90 % of all the data in the world has been created in the last two years

Tools and exhibits analyzing and packaging big data in interesting ways

Museum X announces release of ____,000 images from its collection for public use!

X

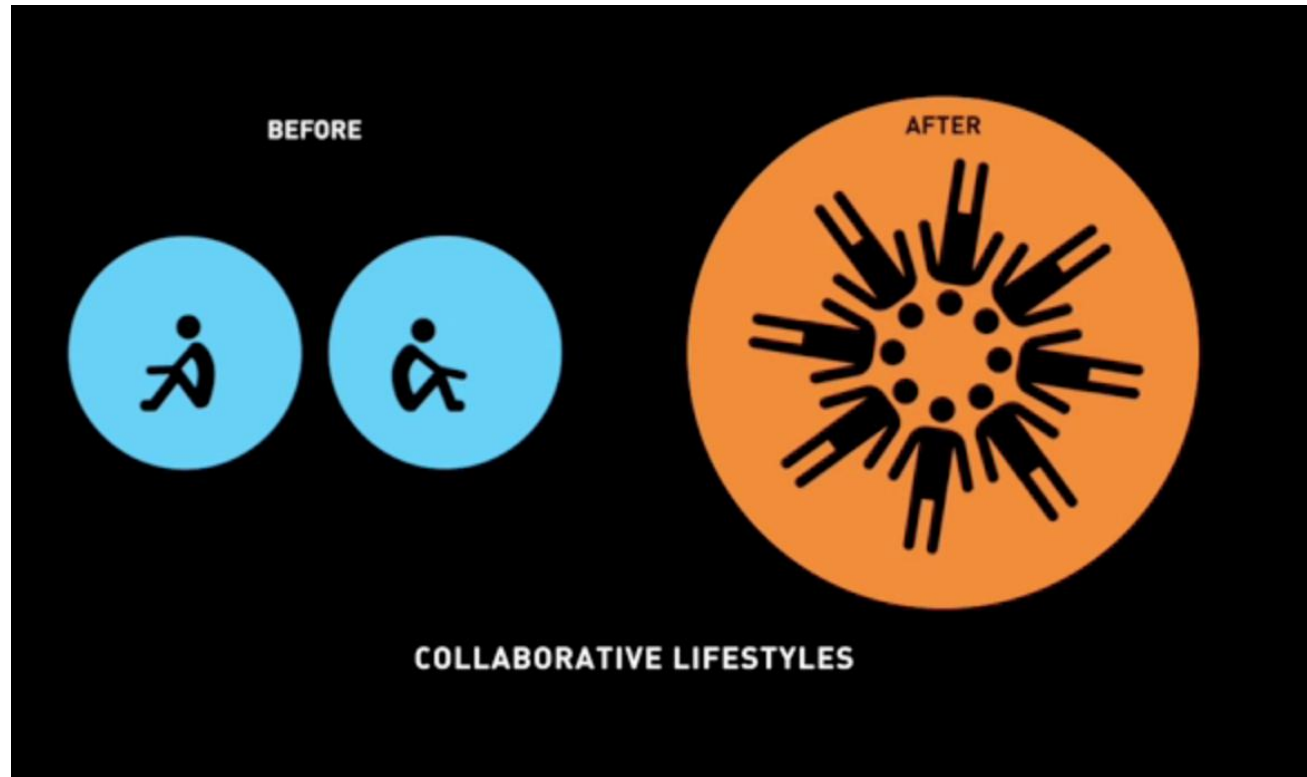
Re-use of datasets



PRIVACY



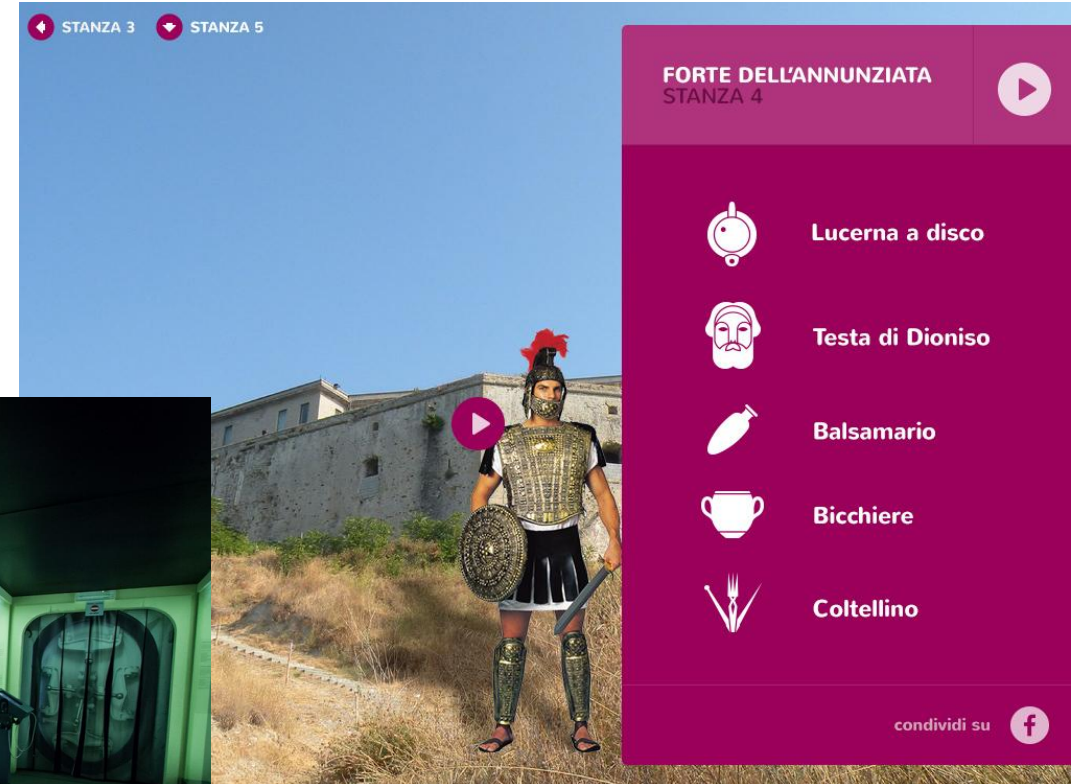
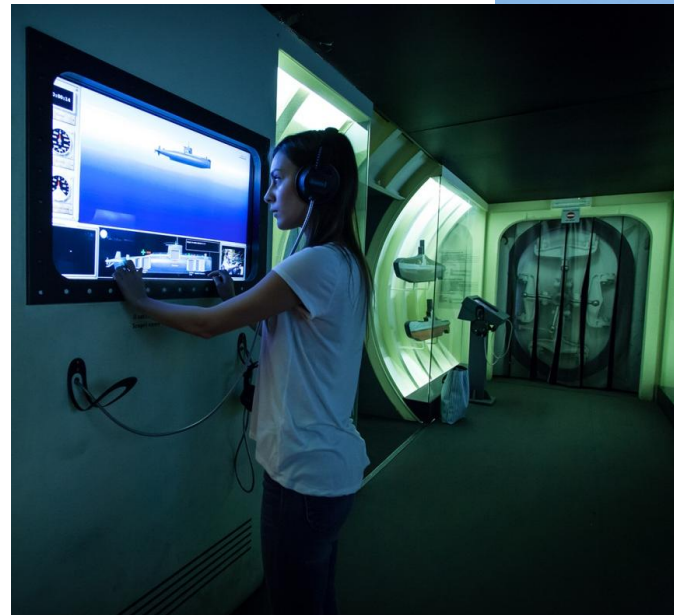
Collaborative consumption



ROBOTS



GAMEFICATION



Rediscovering curiosity



USER GENERATED CONTENT





Santa Cruz Museum of Art and History

EXPERT CURATION



COMMUNITY CURATION



semantic gap between museums and the public

CURATOR 2.0



A word cloud containing various terms related to museums and curatorial work. The most prominent words are:

- researcher** (green)
- collection** (dark red)
- objects** (dark red)
- responsible** (purple)
- person** (blue)
- material** (purple)
- public** (purple)
- information** (purple)
- someone** (green)
- exhibitions** (blue)
- care** (purple)
- professional** (purple)
- exhibition** (purple)
- world** (purple)
- history** (purple)
- knowledge** (purple)
- audiences** (purple)
- museum** (purple)
- collector** (purple)
- significance** (purple)
- community** (purple)
- stories** (purple)
- culture** (purple)
- interpret** (purple)
- responsibility** (purple)
- facilitator** (purple)
- developing** (purple)
- managing** (purple)
- writing** (purple)
- people** (purple)
- manager** (purple)
- ideas** (purple)
- world** (purple)
- interpret** (purple)
- responsibility** (purple)
- facilitator** (purple)
- developing** (purple)
- managing** (purple)
- writing** (purple)
- people** (purple)
- manager** (purple)
- ideas** (purple)
- world** (purple)



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KEEP

THE AUDIENCE'S NEEDS AND MOTIVATIONS
AT THE FOREFRONT