Microsoft

Global Trends in Reimagining Museums

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Buongiorno!

Good morning!

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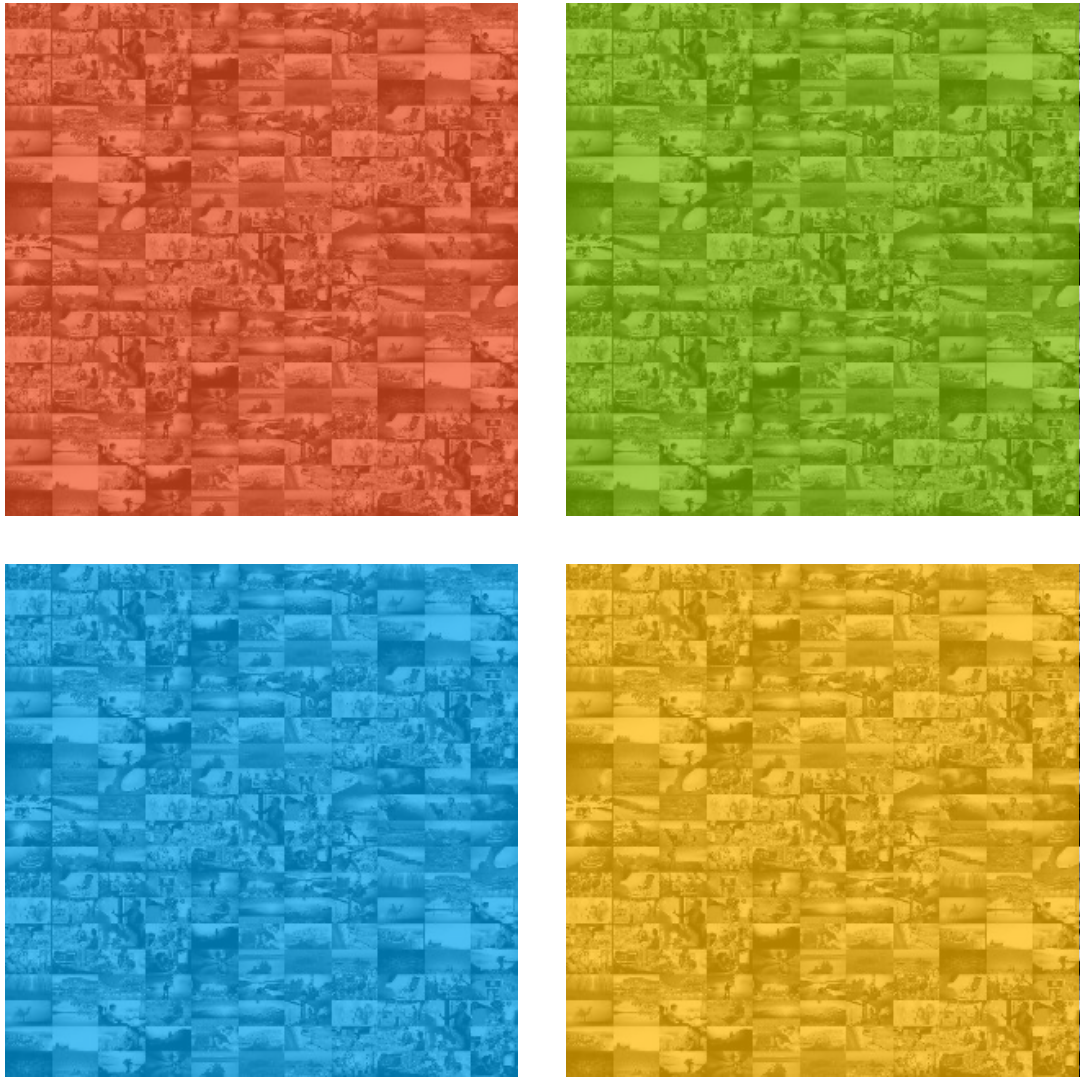
Microsoft

Microsoft mission

Empower every person and every organization on the planet to achieve more



“Technology enables the reimagining of Museums”

Every industry has been reimagined in response to pandemic, new capabilities or competitive influences

- Education
- Manufacturing
- Retail
- Technology
- Consulting
- Automotive
- Finance
- Media
- Health
- Government

“Reimagining Museums should be about looking at the opportunity for furthering Museum missions”

During the pandemic the world turned to…

Podcasts

Online Learning

Streaming TV

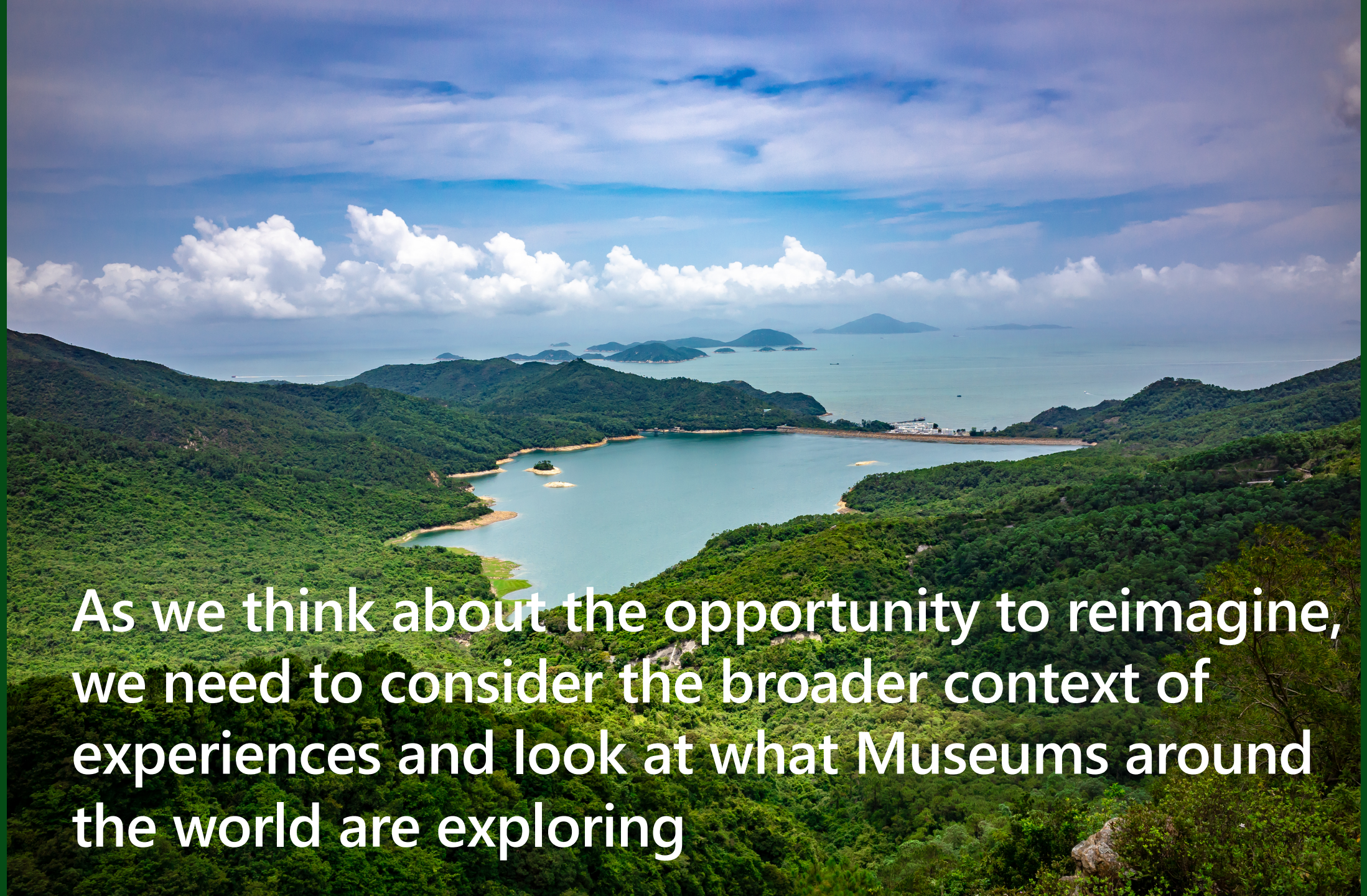
Video Conferencing

Crafts

Visitors are looking for experiences and their larger world experience is influencing expectations.

Van Gogh Alive from Grande Experiences is competing with Museums.

Gaming is competing with Museums


As we think about the opportunity to reimagine, we need to consider the broader context of experiences and look at what Museums around the world are exploring

1

Anytime, anywhere

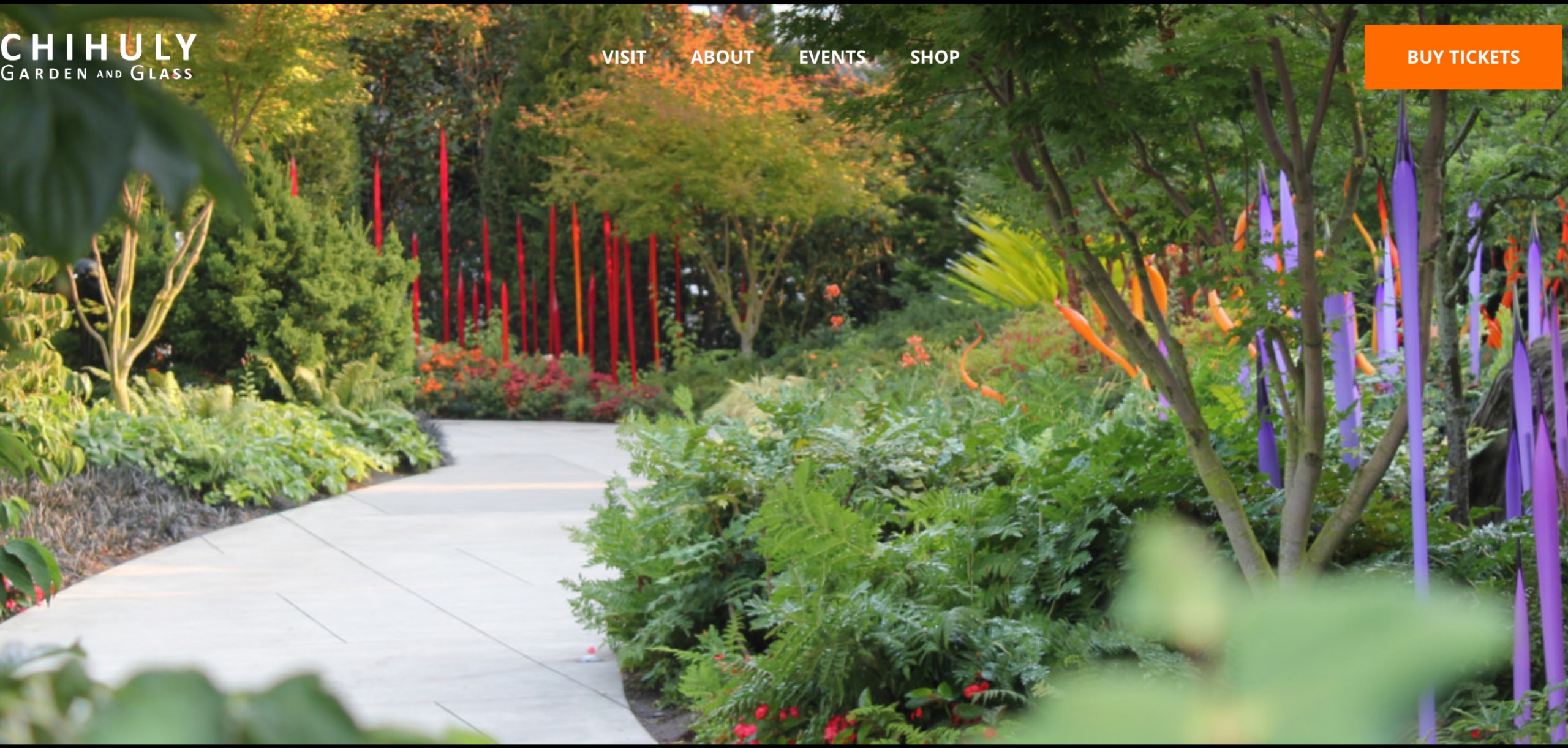
in qualsiasi momento ovunque

Museums are moving from being a purely physical building experience available during determined hours, to available anywhere, anytime.

Reaching out to visitors in multiple channels to expand reach and access. Seeing the physical building as only one of the channels.

By focusing only on the physical Museum experience we inadvertently limit access

Located next to the Space Needle at Seattle Center



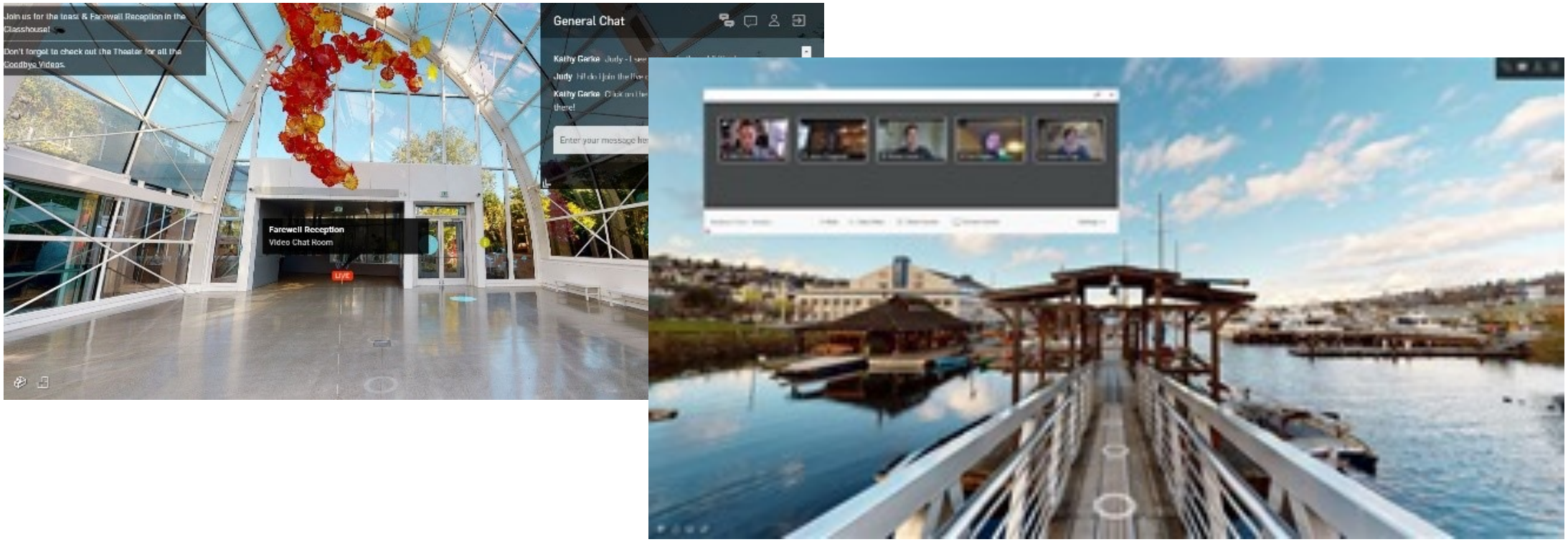
CHIHULY
GARDEN AND GLASS

VISIT ABOUT EVENTS SHOP

BUY TICKETS

HOURS TODAY: 10:00 AM — 6:00 PM

Chihuly Garden & Glass, Seattle USA by Galoo



getgaloo.com
Chihuly Garden and Glass

Immersive

immersivo

2

Multi sensory immersive experiences both in the Museum and outside the Museum.

Muséum Nationale
D’Histoire Naturelle
Paris, France
By Saola Studio
SAOLA AR
MUSĒUM
NAL HIST
NATURELLE

Microsoft

MUSEUM
REVIVRE
LES ANIMAUX DISPARUS EN RÉALITÉ AUGMENTÉE
À partir du 16 juin 2021
SAOLA
GRANDE GALERIE DE L'ÉVOLUTION
Jardin des Plantes
Paris 5e
Avec le soutien de BNP PARIBAS

Telling the Story
raccontare la storia

3

The story brings the collection to life.

Finding more channels to tell the story both in the Museum and in external channels.

BECOME A MEMBER

MAP Online brings to you a digital museum experience, sign up today.

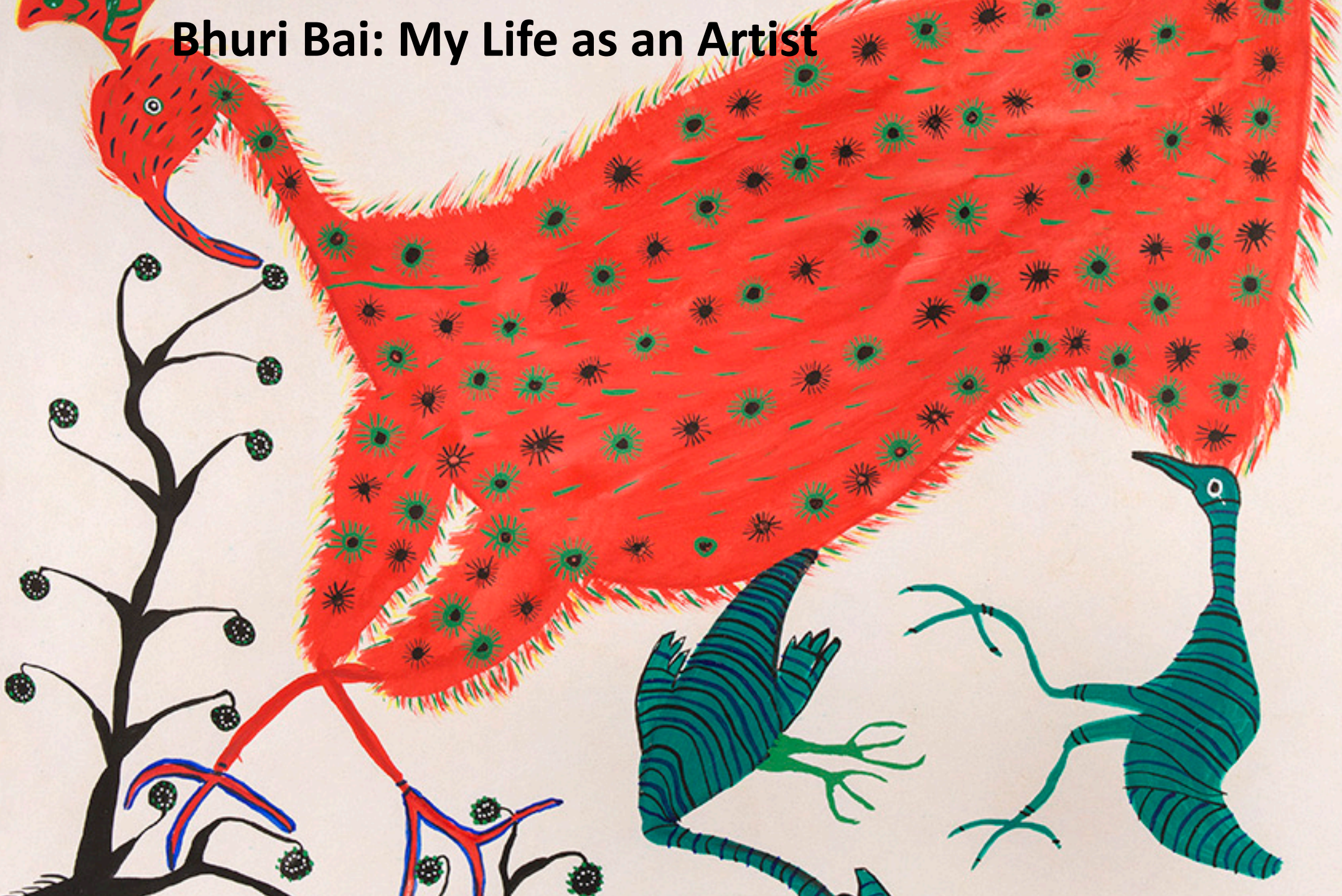
Register as a member today to access ALL sections of the MAP Online, a digital museum for the new era.

Non-stop digital art experiences including curated online exhibitions, exciting events, and content.

SIGN UP TODAY

Museum of Art and Photography, Bangalore, India

Bhuri Bai: My Life as an Artist



Beyond Websites

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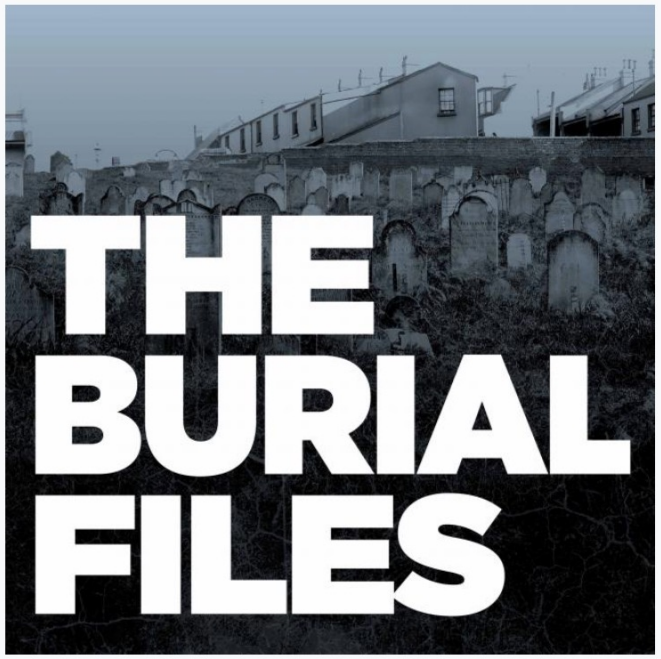
4

Looking at channels that go beyond websites when thinking about taking the Museum “beyond the walls”

Podcasts, gaming, educational platforms.

STATE LIBRARY
NEW SOUTH WALES



The Burial Files

Thousands of people travel through Sydney's Central Station every day, but how many know what once lay beneath it? This nine-part series will take you on a journey back to 19th century Sydney, to rediscover a place you thought you knew.

▶ All episodes

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Podchaser

State Library of NSW, Sydney Australia

Podcast

Florence in Minecraft by Marco Vigelini

The City Of Florence (Italy) | Minecraft Education Edition

Insights Informed

5

Drive to **timed entry tickets** for Museums (and everything else) that is producing data previously unavailable to Museums.

Takeaways

- Technology enables achieving more and enables reimagining Museums
- The anywhere, anytime Museum is a progression of transformation experienced in other industries
- Focusing on physical Museum experience inadvertently limits access

Microsoft
Thank you