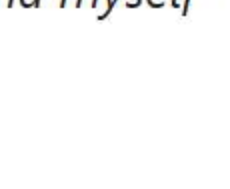




Why Museum Content Matters: Turning Visits Into Lasting Stories

Museums22
1,065 followers



October 16, 2025

Dear readers,

Was Sylvia Plath just a content writer? Was Van Gogh a content creator? I often find myself standing at this curious edge, wondering where content ends and art begins.

At Museums22, when my team and I began reflecting on how we can deepen visitor experiences for museums and galleries, we kept circling back to content. What does it mean to create content that is not only informative but also moving? And just then, as if on cue, Leonard Cohen's words drifted into the room:

"I've always felt that the more personal you get, the more universal the application, rather than the other way around."

Isn't that beautiful? Every time we walk into a museum, we are searching for fragments of ourselves in the paintings, in the sculptures, and in the stories.

That is the spirit we want to bring into our focus at Museums22: content development.

For us, this means weaving together the best of technology and storytelling. Audio guides that whisper the story behind the canvas, augmented reality that lets history walk beside you, virtual tours that reach across distance, and QR codes that unlock hidden narratives.

We believe that art from the past deserves to meet the possibilities of the future. And in this newsletter, I look forward to sharing how we'll bring these worlds together.

With warmth,

Shalini Bansal

Founder, Museums22

Why museums need content

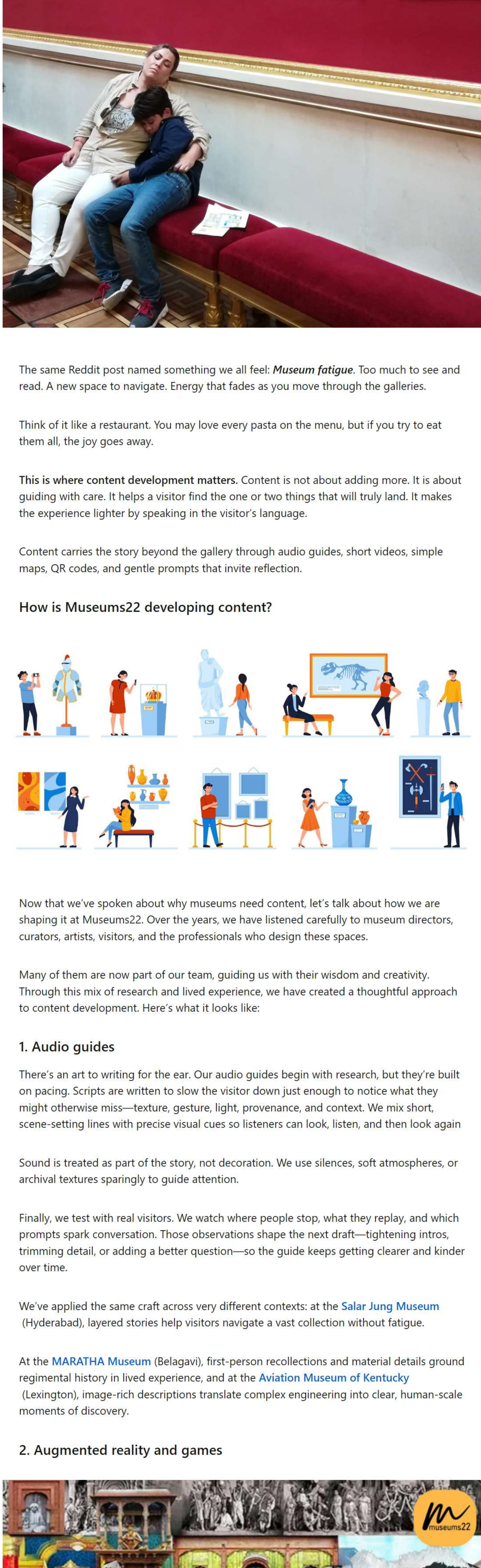
The first question is simple. Why would a museum need content at all? The walls are already full. Paintings, sculptures, labels, dates, and stories. What more could anyone need?

To answer that, we looked to a [thoughtful post](#) by a professor of museology who runs a museum subreddit.

"Museological research divides museumgoers into 5 basic types of visitors according to their motivations: explorers, facilitators, experience seekers, professionals, and rechargers."

Not everyone comes to a museum with the same heart or the same purpose. Some wander endlessly, curious explorers who want to see it all. Some come to recharge, sitting quietly and letting the art wash over them. Others are here for the highlights, the Mona Lisas, and the star exhibits before heading off to the café.

Museum people do not expect you to read everything or spend the whole day. Most people do not.



The same Reddit post named something we all feel: **Museum fatigue**. Too much to see and read. A new space to navigate. Energy that fades as you move through the galleries.

Think of it like a restaurant. You may love every pasta on the menu, but if you try to eat them all, the joy goes away.

This is where content development matters. Content is not about adding more. It is about guiding with care. It helps a visitor find the one or two things that will truly land. It makes the experience lighter by speaking in the visitor's language.

Content carries the story beyond the gallery through audio guides, short videos, simple maps, QR codes, and gentle prompts that invite reflection.

How is Museums22 developing content?



Now that we've spoken about why museums need content, let's talk about how we are shaping it at Museums22. Over the years, we have listened carefully to museum directors, curators, artists, visitors, and the professionals who design these spaces.

Many of them are now part of our team, guiding us with their wisdom and creativity. Through this mix of research and lived experience, we have created a thoughtful approach to content development. Here's what it looks like:

1. Audio guides

There's an art to writing for the ear. Our audio guides begin with research, but they're built on pacing. Scripts are written to slow the visitor down just enough to notice what they might otherwise miss—texture, gesture, light, provenance, and context. We mix short, scene-setting lines with precise visual cues so listeners can look, listen, and then look again.

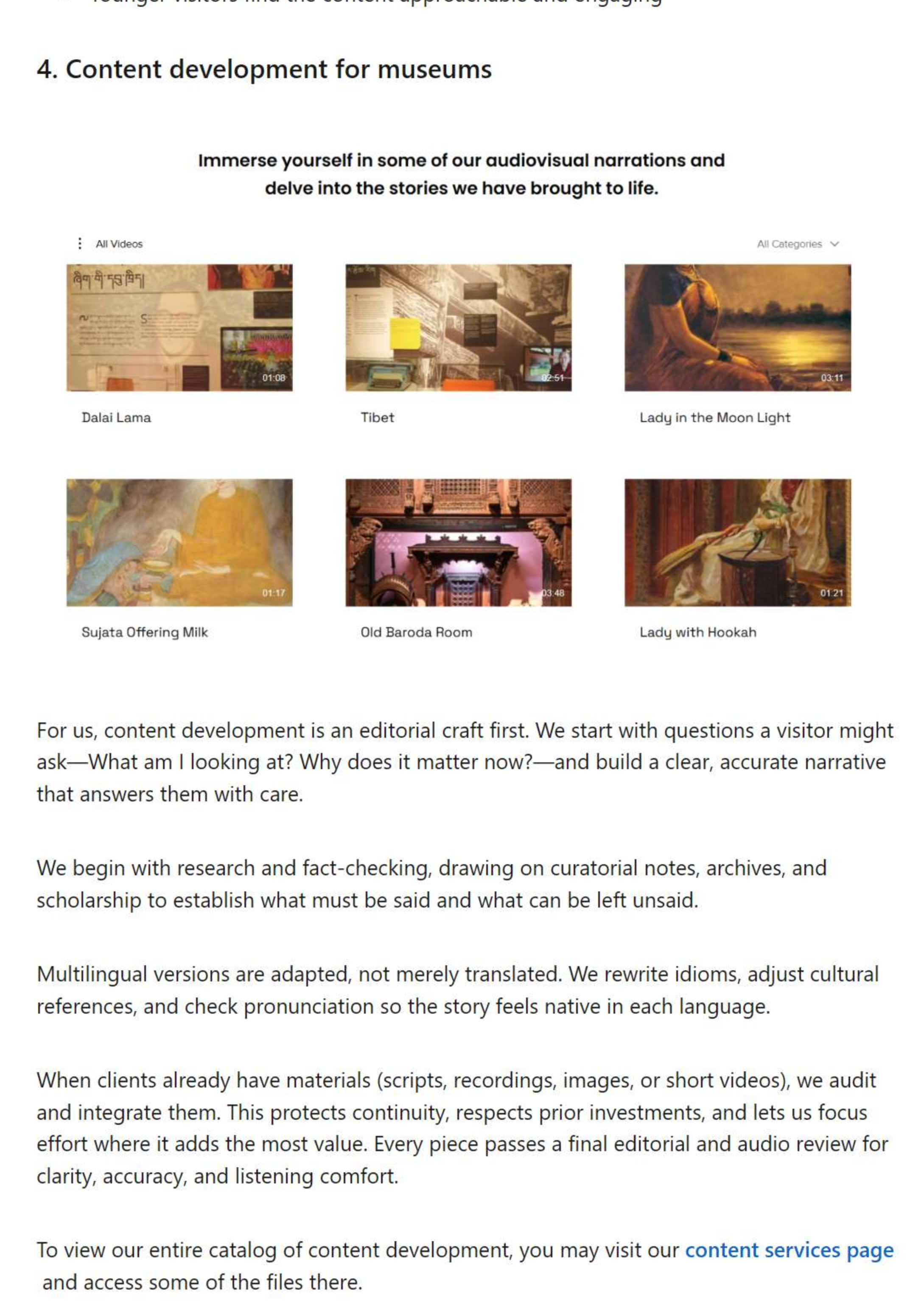
Sound is treated as part of the story, not decoration. We use silences, soft atmospheres, or archival textures sparingly to guide attention.

Finally, we test with real visitors. We watch where people stop, what they replay, and which prompts spark conversation. Those observations shape the next draft—tightening intros, trimming detail, or adding a better question—so the guide keeps getting clearer and kinder over time.

We've applied the same craft across very different contexts: at the [Salar Jung Museum](#) (Hyderabad), layered stories help visitors navigate a vast collection without fatigue.

At the [MARATHA Museum](#) (Belagavi), first-person recollections and material details ground regimental history in lived experience, and at the [Aviation Museum of Kentucky](#) (Lexington), image-rich descriptions translate complex engineering into clear, human-scale moments of discovery.

2. Augmented reality and games



Augmented reality invites history to step into the present. Instead of looking at an artifact as something distant, visitors see it animated, reconstructed, or placed in a context that sparks imagination.

At [Mumbai Airport's Artbeat of New India](#), we integrated augmented reality elements into one of the busiest public spaces in the world: an international airport terminal.

Travelers, often pressed for time or weary from flights, suddenly found themselves pulled into treasure hunts, quizzes, and interactive challenges that blended art appreciation with play.

By scanning codes or engaging with the gamified augmented reality features, visitors were no longer just passing through. They were exploring India's cultural legacy in ways they could touch and feel.

You can check out the experience by [clicking here](#).

3. Animation and videos

Some stories are too vast to be captured by static displays. Animation and video give museums the chance to compress time and highlight details invisible to the naked eye.

Here's what animation and video can bring to a museum experience:

- Visitors can see artifacts animated rather than just read about them
- Explanations add context that clarified meaning and significance
- Visual cues help place objects within a larger cultural journey
- Short films and animations go beyond education and spark curiosity within visitors
- Younger visitors find the content approachable and engaging

4. Content development for museums

Immerse yourself in some of our audiovisual narrations and delve into the stories we have brought to life.

All Videos

All Categories

Dalai Lama

Tibet

Lady in the Moon Light

Sujata Offering Milk

Old Baroda Room

Lady with Hookah

For us, content development is an editorial craft first. We start with questions a visitor might ask—What am I looking at? Why does it matter now?—and build a clear, accurate narrative that answers them with care.

We begin with research and fact-checking, drawing on curatorial notes, archives, and scholarship to establish what must be said and what can be left unsaid.

Multilingual versions are adapted, not merely translated. We rewrite idioms, adjust cultural references, and check pronunciation so the story feels native in each language.

When clients already have materials (scripts, recordings, images, or short videos), we audit and integrate them. This protects continuity, respects prior investments, and lets us focus effort where it adds the most value. Every piece passes a final editorial and audio review for clarity, accuracy, and listening comfort.

To view our entire catalog of content development, you may visit our [content services page](#) and access some of the files there.

An invitation to continue the conversation

At Museums22, we believe that the true measure of content is not how much information it holds but how deeply it touches a visitor.

If you are curious about how these ideas can work for your institution, we would love to show you. Our team regularly hosts demo calls where we walk through our tools, share examples, and answer questions.

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