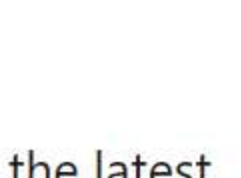




The 21st Century Museum: International Museum Day Edition

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Museums22
1,070 followers



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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.

"I've never been somewhere I belonged, but there are places where I think I could be happy. Well, do art museums count? Because I feel like I belong in them."

- Heather Demetrios in her book 'I'll Meet You There'

This is what every museum strives to be, right? A go-to sanctuary for its visitors where they discover a part of themselves.

In the celebration of International Museum Day on May 18th, we reemphasized this message at the International Museum Expo 2024 at Kolkata's Science City, over the weekend (18th-19th May).



Museums22 Team at the International Museum Expo 2024 at Science City, Kolkata



Museums22 Team at the International Museum Expo 2024 at Science City, Kolkata

"Is your museum fun for kids and families to visit?"

This was our question to the museums present at the event. And, not much to our surprise - we found that this is a common challenge most museums are facing.

In our [March newsletter](#), we explored the importance of attracting younger audiences to museums. At the event, we highlighted 6 innovative ways to attract youth to these cultural hubs.

- **Junior Discoverers:** Through audio-centric visual tours, younger viewers can experience a lively and engaging version of the museum paired with educational content.
- **History Comes Alive:** We breathe life into still art and images through animation and motion graphics to capture a sense of wonder in the young ones.
- **Little Masterpieces:** We employ simple and fun games such as our jigsaw puzzle that keep both children and adults engaged.
- **Zoom In:** By magnifying an image, the viewer can experience a familiar artwork through a new lens and learn about lesser-known details about the collection.
- **Museum Trivia:** We offer quizzes for children that allow them to interact with a museum's exhibit in an in-depth manner.
- **Heritage Hunt:** Gamification is the most efficient way to learn. In this category, younger visitors will have to find the artefacts in the museum that are shown on their screens.

Technology is a breakthrough in the museum sector, bringing us closer to a celebrated and sustainable future. One such technological advancement gaining worldwide traction is AI.

Let's Talk About AI

The use of AI across the museum and art industry has been rapidly growing. We have noticed a common trend - leveraging AI to bring famous artists from the past to the present.

Yes, you read that right.

Take a look at the Salvador Dalí Museum in Florida.



Salvador Dalí Museum in Florida

To celebrate the 120th birthday of the Spanish icon Salvador Dalí, they devised an AI chatbot that reincarnates the artist's voice accessible from the replica of one of his famous artworks from 1938, the Lobster Telephone. Visitors would pick up the phone, connect with Dalí's AI-generated voice, and ask him questions about his art and journey.

Fun, right?

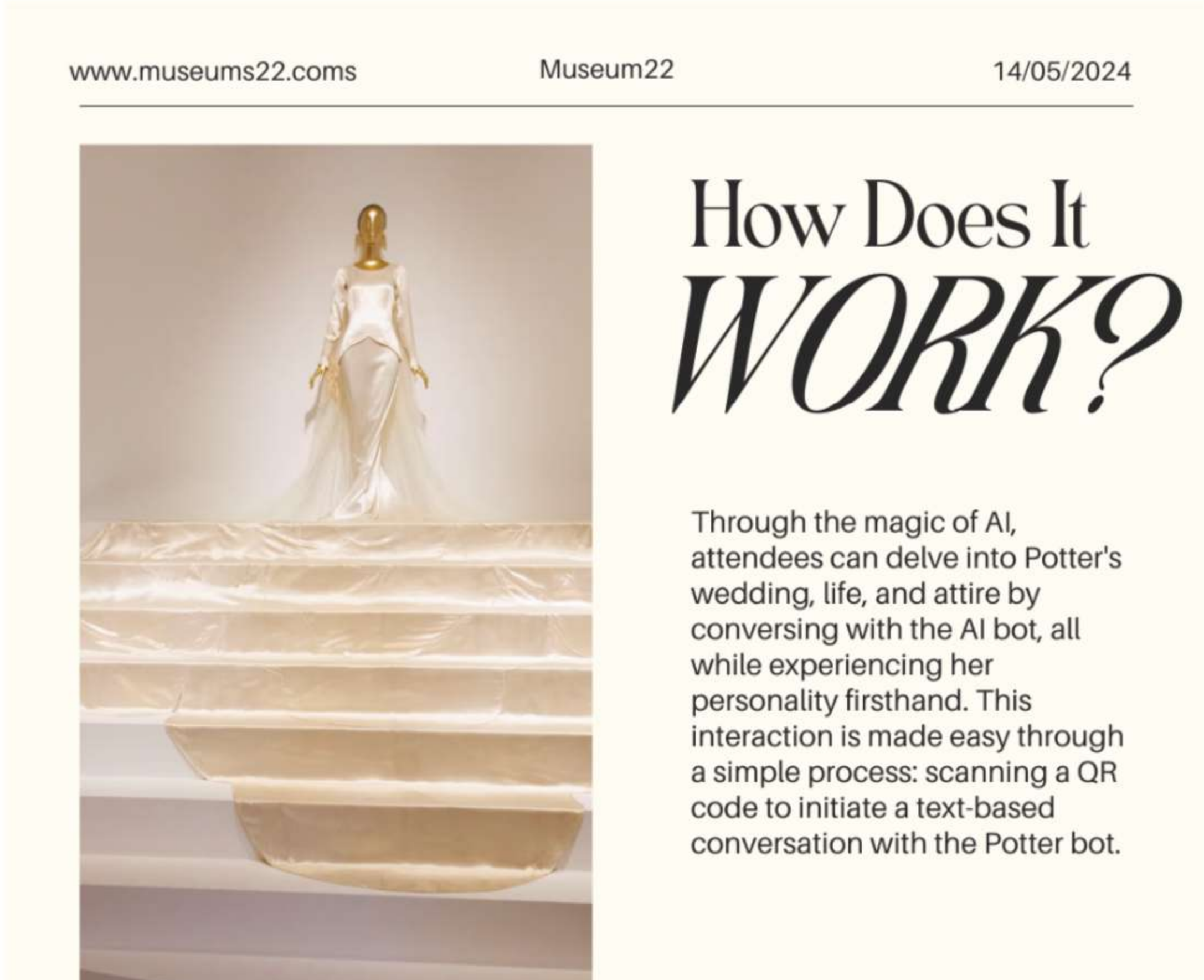
Well, not nearly as fun as the wedding dress that takes you back to the 1930s!

Let us explain - the very grand Met Gala that hosts an exclusive exhibition every year, exploring a gorgeous collection of unique fashion and themes, using AI to dazzle its visitors this May.

Among a showcase of over 200 items from over 400 years ago, the Met featured the wedding dress worn by New York socialite Natalie Potter. The twist was that the dress was accompanied by Potter's persona, revived through AI.



Met Gala's AI-Integrated Exhibition



Met Gala's AI-Integrated Exhibition

By scanning a simple QR code, visitors could engage in a text-based conversation with her charming personality.

"The technology you use impresses no one. The experience you create with it is everything."

- Sean Gerety

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!



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