Virtual museums: aims, reception, future perspectives

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Topics of the presentation

1. Extension of museum presence on the web
2. Edutainment applications
3. Fully virtual museums
1. Extension of museum presence on the web

International Centre of Photography
Online collection, Metropolitan Museum of Art, New York
Virtual Louvre

The Rolonde leads to a series of rooms presenting the history of the Louvre as a palace and museum. The four haut-reliefs are from Pierre Lescot’s Renaissance façade and were removed by Napoleon I. Carved in the workshop of Jean Goujon, they illustrate Charles IX’s motto: “Piety and Justice.”
Virtual Louvre

- Virtual tour on YouTube video
- 360 degree interactive photos: „YouVisit“ software
- **Nintendo Louvre Guide**
Europeana Collections
Think Culture

Europeana includes artworks, artefacts, books, films and music

Europeana Collections – Exhibitions

LES COUTOURIÈRES

Latest on Pinterest

http://pinterest.com/europeana/
Online exhibitions

With the Mundaneum project, Paul Otlet and Henri La Fontaine had for objectives to collect and share all of the knowledge of the world. At the time of the Internet and the Web 2.0, the Mundaneum pursues the ideal of its founders et invites you to discover its online exhibitions:

- **The origins of the Internet in Europe** / Collecting, indexing & sharing knowledge
- **The 100th anniversary of a Nobel Peace Prize** / Henri La Fontaine (1854 - 1943), Nobel Peace Prize in 1913
- **Women in Belgian history** / Léonie La Fontaine, feminist & pacifist
- **Art or Archive ?** / The Mundaneum's photographic heritage put to test of time
Partage Plus project

- 2012 -2014: museum collection digitization project of 23 European countries
- Publication of collections on the Europeana portal

Dissemination of results on a joint home page

Virtual tours, e.g. Museum of Applied Arts, Budapest: Sart Nouveau objects
The Sun: Living with Our Star
Museum edutainment
Virtual tours in real-life museums

Smithsonian National Museum of American History – online exhibitions

- **Righting a Wrong: Japanese Americans and World War II**
  - February 17, 2017 to March 5, 2019
  - 2 East
  - Albert H. Small Documents Gallery

- **The American Revolution: A World War**
  - June 23, 2018 to July 9, 2019
  - 2 West

- **Advertising War**
  - Ongoing
  - 1 Center
I’m extremely excited to announce the launch of my new iPad game, Strawberry Thief.

It’s changed a lot since the early prototype I made at the V&A earlier in the year, but I am thrilled with how the finished piece turned out.

Download: Strawberry Thief Free iPad Game
3D simulation game about Monet

Monet: The Mystery of the Orangerie Museum online game – read paper  watch video
Audio/video guides on smartphones

Rijksmuseum, Amsterdam on the App Store - iTunes - Apple
Multimedia publications

Richly illustrated online publications freely available at

- Collection of images, books and papers at the Paul Getty Foundation / Museum, Los Angeles: http://www.getty.edu/museum/
- Metropolitain Museum, New York: full text books on art, images for free or limited price use
Digital publishing: an advantage?

- Archiving is safekeeping
- New scientific insights offered
- New services may realise income
- Easier publishing
- Increases the number of visitors
- Distant visitors added to real life ones
- Fair sharing with those unable to visit the museum
Digital publishing: a threat?

Legal considerations:
- Who is the owner of the digital master copies? (The state, the museum or the EU collection?)
- Defence of personal / institutional copyright
- The concept of digital heritage
- Image agencies: who negotiates with them?

Practical considerations:
- Who performs the digitization, where and when?
- Who stores digital copies? Who is responsible for data loss or damage?
- How to handle illegal use? Is educational use legal?
- Personal sensitivities: what is publishable when?
Digitalisation awards for museums

IK Prize, Tate Gallery, London

Best of the Web awards

Museum Digitization | XPRIZE
Google Art Project
Google Cultural Institute: thematic image collections based on digitized artwork from museums all over the world
Take a tour or watch a video!

Discover exhibits and collections from museums and archives all around the world. Explore cultural treasures in extraordinary detail, from hidden gems to masterpieces.

Create your own galleries and share favorite finds with friends.

**Art Project**
Discover diverse art collections from around the world. Explore artworks at incredible detail, view exhibitions, and take virtual

**Historic Moments**
Explore online exhibitions detailing the stories behind significant moments in human history.

**World Wonders**
World Wonders brings modern and ancient world heritage sites online using Street View and other Google technologies.
Google Arts and Culture

How was it made?

Google Maps technology: Street View, Deep Stereo

https://artsandculture.google.com/
The best virtual museums: Metropolitan Museum of Art
The British Museum’s own virtual presence

https://britishmuseum.withgoogle.com/
Focus on the visitor: customising user experience
User galleries: personal collections made public

Prepare your own collection!
2 Virtual galleries
Museum visitor experiences: drastic changes
Immersive cinema

Virtual world created through a system of mirrors

Basic feature: 4 projectors (3 walls and the floor)

User in the centre: full immersion in the virtual space that encapsules our vision
Multimedia as exhibit
Exhibition pieces at the North Carolina Museum of Art's
"You Are Here: Light, Color, and Sound Experiences"
Film in the gallery

Janet Biggs: Flying
Virtual museums
- **Art museums**
- Science centers
- Children’s museums
- Maritime museums
- Military and war museums
- Mobile museums
- Natural history museums
- Open air museums
- Specialized museums
- **Virtual museums**
- Zoos and Zoological Gardens

Where are the best virtual museums? [https://bigtechquestion.com/2017/11/30/online/best-virtual-museums/]
Virtual museums of Canada

http://www.virtualmuseum.ca/home/

Discover history, art, science, nature and more through virtual exhibits from Canada’s museums and heritage organizations.
The II. World War in 100 objects
Dutch virtual show
Create your own virtual museum!

Virtual museum with Google Slides:
https://www.youtube.com/watch?v=5XNevQHfvjc

Virtual museum with PowerPoint
https://www.youtube.com/watch?v=n6UCIWS
Museums in virtual worlds

Examples, Second Life
Virtual museums worldwide 1

20 virtual museums with commentaries
American virtual museums

Virtual Museum of Canada
Interactive art museum, Seoul, Korea
with TeamLab World
Virtual museums worldwide 2

National Institute of Standards and Technology of Virtual Museums

Museum with No Frontiers: EU projects: Discover Baroque Art

International Museum of Women

Virtual Museum of Canada

World Gallery of Art

Gyerekek virtuális múzeumai (US projects)
More info on virtualising museums

Museums and the Web →: Archives and Museum Informatics

Paper on Europeana: Review of Multi-Institutional Repository

Edutainment in Museums: a Tool for Disseminating Knowledge

From Museum to Amusement Park: The Opportunities and Risks ...
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