

noterik

POP-UP MUSEUM

DIGITAL MEETS PHYSICAL



DIGITIZATION TO EXPERIENCE - THE LAST 10 YEARS

- enormous effort in the **digitalization of cultural heritage**
- clear need for **advanced search engines** and good metadata standards
- not a 'search question' but a '**storyline**' that **is the bridge** between the 'objects' and the 'experience'.
- but what do these **virtual exhibitions** really contribute to the amount of cultural experiences?
- next step.....

“Yes, the Mona Lisa is digitized.

But viewing it in a crowded metro on a phone is not the same cultural experience as visiting the Louvre.”

“For a real cultural experience we need to move the digital objects back into the physical museum-like experience”

We should aim to leave a real fingerprint in memory

IT ALL STARTED AT THE EUROPEANA TV HACKATHON

- May 2015 in Amsterdam
- Connecting different experts
- Build together a museum experience
- Repeated in other hackathons
- Summer 2016 - pilot integration
- Pop-up museum got born

Inspired and thanks to:
Niels Poldervaart, Kimberly Bianca



ENGAGING EXHIBITIONS

- Audio tours have much more impact
- Giving control, means engaging
- Eye for details
- Discover while interacting
- Easy to interact with
- Introduce new perspectives



OPEN STANDARDS FOR LOW-COST INSTALLATIONS

- No apps, just browsers
- Kiosk mode on big screen
- HDMI stick computer
- Mobile phones as controllers
- Consider multilingual audio
- Easy pairing of stations
- Web-based editor



SMARTPHONE INTERACTIONS

- Everybody has a spaceship in his pocket
- The touch screen is very intuitive
- Make the phone a controller, no display
- Zooming, pointing, selecting, swiping etc
- Options for personalisation



MULTILINGUAL AUDIO

- View and listen is very natural
- Audio tours even engage kids
- Also different types of audio
- Listen in two languages
- Tell about the details



WHAT DO WE EXHIBIT IN BERLIN?

- Man Meets World
- Cutting Edge Cuisine
- Dutch State Mines
- Bosch

Try yourself, headsets are available

Many thanks to:
Kelly, Sofie, Fred, Clarissa and Laura



WHERE TO USE THE MUSEUM POP-UP?

Think of physical locations such as:

- Entrance hall of a university
- Waiting room of a corporate office
- Classroom of an elementary school
- Waiting room of the hairdresser
- Waiting room of a hospital
- **Bus or metro stop**

Dance -> Engaging Performance



U-Bahnhof Friedrichstraße © Ulf Büschleb, SDBI

POP-UP SUMMARIZED

LOW COST, EASY AND QUICK TO MAKE,
EXTREMELY FLEXIBLE TO EXHIBIT

AND

REALLY ENGAGING