Multimedia in museums: aims, genres, uses

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Museum 2.0: Entertainment or edutainment?

A 'Museum Hacker' on How to Make Any Museum Awesome For Kids
(Huffington Post, 2015)
Topics

1. Multimedia in art galleries: purpose, benefits, handicaps
2. Designing multimedia applications for an exhibition
3. Virtual extension of real-life shows
4. Assessing museum multimedia
1. Multimedia at an art exhibition: purpose, benefits, handicaps
Museum 2.0 professional community

Museum 2.0 on Facebook

Museum 2.0 blog
Museum communication

Generalized and simplified model of exhibition communication, based on the Shannon-Weaver communication model. [Paper on the model](#).
Basic issue to decide about multimedia use: *Is it necessary?*

- **Inevitable addition** or virtual disinformant?
- How does it **connect** to other elements of exhibition communication?
- Is its genre **relevant**, up-to-date, suited to the baudience focus group?
- Is the **scientific content** valid?
- Do **education / edutainment methods** suit target audience groups?
- Is the language of multimedia **understandable and enjoyable**?
Effects of multimedia: „the virtuous circle”

Planning exhibition multimedia 1

Previous considerations:

- Which parts of the exhibition need multimedia? For what purpose?
- Involve an IT specialist and a museum educator from the start:
  - What is possible within the budget limits??
  - Based on previous experiences, what do visitors prefer?
- Involve marketing specialist: how can IT solutions be used to popularise the exhibition?
- The curator makes final thematic decisions
- The museum director ensures budget, facilities and human resources
Museum of Modern Art exhibit
“Talk to Me: Design and the Communication between People and Objects”
Museums in the age of Minecraft

„The Tate Britain is remixing the museum experience with robots and immersive gameplay. Instant classic or instant headache?” (B. Lufkin, journalist)

“We wanted to bring some of the best minds in the digital realm to the table—people who raise the game,” says Jane Burton, Tate Creative Director. “They’ll recognize a truly original idea.”

For example, instead of just looking at a spooky painting of Victorian England’s streets, why not actually enter the painting, walk down its alleys, and poke into its pubs—all on your tablet, while sitting on your couch in sweatpants? (Jane Burton, Tate Creative Director)

Lufkin, B. (). How to keep museums alive in the age of Minecraft?
Major objective for multimedia use: „jazzing up” exhibitions

Brueghel, KHM, Vienna
2. Designing multimedia applications for an exhibition
Multimedia genres in art galleries

- Information consoles
- Audio guides, video guides
- VR and AR applications
- Multimedia as exhibits
Information consoles
Bells, Gemini 6

2ND FLOOR
Apollo to the Moon
Ecological information on console

Mixing genres to reinforce information

and on poster placed on side
Forms, functions and uses of touchscreen consoles

Film on multiple formats and uses of information consoles
Interactive touchscreens

- „Learning kit“ containing text, graphs, maps, soundbites and films: „Multitable“ touchscreen

Six good console designs
Interactive table as information console

https://hu.pinterest.com/churuxaev/interactive-table/
More interactive tables on Pinterest

Edutainment application on an interactive table
Mixing screens and real objects

„Who am I? Permanent exhibition on Sándor Petőfi!
Petőfi Literary Museum, Budapest
Sound tubes

See many others at Museum Tools
http://museumtools.mseaudio.com/
Planning exhibition multimedia 2

Technical planning

- Hardware and software needs specification (purchasing, adapting, upgrading tools)
- Preparing installation that is servicable (PCs, tablets can be accessed for maintenance)
- Planning for increased use
- Decision about specialists to oversee continuous operations and do repair
- Decision about development: in-house creation of content or commissioning specialist firm?
- Do applications need guidance and safekeeping?
- How to provide information about use?
Planning exhibition multimedia 3

Contents

- The museum educator turns curator’s material into educational text
- The marketing manager ensures online marketing content

Sustainability

- Financial planning for continuous operation
- Who is responsible for which action?
- Continuous control and assessment and correction of mistakes in content, addition of new content
- Repair and replacement of tools
Every audience group needs special equipment and content!

Auidoguides, videoguides
Functions of audioguides

1. Place-sensitive map
2. Information about rooms and objects
3. Similar works elsewhere
4. Background information: history and lifestyle
5. Sister arts: related works seen and heard
6. Quiz, games
7. E-mail: images and text to send home
A good example: The Docent Tour Guide
What is it good for? Interactive handheld guide – an introductory video

How does it work? Phone guide – an introductory video
Ipod, Ipad

**QR code** to call forth necessary information

Videos, images and animation *hscreened on location* (*Film*)
Linking the guide to an external home page

(Google Goggle)
The audio/video guide as data collection system

- Follow **visitor routes**
- **Collect addresses:** send messages to visitors
- **Detect highlights** of an exhibition: visitor movement and e-mailing analysis
- **What did visitors learn?**

Analysis of quiz results
Online game, guide for smartphones Android & iPhone
Augmented / virtual reality

http://www.museivaticani.va/content/museivaticani/en.html
Jelenségeket értelmező multimédia

3D object presentation device
Interactive sandbox

http://www.multi-touch.hu/
Zeutschel ZED10 szoftver a digitalizált múzeumi tárgyak egyedülálló animációs szoftver

YouTube video:
https://www.youtube.com/watch?v=1fOIBWKy18g.
Vatican Museums and Sistine Chapel

Choose your tour
See our broad range of proposals for a tailor-made tour experience. You can choose between the three different thematic areas or among the different visitor profiles. Further information and details will help you decide!

http://www.museivaticani.va/content/museivaticani/en/visita-i-musei.html#lnav_explore
https://catalogo.museivaticani.va/opere/
Virtual reality image of the Sistine Chapel,
State of Vatican City, Rome, Italy
http://www.vatican.va/various/cappelle/sistina_vr/
Digital entrance ticket

- Validation at entrance
- Collects your results in multimedia applications:
  - Games, quizzes
  - Emailing home
  - Capacity and skill tests
  - Enables personal exhibition home page
- Supports visitor analysis and callback
Augmented reality

Installation at San Pietro de Cavoti, Italy, 2009
Tatetext: Storythings

Tatetext application
Experience Tate Gallery through the Eyes of an Eight-Year-Old

Through the Eyes of an Eight-Year-Old: an online, animated, interactive romp through the museum
Hologram and film, as explainer and exhibit

Judy Chicago’ Dinner Party explained in a video
Hologram

- 360°-os holographic image
- You can walk around it and observe as a exhibition piece

Creating the **Lincoln Museum**, Springfield, USA

Film about the exhibition
Augmented reality

Audience creates mobile sculptures through an MIT Media Lab application

Dancing sculptural forms, MIT Media Lab
3D in museums

- 3D digitized objects can be handled as real ones: turn around, see all sides.
- Visitors experience a closer relationship to objects
- Museum staff gains perfect replica to study

Example for 3D use
Projection on object

Tudomány egy Gömbön alkalmazás
Videó róla
3. Multimedia as exhibit
4. Assessing museum multimedia
Multimedia application assessment

- **IK Prize, Tate Gallery, London**  
  [http://www.tate.org.uk/about/projects/ik-prize](http://www.tate.org.uk/about/projects/ik-prize)

- **Best of the Web awards**  

- **Madrid Digital Arts Museum competition**  

- **Museum Digitization XPRIZE - X Prize Foundation**  
Assessing audio/video guides
Clear and easy to manage structure

- Buildup transparent, help provided for navigation
- Easy to use search functions, manipulation buttons and indexing available
- Hypertet structure follows exhibition logic and reflects the knowledge behind the show
- Links are provided to more information
- Interdisciplinarity, complexity
Content: infograpghics and other aesthetic considerations

- Visual communication and **ergonomics**
- **Proportions** of information, motivation, inspiration for learning and entertainment
- **Multimedia solutions** are up-to-date
- Graphic and typographic **style** suits the museum and the exhibition
- „**Readability**“: typographic signs, enhancements, relational signs are understandable
- Relationship of **text and images**: they complement each other
International conferences on museum multimedia

„best practice today to shine a light on the museum of tomorrow”
http://www.museumnext.com/conference/

Digital transformation for cultural institutions Conference http://culturegeek.com/


European Conference for Science Centres and Museums, https://www.ecsite.eu/
Multimedia Design Research for the Museum Education Consortium's Museum Visitors Prototype
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