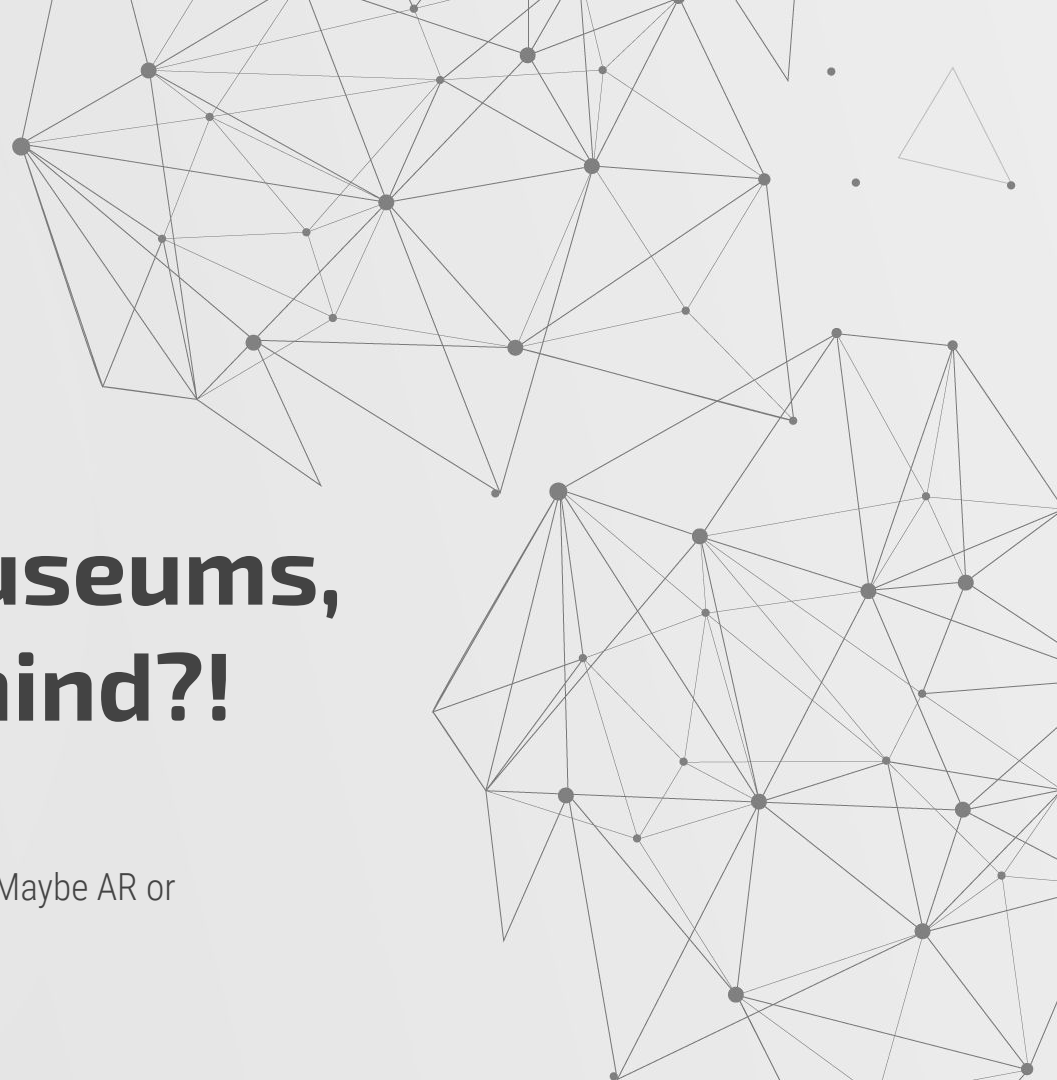




Reimagining Museums

The Integration, Incorporation, and Implementation of Immersive Technology

Lena Weisman '22




When you hear technology in museums, what comes to mind?!

Do you think social media, videos, QR codes? Maybe AR or VR?

THE STORY

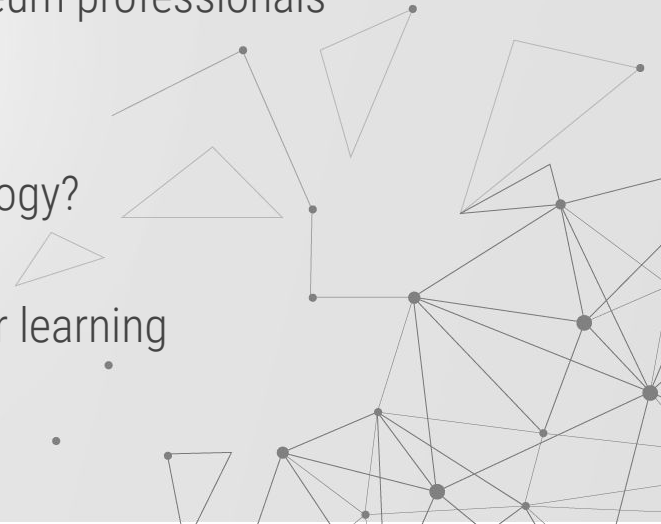
- Fall of 2020 Museum Internship
 - Travel time to destination
- Museum Studies minor curriculum
 - Accessibility, equity, and inclusion in museum experiences

How can museums leverage technology to further provide accessible, equitable, and inclusive experiential learning opportunities for all?



PROJECT DETAILS

- Project comes from independent Research in the Fall of 2021
- Research Process:
 - Phase 1: The theoretical and practical research
 - What are museums doing today?
 - What are scholars, researchers, and museum professionals saying?
 - Phase 2: LUAG Proposal
 - What can LUAG do to incorporate technology?
 - Phase 3: LUAG Lounge Exhibition
 - Turning research into a graphic display for learning





The evolving exhibition

As the semester progress, graphics have been developed
to answer six key questions



What is Immersive Technology?



AUGMENTED REALITY

def. The layering of a digital reality on top of the users existing environment.



VIRTUAL REALITY



def. A digital simulation replacing the users current reality with a new environment they can engage with.



What Barriers are Museums Facing?



LIMITS OF TECHNOLOGY

takeaway from experience

pace of advancement

visitor comfortability

sensory overload

barrier to entry

nontraditional

untested

expertise

know-how


distraction

accessibility

affordability

*equipment.
training.
funding.
expertise.
awareness.*

*University museums
and galleries are
uniquely positioned
as testing grounds
for immersive
technology.*



What are museums doing today?





The ongoing global pandemic forced museums to rethink the incorporation of technology in their programing and exhibition spaces. Prompting boardroom conversations to become interactive experiences for the public.



— Lena Weisman





A word cloud of digital art and museum technologies. The words are arranged in a dense, overlapping cluster. The largest words are 'Videos', 'QR Codes', 'Touch Screens', 'Websites', 'Apps', and 'Digitized Art'. Other prominent words include 'Virtual Museums', 'Virtual Tours', 'Audio Guides', 'Bilingual Narration', 'Virtual Biosphere', 'Virtual Reality Add-Ons', 'Animated Art', 'Video Games', 'AR Portraits', 'AR Holograms', 'Projected Art', 'VR Stations', 'NFTs', 'Geotagging', and 'Interacting with Historical Figures'. The words are in various sizes and orientations, creating a dynamic and modern feel.

Interacting with Historical Figures
Videos Geotagging **QR Codes**
Virtual Museums
Bilingual Narration **Touch Screens** VR Stations
Virtual Biosphere **Websites** NFTs
Virtual Tours **Projected Art**
AR Overlays **AR Holograms**
Audio Guides Virtual Exhibitions **Apps**
Video Games
Virtual Reality Add-Ons **Digitized Art**
Animated Art



“

**Technology is a tool
to enhance and add to
the existing museum
experience. Technology
should not replace
nor takeaway from the
transformative experience
of seeing art in person.**

”


— Lena Weisman






What are the possibilities for AR/VR?





the
**POSS
IBILI
TIES**



A photograph of three people from behind, all holding up smartphones to take pictures. They are positioned in front of a large blue triangular graphic that points towards the right. The person on the left is a woman with curly hair wearing a dark top and a patterned skirt. The person in the middle is kneeling, wearing a dark jacket and a hat. The person on the right is a woman wearing a red headscarf, a dark top, and jeans.



are
**LIMIT
LESS...**



A photograph of a person from behind, holding up a smartphone to take a picture. They are standing in front of a large yellow triangular graphic that points towards the left. The person is wearing a light-colored long-sleeved shirt and dark pants.



How can technology personalize the visitor experience?



How is art made and what makes it art?

A specialized track for artists and art lovers.



How does art relate to a broader historical context?

A specialized track for history buffs and fact finders.



How science and technology are involved in art?


A specialized track for scientists and eternal inventors.




Why were these people and places preserved in art?

A specialized track for culture seekers and adventurers.





**How would you reimagine
your museum experience?**



THE FUTURE IS YOURS

What technology would be integrated?

What barrier(s) would be removed?

What have you seen in museums you would like to experience again?

What do you imagine the incorporation of technology will look like?

How would you personalize your museum experience?

How would you implement technology?

THE VISITOR EXPERIENCE

The visitor experience is how museums quantify the value, engagement, and learning outcomes of visitors.

QUESTIONS



CONTRIBUTE TO THE WALL

*To interact with the exhibition
grab a sticky note and a marker,
add your thoughts, and stick it to
the wall near a key question!*