

«Museum 4.0 – Digital opportunities and challenges»

Roundtables with digital experts at
the IATM conference 2017
in Lucerne Switzerland



IATM 2017 - Switzerland



Christian Rohner,
Curator, Swiss Museum of Communication, Berne, www.mfk.ch

Subject

Which content is best suited for digitalisation?

Conclusion

Make objects relevant by forming partnerships, and dare to develop prototypes step by step.

Aspects to consider

- Digitalize only what you can maintain long-term
- Prototype and test with real visitors
- Start with small projects and execute them to gain experience
- Define which audience you want to reach
- Content needs to be adapted regularly, however, this gets much easier with digital tools (use content management systems, which other museums may have developed for re-use).
- «Location based experience» - data of how often an object is visited digitally gives you information whether it's of interest to your audience.

Valentin Spiess,
CEO iart, Zurich, www.iart.ch

Subject

Which are the technical requirements for digital projects?

Conclusion

You have to decide what you are not going to do.

Aspects to consider

- Learning by doing. There is no recipe how to be successful.
- Involve yourselves in a process of exploring: Trial and error.
- Museums therefore need to change the process of solution finding and of project design. In this field you can not plan everything. You need to become more agile and daring.
- Start with the known, progress to the unknown.
- Always search for sustainable solutions. Consider life cycle of products and approach them at an early stage.
- Simple solutions are often more difficult to design, but it's worth it.
- Search for collaboration with industrial partners and other museums, get the know-how where it is (as industrial companies already do).

Dr. Heidi Amrein,
Chief Curator, National Museum, Zurich, www.nationalmuseum.ch

Subject

What does it take to introduce digital elements in a museum?

Conclusion:

Think about your Mona Lisa in your museum and add value to her by storytelling with digital media.

Aspects to consider

- Reduce 5 pages of text to 10 lines: Less is more!
- The story line is very important in order to add value to the physical object.
- Develop a real digital Unique Selling Proposition (USP) that is unique for your museum.
- Applications must be straightforward and simple to use.
- Exhibition design needs to be conclusive and well thought through.

Dr. Angela Dettling,
Head of historic mediation, Wildegg, www.museumaargau.ch

Subject

How to help visitors to enjoy digitalisation?

Conclusion

Keep it simple so that visitors feel comfortable.

Aspects to consider

- Children that visit the museum with their grandparents are door-openers for the older generation (digital natives help digital immigrants).
- Keep it simple, avoid long instructions, avoid that people feel like fools.
- Focus on content that corresponds well with the physical object; do not focus on technological features.
- Digital media can stimulate story telling.

Oliver Vrieze,
Head of Sales and Marketing, FIFA Museum, Zurich, de.fifamuseum.com

Subject

What is the financial impact of digital projects?

Conclusion

Full cost transparency by involving top tier of management.

Aspects to consider

- Consider the status of your infrastructure; do not underestimate the cost of upgrading it.
- Digital competencies often can not be found in-house. Look for partners with experience (third parties, other museums).
- The problem of life cycle of digital solutions needs to be addressed early enough because it has a huge financial impact. Versions following "Version 1" may create huge additional costs.
- Consider how you will improve your digital solutions and the financial impact it has.
- Implement key performance indicators (KPI) to measure the success of digitalisation.
- Involve partners and enthusiasts among your audience.

IATM 2017 - Switzerland

