



Digital Incubator
for Museums

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40 European Museums to enter a digital incubator and re-think cultural services

DOORS - Digital Incubator for Museum, a recent addition to the European Union's Horizon 2020 research and innovation programme, launched an open call for small and medium-sized museums wanting to tap into the potential of digital.

Small and medium-sized museums across Europe are invited to re-think their cultural offers and infrastructures and apply for a two-stage incubation programme designed to be the stepping-stone for future digital strategies. Museums must submit proposals for digital pilots that expand their services with new revenue and audience engagement models, ease day-to-day institutional processes and organisation, or experiment with information and communication technologies (ICT) across the sector. **The deadline for submissions is the 13th of February 2022.**

The jury will select forty museums to participate in the first incubation phase and receive a EUR 1.500 grant. From April to June 2022, museums will take part in a programme that explores the possibilities digitalisation opens for the sector. The shared learning format seeks to empower institutions to design a common framework and approach for the development of digital strategies and refine the initially proposed digital pilots.

The second stage of the incubation programme will run from November 2022 to September 2023. For this stage, 20 of the 40 initial museums will be selected and receive up to EUR 27.000 to implement digital pilots with the support of the DOORS consortium and their network of professionals - museum practitioners, digital and cultural strategists, creative technologists etc. The project gathers an outstanding group of experts across different fields and will engage their knowledge and expertise to design and conduct a responsive incubation programme informed by the needs of small museums.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036071.



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CONTEXT

DOORS comes at a moment when the attitudes towards the sector's digitalisation are changing. In the past decades, cultural institutions have competed or played catch-up with online content distribution and entertainment formats. The closures imposed by the recent health crisis have highlighted an already much-debated matter among museum practitioners: how to create cultural offers that reflect the ways in which audiences consume and engage with knowledge and information?

Under the umbrella of the European Commission's research program Horizon 2020 and the challenge 'Europe in a changing world – Inclusive, innovative and reflective societies' that focuses on digital transformation, **DOORS** seeks to address these urgent issues whilst acknowledging obstacles are disproportionately found within small and medium-sized museums with limited resources. The incubation programme is designed to increase access to resources that are essential in making digital strategies a reality to help small museums become more resilient and responsive to new social contexts and close the existing digitalisation gap.

Museums are invited to craft strategies for their contexts and help generate more diverse and inclusive technological solutions. In a collaborative space, museum, tech, and creative actors will come together to advance the digital capabilities of small institutions and expand the offer while maintaining the specificity of cultural spaces.

A final E-publication will compile the conclusions drawn from in-depth analysis of the sector, surveys and a self-diagnostics framework, and digital pilots' rollout. The handbook will be made public at the end of the project to contribute to the sector's collective knowledge and provide museums outside of the incubation programme with a resource to start their digital journeys.

With queries, please contact:

Christopher Sonnleitner, christopher.sonnleitner@ars.electronica.art.

For downloadable high-resolution images and logo, visit <https://ars.electronica.art/doors/en/news/>.



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CONSORTIUM PARTNERS

The DOORS project was conceptualised and will be implemented by three partner institutions with years of experience and a good understanding of the sector.

Ars Electronica is a cultural institution, educational facility and R&D lab based in Linz, Austria. Since the Ars Electronica Festival first took place in 1979, Ars Electronica has developed a unique, comprehensive approach to techno-cultural phenomena and gained worldwide recognition. Ars Electronica now includes four divisions – the annual Ars Electronica Festival, the Prix Ars Electronica, the Ars Electronica Center, and the Ars Electronica FutureLab – that work in parallel yet inspire one another in a circuit of creativity. From the international, artistic experimentations celebrated with the Ars Electronica Festival and the Prix Ars Electronica, to the local educational and entertainment programme of the Ars Electronica Center and the ground-breaking research conducted in the FutureLab, their approach responds to the Zeitgeist and transgresses disciplinary territories creating a space of dialogue and inter-disciplinary translation.

MUSEUM BOOSTER is a Vienna-based research & consultancy company with a focus on the strategic advancement of museums and cultural institutions through digital transformation and organisational innovation. MUSEUM BOOSTER focuses on four areas of activities and services: (1) identifying innovations that can enhance visitor experience of museums and cultural institutions (Future Museum – an international research project in partnership with Fraunhofer IAO), (2) conducting research on new media technologies in museums (e.g., Museum Innovation Barometer), (3) consulting museums on digital transformation and designing new revenue sources, and (4) conceptualising museums.

Ecsite, the European Network for Science Centres & Museums, is the only Europe-wide network organisation linking science centres and museums, natural history museums, zoos, aquariums, universities, and research organisations. The common thread uniting these organisations is a commitment to public engagement: pursuing the vision of fostering creativity and critical thinking in European society and emboldening citizens to engage with science and technology. Ecsite facilitates co-operation among Europe's science centres and museums by establishing standards, sharing expertise, disseminating best practices, encouraging collaboration, and developing training programmes. The Ecsite Conference is Europe's most prominent meeting bringing together 1,200 science engagement professionals from around Europe and the world each spring.

