

noterik

POP-UP MUSEUM

DIGITAL MEETS PHYSICAL

WWW.MUPOP.NET



Let's talk about digitised art

DIGITIZATION THE LAST 10 YEARS

- enormous effort in the digitalization of cultural heritage
- clear need for advanced search engines and good metadata standards
- not a 'search question' but a 'storyline' that is the bridge between the 'objects' and the 'experience'.
- but what do these virtual exhibitions really contribute to the amount of cultural experiences?
- next step..... the experience

“Yes, the Mona Lisa is digitized.

*But viewing it in a crowded metro on a phone is not
the same **cultural experience** as visiting the Louvre.”*

*“For a real cultural experience we need to
move the digital objects back into the
physical museum-like experience”*

MUPOP

CONNECT **BIG SCREENS** AND **PHONES**

without any installation of software

SPEARHEADS OF MUPOP

- Use the physical space also for digital art
- Use the spaceship in everybody's pocket
- Use no apps, just browsers
- Make the phone an exhibition controller
- Use the intuitive touch screen
- Use zooming, pointing, selecting, swiping etc
- Use options for personalisation
- Cinematic experience (viewing and listening)





BOSCH AT MUZEUM@DIGIT



**GO TO MUPOP.NET AND ENTER K9
TO CONTROL THE SCREEN**

OLD POLDER MAPS



MUZEUM@DIGIT

Go to **mupop.net** and enter **H3** to control the screen



ENGAGING EXHIBITIONS

- Giving control, means engaging
- Eye for details
- Discover while interacting
- Easy to interact with
- Introduce new perspectives
- Audio increases impact
- Different types of audio (language / age group)



OPEN STANDARDS BRING LOW-COST

- No apps, just browsers
- Kiosk mode on big screen
- HDMI stick computer
- Mobile phones as controllers
- Consider multilingual audio
- Easy pairing of stations
- Web-based editor



WHERE TO USE THE MUSEUM POP-UP?

Think of physical locations such as:

- Entrance hall of a university
- Waiting room of an office
- Classroom of a school
- Waiting room of a hairdresser
- Waiting room of a hospital
- **Bus or metro stop**



U-Bahnhof Friedrichstraße © Ulf Büschleb, SDBI

POP-UP SUMMARIZED

LOW COST, EASY TO MAKE,
EXTREMELY FLEXIBLE TO EXHIBIT

AND

REALLY ENGAGING

WWW.MUPOP.NET

ANY QUESTIONS?

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Try it yourself in the hall

We have two screen
installed

