

1. Record Nr.	UNINA9910552989003321
Titolo	Hybrid Museum Experiences : Theory and Design // ed. by Anders Løvlie, Annika Waern
Pubbl/distr/stampa	Amsterdam : , : Amsterdam University Press, , [2022] ©2022
ISBN	9789048552849 9048552842
Edizione	[First edition.]
Descrizione fisica	1 online resource (230 pages)
Collana	MediaMatters
Disciplina	069
Soggetti	Museum techniques
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Frontmatter -- Table of Contents -- Preface -- Concepts -- 1. Introduction -- 2. Hybrid Museum Experiences -- Cases -- 3. The Gift App – Gifting Museum Experiences -- 4. Never let me go – Social and Introspective Play -- 5. Your Stories – A Life Cycle Analysis -- Craft -- 6. Action Research as a Method for Reflective Practice in Museums -- 7. Sensitizing Design Teams to Theory -- 8. Ideation Tools for Experience Design -- 9. Data-Driven Visiting Experiences -- 10. Evaluation -- Coda -- 11. Remediating, Reframing and Restaging the Museum -- Bibliography -- Index
Sommario/riassunto	“So you're the one getting this gift? Lucky you! Someone who knows you has visited the museum. They searched out things they thought you would care about, and they took photos and left messages for you.” This is the welcoming message for the Gift app, designed to create a very personal museum visit. Hybrid Museum Experiences use new technologies to augment, expand or alter the physical experience of visiting the museum. They are designed to be experienced in close relation to the physical space and exhibit. In this book we discuss three forms of hybridity in museum experiences: incorporating the digital and the physical, creating social, yet personal and intimate experiences, and exploring ways to balance visitor participation and museum curation. The book reports on a three-year cross-disciplinary

research project in which artists, design researchers and museum professionals have collaborated to create technology-mediated experiences that merge with the museum environment.

---