

Museums and Digital Transformation Chances and Challenges

by

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Museums and Digital Transformation

Chances and Challenges

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- The right of access to, and enjoyment of cultural heritage is a **human right** as defined by the Human Rights Council ([A/HRC/17/38](#));
- significant for **individuals** and **communities** in terms of their **identity** and development processes;
- right of individuals and communities to know, understand, **enter**, visit, **make use of**, maintain, exchange and develop cultural heritage;
- right to **participate** in the identification, interpretation and development of cultural heritage.

TANGIBLE CULTURAL HERITAGE

- Buildings
- Monuments
- Landscapes
- Books
- Artifacts
- Works of art
- ...



INTANGIBLE CULTURAL HERITAGE

- Folklore
- Dance
- Music
- Language
- Traditions
- Knowledge
- ...



Digitising our cultural heritage seems to be a good strategy to make our human treasures accessible to a greater demographic of people.

Chances

- **Collections** from different museums can easily be **connected**;
- Colleagues from all over the world can work together on a project;
- **reuse of digital cultural items** (still, moving and 3D images as well as animations);
- Digital exhibitions **can be realized** in the digital space **much faster** than in the physical world;
- Interactivity and gamification;
- **Digital storytelling**;
- Disseminations and enrichment of activities via social media;

digital exhibitions

- Digital exhibitions offer unprecedented **access to organizational treasures that might never be seen** otherwise except by those with local physical access to the museum or library;
- Access to fragile, unique and monumental objects;
- **Visible 24 hours** a day from all over the world;
- **Visitors can choose the order** in which they like to see the objects;
- **Objects can be displayed, zoomed in, viewed** under different lighting conditions and viewed from different angles. A comparison with other objects is easily possible;
- Digital exhibitions that **display 3D objects can elevate user experience** even higher.

Strategic Planning

Museums must re-assess how they plan and manage change, they need to reflect on:

- What is the museum for?
- How to meet users needs and ensure the museum is relevant?
- What role play collections?
- How to change structure and develop skills of staff?

Digital transformation begins with infrastructure and organizational structure;
(Digital) strategy is necessary;
Sharing best practice is vital.



Changes in society

- New technologies and digitisation have changed the ways that the people think, live and work;
- Digital media and the internet are continuously developing and transforming our society;
- Recalibration of relationships between people and their cultural heritage;
- People nowadays spend a large part of their private time using information and communication technologies;
- Digital media are not just tools to communicate and to receive and retrieve information: digital media are bound to our lives and are necessary to hold on to our lifestyle;
- The surrounding environment is filled with visual and auditive influences, impacting on perception, asking for attention and quick response



Social Media and Digital Culture Mediation

As people are spending their Internet time more and more on channels like Tumblr, Instagram, Twitter, Facebook it is crucial that the museums form part of this extensive communication.

Museums can:

- Provide images and trustworthy content;
 - Shape the communication about culture and its framework of meaning;
 - Discuss and promote the importance of material and immaterial cultural heritage and its impact on contemporary and future society.
-
- To integrate culture and art into the living worlds of different people and milieus to become part of the living culture.

 - TO PROMOTE MUTUAL UNDERSTANDING!

New Requirements of Museum Staff and Museum Professionals

- Museums staff are having to adapt/become re-educated to new (enhanced) ways of working, but also to take on hybrid jobs/roles that had not been conceived even five to ten years ago for instance the digital curator of a museum:
- New requirements on museum staff:
 - Changing expectation and new demands;
 - New skills and responsibilities are needed;
 - Changes in attitude and shifting job requirements;
 - Meeting user needs as information professionals.
- This strongly suggests the need for specialised training, and also points to the advantage of supportive networks, craft collectives and partnerships between makers and entrepreneurs, which can strengthen the position of the makers in the creative economy.



Support for documentation by ICOM-CIDOC

- CIDOC, the ICOM Committee for Documentation, supports museums in many aspects of the digitisation requirements:
- through standards for certain digitisation work (CIDOC-CRM, LIDO,..)
- CIDOC helps in formulating and maintaining a digital strategy
- CIDOC assembles knowledge about digitisation processes and offers this to the museum professionals
- CIDOC thus actively supports education and training of museum professionals in digitisation matters

Museums closed, but open



Staatliche Museen zu Berlin
Preußischer Kulturbesitz

All museums of the Staatliche Museen zu Berlin are closed. No exhibitions or events will take place until further notice.

Museums & institutions Research Exhibitions Education and outreach Events Plan your visit



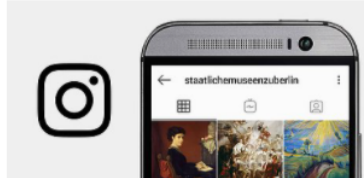
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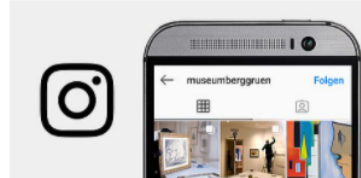
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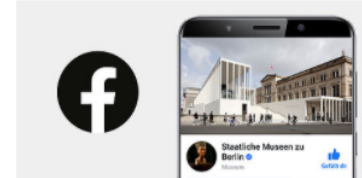
Instagram



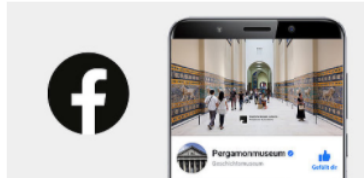
Museum Berggruen



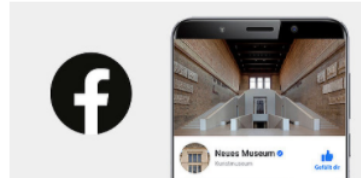
Facebook



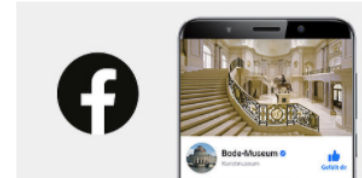
Pergamonmuseum



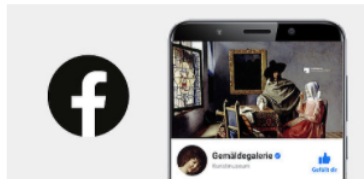
Neues Museum



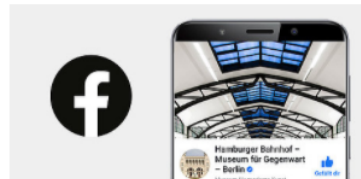
Bode-Museum



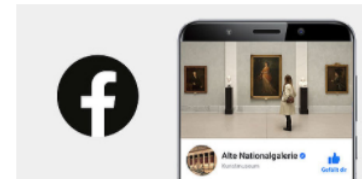
Gemäldegalerie



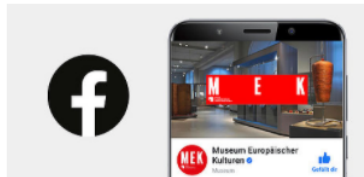
Hamburger Bahnhof



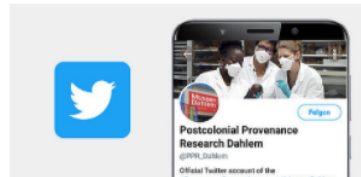
Alte Nationalgalerie



Museum Europäischer Kulturen



Provenance Research Dahlem

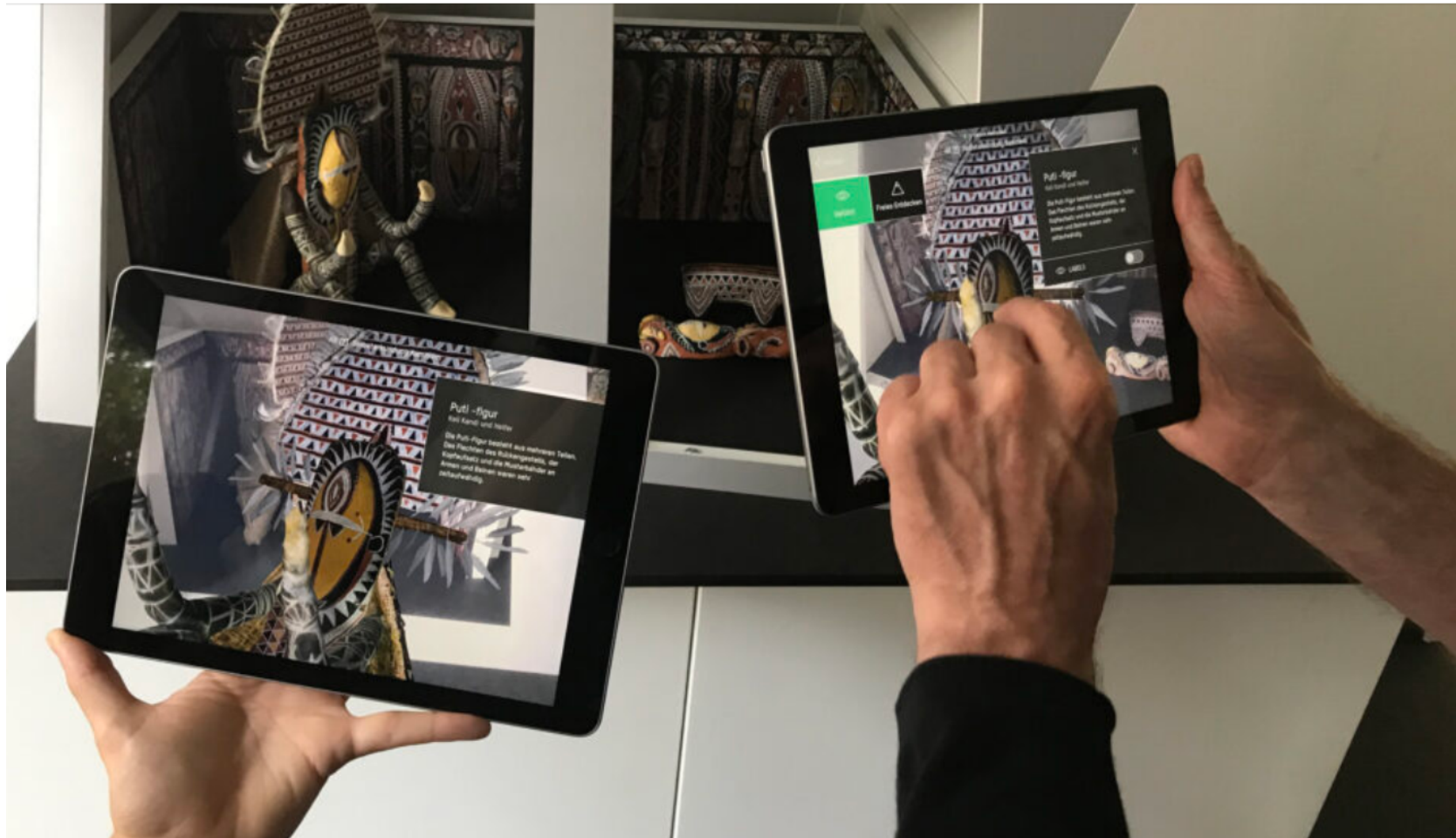


Institut für Museumsforschung



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Staatliche Museen zu Berlin
Preußischer Kulturbesitz

| DE | EN |

SMB-digital

Online-Datenbank der Sammlungen

| Home **Die Sammlungen** Erweiterte Suche | Portfolio |

SCHNELLSUCHE ALLE SAMMLUNGEN

SORTIERUNG: ZUFALLSANZEIGE

ANSICHT: LEUCHTPULT 3X4

FUNKTIONEN

1 - 12

VON 434

Highlights

Alle Objekte

Sammlungen der Staatlichen
Museen zu Berlin

> Ägyptisches Museum und
Papyrussammlung

> Antikensammlung

> Ethnologisches Museum

> Gemäldegalerie

> Museum für Asiatische Kunst

> Kunstbibliothek

> Kunstgewerbemuseum

> Kupferstichkabinett

> Münzkabinett

> Museum Europäischer Kulturen

> Museum für Vor- und Frühgeschichte

> Museum für Islamische Kunst

> Nationalgalerie

> Skulpturensammlung und Museum für
Byzantinische Kunst

> Vorderasiatisches Museum



Zum Portfolio hinzufügen

John Wilkinson

Bild

Thomas Gainsborough



Zum Portfolio hinzufügen

Tanagraische Terrakotte:

Stehende Frau mit

Sonnenh...

Statue, bekleidet, stehend
(Skulptur / Rundplastik /
Rundplastik, weiblich)



Zum Portfolio hinzufügen

Römische Kaiserzeit:

Bürgerkrieg

Münze



Zum Portfolio hinzufügen

Conchita Wurst auf der

Mondsichel

Skulptur

Gerhard Goder



Zum Portfolio hinzufügen

Tyros

Münze



Zum Portfolio hinzufügen

Amphiktyonen

Münze



Zum Portfolio hinzufügen

Stehender Buddha

Skulptur



Zum Portfolio hinzufügen

Constantinus I.

Münze

Galerius Maximianus



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Landesmuseums und die Partnerschaft mit
museum4punkt0



8. Oktober 2020

**Neißeflug durch zwei
Jahrtausende: eine virtuelle
Reise in Raum und Zeit**



28. Oktober 2020

**Gute Nachricht auf der
Digitalen museum4punkt0-
Konferenz: Wir wachsen!**



27. Oktober 2020

**Zukunft gemeinsam
entwickeln: digitale Konferenz
von museum4punkt0**

museum4punkt0 stellt in Livestreams
Projektergebnisse vor, diskutiert

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Thank you for your attention!

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