

## 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 Ventafocs 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 retrats de gent a Instagram i muntatge exposició



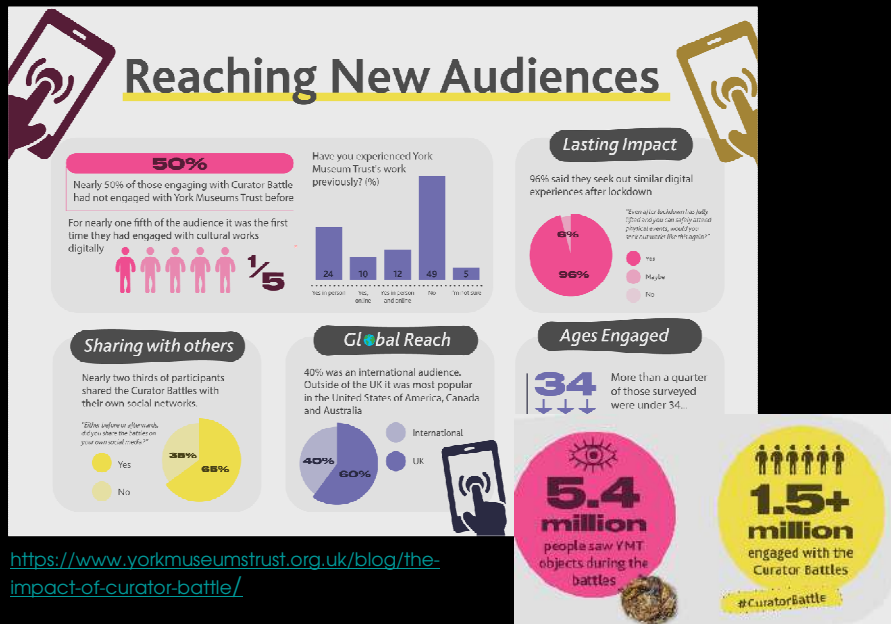
## INICIATIVES PARTICIPATIVES

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

#CuratorBattle  
York Museum



## #CuratorBattle, York Museum



## INICIATIVAS PARTICIPATIVAS

- *MURAL. Un museo virtual y colaborativo de los tiempos del Coronavirus*, M.Nac.Antropología

<http://www.culturaydeporte.gob.es/mn antropologia/exposvirtuales/mural.html>

- *Covid Art Museum a Instagram*

[https://www.rtve.es/alacarta/videos/telediario/td2\\_museo\\_covid\\_211020/5690611/](https://www.rtve.es/alacarta/videos/telediario/td2_museo_covid_211020/5690611/)



## 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](https://www.britishmuseum.org/learning/samsung_centre.aspx)

MOOCS: diversos museus  
[MoMA](#) [Versailles](#) [Städel](#)



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





## 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/dialeqs-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

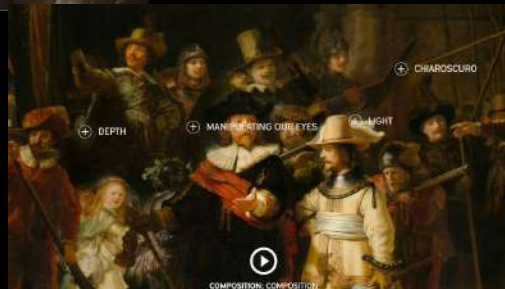


*Leonardo: Experience a Masterpiece,*  
National Gallery UK

<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

Getty

Subscribe Get Feed Visit Getty.edu Iris Blog

### For the Throne: Medievalists' Musings on Game of Thrones

Curators connect medieval art to each episode of the final season of Game of Thrones

BRYAN C. KEENE AND LARISA GROLLEMOND | APRIL 11, 2019 | 12 MIN READ



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

## Connectant amb les persones\_Art i Benestar

WELLBEING AND ART

Explore how art connects to feelings and wellbeing

Art & artists → Wellbeing and Art

QUIZ

**Quiz: How are you feeling?**

We've teamed up with a psychotherapist to assess your mood and match you to a Tate artwork

IN THE GALLERY

**A guide to slow looking**

Be amazed by the discoveries you can make when you look for longer at art

TALKING POINT

**Van Gogh: Challenging the Myth of the 'Tortured Genius'**

Understand Van Gogh's mental health through a new perspective

PODCAST

**The Art of Slow Looking**

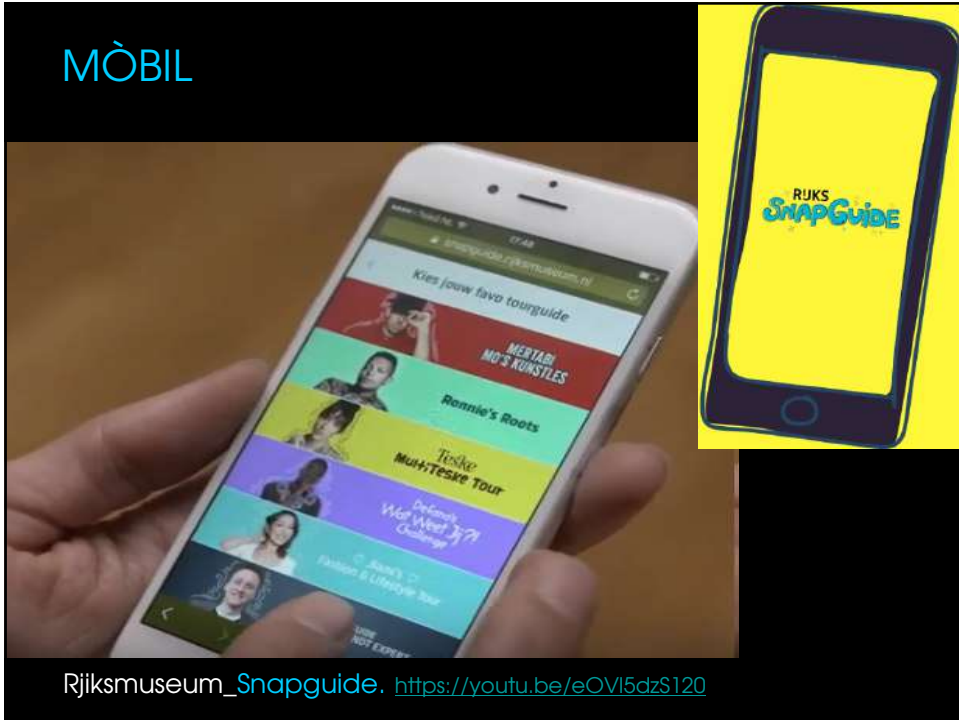
<https://www.tate.org.uk/art/wellbeing-and-art>

## 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



## AR mobile tour, Detroit Institute of Arts



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

## VÍDEO \_Online web series



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

## PODCASTS

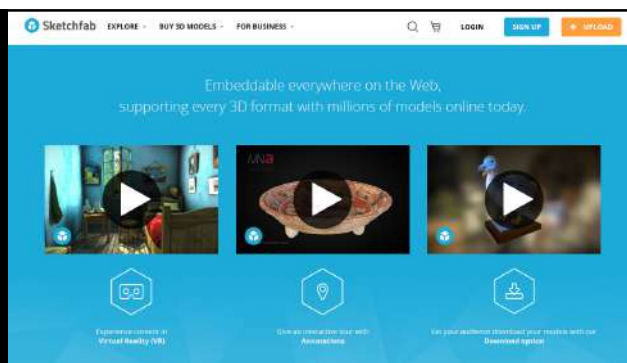
Minneapolis Institute of Art  
*The Object* Podcast  
<https://vimeo.com/315272291>



*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/patrimoniencat/models>



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.  
Imatge: Nintendo via The Met.

<https://www.metmuseum.org/blogs/collection-insights/2020/animal-crossing-new-horizons-ar-code>

### Museus a *Occupy White Walls*

Birmingham, Museums  
<https://www.museumnext.com/article/going-global-in-lockdown/>





## 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

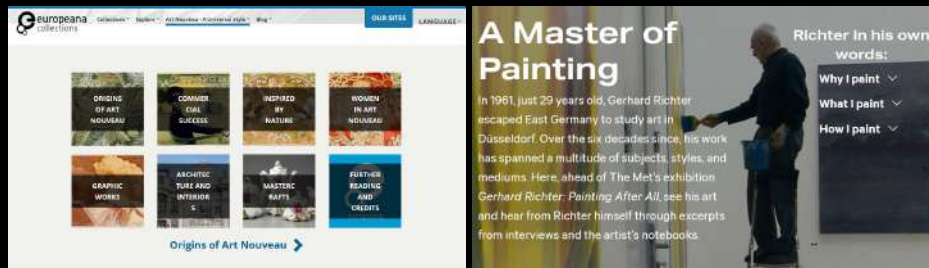
## EXPOSICIONS VIRTUALS

- versió digital expo física
- nativa 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 POMPEÏ 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](http://www.grandpalais.fr)

#ExpoPompéi



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

## Expo nascuda virtual\_ Brighton Museums



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 >>



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*

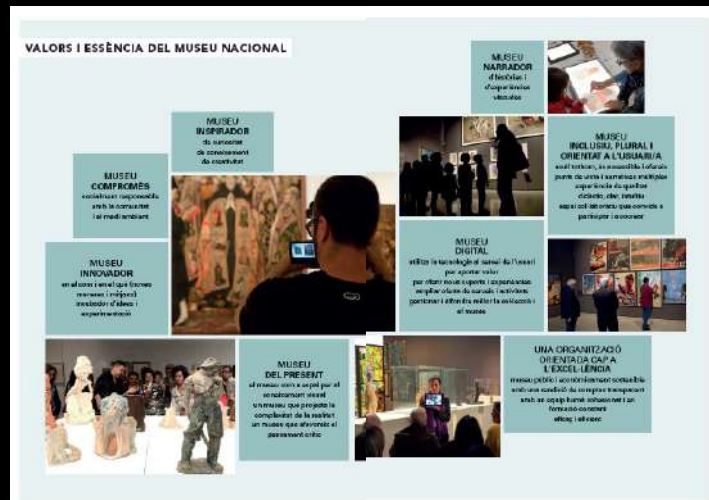
“Una programación híbrida que combinará contenidos online y presenciales (...) [Una programación online](#) que llegó con el confinamiento, y vino para quedarse”

<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



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




**Speak with locals**  
You can activate an external speaker that allows you to



**Indicate your interests**  
Let your host know what catches your interest by

Competència o...  
Inspiració  
per als  
museus?



## Robots / IA a 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-272322>

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



Gràcies!!

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



Foto: [maguilor](#), Instagram