

museums in times  
of social and  
technological change



Thomas Cromwell (1532-33)  
Hans Holbein the Younger



Downton Abbey Season 1 (1914)



Photo: Johan Larsson

smartphones  
cloud computing  
quantified self  
3D printing  
internet of things  
mobile apps  
semantic web  
linked open data  
gamification  
second screens  
social media  
web 4.0  
big data  
transmedia  
robotics

**institutions**

authenticity  
ageing populations  
experience economy  
social entrepreneurs  
the DIY movement  
life long learning  
global epidemics  
infobesity  
interconnectedness  
spirituality  
sustainability  
community  
populism  
alternative currencies  
better healthcare

*Think for 30 seconds & share:*

**What is the number one social  
or technological change  
affecting your organisation?**

## *Four stories:*



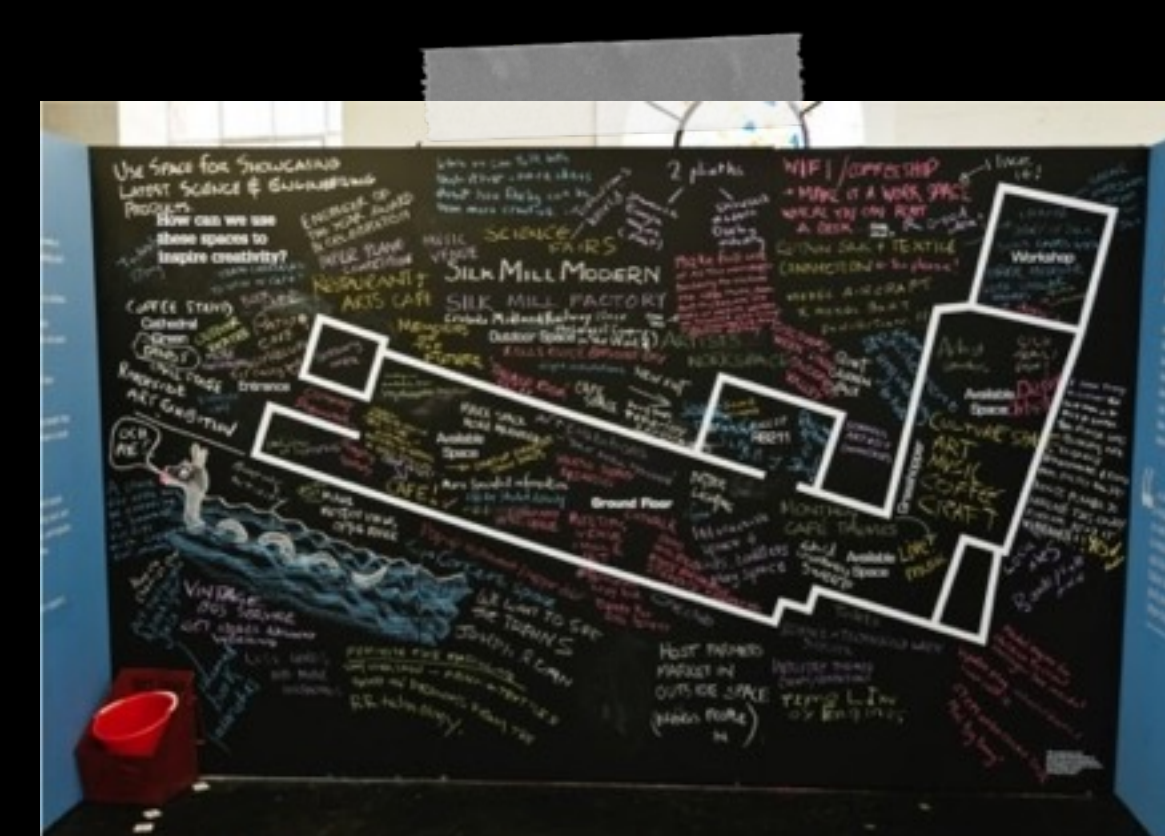
*Rhapsody*



*Rijksmuseum*



*Palazzo Madama*



*Derby Silk Mill*

## *But first, what is going on?*

Until 2012

Now



Cave paintings

Bible, Quran, Torah

Declaration of Independence

Titanic (the movie)

Harry Potter

50 shades of grey

Most of your Facebook posts

House of Cards season 2

40T emails

A debate about internet tax

Today's tweets

*The new jobs of the next decade:*

**Augmented Reality Architect - Locationists - Waste Data  
Manager - Avatar Relationship Manager - Book-to-App  
Converter - **Social Education Specialist** - Privacy Manager -  
Data Hostage Specialist - Nano-Medic - Octogenarian Service  
Provider - **Extinction Revivalist** - Time Hacker - Drone Manager  
- Online Surveillance Specialist - Media Literacy Educator**

## *Public appreciation of museums:*

**Entertainment experience (20%)**

**Overall satisfaction (20%)**

**Admission value (14%)**

**Employee courtesy (11%)**

**Cleanliness (8%)**

**Crowd control (7%)**

**Parking (7%)**

**Food service (5%)**

**Educational experience (5%)**

**Retail (3%)**

# 8 seconds

average attention span

<http://www.statisticbrain.com/attention-span-statistics/>

# 74%

of internet users is active  
on social networks

<http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>

more people own  
**cell phones**  
than  
**toothbrushes**

<http://60secondmarketer.com/blog/2011/10/18/more-mobile-phones-than-toothbrushes/>

# 5.6 hours

time spent on digital media per day

<https://www.globalwebindex.net/online-time-now-exceeds-offline-media-consumption-globally/>



# Why videos go viral



*Kevin Allocca:*

“Tastemakers, creative  
participating communities, complete  
unexpectedness; these are  
characteristics of a new kind of  
media and a new kind of culture.”

## Traditional

Primarily content-driven  
Mostly tangible objects  
One-way information  
Focus on presentation  
Enhances knowledge  
Independent  
Located in community  
Learning assumed

## Modern

Audience- & content-driven  
Tangible & digital objects  
Multi-directional  
Focus on engagement  
Enhances knowledge & skills  
Active in partnerships  
Embedded in community  
Purposeful learning

*It's not easy being a museum  
in the 21st century (?)*

# Chelsea and Westminster Hospital



# Rhapsody, an app to improve your stay in hospitals with art



[itunes.apple.com/us/app/rhapsody/id880573696](https://itunes.apple.com/us/app/rhapsody/id880573696)

**100%**

of patients were relaxed by the guides,  
56% very much so

**100%**

of patients had boredom alleviated,  
63% very much so

**100%**

of patients experienced a psychological lift,  
27% very much so

**1 day**

reduction in time at hospital per patient  
(target)

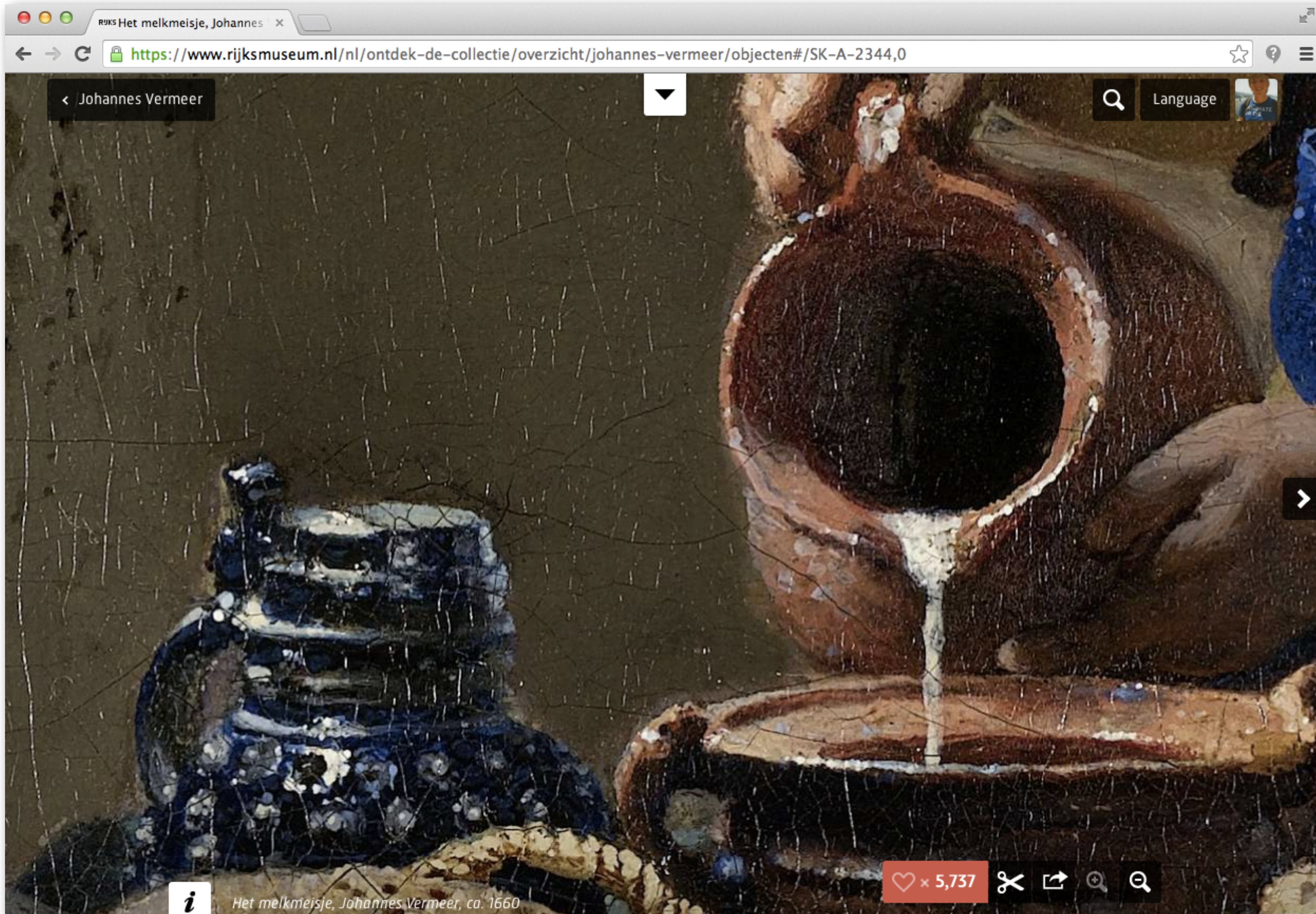
*At its heart,  
the digital revolution  
is about new relationships  
between people and  
organisations*



# Remaking the Rijksmuseum



Photo: Raymond Klaassen



Rijks

Schaatsen in Holland-Verz. x


https://www.rijksmuseum.nl/nl/mijn/verzamelingen/104829--floor-v-g/schaatsen-in-holland

RIJKS STUDIO

Schaatsen in Holland


f

Floor v.G. maakte deze verzameling




Gezicht op de kerk te Sloten in de...

Jan Abrahamsz. Beerstraten




Gezicht op de kerk te Sloten in de...

Jan Abrahamsz. Beerstraten




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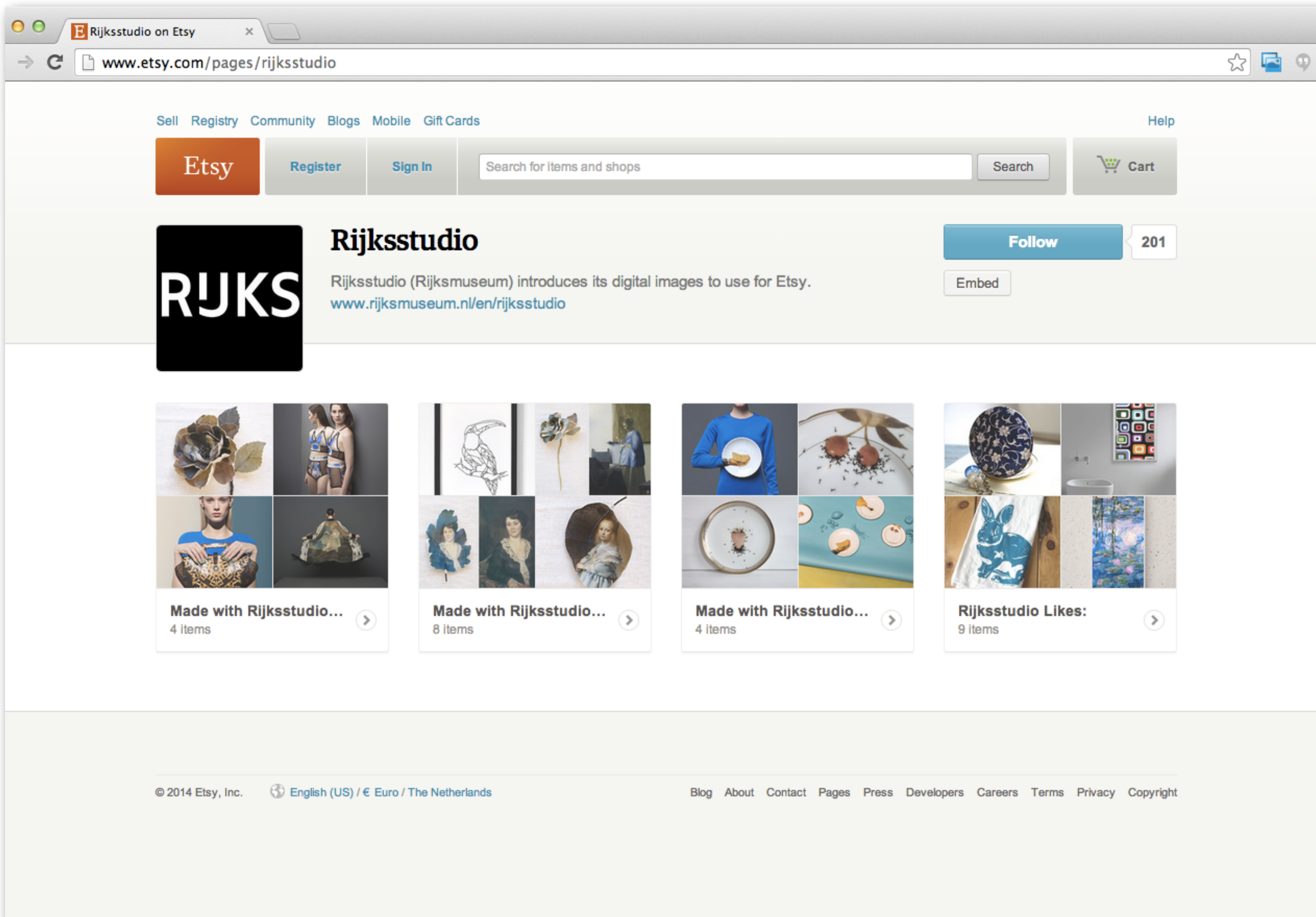
Gezicht op de kerk te

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Gezicht op de kerk te Sloten in de...

Jan Abrahamsz. Beerstraten



Favorite

Like this item?

Add it to your favorites to revisit it later.



zoom



Request a custom order and have something made just for you.

Item Details

★★★★★ (85)

Shipping & Policies

This painting of Vermeer is one of the top items of the Rijksmuseum. It was perfect for this wild rose. The flower is hand made of unbleached cotton and printed with the Rijksmuseum painting Brieflezende vrouw by Johannes

**Johannes Vermeer flower made of cotton  
printed with Rijksmuseum painting  
Brieflezende vrouw**

€59.00 EUR

Ask a Question

Only 1 available

**Overview**

- Handmade item
- Materials: cotton, wire
- Made to order
- Feedback: [85 reviews](#)
- Ships worldwide from Oud Beierland, South Holland

This shop accepts Etsy Gift Cards

Add to Cart

Favorite

74

Add to

Tweet

Pin it

Like

7



**PuurAnders**

in Oud Beierland, South Holland



*A social institution:*

**A place where audience and  
employees systematically work  
together to co-create value.**

# Creating value at the Palazzo Madama, Turin



Photo: Fluvio Spada

# Servizio d'Azeglio

# 1 caffettiera con coperchio

# 1 teiera con coperchio

1 bricco per il latte caldo con coperchio

# 1 portatè

1 zuccheriera con coperchio

1 tazza per gli avanzi del tè e del caffè

1 vassoio pentagonale per i cucchiaini

6 tazze da cioccolata,

12 tazze da tè e da caffè,

# 18 piattini

€ 80.000,-

# ACQUISTA CON NOI UN PEZZO DI STORIA

*Sostieni la raccolta fondi per riportare a Torino  
il servizio in porcellana dei d'Azeglio*



Teiera del servizio Taparelli, 1730 circa. © Christie's Images Limited

OBIETTIVO

**80.000 €**



RACCOLTI

**89.576,49€**



GIORNI RIMASTI

**0**



**CONTRIBUISCI**

*Le eventuali somme oltre gli 80mila Euro  
saranno destinate a coprire le spese di  
trasporto da Londra a Torino e quelle per  
l'esposizione a Palazzo Madama.*

**100k euros / 1,500 people**



Photo: Sabrina Arena



value > money

# Redeveloping the Derby Silk Mill

Tremendous sense  
of pride in  
innovation

39



I love this painting,  
I'd like to see a  
photograph of the  
same area today  
to compare

39

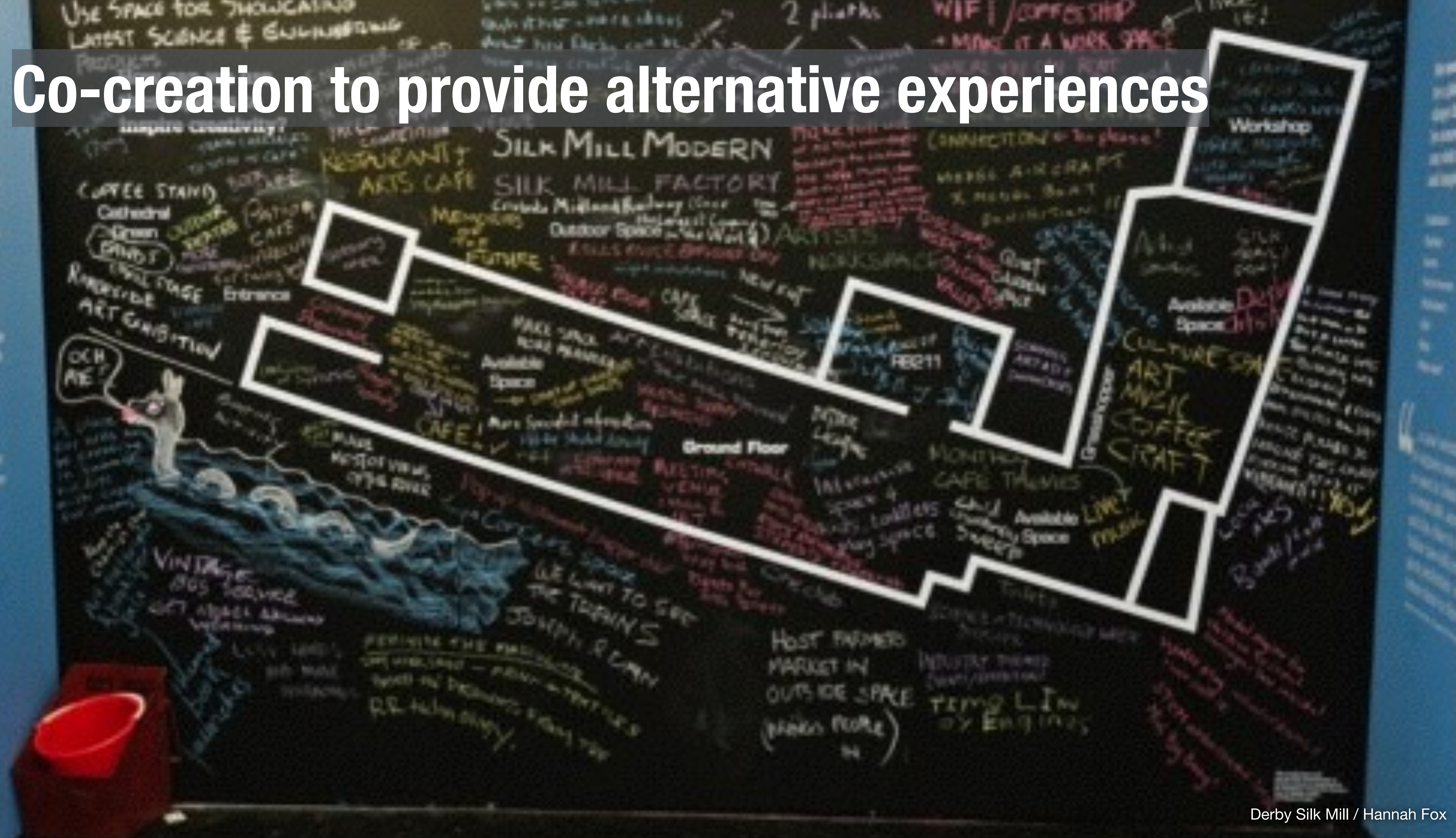
**First, they invited the community  
to share their thoughts**



**Together they designed  
the new museum**



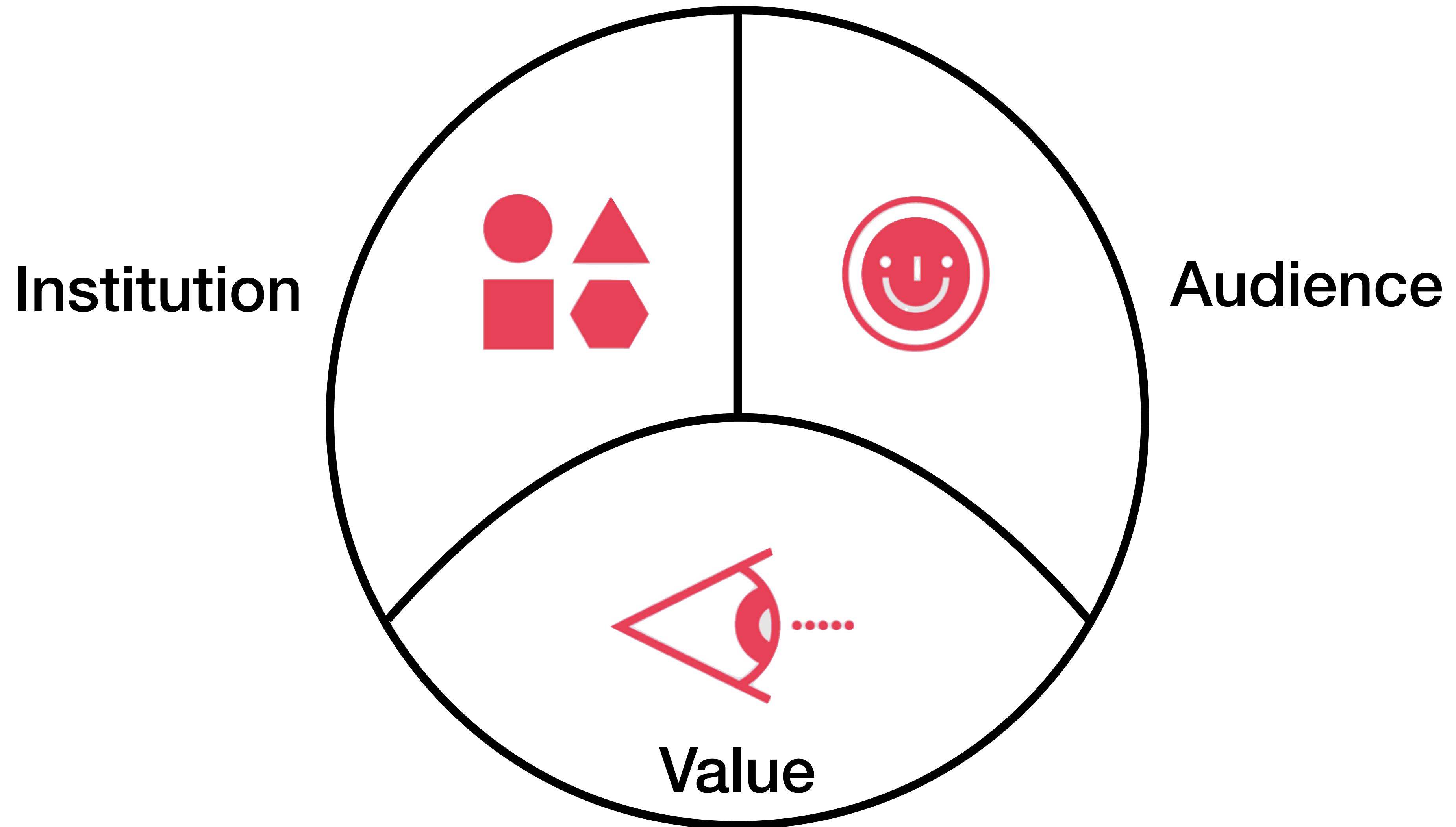
# Co-creation to provide alternative experiences

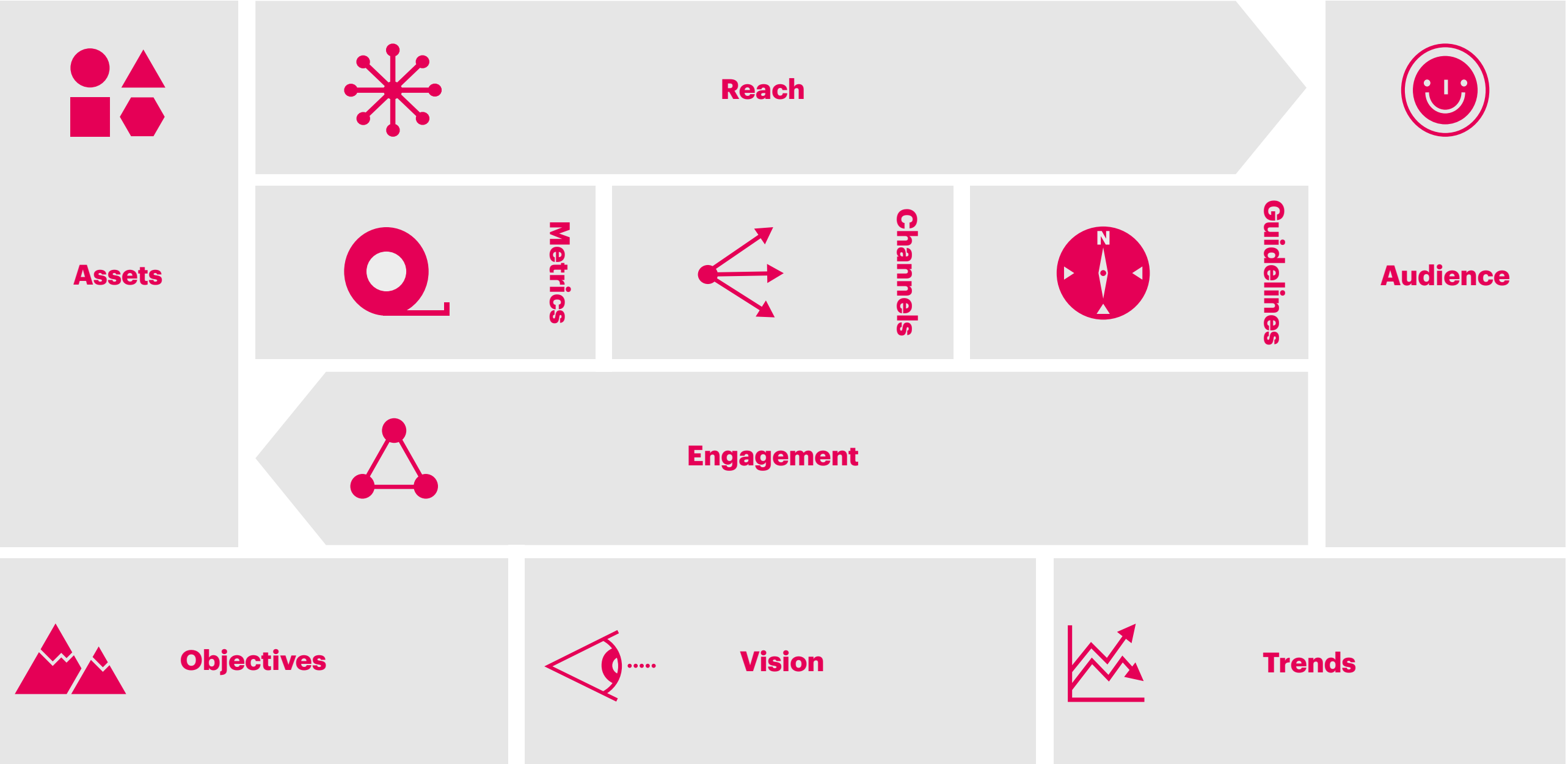


**Even going as far as letting the audience build their own display cases!**



*A framework for more social institutions:*





[digitalengagementframework.com](http://digitalengagementframework.com)

*A social institution:*

**A place where audience and  
employees systematically work  
together to co-create value.**

*Thank you!*

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@jaspervisser

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inspiredbycoffee.com