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

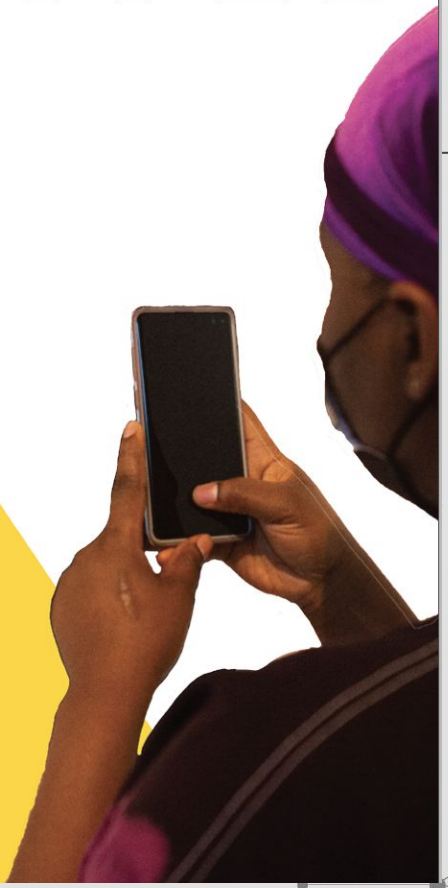
The evolving exhibition

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	*untested*
pace of advancement	*expertise*
visitor comfortability	*know-how*
sensory overload	*distraction*
barrier to entry	*accessibility*
nontraditional	*affordability*

equipment.

training.

funding.

expertise.

awareness.

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

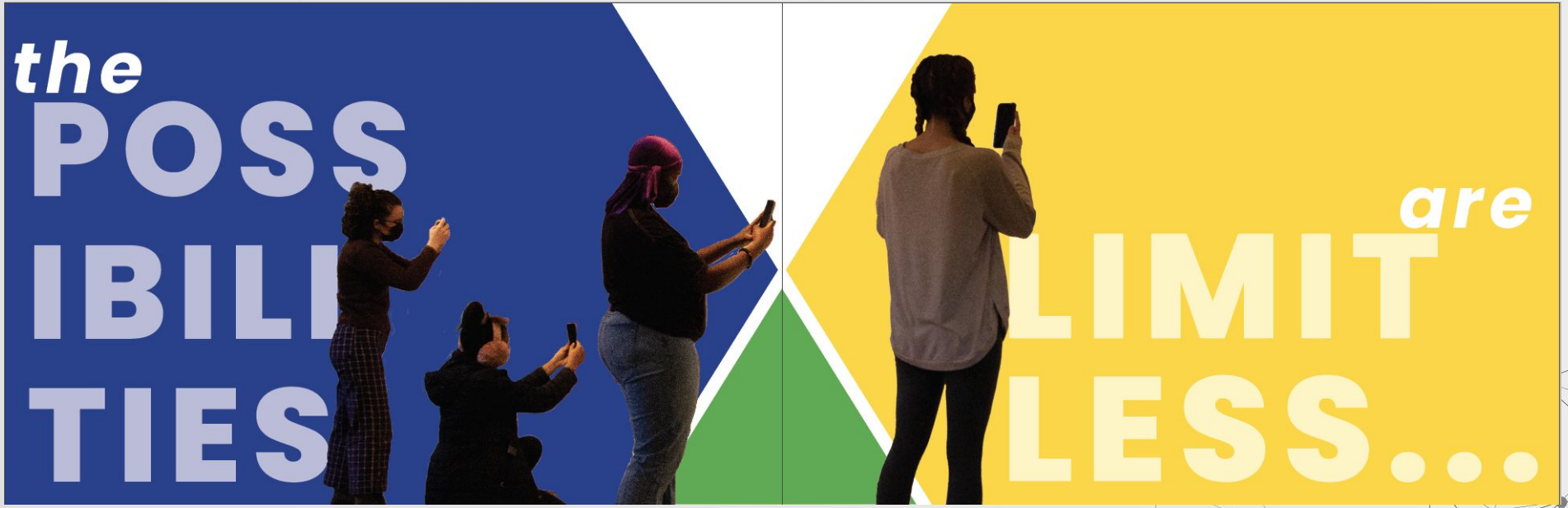
What are museums doing today?

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

Interacting with Historical Figures
Videos
Geotagging
QR Codes
Virtual Museums
Bilingual Narration
VR Stations
Touch Screens
NFTs
Virtual Biosphere
Projected Art
Virtual Tours
Websites
AR Holograms
AR Overlays
Virtual Exhibitions
Apps
Audio Guides
Video Games
AR Portraits
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?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How can technology personalize the visitor experience?

ART

How is art made and what makes it art?

A specialized track for artists and art lovers.

HISTORY

How does art relate to a broader historical context?

A specialized track for history buffs and fact finders.

SCIENCE

How science and technology are involved in art?

A specialized track for scientists and eternal inventors.

CULTURE

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!