

Iniciatives digitals dels museus per seguir connectats amb els públics

Conxa Rodà
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25 nov 2020
#5jornadaOPPCC

The Met's Art at Your Place? Instagram AR Brings It Home
imatge: <https://www.metmuseum.org/blogs/collection-insights/2020/instagram-ar-filter>

El Digital, peça clau per l'*engagement*



Font: MuseumFutureLabs <https://delftdesignlabs.org/news/future-museum-experience-design-game/>

Preparació digital als museus US

Estudi pre-pandèmia, situació similar als nostres museus:

- Dedicated **digital staffing** is severely limited
- **Digital strategies** are still emergent (només 25%)
- **Digital projects** are mostly siloed (només 7%) and outcomes poorly tracked
- **Audience insights** are shallow or poorly integrated (només 18%)

Knight Foundation (2020). *Digital Readiness and Innovation in Museums*
<https://knightfoundation.org/reports/digital-readiness-and-innovation-in-museums>

Panorama post-pandèmia El Digital progressa adequadament (o gairebé)

- de Ventafochs a star
- de la digitalització a l'accessibilitat
- de la parcel·la a l'expansió
- d'altaveu informatiu a espai de producció:
de rèplica a original

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INICIATIVES PARTICIPATIVES _User Generated Content (UGC)



[Getty Unshuttered](#)

programa artístic multiplataforma per a adolescents sobre la justícia social, basat en la fotografia



[#NewSelfWales Exhibition](#)
State Library of NSW: crida de
rets de gent a Instagram i
muntatge exposició

INICIATIVES PARTICIPATIVES

'Museum concerts from home'
National Museum, Nova Delhi,

[Museum Concert from Home \(Ra...\)](#)

A thumbnail for a YouTube video titled "Museum Concert From Home" featuring a classical Indian painting. The video was posted by the National Museum, India, and has over 1 million views.

Museum Concert From Home

An online concert was held to make our collection accessible to all, while we are homebound. NM friends were encouraged to join us on this musical journey by recording their favourite songs (Classical/ Semi Classical/ folk/ regional/ instrumental) which was inspired by any of the Raghmala paintings from NM Collection.

[View video](#)

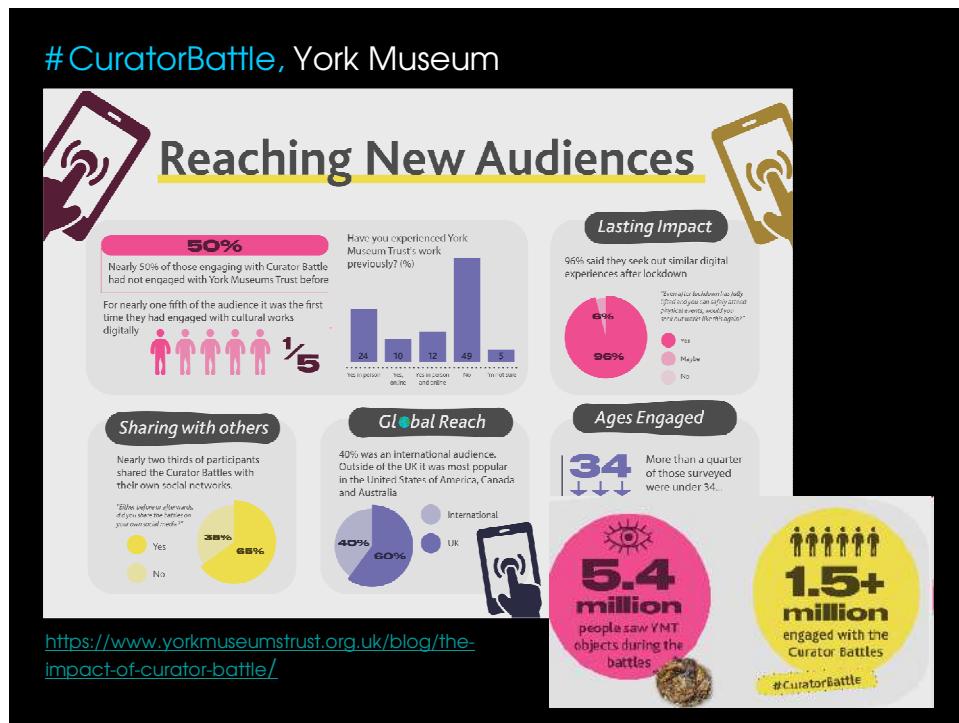
[YouTube](#)

<http://www.nationalmuseumindia.gov.in/en/video-gallery/category/28>

#CuratorBattle
York Museum

Vikki Green (@VikkiGreen1)
1/ Had so much fun participating in the #CURATORBATTLE again today. Can't stress how important this is to museums - relaxing the professional approach to social media, interacting with organisations you perhaps wouldn't normally + sharing objects in a

National Leather Collection (@museumofleather) 13h
@VikkiGreen1 BEHOLD! A Net, but not for a human, for a falcon!
Hoods are used to prevent distraction, the origin of modern term "hoodwinked".
This steel hood fit glorious taxidermy! dates from 17th C England & is made from felt, leather and plucky feathers.
#CURATORBATTLE #Berkshire



INICIATIVES PARTICIPATIVES

- *MURAL. Un museo virtual y colaborativo de los tiempos del Coronavirus*, M.Nac.Antropología
<http://www.culturaydeporte.gob.es/mnantropologia/exposvirtuales/mural.html>
- *Covid Art Museum* a Instagram
https://www.rtve.es/alacarta/videos/telediario/td2_museo_covid_211020/5690611/

El éxito del museo de la COVID-19 español en Instagram
Hasta 75.000 usuarios han llegado desde marzo al Covid Art Museum en Instagram. No solo que tiene crecientes audiencias españolas. "Nos damos cuenta de que instantáneamente se ha convertido en un referente y que esconde ese inconfundible algo bonito a través de los artistas", explica Irene Llorente, una de las fundadoras. Attestando

21 oct 2020

Per fer a casa:_ receptes de cuina històriques (Museu Nova Escòcia)



<https://twitter.com/castlenes/status/1306242415318241280?s=20>

EDUCACIÓ DIGITAL



Digital Discovery Center (Samsung Lab),
British Museum

https://www.britishmuseum.org/learning/samsung_centre.aspx



#LifeDrawingLive “the drawing class you can take from home”,
Royal Academy of Arts, London,
the world’s first live streamed life
drawing class

MoMA The Museum of Modern Art

The Museum of Modern Art is a place that fuels creativity, ignites minds, and provokes imagination. With its record-breaking collections and the world's finest collection of modern and contemporary art, MoMA is dedicated to the conversation between the past and the present. The education and the experience.

Courses and Specializations

- Landscape Design: Model or Not?
- In the Studio - From the Abstract Painting
- What Is Contemporary Art?
- Jazz & Ideas: Teaching with Themes

MOOCs: diversos museus

MoMA Versailles Städels

Museus connectats a les aules



Museo Nacional de Escultura, Valladolid
<http://www.culturaydeporte.gob.es/mnes/cultura/actividades/conexiones-programa-digital.html>



Museo de la Evolución, Burgos. Imatge:
<https://twitter.com/VrErasmus/status/1328717811481534465/photo/2>

A VR Field Trip for High Schoolers, North Carolina Museum of Art



<https://learn.ncartmuseum.org/programs/vrfieldtrip>

INFANTS / FAMÍLIES



Museo Cerralbo #kitcerralbianoparapeques
<https://twitter.com/i/events/1257580171806281728>



Rede Museística Lugo #Creaoteumuseo
<https://twitter.com/encarnalago/status/1257984896808689664?s=20>

VISITES / TOURS VIRTUALS

de visites estàtiques
a experiències interactives

VISITES VIRTUALS

- "Sofa tours" , Moderna Museet, Estocolm
https://www.modernamuseet.se/stockholm/en/event/sofa_tours/
- Tour virtual,
Museus Nacionals Escòssia
- Visita virtual, MdA



- "Diàlegs intrusos", Museu Nacional d'Art de Catalunya
<https://www.museunacional.cat/ca/dialegs-intrusos-tot-es-present>

CONEIXEMENT DE LA COL·LECCIÓ

Visibilitat: 1 obra cada dia

- [#DespertaambArt](#), @MuseuNac_Cat i altres
- #ConfinementJour39, @MuséeCluny i altres

Recreació visual

- @smkmuseum a instagram stories

Fil temàtic contextual

- [#PonteLaMáscaraMNA](#)
a 3 xarxes socials



Coneixement de la col·lecció _1 autor, 1 obra en profunditat



Leonardo: Experience a Masterpiece,
National Gallery UK
<https://www.nationalgallery.org.uk/exhibitions/past/leonardo-experience-a-masterpiece>

Experience the Night Watch,
Rijksmuseum
<https://beleefdenachtwacht.nl/en>



Coneixement de la col·lecció _aprofitant interès del moment



<https://blogs.getty.edu/iris/for-the-throne-medievalists-musings-on-game-of-thrones/>

Connectant amb les persones_Art i Benestar

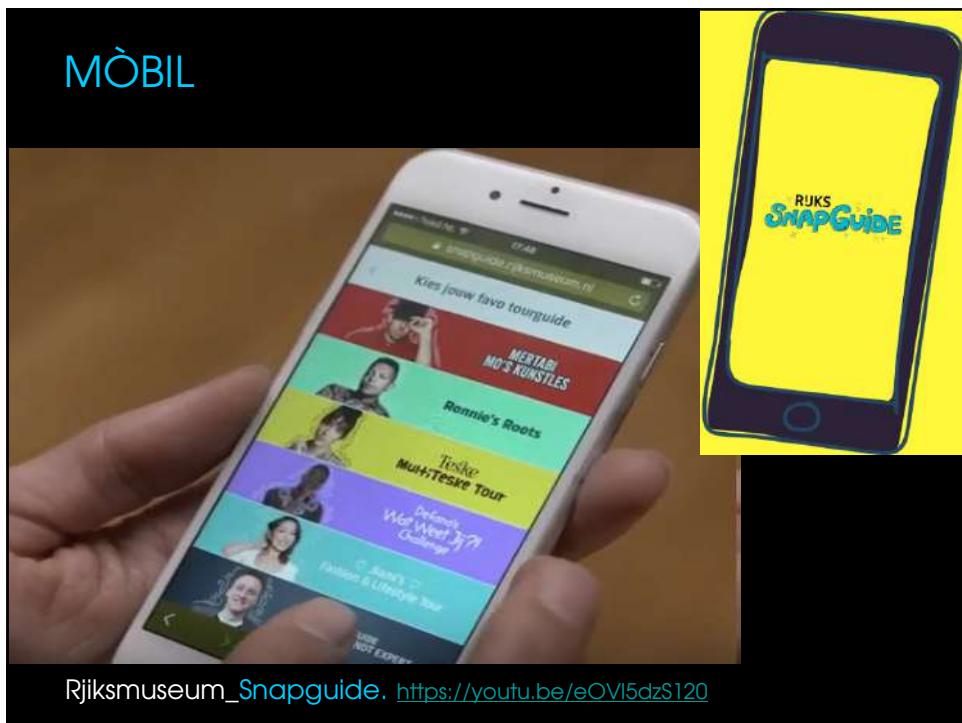
<https://www.tate.org.uk/art/wellbeing-and-art>

El moment per a l' **accés obert** és ara

"Providing open access to digital collections transfers significant power from institutions to the public they exist to serve. As the Covid-19 pandemic progresses, it has never been more vital for museums to **explore how they can make new connections with audiences** and support creators, educators, scholars and innovators".

Andrea Wallace & Douglas McCarthy (2020). "The case for open access"
<https://medium.com/open-glam/the-case-for-open-access-7f8686c642f>

MÒBIL



Rijksmuseum_Snapguide. <https://youtu.be/eOVI5dzS120>

AR mobile tour, Detroit Institute of Arts



imatge: <https://techcrunch.com/2017/01/10/google-tango/>

VÍDEO _Online web series

Yves Klein: How texture affects our perception of color in Blue Monochrome | AT THE MUSEUM

MORE VIDEOS

Exit full screen

1:19 / 4:49

YouTube

Go Behind the Scenes of 9 Museums With These Great Online Web Series
<https://hyperallergic.com/390245/nine-museum-web-series-to-watch>

PODCASTS

Minneapolis Institute of Art
The Object Podcast
<https://vimeo.com/315272291>

The Object

MoMA

A Piece of Work, a podcast hosted by Minneapolis Institute of Art's Abbi Jacobson, is everything you wanted to know about modern and contemporary art but were afraid to ask. A bicycle wheel attached to a stool, a giant canvas splattered with paint, dozens of soap cans...for many museum visitors, words like these prompt a ton of questions. In this 30-episode podcast, Abbi looks for answers in lively conversations with curators, artists, and some friends, including Hans Ulrich Obrist, Tate Gieseker, Rudolf, and Queenie.

New Podcast: A Piece of Work with Abbi Jacobson

A Piece of Work, MoMA podcast per la creadora Abbi Jacobson

3D / 4D

Sketchfab Plataforma per 3D, RA i RV.
+ de 500 Museus i institucions culturals del món l'utilitzen
<https://sketchfab.com/patrimonigencat/models>

Embeddable everywhere on the Web, supporting every 3D format with millions of models online today.

Explore content in Virtual Reality (VR) | Show an interactive tour with Annotations | Use your audience's interest to refine your models with AI

Animació en 4D: recreació d'una pintura del s.XIII, "along the River During the Qingming Festival", The Palace Museum, Beijing.

GAMIFICACIÓ_ Museus dins jocs en línia

Museus a Animal Crossing
Black Stork in a Landscape, ca. 1780.
Image: Nintendo via The Met.
<https://www.metmuseum.org/blogs/collection-insights/2020/animal-crossing-new-horizons-qr-code>

Museus a Occupy White Walls
Birmingham, Museums
<https://www.museumnext.com/article/going-global-in-lockdown/>

BMAG x OWW Collaboration

PANTALLA GEGANT INTERACTIVA Multi-Usuari

[ArtLensWall](#), Studio Play
Cleveland Museum of Art



[Copenhagen Touch Wall](#), "Taking the Museum to the Streets", Museum of Copenhagen, projecte desenvolupat per [Gibson Group](#), NZ

EXPOSICIONS VIRTUALS

- versió digital expo física
- nàdiga digital

-
- Proveir **navegació!!** (no lineal, menú)
 - Enriquir de **continguts** (vídeos, locucions conservadors, making of, cronologia interactiva)
 - Enriquir de **funcionalitats** (interactivitat, zoom d'imatges, hipertext, àudios, compartir)

Exposicions virtuals

Europeana Online exhibitions. Art Nouveau
<https://www.europeana.eu/portal/en/exhibitions/art-nouveau-a-universal-style>

Gerhard Richter: Painting After All
<https://www.metmuseum.org/primer/gerhard-richter#a-master-of-painting>

Mirror Mirror: autoretrats de dones artistes_ National Portrait Gallery, UK

<https://www.npg.org.uk/whatson/exhibitions/2001/mirror-mirror-self-portraits-by-women-artists>

L'EXPO POMPÉI CHEZ VOUS

- Les vidéos
- La réalité virtuelle (VR)
- La réalité augmentée (AR)
- Les contenus de l'INRAP
- La série d'animation
- Le catalogue de l'expo
- Les dessins
- Les jeux
- Les ressources

Expo Pompéi chez vous

Exposition  **POMPEI CHEZ VOUS**
sur www.grandpalais.fr
#ExpoPompeï

<https://www.grandpalais.fr/fr/expo-pompei-chez-vous>

WW2 IN BRIGHTON & HOVE
Royal Pavilion & Museums, Brighton & Hove

Image Galleries ▾ Memories ▾ Make, Do & Share ▾ Looking Forwards, Reflecting Back ▾ Did you know? ▾

WELCOME

How did WW2 affect the people of Brighton and Hove?

Take a closer look at photos, listen to personal stories and discover other items from the collections of Royal Pavilion & Museums to look at how the war affected local people.

It has been created to mark the 75th anniversary of VE Day on 8 May 2020. We are marking this date by reflecting back.

<http://ww2.brightonmuseums.org/>

Sobreexcés d'oferta digital??

Requisits d'una oferta digital

- ✓ de qualitat
- ✓ optimitza possibilitats tech
- ✓ orientada als públics

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Maduresa de coneixement de l'audiència

Knowing your audience >>

Low

Know your segments
Research is occasional
First two layers

Medium

Depth research with some
Others know little about
Research is valued

High

Research is constant
Research is resourced
All audiences, all layers

Toomes, Paige (2020)

<https://gathercontent.com/blog/assessing-your-organisations-content-maturity>

Reptes per a un bon ús de les dades

WHAT ARE THE BIGGEST CHALLENGES OF USING CUSTOMER DATA TO IMPROVE CUSTOMER EXPERIENCE?



Digital Transformation Report 2020, p.7

<https://www.raconteur.net/digital-transformation-2020-sep>

i després...

Tabakalera mantendrá y reforzará su oferta de contenidos digitales tras la reapertura

“Una programación híbrida que combinará contenidos online y presenciales (...) Una programación online que llegó con el confinamiento, y vino para quedarse”

<https://www.tabakalera.eus/es/blog/tabakalera-mantendra-y-reforzara-su-oferta-de-contenidos-digitales-tras-la-reapertura>

Estratègia digital als museus...

sí o no?

El digital integrat dins el global

VALORS I ESSÈNCIA DEL MUSEU NACIONAL

The diagram illustrates the integration of digital and physical museum experiences through various values:

- MUSEU COMPROMÉS**: col·lectiu i responsabilitat social i ambiental.
- MUSEU INTEGRADOR**: de coneixement i de creació i de creació.
- MUSEU INNOVADOR**: en el seu entorn i que fomenta l'interacció i l'impuls del coneixement i la creació.
- MUSEU DEL PRESENT**: el temps actual i el futur, el coneixement actual i futur que propedeix la comprensió i la transformació d'un museu que alberga el coneixement crític.
- MUSEU D'EXCEPCIONALITAT**: utilitzat per exposar valors, per oferir nous espais i perspectives, per explorar noves formes d'accedir i participar i oferir una experiència d'excepcionalitat.
- MUSEU NACIONAL d'heretgia i d'espai i temps**.
- MUSEU INCLUSIU, PLURAL I ORIENTAT A L'URBANITAT**: que fomenta la inclusió, la diversitat, els resultats i el coneixement que serveixen a la ciutadania i l'economia.
- UNA ORGANIZACIÓ ORIENTADA CAP A L'EXCELÈNCIA**: més eficient i econòmicament sostenible amb una estratègia clara i transparent, amb un projecte futurista i un horitzó d'orientació: efectiu i eficient.

Museu Nacional d'Art de Catalunya. Estratègia i Pla d'Acció 2019-2022.
<https://www.museunacional.cat/missio>

10 Pautes digitals per un futur híbrid

- El digital redimensionat
- De la improvisació a l'**agilitat** planificada
- Més atents als **públics** / *Online engagement*
- Enriquir la **interpretació digital**
 - online i dins museu
 - diversificar formats i narratives digitals
- Projectes **nascuts digitals**
- Amb exigència de **qualitat**
- Millorar i millorar l'**accessibilitat**
- Forjar **aliances**
- **Capacitació digital** dels equips
- No perdre "momentum", seguir **innovant**

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amazon explore beta

Amazon Explore lets you learn and discover different places in real time—right from your computer

Local expertise
Connect with English-speaking hosts worldwide and access insider know-how.

Unique adventures
Virtually explore famous landmarks, private studios, home kitchens, funky neighborhoods, and hard-to-reach pockets of the globe.

Streamed live
Never prerecorded, every experience is streamed live to you at home.

1-way video / 2-way audio
Your host can hear you but can't see you, so there's no need to get dressed up.

Personal connection
You're the only person in your session. Focus on what interests you.

Interactive experience
Take pictures, ask questions, and talk with people onsite.

What you can do in your session

Take photos
You can take photos during your session by clicking the camera icon.

Speak with locals
You can activate an external speaker that allows you to speak with your host.

Indicate your interests
Let your host know what catches your interest by clicking the speech bubble icon.

**Competència o...
Inspiració per als museus?**

Robot-tour al Museu De Young, San Francisco.
imatge: CBS News
<https://news.artnet.com/exhibitions/robots-give-virtual-tours-of-the-de-young-museum-272329>

Smithsonian
<https://news.artnet.com/art-world/smithsonian-introduced-interactive-robots-facilitate-viewers-experience-1274915>

Robots / IA a museus

Gràcies!!

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<http://blog.museunacional.cat/autor/conxa-roda/>



Foto: [maguilar](#), Instagram