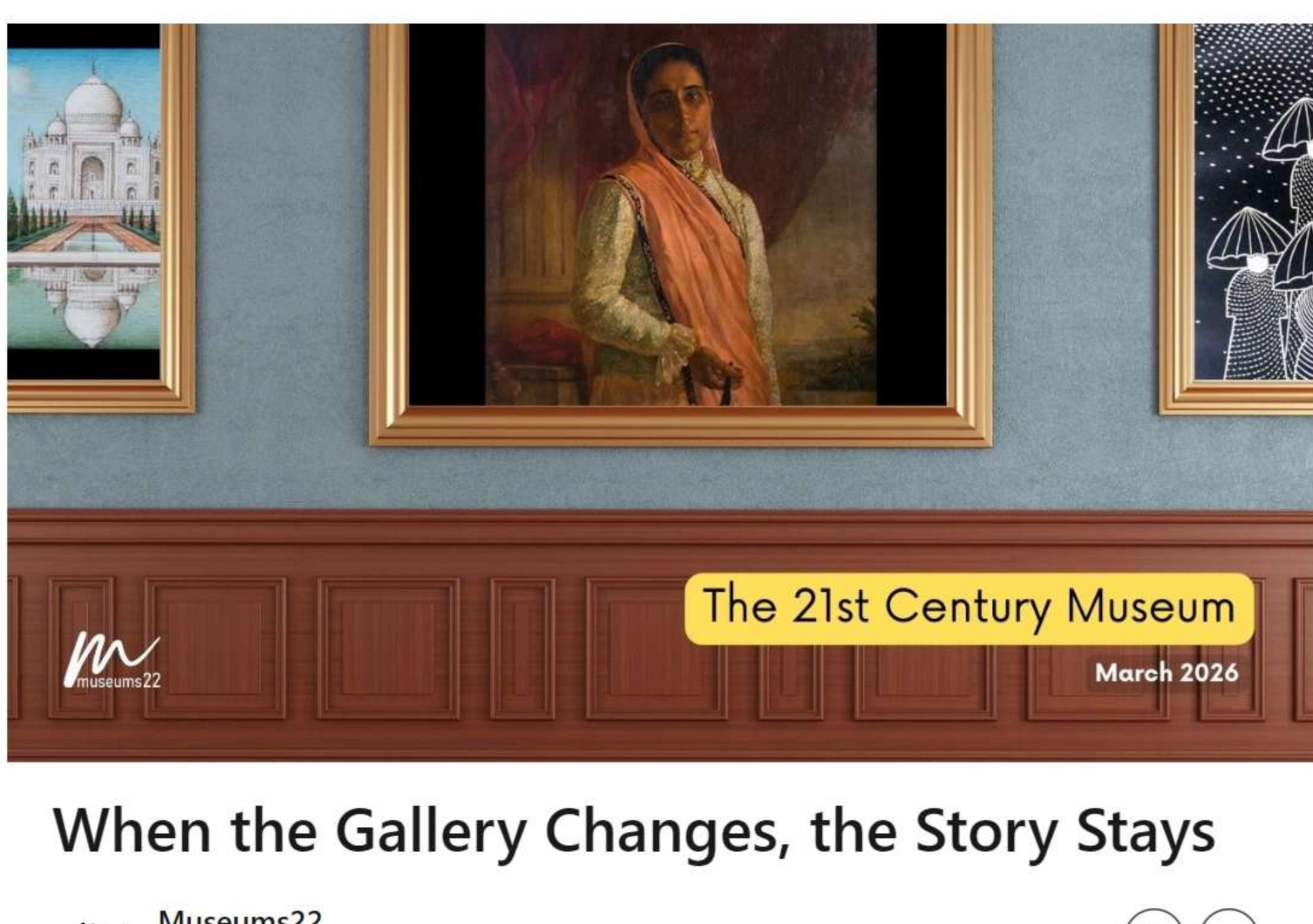




When the Gallery Changes, the Story Stays

Museums22
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Dear readers,

Museums are never completely still. A gallery is rehung, and a new wing opens. A temporary exhibition in a popular museum comes down while a collection appears in another city and begins speaking to a new audience.

Over the last few months, our work with the National Gallery of Modern Art (NGMA) has brought this home for us once again. It reminded us that a museum app should not be built for one launch and then left behind. It should keep growing with the institution itself.

At NGMA, that idea has become especially clear. New audio guide tours have been added for newly opened spaces. Earlier tours are still available even when displays shift. Temporary exhibitions can remain accessible after they leave the walls. And when a collection moves from one city to another, the same app and QR-based system can continue to support it.

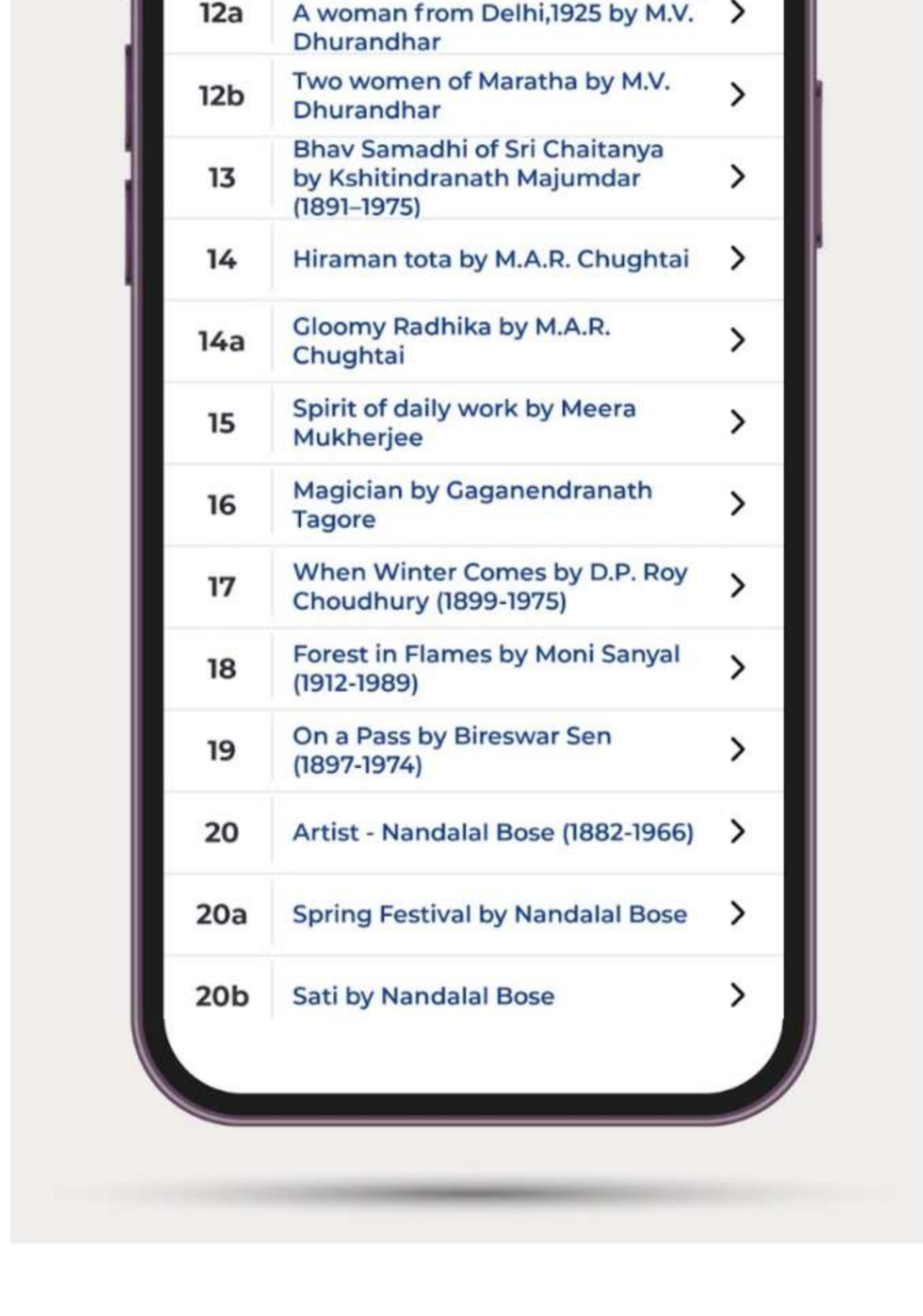
That is what this edition is about: how museum interpretation can stay useful, even as the museum keeps changing. I hope you enjoy reading it.

With warmth,

Shalini Bansal

Co-founder, Museums22

When A Gallery Grows, The App Should Grow With It

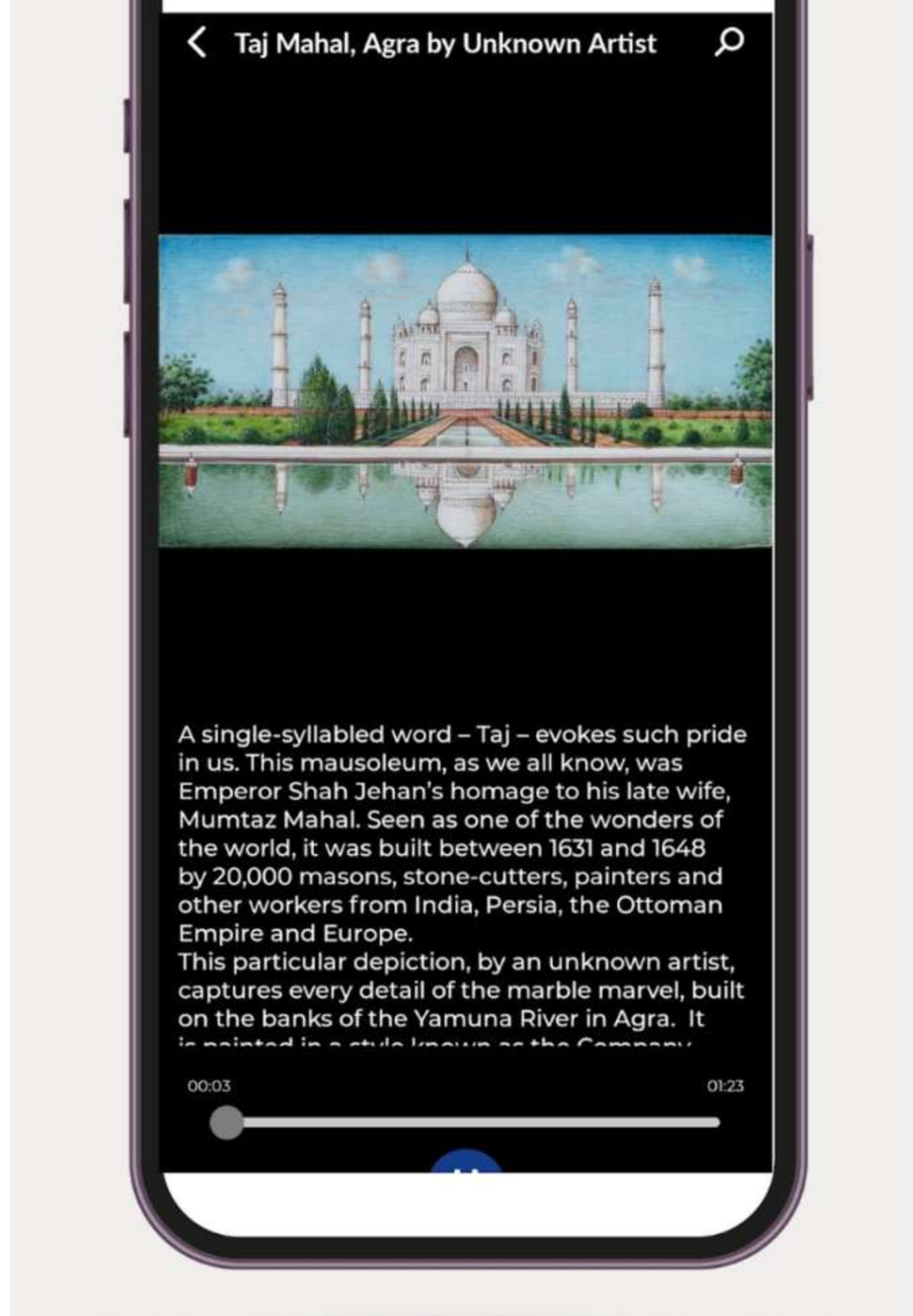


One of the most exciting recent developments at NGMA has been the launch of new audio guide tours for its revamped spaces and the New Wing.

What makes this especially meaningful for us is that this is not a new system being built from scratch. Our team has been running the museum app for years, which means the app has been able to grow along with the museum itself. New tours can be added as new spaces open, while older tours remain available within the same platform.

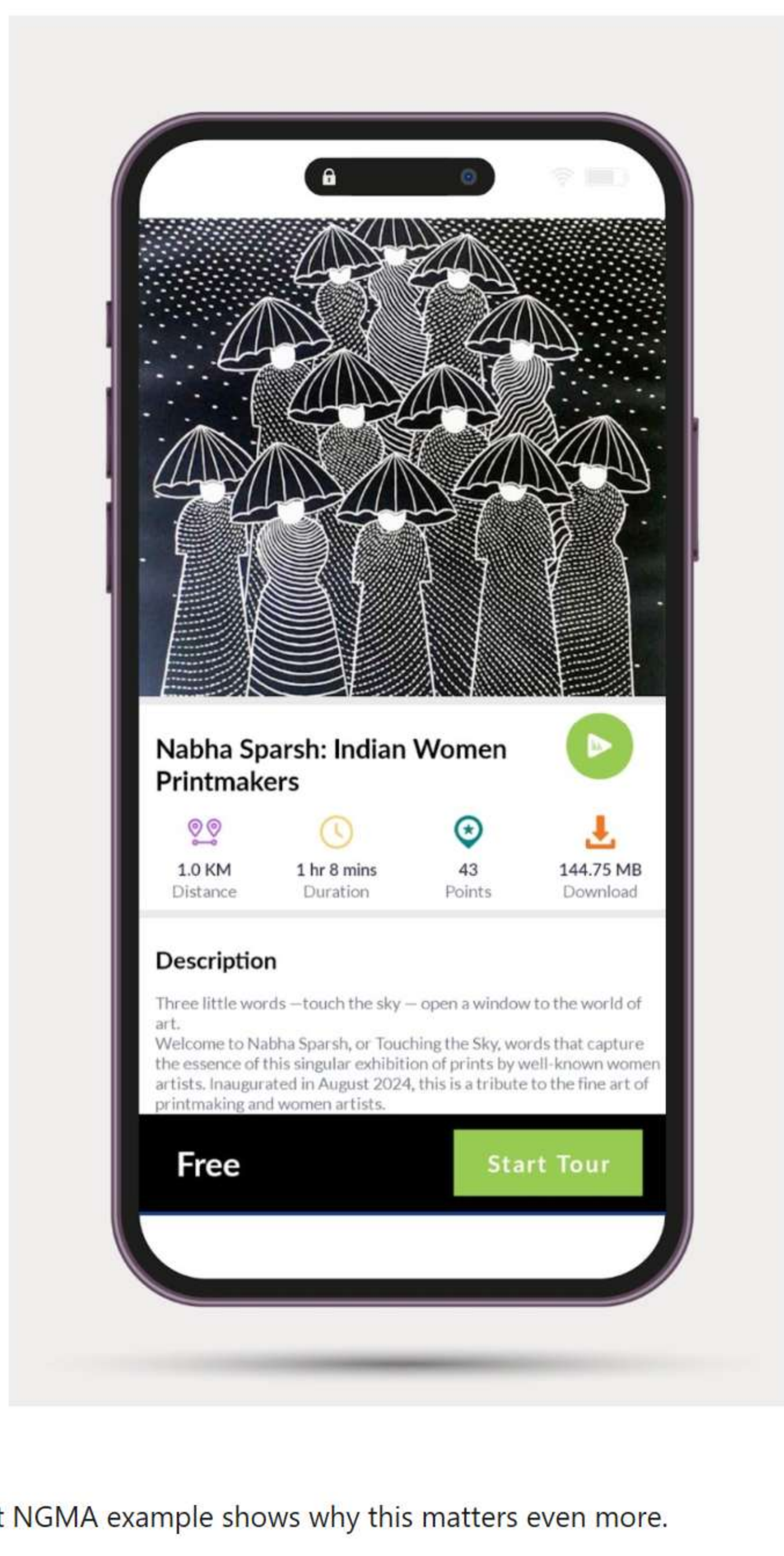
That continuity matters.

A museum does not stop being itself when a gallery is rehung or a wing is reopened. Older displays still hold value, and so does the interpretive work built around them. By keeping earlier tours available, the app becomes a way of preserving how collections were seen, framed, and understood at different points in time.



The New Wing itself makes a strong case for this. It brings together works such as *Manasa and Behula Pata*; *Taj Mahal, Agra*; and *Benaras: The Manikarnika Ghat* by Thomas Daniell; *Study of Parsi Girl* by M.F. Pithawala; portraits by António Xavier Trindade, and works by Abanindranath Tagore, including *Journey's End* and *My Mother*, amongst many others.

When An Exhibition Ends, It Does Not Have To Disappear



Another recent NGMA example shows why this matters even more.

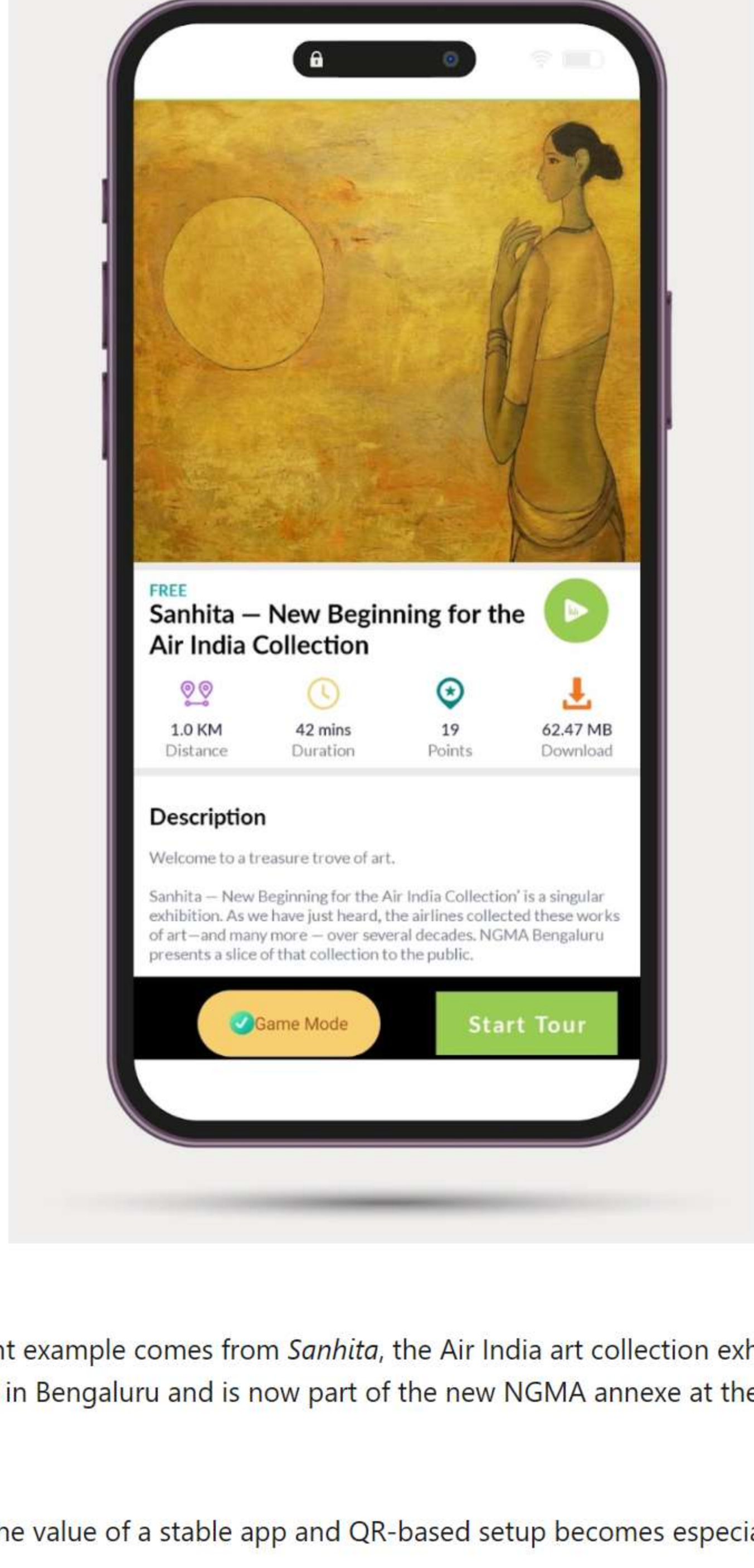
Nabh Sparsh, a landmark exhibition featuring the works of over 150 women printmakers, may not be physically on view forever, but it can still live on through the app. That is one of the quiet strengths of a museum platform built well. It allows exhibitions to remain accessible even after they are no longer present inside the building.

For museums, this is a meaningful shift. Temporary exhibitions often involve months of research, writing, design, programming, and public outreach. Once the exhibition closes, all of that work usually becomes much harder for the public to access. But when the exhibition remains on the app, its stories can still reach students, researchers, returning visitors, and people who may have missed it the first time around.

In that sense, the app extends the life of the exhibition and helps the museum hold on to its own work a little longer.



When A Collection Moves, The Content Can Move Too



The third recent example comes from *Sanhita*, the Air India art collection exhibition that was first presented in Bengaluru and is now part of the new NGMA annexe at the Red Fort in Delhi.

This is where the value of a stable app and QR-based setup becomes especially clear.

When a collection moves across cities, museums should not have to rebuild the interpretation from the beginning every single time. With NGMA, the same app infrastructure and QR-based access can support the collection in more than one venue. That means audio tours, interpretive material, and visitor access systems can travel with the exhibition instead of being recreated each time it appears in a new setting.

In other words, the value is not only that one exhibition appeared in two places. The value is that the museum already had a system capable of supporting that movement.

What This Means for Museums

Taken together, these recent NGMA examples point to something simple but important. Museum technology works best when it is not treated as a one-time add-on and should be able to respond to the real life of an institution.

That is the kind of work we care about at Museums22, where we don't just build apps but help museums create a format that can support access and stay useful across change.

If your institution is planning a gallery revamp, a temporary exhibition, or a traveling collection, we would love to talk about how an app-based audio and QR layer can support that work with more continuity and less repetition.

[Book a demo call with us to find out more.](#)