DIY Platform for Innovative Small-Museum Experiences

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Small Museums

DIEF- EN DUIFHUISJE

MUSEUM DE TIMMERWERF

HISTORISCH MUSEUM VOORSCHOTEN

Small Museums Context

- Financial support
- Provincial policy

- Province
- Provincial Heritage House

- City
- Local Community
- Visitors

- School
- Care Center

- Museum
- Sponsors
- Volunteers

- Board members, assist, collaborate, connect
- Train volunteers
- Facilitate and initiate projects
- Educational projects
- Day activities
- Engage in content
- Participate, connect, collaborate

Digitization

What Digitization Will Do for the Future of Museums

The Secretary discusses his new e-book about how the Smithsonian will digitize its collections and crowdsource its research.

By Joseph Stromberg
SMITHSONIAN.COM
AUGUST 29, 2013

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Digitization Will Do for the Future of Museums

What Digitization Will Do for the Future of Museums

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aan de agenda voor meer bezoekers en eigen inkomsten

Numerous museums worldwide are experimenting with digital storytelling, a new trend in museum presentation:

local communities

Digitale storytelling, de toekomst voor musea

Musea zijn stoffig. Ze zijn ouderwets en gaan niet met de tijd mee. Of toch wel?

Door de opkomst van de smartphone en de bijbehorende applicaties voelen veel musea zich genoodzaakt om meer te doen dan alleen het online zetten van hun collectie op hun website. Steeds meer Nederlandse musea zetten dan ook de eerste stappen op het gebied van digital storytelling. Hiermee willen ze de bezoeker iets extra’s geven tijdens hun bezoek. Ook is het mogelijk om het museumbezoek interactiever te maken.

Objects – Stories - Communities

Calvi L. & Vermeeren A. DIY platform for Innovative Small-Museum Experiences
Diamond is a **two-year project** funded by the **EU Lifelong Learning Programme** which began in November 2012 in the framework of the European Year for Active Ageing and Solidarity between Generations. It aims at bringing together a group of **scientific museums** and research centres committed to providing learning opportunities for adult people (using ICT).
Small-Museum Initiatives

- **PROJECT GROTEKLEINE COLLECTIES**
  (Project Bigsmall collections)
  18 small museums
devolving new activities together

- **HET STREEKMUSEUM IN DE 21STE EEUW**
  (The Regional Museum in the 21st Century)
preserve the stories
by finding new ways of telling them

- **BRABANT CLOUD**
open source platform
to store and share digital collections
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CONNECT AND SHARE

DIGITIZE AND SHARE

FOCUS ON STORIES NOT OBJECTS

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**CONNECT AND SHARE**

**FOCUS ON STORIES NOT OBJECTS**

**MUSEUM NEEDS rather than COMMUNITY NEEDS**

**DIGITAL SOFTWARE**

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Active Communities

- Local Community: participate, connect, collaborate
- Visitors: engage in content
- School: educational projects
- Care Center: day activities
- Volunteers: board members, assist, collaborate, connect

Diagram depicts relationships and interactions between different community elements and a museum.
The Problem

• **How to connect to younger generation**

• **How to move from collection centered to community centered?**

• **How to engage in digital innovation**

Elements of a Solution

Two-Way Involvement:
COMMUNITY NEEDS – MUSEUM NEEDS

DO-IT-YOURSELF MOVEMENT

MAKER MOVEMENT

HIGH QUALITY EXPERIENCES WITHOUT PROFESSIONAL DESIGNERS

Proposed Solution

CO-DESIGN APPROACH

DIY PLATFORM

- Enhance communication with local community
- Increase public participation:
  - Co-designing museum experiences
  - Online tutorials for applying novel technologies in design
- Facilitating design and heritage knowledge transfer
- Lodge new services and products
- Allow ‘smart devices’ to connect to it (e.g. beacons)
Proposed Solution

CO-DESIGN APPROACH

DIY PLATFORM

• Provide non-professional designers with tools to design museum experiences
• Co-Design without professional designers involved
• Design knowledge provided along with, and embedded in the tools
• New role for designers:
  • knowledge providers and tool makers
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