



The Old Vs New In The Museum World

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Museums22
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Welcome to *The 21st Century Museum*, Museums22's 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.

"Do what you do so well that they will want to see it again and bring their friends." - **Walt Disney**

Museums once experienced this. Between 2011 and 2013, museums like the Metropolitan Museum of Art (The Met) and the Museum of Modern Art (MoMA) in New York City experienced a peak in attendance.

The Met's 2011–12 season was particularly noteworthy, drawing **6.28 million visitors**, which was a record at the time.

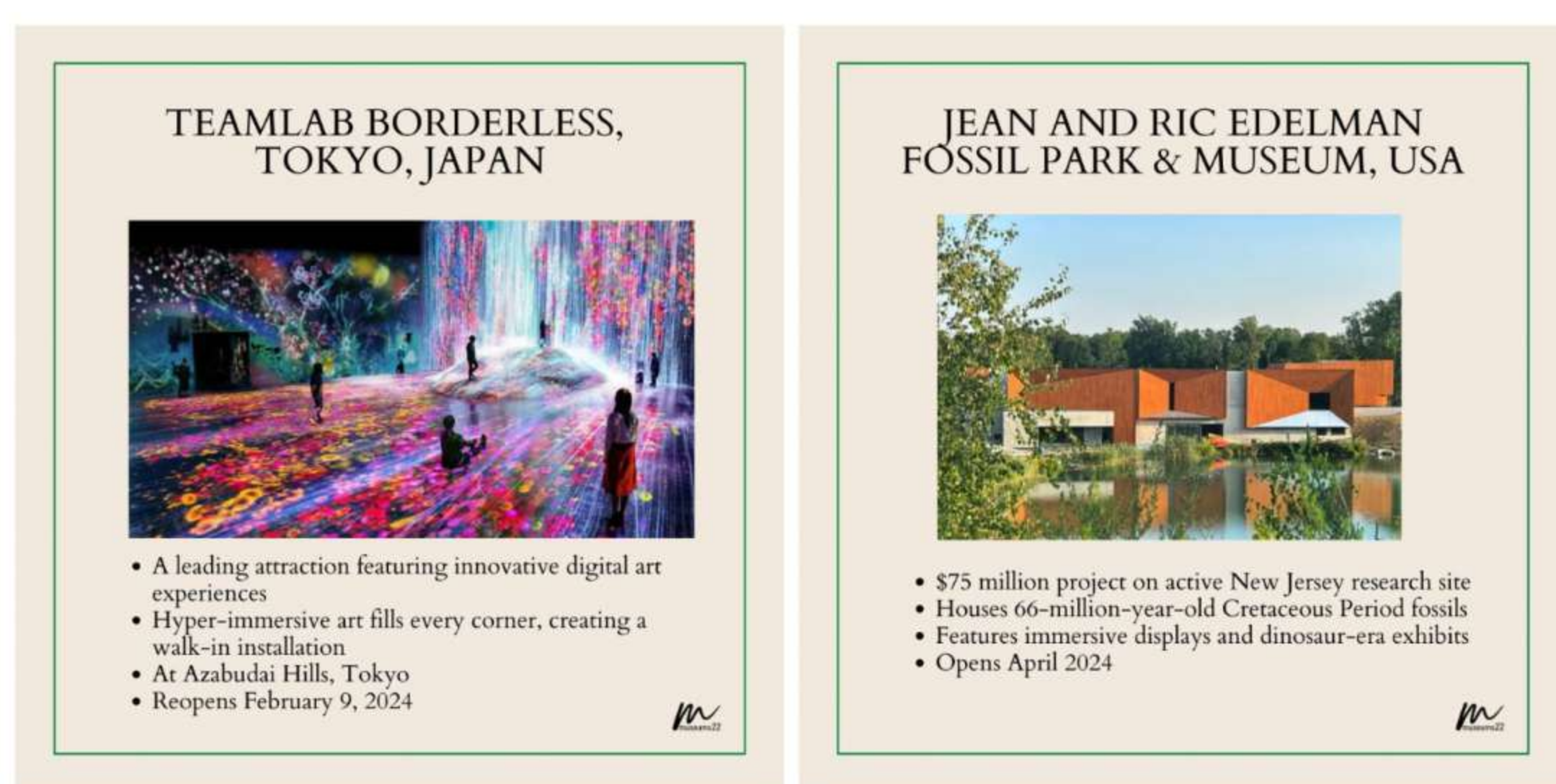
Attendance significantly impacted its financial health through admission fees, which for MoMA, constituted 17% of its operating revenue in 2012–13.

Unfortunately, this is no longer the case for most museums.

Between July 2021 and July 2022, only 18% of adults **reported** a visit to an art museum or gallery.

As museums struggle to increase attendance, the path towards increased visitors is clear: give an unforgettable experience to visitors!

Here are two of the most anticipated museum openings in 2024—both of them are reimagining themselves to enable immersive experiences.



Museums are expanding to offer immersive experiences

However, the decline in museum engagement doesn't translate into a neglect of art. Art still holds tremendous value for many sectors.

The Value Of Art in Education and Preserving Cultural Heritage

Educational institutes are rapidly introducing an art-integrated curriculum.

Educators are arguing that art can simplify abstract concepts and enhance retention

Take a look at Washington's National Postal Museum's, "Listen, Look, and Do!" program for young children.

Pre-Kindergarten to Kindergarten learners are taken on field trips to the museum where they interact with mail trucks, airmail planes, and Railway Post Office (RPO) cars. Through an immersive experience, they understand the content of "Community Helpers."

Some of the common interactive experiences in a museum include virtual reality (VR), augmented reality (AR), and audio guides.

Furthermore, by partnering with a museum technology company like Museums22, museums also gain access to data and the digital footprint of their visitors through a dedicated mobile app. This data unlocks the preferences, behaviors, and habits of the audience that can be studied to conduct better exhibitions and events.

Let's take a look at how this works.

We recently partnered with **The Artbeat of New India**, a cultural museum at Mumbai Airport's Terminal 2. T2 is a curation of India's diverse artistic heritage. But, it is also one of the busiest airports on the planet.



Artbeat of New India's Digital Transformation

Mumbai airport operates over 950 flights, with 238 of them being international flights. Therefore, a vast number of people cross T2's art gallery every single day. Now, the challenge was to capture their attention.

We achieved this by setting up QR codes near the exhibit. Scanning the QR would lead the visitors to multimedia content, including audio guides and videos, in their preferred language directly on their smartphones.

"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!

**Welcome new visitors,
more engagement, and
better experiences**

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