

Where the Dog Is Buried?

Curating Online and Offline Digital Content
In Exhibition Spaces

Alicja Knast
Muzeum Śląskie in Katowice, Poland

the process

1. conceptualising - big idea
2. curating - choice, priorities and the message
3. designing - shape
4. realising - “flesh & blood”
5. maintaining - keeping the ecosystem up and running

what do we want

what the public wants

how the public reacts

what do we want

Museums 2020

research led by Museums Association UK
July 2012

tradition of caring for individuals
community, society and the environment

support intergenerational
understanding

help understand cultural differences

help those who are new in the society to learn about it (i.e.migrants)

help to develop
identity

have non-partisan space to enjoy

built community cohesion

provoke debate

help prevent mental ageing

promote economic growth through regeneration

build confidence through volunteering

long tradition of
caring for
collections,
knowledge and
memories

what the public wants

*Public perceptions of - and
attitudes to - the purposes of
museums in society*

A report prepared by BritainThinks for Museums Association UK
March 2013

<i>Name of purpose</i>	<i>Spontaneously suggested</i>	<i>Necessity level</i>	<i>Rank in budgeting exercise</i>
Care and preservation of heritage	Yes	Must do	1st
Holding collections and mounting displays	Yes	Must do	2nd
Creating knowledge for, and about, society	Yes	Must do	4th
Promoting economic growth through tourism, investment and regeneration	Yes	Should do	3rd
Facilitating individual development through education, stimulation and building skills	Yes	Should do	5th
Promote well-being and happiness	Yes	Should do	8th
Protect the natural environment	No	Can do	6th
Foster sense of community	Mixed	Can do	7th
Helping the vulnerable	No	Can do	9th
Promoting social justice and human rights	No	Should not do	10th
Provide a forum for public debate	No	Should not do	11th

how the public reacts?



Chopin Museum, Warsaw
opened on 1st of March 2010

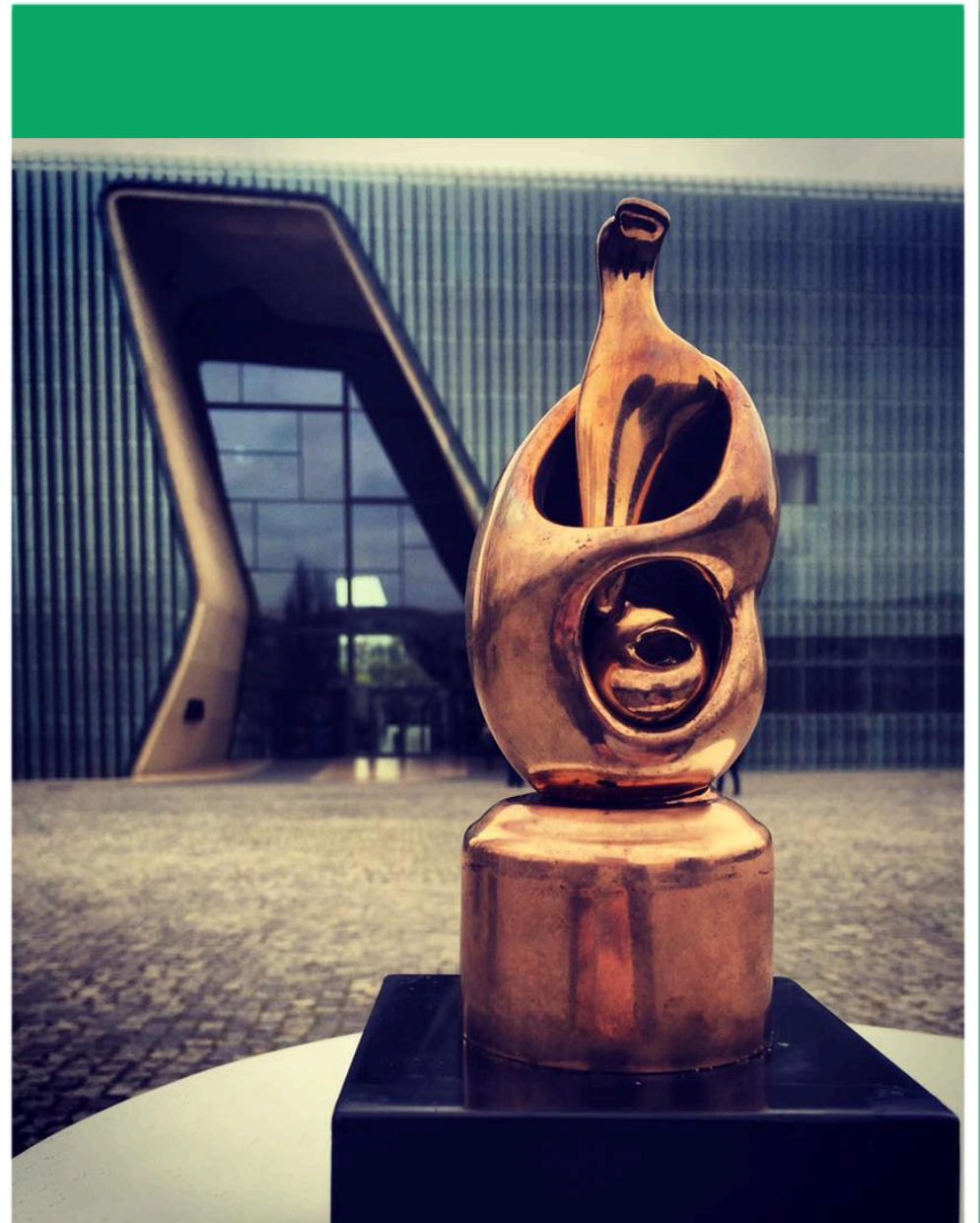
the film

most attended stations between 2010 and 2014 from total number of 44

Most attended stations 01-11-2013 until 30-10-2014			Most attended stations 01-03-2010 until 30-06-2010			Most attended stations 01-01-2011 until 31-12-2011		
Station	Events	Level	Station	Events	Level	Station	Events	Level
Creative process	36941	level 1	Projected book	81236	level-1	Projected book	346018	level-1
Sonatas	34032	level -1	Creative process	14974	level 1	Creative process	60483	level 1
Chopin's childhood poem	26953	ground level	ID419 & ID422	8950	level 2	Eliza virtual book	49539	ground level
Intellectual and artistic life	26919	ground level	Chopin's exercises book	8903	ground level	Chopin's exercises book	40924	ground level
Interactive map of Poland	26137	ground level	Nohant letters	8790	level 1	Sound station no. 1	21591	ground level
Women 6 The Friends	25622	level 1	Women 6 The Friends	8261	level 1	Chopin's childhood poem	37989	ground level
Chopin's exercises book	24824	ground level	Chopin's childhood poem	8254	ground level	Mikolaj Chopin's Warsaw	37359	ground level
Mikolaj Chopin's Warsaw	23300	ground level	Women 4 The Protectors	8206	level 1	Women 6 The Friends	36751	level 1
Women 4 The Protectors	23042	level 1	Eliza virtual book	7990	ground level	Sound station no. 2	33123	ground level
Chopin's education	22491	ground level	Virtual book	7703	level -1	Intellectual and artistic life	32600	ground level
Sound station no.2	21591	ground level	Intellectual and artistic life	7051	ground level	Nohant letters	31833	level 1



POLIN
European Museum
of the Year 2016
completed 2014



1506
Encounters
1506
sus Iudaeorum
sus Iudaeorum
1648

1506
Encounters
1506

1 Las
Forest

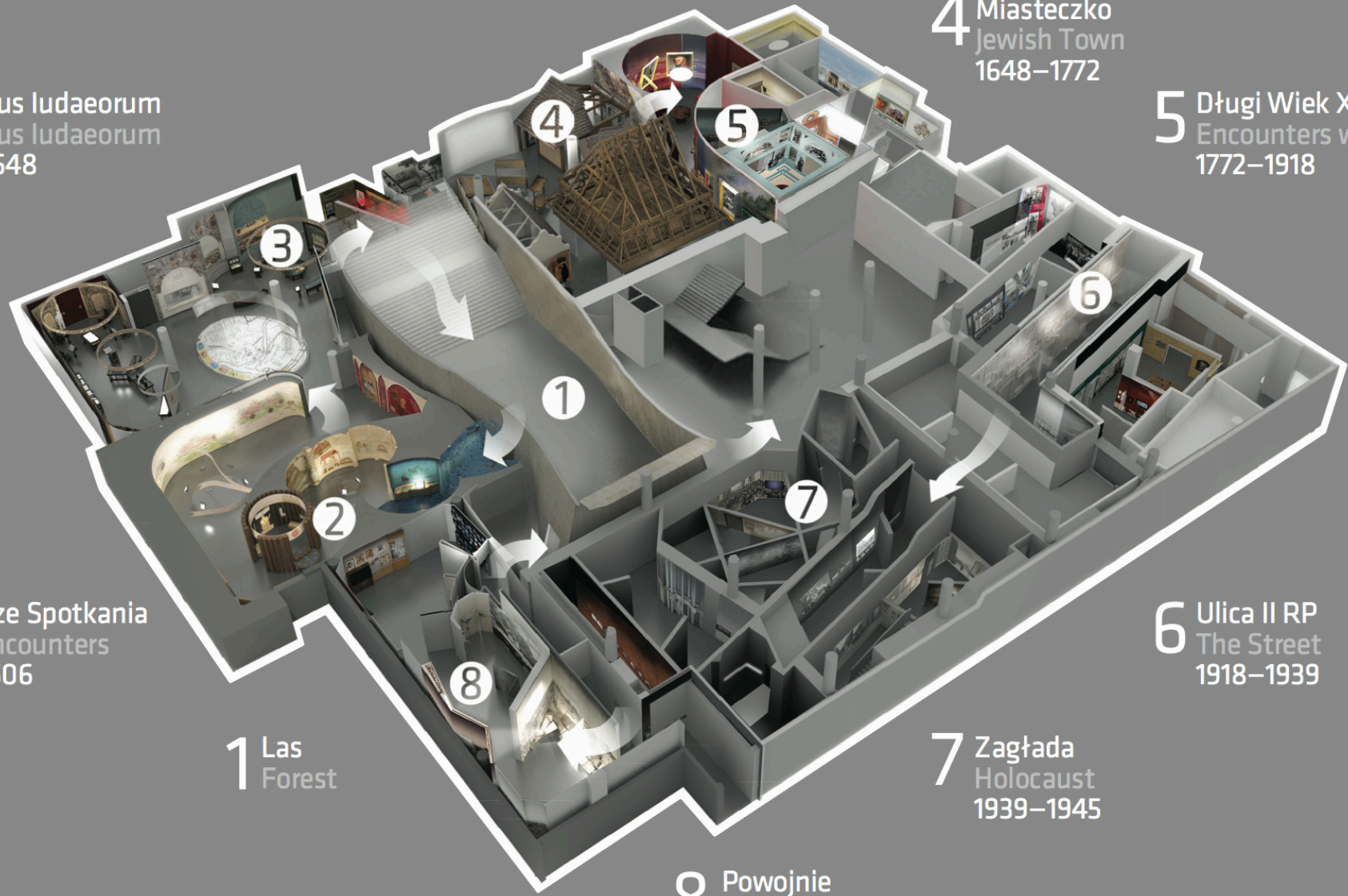
4 Miasteczko
Jewish Town
1648-1772

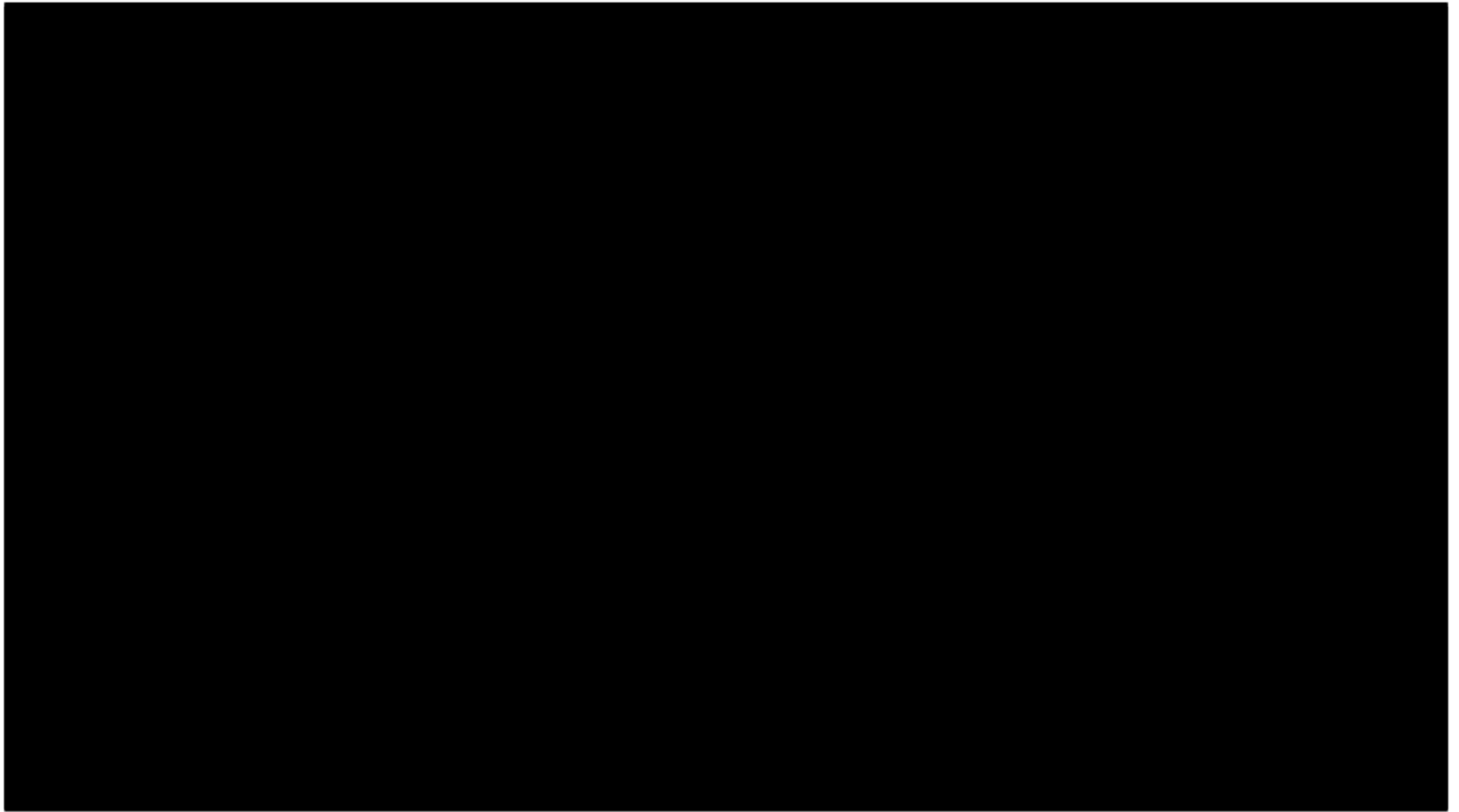
5 Długi Wiek XIX
Encounters with
1772-1918

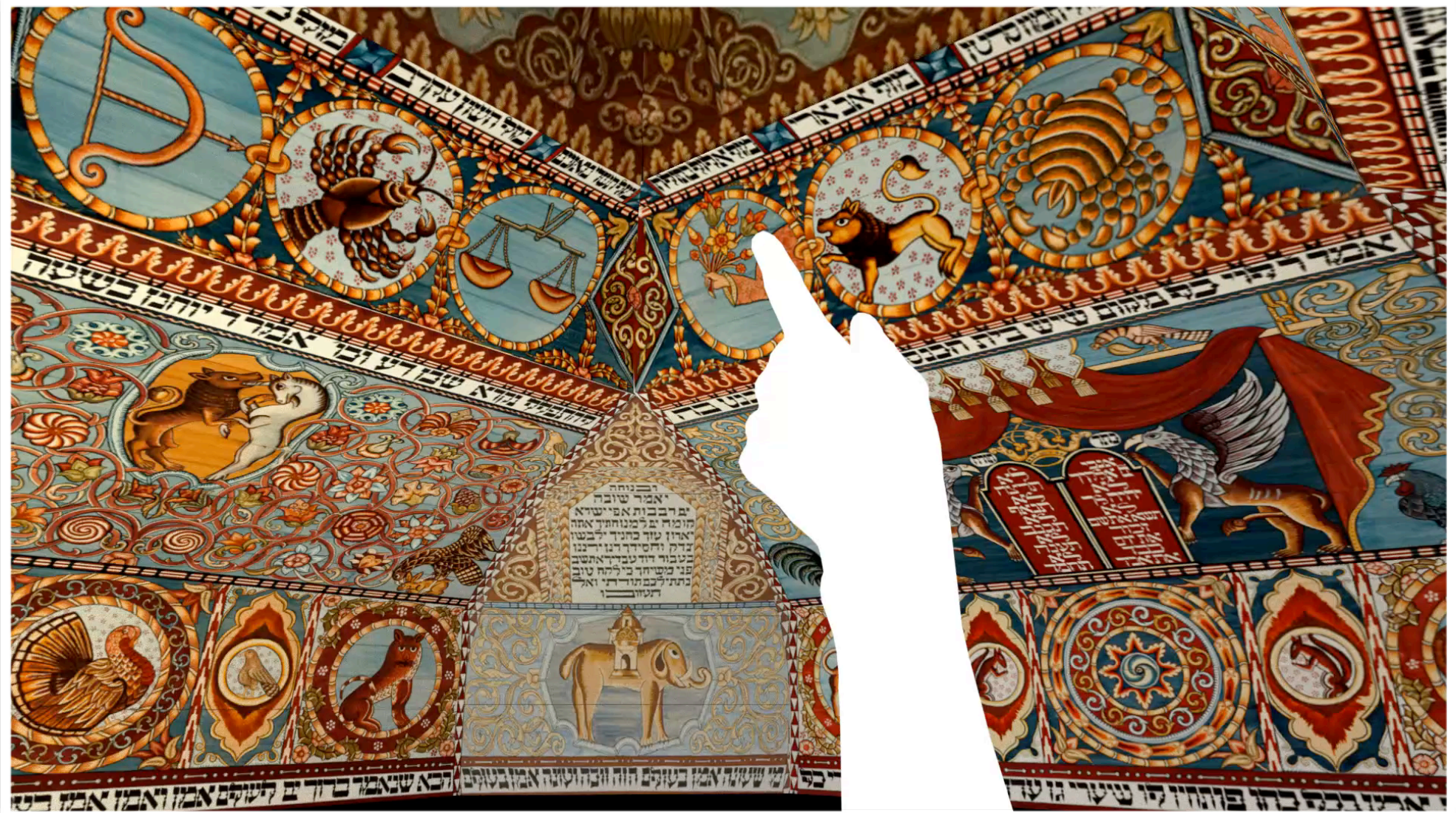
6 Ulica II RP
The Street
1918-1939

7 Zagłada
Holocaust
1939-1945

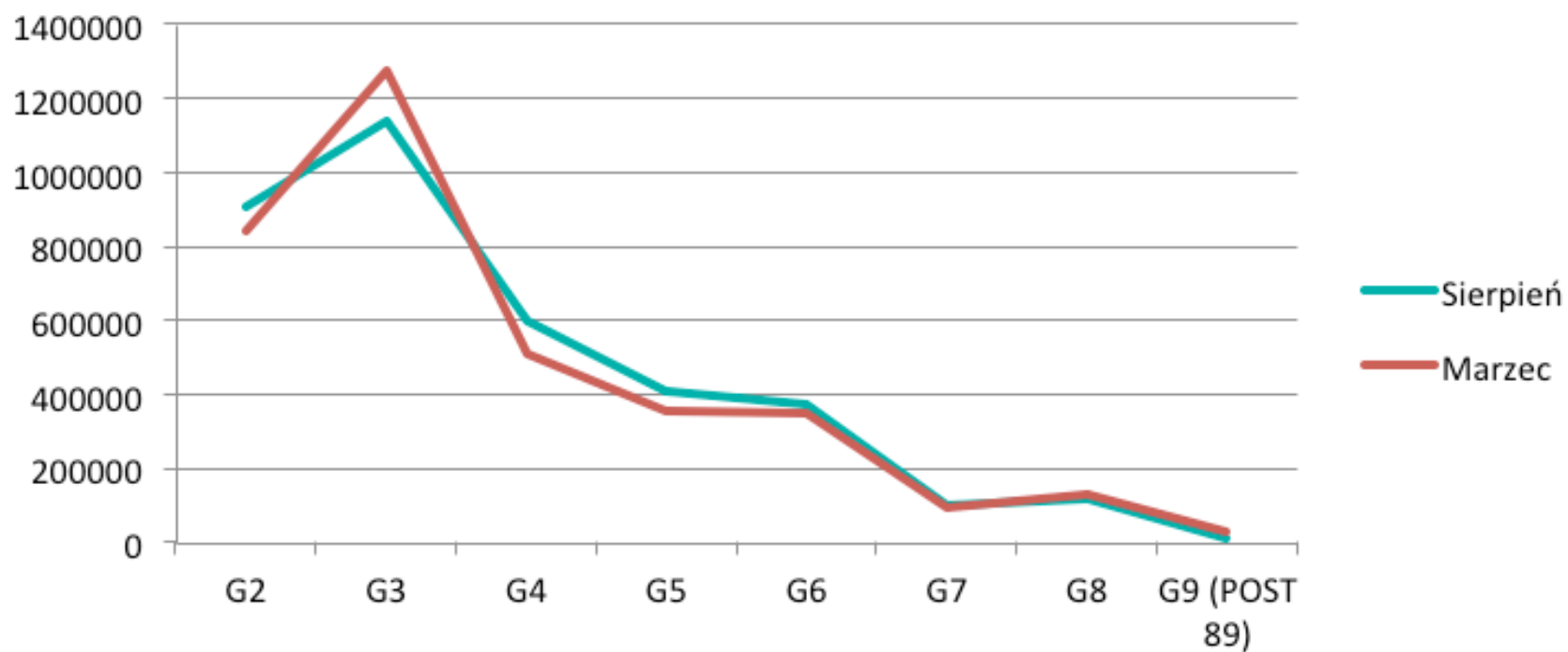
8 Powojnie
Postwar Years
1945-



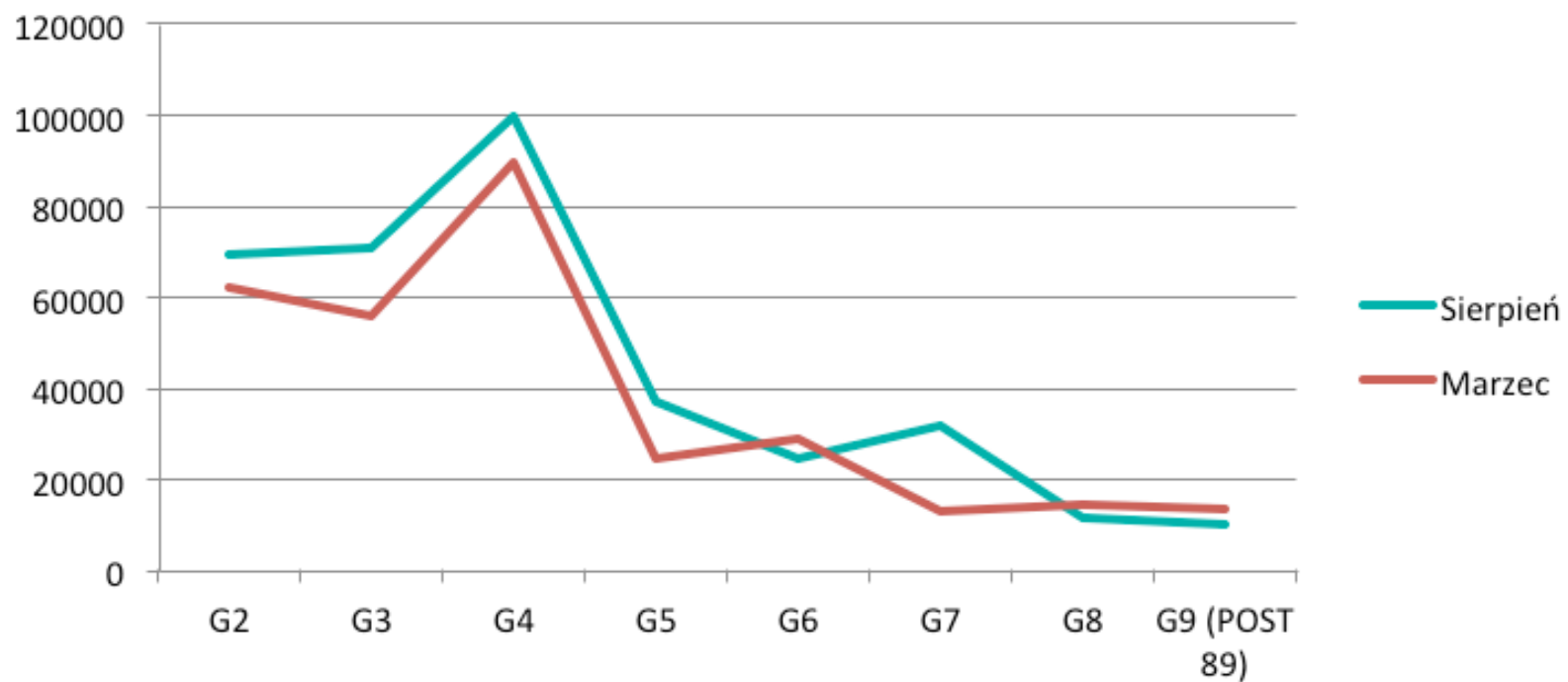




Liczba kliknięć w poszczególnych galeriach

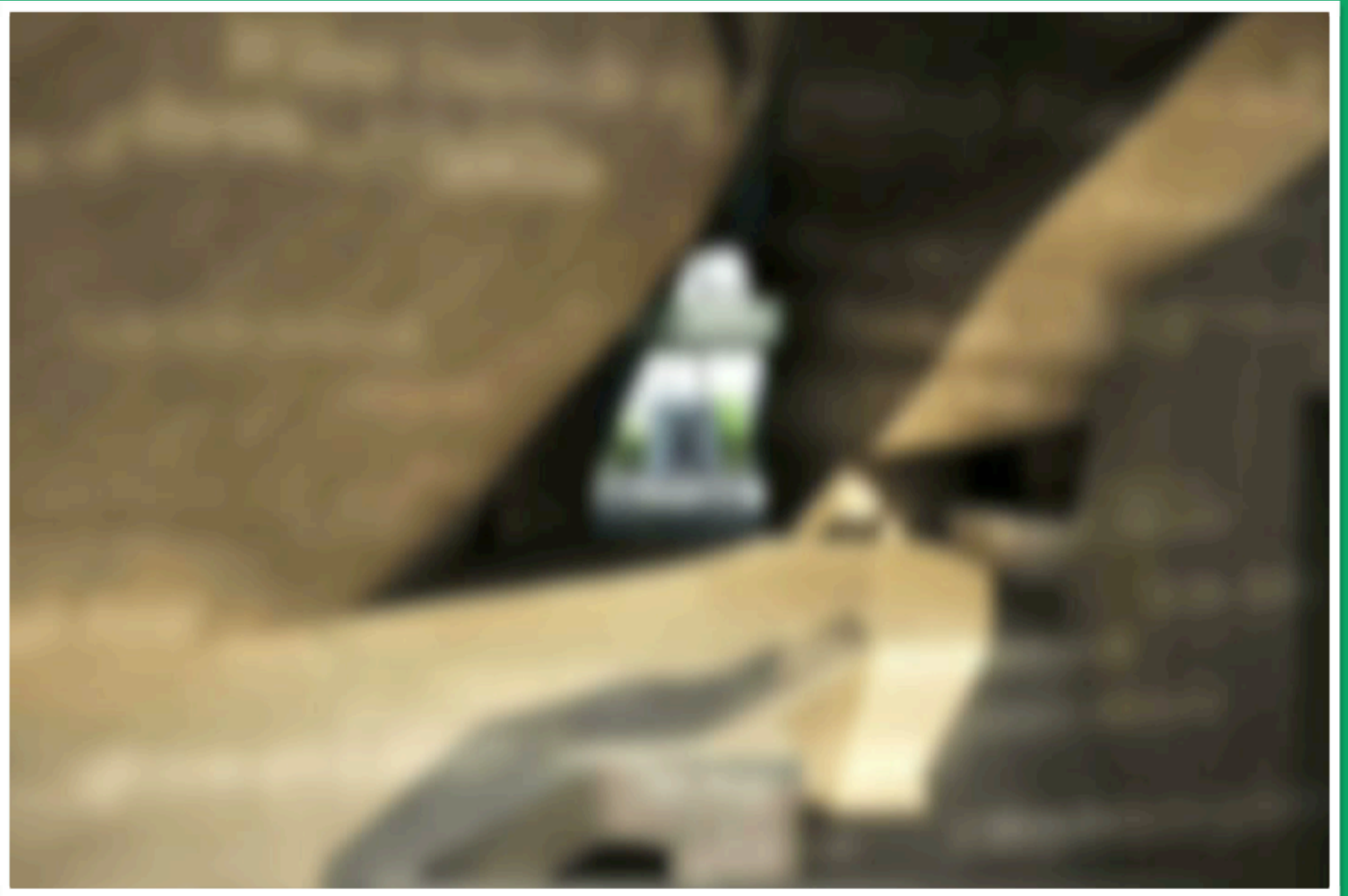


Średnia liczba kliknięć na jedno urządzenie w galerii





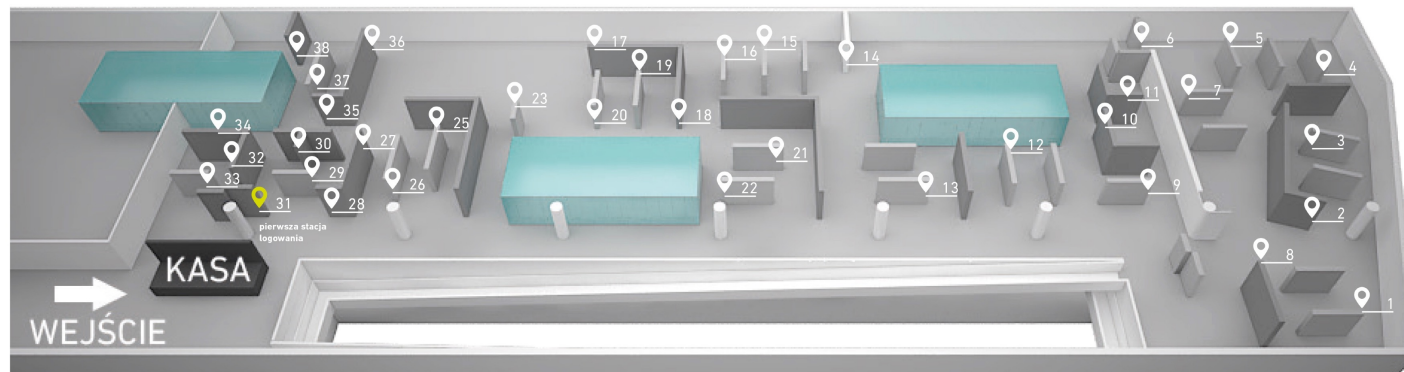
Muzeum Śląskie in Katowice
Grand Opening 26th of June 2015



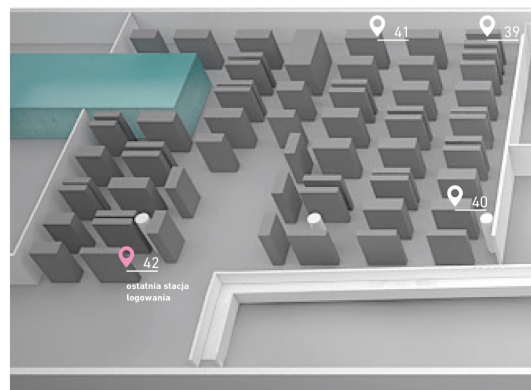
RFID stations' attendance

Plan rozmieszczenia punktów RFID

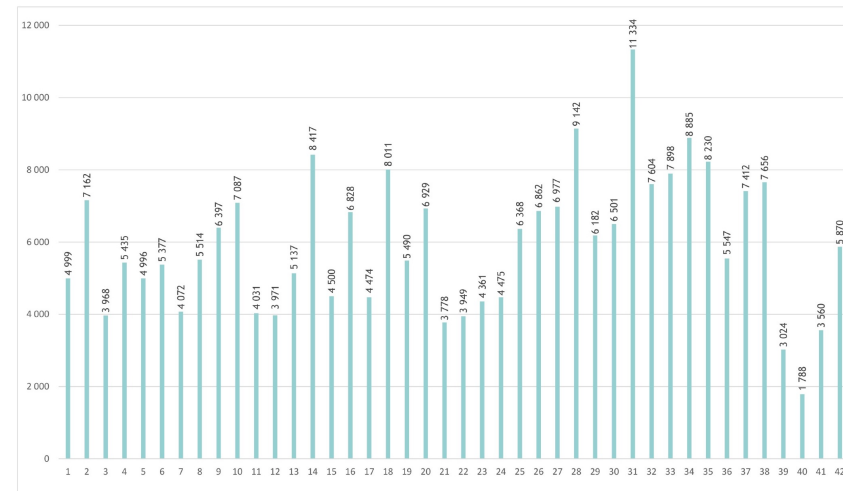
poziom -2



poziom -4



Liczba skanów na punkt



Where The Dog Is Buried?

In The Space



Supported by



Thank you for your attention

You are welcome
to argue at
alaknast@hotmail.com