

„Fedák Sári”

Museum 2.0 (2016 április)
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Simmelweis Orvostörténeti Múzeum

Towards 2020 The British Museum's Strategy:

Publishing, Broadcasting and Digital Media: the British Museum in your pocket

- The familiar architecture of knowledge has been *dissolved*. The Museum needs to rethink completely *how it transmits information about the collection, and how it engages its visitors with the objects*.
- New technology allows new ways of visiting the galleries: *stories and images, enquiries and interactions, individual and group explorations* all need to be crafted and promoted.
- And those *who can never visit* may now be enabled to *experience, learn and enjoy*.
- For the British Museum to take its proper place in the digital world requires access to *external expertise*. To achieve the desired reach, we need *sustained partnerships with technology companies and digital publishers*.

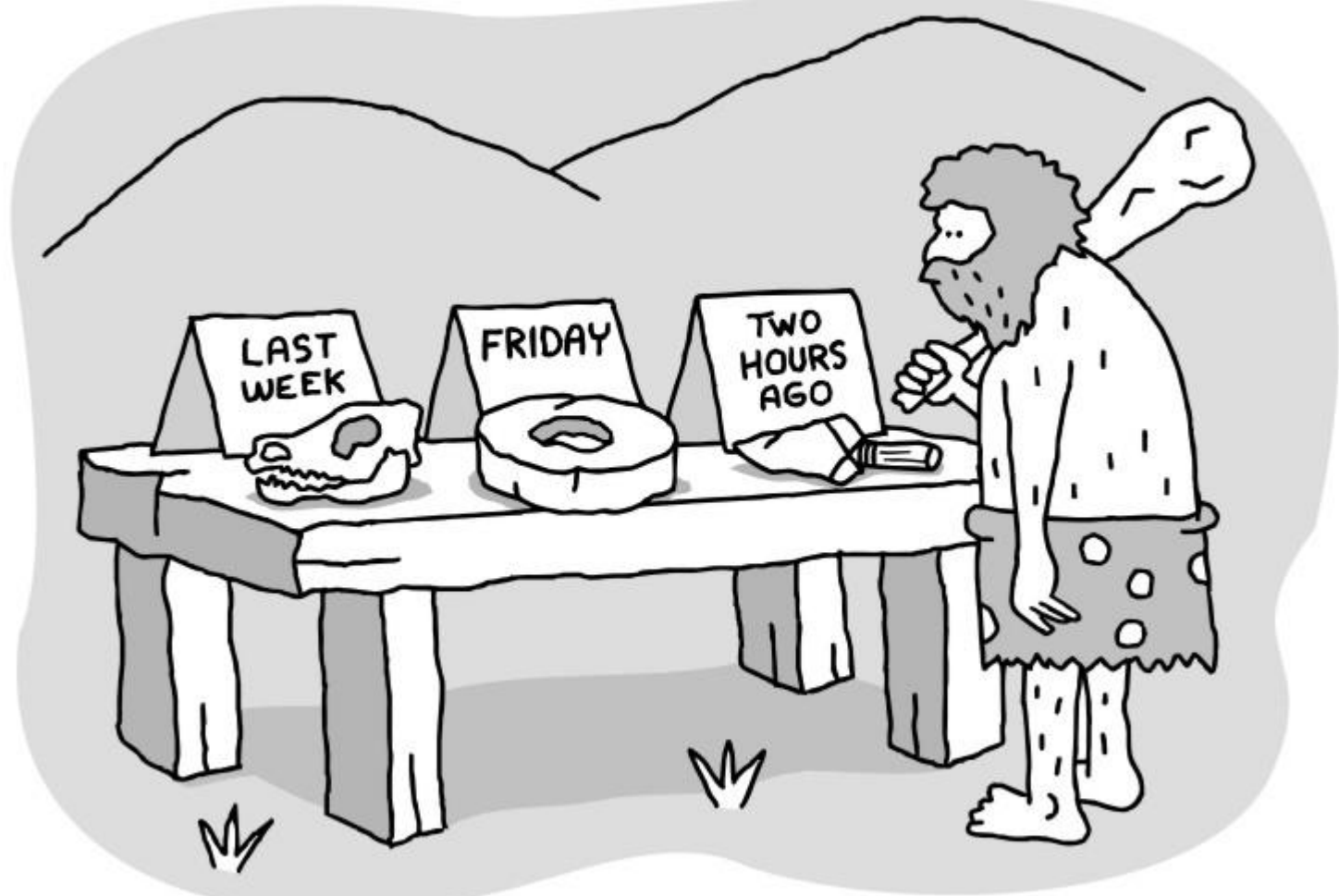
Tate Digital Strategy 2013–15: Digital as a Dimension of Everything

- increase their *enjoyment and understanding* of art
- provoke their *thoughts* and invite them to *participate*
- promote the *gallery programme*
- provide them with *easy access to information*
- entice them to explore *deeper content*
- encourage them to *purchase products, join Tate and make donations*
- present an elegant and functional interface *whatever their device*
- take place on the *platforms and websites they use*
- minimise any *obstacles* they may encounter

LOUVRE MUSEUM DIGITAL STRATEGY

- Louvre.fr is a real *ergonomic* challenge.
- The richness of the editorial content is such that it is necessary to conceive a *simple, accessible, graphically managed tool that adds value to photographic source material*.
- *Signage and the identity* of the museum have been respected.
- *Key resources analysis, history of the Louvre.*

the first museum

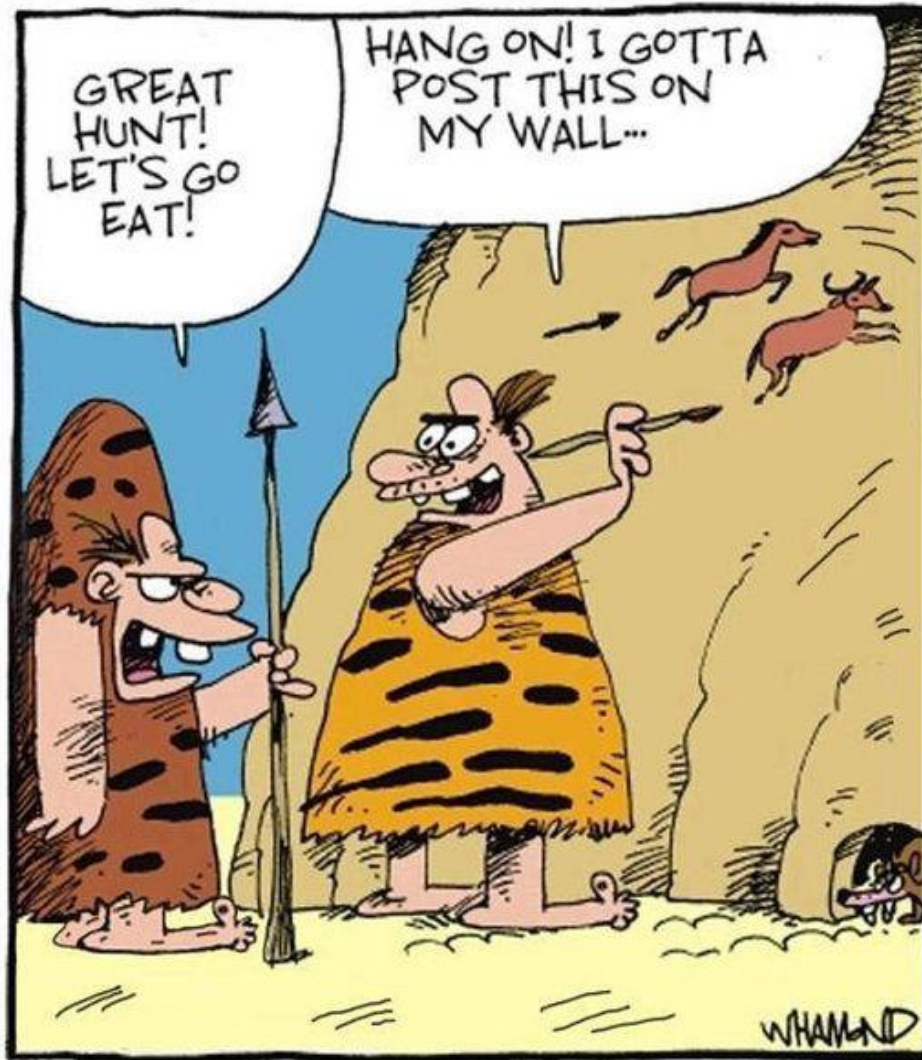


**Our settings
are
Different ...**

**Yes, You are
equipped with
WiFi Antenna and
I have a
USB Port...**







Early Facebook

MUSEUM OF NATURAL HISTORY



H. Brown

"IT'S ALL BEEN DIGITIZED AND PUT ON DVDS."



"With this new curator app, I can enjoy the museum's entire collection."



FUTURE
ARCHAEOLOGY

OUR BEST
GUESS IS THAT
IT WAS SOME
SORT OF LATE
20TH CENTURY
PRISON...

