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.
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
Chihuly Garden & Glass, Seattle USA by Galoo

galoo

getgaloo.com
Chihuly Garden and Glass
Multi sensory immersive experiences both in the Museum and outside the Museum.
REViVRE

LES ANIMAUX DISPARUS EN RÉALITÉ AUGMENTÉE

À partir du 16 juin 2021

GRANDE GALERIE DE L'ÉVOLUTION

Jardin des Plantes
Paris 5e
Telling the Story
raccontare la storia

The story brings the collection to life.
Finding more channels to tell the story both in the Museum and in external channels.
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
Beyond Websites
oltre i siti web

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

Podcasts, gaming, educational platforms.
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
Insights Informed

Drive to **timed entry tickets** for Museums (and everything else) that is producing data previously unavailable to Museums.
Timed entry to Museums is driving data and insights about the visitor base.
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
Thank you