



# Museums 3.0

## “The Museum of the future?”

Looking to 2020 and beyond

# Aim of the presentation

To stimulate debate at a time of possible opportunity to do things differently

*“sometimes we feel that our four walls are a bit limiting.”*

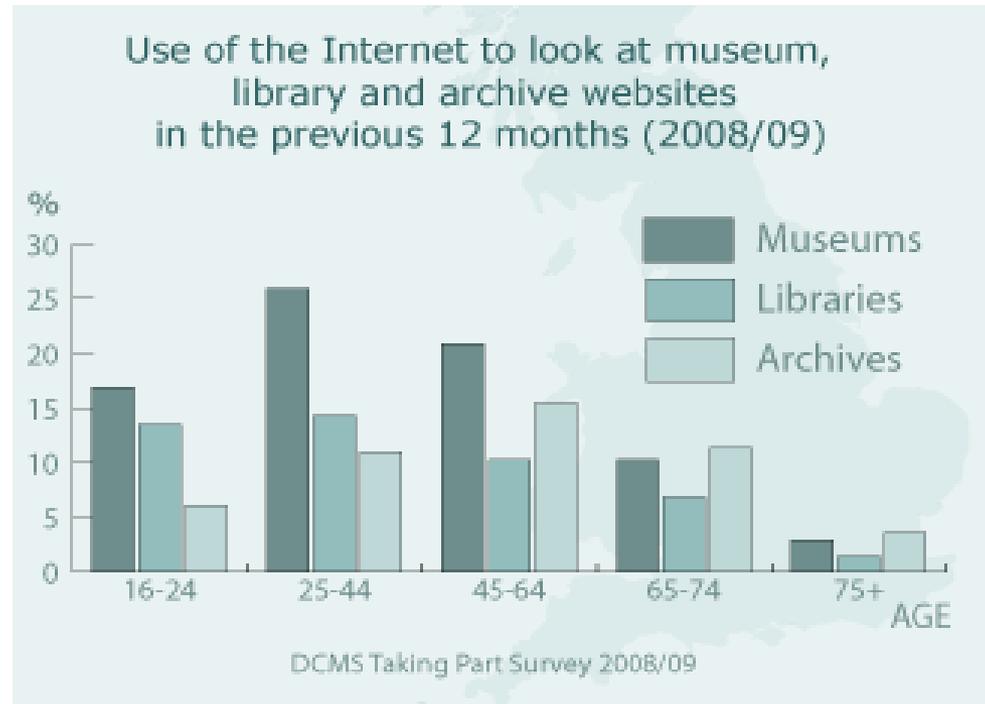
Source: **Urban Augmented Reality**

# Current issues

- Limitations of the Museum buildings
  - Storage and display space for collections
  - Access
- Economic down turn
  - Visitor numbers?
  - Ongoing funding for growth?
- Demographic/life style changes?
- Impact of digital technology/internet
  - More engaging competition?

# Current issues

- The relationship between institutions and their audiences will be transformed by the internet. Museums will become more like multimedia organisations. **Source:** <http://www.guardian.co.uk/artanddesign/2009/jul/08/museums-future-lies-online> (2008)
- Respondents foresee an increased use of technology for the presentation of information, such as screens, gadgets, and virtual reality. They also anticipate more museum information on the Internet **although this is not seen as a threat to actual visits.** **Source:** MORI (2004)

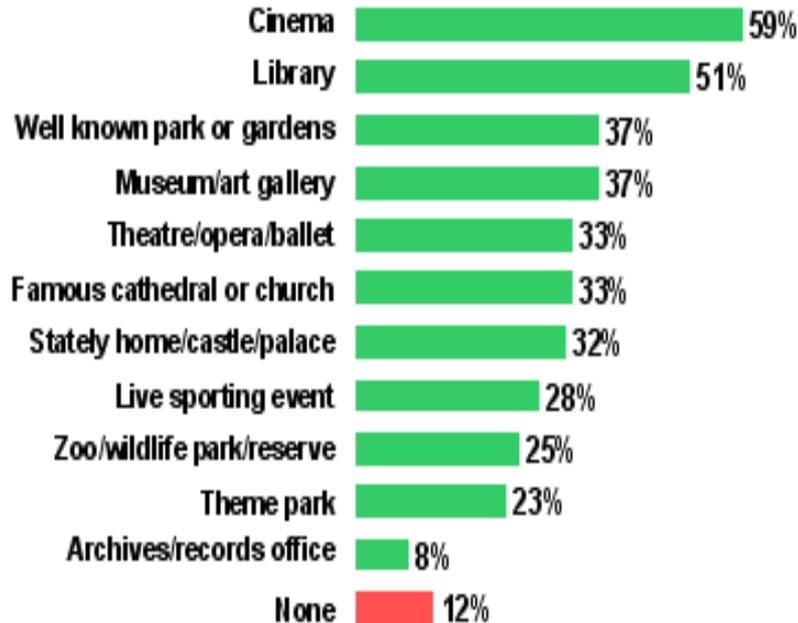


Overall, 19% of all the population aged 16+ had visited a museum or gallery website **Source:www.mla.gov.uk**

# Current issues

## Leisure Activities

**Q1** *In the last 12 months, which, if any, of the places or events on this card have you been to in the UK?*



Base: All GB residents (4,039)

## Reasons for Not Visiting

**Q2** *Which, if any, of these reasons describe why you have not been to a museum or art gallery in the last 12 months?*



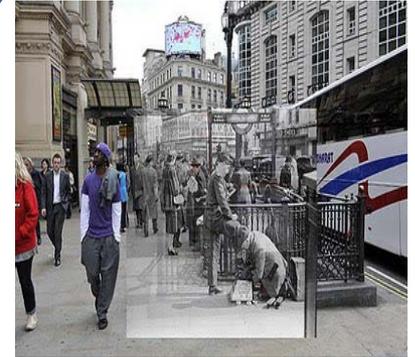
Source: MORI Base: All who have not visited a museum/gallery (2,568)

Source: MORI

# The journey



Museum 1.0 –  
passive, impersonal



Museum 3.0  
- active, highly  
personalised,  
engaging, location  
independent



Museum 2.0  
- active, impersonal

# Three predominant changes in 2020?

- Museums of the future will face three critical challenges:
  - Leaving the building and entering public space (virtual or real)
  - The changing relationship with the audience
  - Greater awareness of the social responsibilities of an institution

Source: [www.themuseumofthefuture.com](http://www.themuseumofthefuture.com) (2010)

# Do we need a physical building?

- Yes but may be configured differently..
  - More interactive, more engaging, more of collection on show?
  - Dispersed and integrated in other cultural, civic, educational & leisure offerings?
- And will they become..
  - Community centres, where visitors both contribute and consume
  - Places where you can meet like-minded people and discuss arts, culture and history
  - Serious and relaxed, with a coffee or cocktail and debates as well as hosting other community/social events

# Museums are more than buildings

- In 2020 museums will have partly left their buildings and gone out to reach their audiences in other places
- Museums will look for their audiences and be there, where they can best reach people
- The building will become a hub for the museum's activities indoors
- Collections will be virtualised, shared and “mobilised” – lending museums?

# Will Digital innovation be the future?



# Will Digital innovation be the future...

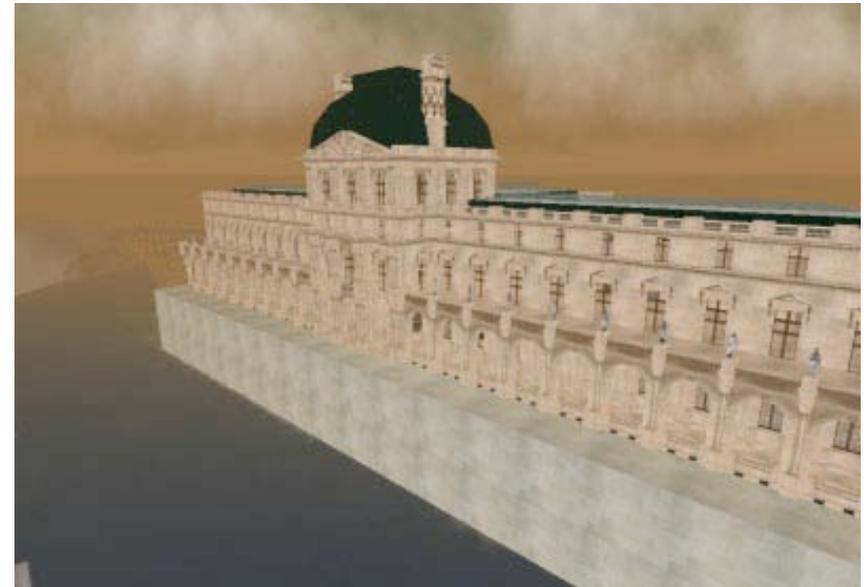
- As the information and entertainment industries around us progress to ever more integrated, flexible and globalised digital supply chains, notwithstanding the impediments of copyright, proprietary formats and trade barriers, the museum sector is yet to achieve a basic level of integrated content distribution, much less one which encompasses peer memory institutions such as libraries and archives.

BUT.....

- In their recent book *Thriving in the Knowledge Age*, John Falk and Beverley Sheppard argue cogently that museums, “must consciously and deliberately develop business models for the new age in which we now live.” Further, they contend that, the museum community’s strongest public role in this new age is as educator. [...] The ultimate mission, then, may be to use the institution’s assets to create the richest learning environments possible for as many people as possible.

# Will Digital innovation be the future...

- Some examples of digital distribution
  - Build your own museum!
    - <http://www.museevirtuel-virtualmuseum.ca/index-eng.jsp>
    - The Second Louvre Museum ([www.secondlife.com](http://www.secondlife.com))



# Will Digital innovation be the future...

- Some examples of digital distribution
  - Build your own museum!

This screenshot shows the main page of the MuseumsWiki. The browser title is "Museums - Windows Internet Explorer provided by Tunbridge Wells Borough Council". The address bar shows "http://museums.wikia.com/wiki/Main\_Page". The page features a blue header with the Wikia logo and navigation options like "Create a new wiki", "Connect", "Log in", and "Create an account". A yellow warning box states: "You might consider creating an account so that your contributions will be attributed to your name. Wenn Sie ein Benutzerkonto einrichten (Warum ein Benutzerkonto erstellen?), werden Ihre Beiträge Ihrem Namen zugeordnet." Below this, the page is titled "MuseumsWiki (Redirected from Main Page)". It lists several services: "Online Conferences", "Online Conference Service", and "GoToMeeting™ Free Trial". A "Welcome!" section follows, mentioning Jonathan Bowen as the creator and providing a brief history of the wiki. A sidebar on the left contains a search box, navigation links, and a "Recent blog posts" section. At the bottom, there is a "Latest activity" section showing 243 articles and a user profile for Peter Suschny.

This screenshot shows the page for the Virtual Museum of Computing (VMoC) on the MuseumsWiki. The browser title is "VMoC - Museums - Windows Internet Explorer provided by Tunbridge Wells Borough Council". The address bar shows "http://museums.wikia.com/wiki/VMoC". The page features a blue header with the Wikia logo and navigation options like "Edit this page", "History", "Follow", "Share this article", "Article", and "Discussion". A yellow warning box is present, identical to the one in the previous screenshot. Below this, the page is titled "VMoC" with an "edit this page" link. It lists several services: "Software for Success", "Computer Insurance Scheme", and "Faxing from Computer". A "Welcome!" section follows, mentioning Robin Milner as a notable figure and providing a brief history of the museum. A sidebar on the left contains a search box, navigation links, and a "Recent blog posts" section. At the bottom, there is a "Latest activity" section showing 243 articles and a user profile for Peter Suschny.

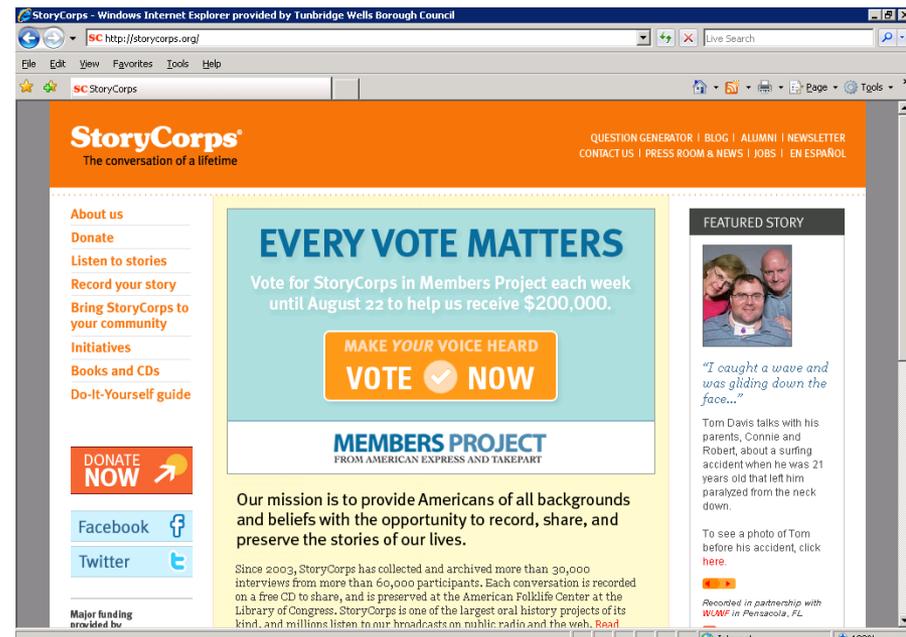
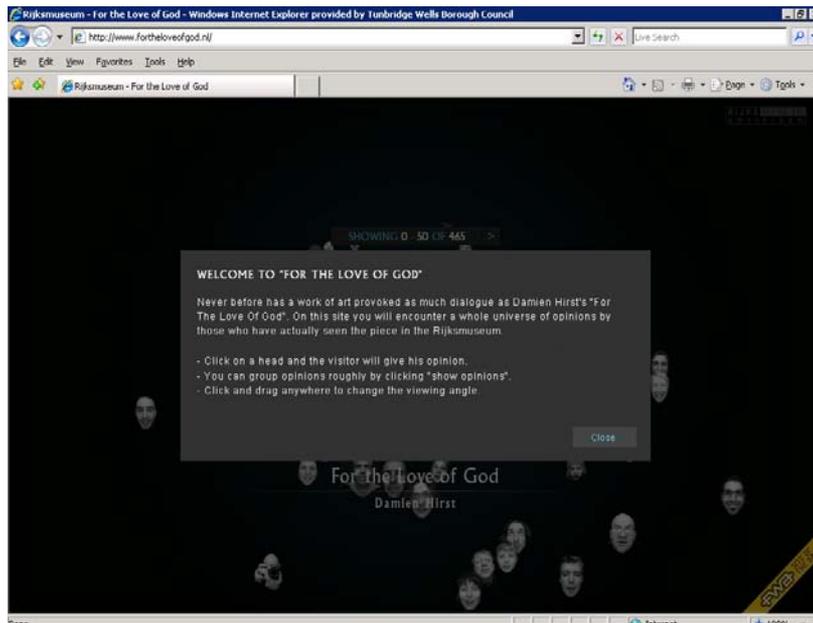
# Will Digital innovation be the future...

- Some examples of digital engagement & location independence
  - <http://www.fortheloveofgod.nl/>
  - <http://storycorps.org/>
  - <http://museumgouda.nl/>
  - <http://myloc.gov>

# Will Digital innovation be the future...

A traditional museum is a teacher and its audience the students. Often the relationship is one-directional. A modern museum looks for ways to engage its audience in ever surprising ways. The 2008 [For the Love of God](#) exposition by Damien Hirst in the Rijksmuseum is probably the best-documented example of this new approach in Holland. Visitors to the exposition became a part of the art by leaving their impressions on the work online.

Since 2003, StoryCorps has collected and archived more than 30,000 interviews from more than 60,000 participants. Each conversation is recorded on a free CD to share, and is preserved at the American Folklife Center at the Library of Congress. StoryCorps is one of the largest oral history projects of its kind, and millions listen to our broadcasts on public radio and the web





/ Nieuws / Collectie / Tentoonstellingen en activiteiten / Educatie / **Hebbes!**  
Faciliteiten / Bezoekersinformatie / Begunstigers en vrienden / Publiciteit / Organisatie

Zoeken

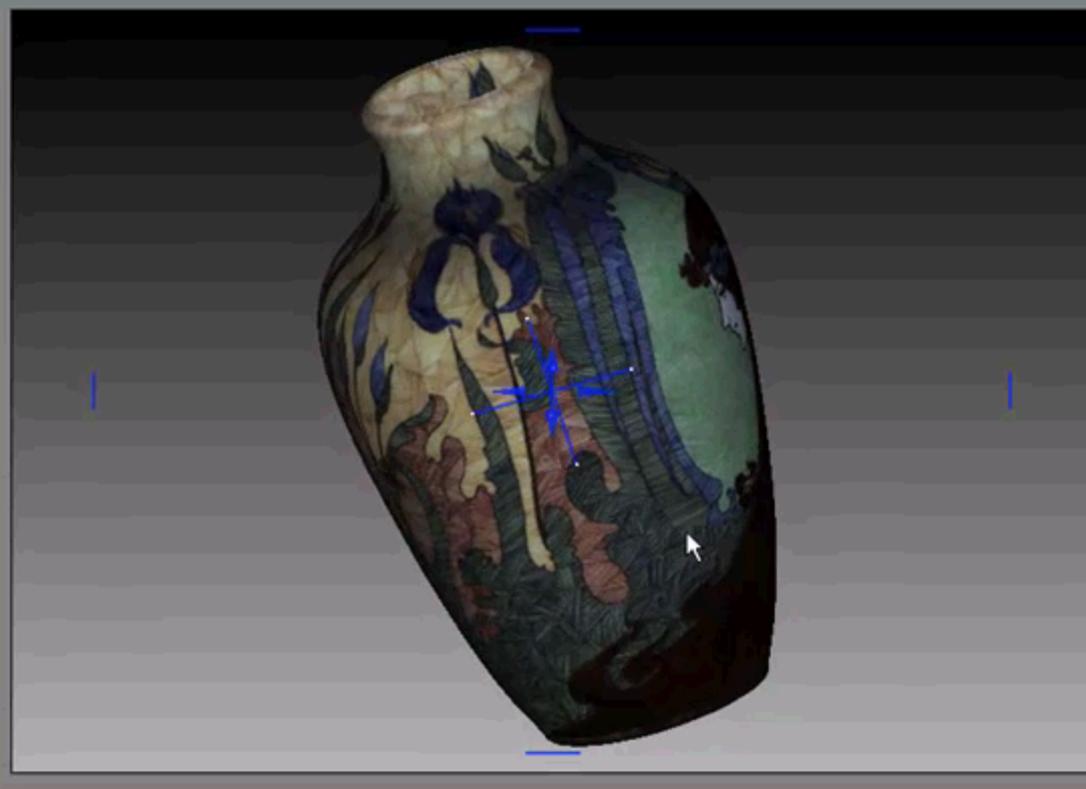
## Database

Schoorsteenstuk m  
Nederlanden; olieverf



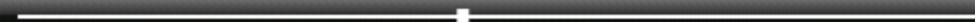
intricad TriAngles 3D Builder v7.txs

File Edit View Appearance Info



Frame Size: 717 x 514

Build Completed



00:13 / 00:28

Home

Achtergronden

Partners

Nieuws

Pers

Column

Summary

contact [coloPon](#)



- Home
- Exhibitions
- Teachers & Students
- Virtual Tour
- Plan Your Visit
- About myLOC

[myLOC Home](#) » The Library of Congress Experience

## The Library of Congress Experience

The Library of Congress Experience offers "hands-on" interaction with rare cultural treasures in ways that inspire and engage. Cutting-edge interactive technologies seamlessly integrate with the Library's on-site exhibitions to provide dynamic access to the magnificent Jefferson Building and to the unmatched collections of the Library of Congress. The experience continues on-line through the companion web site myLOC.gov which contains exhibition content and can be personalized to your interests.





Home About Search Collections Search History Browse Collections Blog

Search over 4.6 million records with 445,000 images, video and sound files, electronic journals and other resources from the Smithsonian's museums, archives & libraries.

search

Only return results with online media



Types Topics Taxonomy Place Name Culture Language Datasource

Below is a subset of the most commonly used types in the Smithsonian Collection. You can access the full listing by clicking [see all types](#).

Books (564945)	Landscapes (179488)	Folders (78348)
Paintings (505652)	Taxonomic type specimens (145275)	Trade catalogs (68546)
Photographs (385599)	Exhibition catalogs (132418)	Articles (56724)



“New greetings from...” is a crowd-sourced, crowd-curated year long exposition in the city of Arnhem in the east of the Netherlands.

Photos and art works displayed in mobile inflatable exhibition space (right), hoardings and table mats in restaurants (below)



[Home](#)[Change language](#)[FAQ](#) | [Contact](#) | [Links](#)[▶ VINCENT VAN GOGH](#)[▶ THE MUSEUM](#)[▶ WHAT'S ON](#)[▶ RESEARCH](#)[▶ EDUCATION](#)[▶ FOR CHILDREN](#)[▶ TICKETS & ONLINE SHOP](#)

VAN GOGH MUSEUM AMSTERDAM



# VAN GOGH FRIDAY MUSEUM NIGHT

[Homepage](#) > [Index what's on](#)

## Friday Night

**On Friday nights the Van Gogh Museum is open until 22.00 and there's always something special going on. Every Friday night, lounge chairs, video projections, live music, DJs and a bar transform the museum's central hall into a relaxed place to meet.**

The Van Gogh Museum Friday Night is sponsored by Rabobank. Rabobank Europas holders receive 50% discount on the admission fee and may bring along a guest for free on Friday evenings as of 18.00.

Sponsor

**Rabobank**

*Please note: the Friday Night programme is subject to modifications.*

**6 August**

## Shakespeare in town

**Starts 20:30**

For her programme *Shakespeare in town* singer Yasmin



- [Future Friday Nights](#)
- [Friday Night Archive](#)
- [Sign up for the Newsletter](#)

### Exhibitions

- [Welcoming the Rijksmuseum: Jacques Villon](#)
- [Bedroom secrets: Restoration of a masterpiece](#)
- [Painting in the open air: myth and reality](#)

[read more](#) ▶

View fullscreen in



Streetmuseum gives you a unique perspective of old and new London whether you're discovering the capital for the first time or revisiting favourite haunts. Hundreds of images from the Museum of London's extensive collections showcase both everyday and momentous occasions in London's history, from the Great Fire of 1666 to the swinging sixties.

Select a destination from our London map or use your GPS to locate an image near you. Hold your camera up to the present day street scene and see the same London location appear on your screen, offering you a window through time. Want to know more? Simply tap the information button for historical facts.

Once you've got the hang of it, use Streetmuseum to create your own trails around London. At home, on the way to work or enjoying a trip to the capital - whatever you're doing, Streetmuseum offers you a different outlook on London.

Of course with thousands of years of turbulent history, London has changed many times so some streets or buildings may not exist today. Where precise locations aren't available, relish the challenge of identifying recognisable landmarks which may offer you clues as to the current day site. A street name in the background or a church spire in the distance may be all you need to find the view. Our descriptions can also help you locate the right spot.

Want to continue your journey? Visit the Museum of London's spectacular new Galleries of Modern London and discover the story of the world's greatest city and its people.

To find out more or buy prints of these and other images



- 1 2 3 4



# Will digital innovation be the future...

- Yes as a supplement and wrap around
- It will allow us to do things differently and reach new audience
- Not a substitute for the “real experience” to touch to feel and relate to history

# In conclusion - My vision

- IT IS ABSOLUTELY NOT ABOUT NOT HAVING A MUSEUM, IT'S ABOUT HAVING THE BEST MUSEUM THE TOWN CAN SUSTAIN, it's about ambition



# In conclusion - My vision

- **An improved museum offering** which for me (*Paul Taylor, TWBC*) is:
- Supported and enhanced by modern technology
- Woven into fabric of “place”
- Participative and dynamic
- Accessible in a number of forms therefore partially location independent
- Supporting education and preserving heritage

# Questions

to Paul Taylor, Director of Change & Communities, TWBC

**Royal Tunbridge Wells Town Forum 28 October 2010**

