

Museum/ digital technology intersections

Areti Galani
ICCHS, Newcastle University



“Since the introduction of digital media in the world of museums through such things as Web sites, computer interactives, holograms, and digitized film and sound, museum practitioners and critics have either lamented or celebrated these developments.”

(A. Witcomb, 2007)



This session

- Museums/technology 'contact points'
 - Experience
 - Participation
 - Transgression of boundaries
- Reflections



Experience

[...] “today’s museums are engaged in an entirely new enterprise aimed at eliciting thoughts and experiences in people. [...]

The end is the achievement of an experience that is genuine, but undergoing such an experience does not depend on mediation by an authentic object”

(H. Hein, 2000)



Experience

*Embodied

*Immersive



La Scena di Puccini, Lucca
Ragghianti Foundation



Museum of Pure Form
[Pure-Form](#), EU IST project



Churchill Museum, London
Audio triggers



Experience

- *Information rich
- *Flexible
- *Personal



[Multimedia tour](#)
Tate Modern, London



[Artcasts](#), SFMOMA



Experience

- *Playful
- *Social?
- *Affective?



[Centre of New Enlightenment](#)

Kelvingrove Art Gallery and Museum, Glasgow



Participation

The Culture Online team works with a variety of project partners to create highly targeted interactive resources. Culture Online projects are designed to encourage participation in the arts and culture through the innovative use of technology.

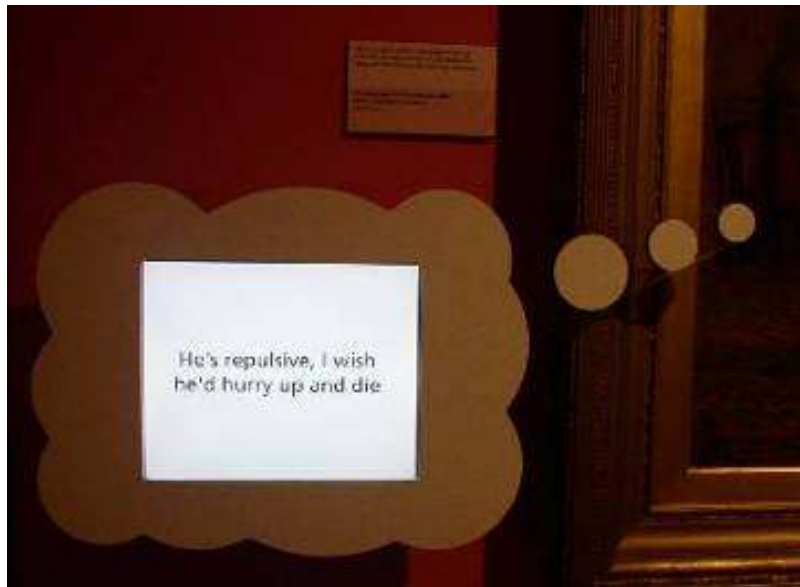
(DCMS, Culture Online, 2002)



Participation

*Engagement

*Contribution



Kelvingrove, Glasgow

Mariage de Convenience by Sir William Quiller Orchardson, 1883

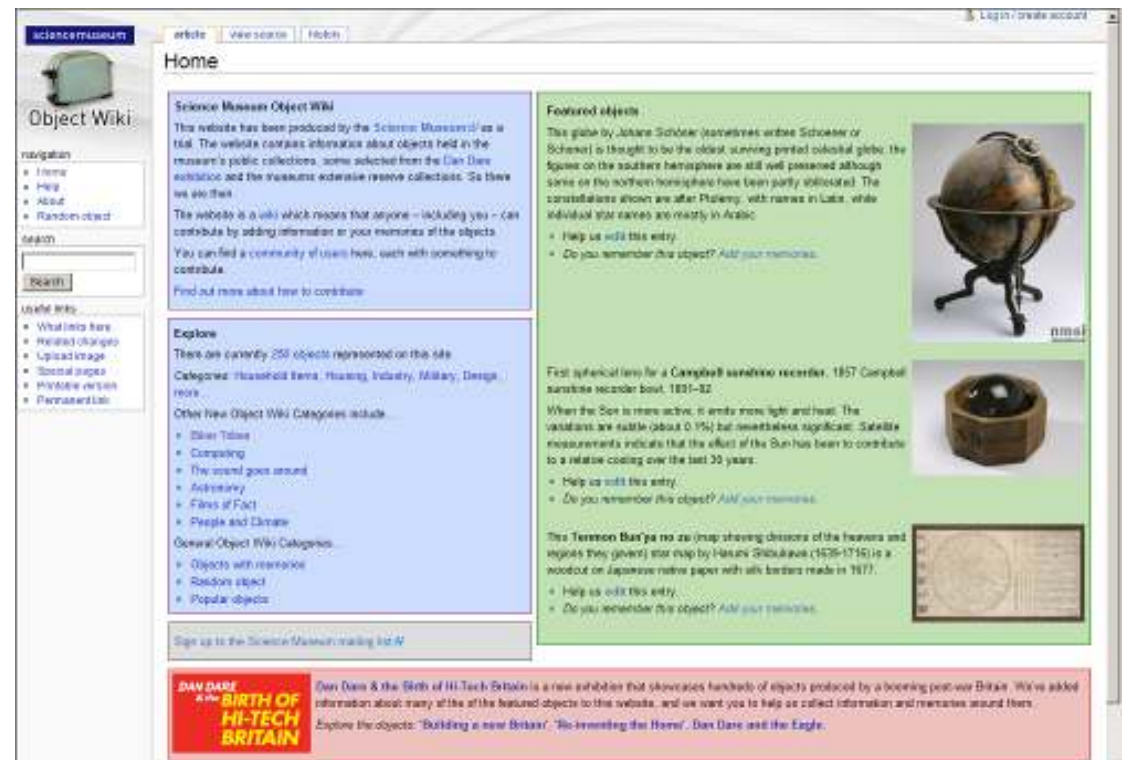


Participation

*Co-creation



LIVE!Label
New Walk Museum and Art Gallery,
Leicester

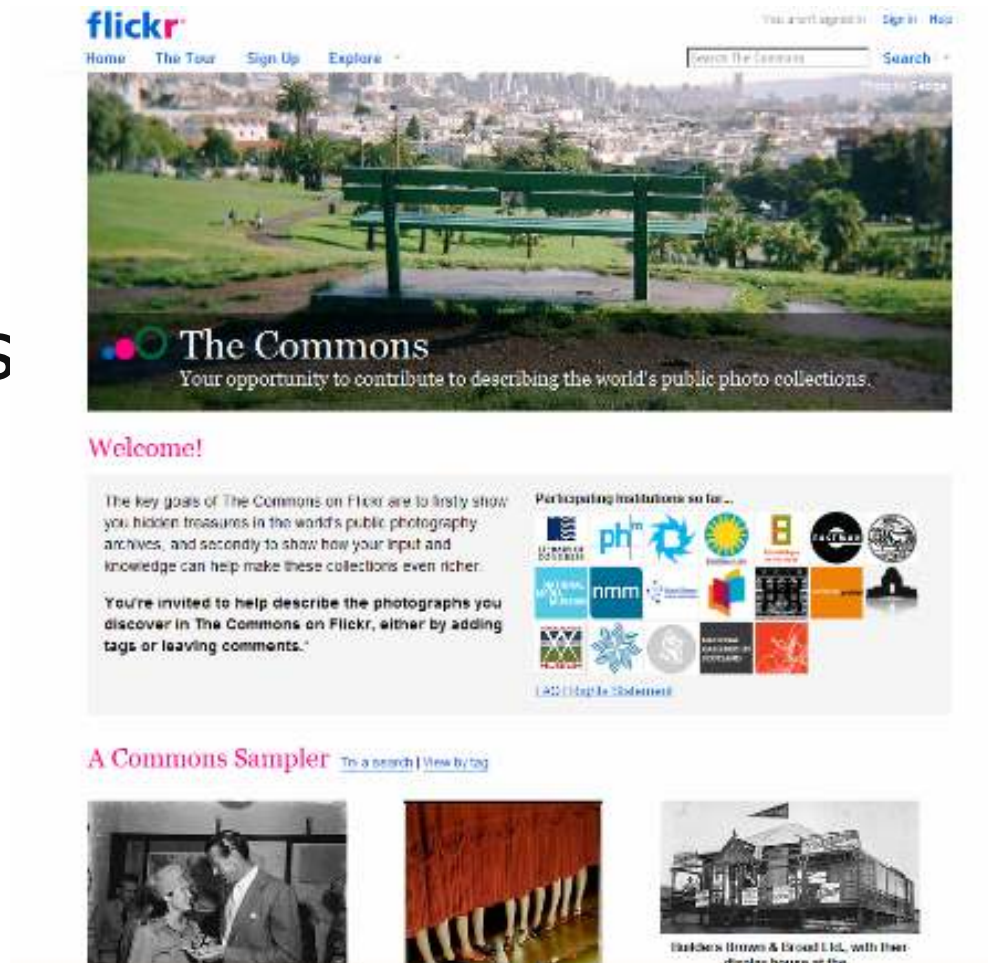


Object Wiki
Science Museum, London



Participation

- *Embedded in users' routines
- *Appropriation of existing platforms



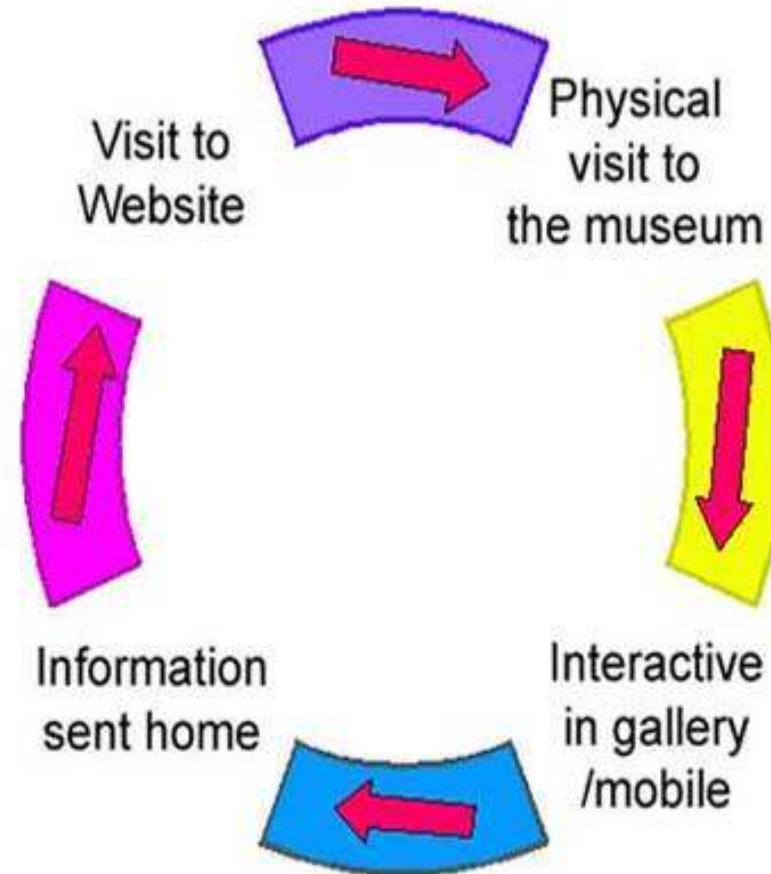
The screenshot shows the Flickr Commons homepage. At the top, the Flickr logo is on the left, and navigation links for Home, The Tour, Sign Up, and Explore are in the center. On the right, there are links for 'You aren't signed in', 'Sign In', and 'Help', along with a search bar labeled 'Search The Commons' and a 'Search' button. The main header image is a landscape view of a park with a green bench in the foreground and a city in the background. Below the image, the text reads 'The Commons' and 'Your opportunity to contribute to describing the world's public photo collections.' Below this is a 'Welcome!' section with a paragraph explaining the goals of The Commons on Flickr and an invitation to help describe photos. To the right of this text is a grid of logos for participating institutions, including the University of California, nmm, and others. Below the 'Welcome!' section is a 'A Commons Sampler' section with three photo thumbnails: a black and white photo of a man and a woman, a photo of a red curtain, and a photo of a building under construction. The text below the thumbnails reads 'Theaters, Orman & Grand Ltd, with their ribbon house at the'.

[Flickr Commons](#)



Transgression of boundaries

*Virtuous circle
(A. Barry, 2006)



Transgression of boundaries

*Interconnected channel-specific information & interaction



Dino Jaws exhibition and [website](#)
Natural History Museum, London



Transgression of boundaries

- *Dynamic
- *Updatable



[The eye project](#)



Transgression of boundaries

*Alternative
exhibition/
communication
spaces



Urban screens project,
Campus Coffee Café, Newcastle University



Reflections

- **Fitness**
 - integration
 - balance
 - digital media as objects
- **Use**
 - the museum as a 'piazza' (J. Brandburne, 2004)
 - niche groups
 - re-use/re-play of content
- **Authority**
 - kaleidoscopic narratives/'unstable' interpretations
 - membership/moderation
 - radical trust



List of references

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Thoughts...
Questions...



areti.galani@ncl.ac.uk

www.ncl.ac.uk/sacs/icchs/

www.ncl.ac.uk/sacs/digitalmedia/

