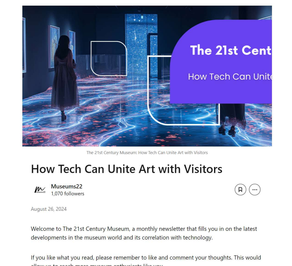


The 21st Century Museum: How Tech Can Unite Art with Visitors

How Tech Can Unite Art with Visitors

Museums22
1,070 followers

August 26, 2024

Welcome to The 21st Century Museum, a monthly newsletter that fills you in on the latest developments in the museum world and its correlation with technology.

If you like what you read, please remember to like and comment your thoughts. This would allow us to reach more museum enthusiasts like you.

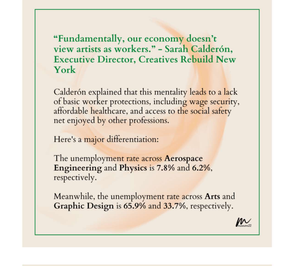
Are we failing our artists?

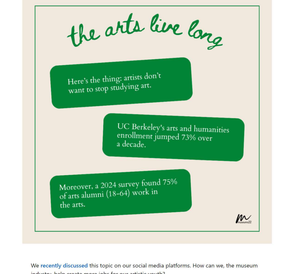
Between 1390 and 1437, a younger painter in Florence wrote a book that forever changed the art world—The Book of Art by Cennino Cennini. It was the first-ever book to be written about art and the study of it. An instruction manual for the technical concepts of the craft.

The 1400s were a long time ago. This is why you would be shocked to know that formal education in art only started some 50-odd years ago. That's right—the first BA in Fine Arts degree was received in 1972.

How I wish I could say that it all aged like fine wine. Unfortunately, the reality of artists in 2021 couldn't be further.

According to the Federal Reserve Bank of New York, art majors have the highest unemployment rates in the United States, despite contributing over 7% to the economy.





We recently discussed this topic on our social media platforms. How can we, the museum industry, help create more jobs for our artistic youth?

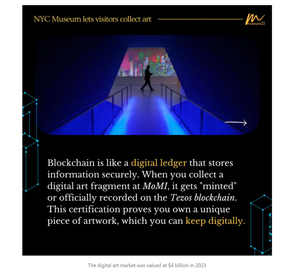
The answer was technology. Let me explain.

VR, AR, QR: The New Face of Art

A few weeks ago, a new phenomenon took birth in New York's Museum of Moving Image (MoMI). After partnering with the blockchain firm Tezos Foundation, MoMI encouraged visitors to collect free art from the collections displayed on the museum's walls.

The twist—this art is fully digital.

Here's how it works:



The digital art market was valued at $4 billion in 2023

Today, digital media consumption is higher than ever. The VR and AR market is said to reach 3,728 million users by 2029. And the museum world is responding very well to this new development.

This is evident in the number of museums offering VR tours to a global audience. Iconic museums, including the British Museum in London, the Vatican Museum in Rome, the Met in New York City, the Van Gogh Museum in Amsterdam, and many more, are opening their virtual doors to visitors from all over the world.

With 36% of millennials and 31% of Gen Z interested in VR museum experiences, these online tours are being perceived enthusiastically.

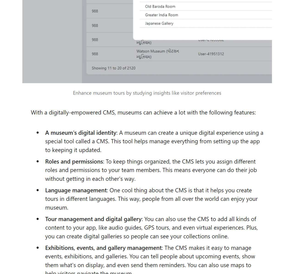
However, it is not just the art in museums that is getting a digital makeover.

Changing times, changing technology

Conducting virtual tours is not enough. Museums need to know which virtual tours are performing best and what is resonating with the audience to improve their offerings.

This is where Museum22's CMS dashboard steps in. The dashboard offers a feature called tour data. This data allows museums to:

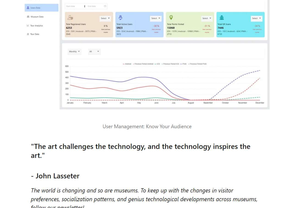
- **Improve tour content**: They can add more interesting details to popular tours or revise less popular ones to make them more engaging.
- **Optimize tour length**: They can make sure tours are neither too long nor too short by adjusting their duration based on visitor feedback.
- **Ensure a consistent experience**: By understanding visitor preferences, museums can ensure that all visitors have a positive and enjoyable experience.



Enhance museum tours by studying insights like visitor preferences

With a digitally-empowered CMS, museums can achieve a lot with the following features:

- **A museum's digital identity**: A museum can create a unique digital experience using a special tool called a CMS. This tool helps manage everything from setting up the app to keeping it updated.
- **Roles and permissions**: To keep things organized, the CMS lets you assign different roles and permissions to your team members. This means everyone can do their job without getting in each other's way.
- **Language management**: One cool thing about the CMS is that it helps you create tours in different languages. This way, people from all over the world can enjoy your museum.
- **Tour management and digital gallery**: You can also use the CMS to add all kinds of content to your app, like audio guides, GPS tours, and even virtual experiences. Plus, you can create digital galleries so people can see your collections online.
- **Exhibitions, events, and gallery management**: The CMS makes it easy to manage events, exhibitions, and galleries. You can tell people about upcoming events, show them what's on display, and even send them reminders. You can also use maps to help visitors navigate the museum.
- **Analytics and data**: To see how your app is doing, the CMS provides detailed analytics. This information can help you improve your app and attract more visitors.
- **Data-driven insights**: The CMS also has tools for handling transactions, promotions, and social media. So, you have everything you need to create a great digital experience for your visitors.



User Management: Know Your Audience

"The art challenges the technology, and the technology inspires the art."

- John Lasseter

The world is changing and so are museums. To keep up with the changes in visitor preferences, socialization patterns, and genius technological developments across museums, follow our newsletter!

Book a Demo!