DOORS RS

Digital Incubator
for Museums

Born from the shared idea(l)s of three partners working at the intersection between the cultural, artistic and scientific sectors.

Ars Electronica

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

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 practise-based research project), (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

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.

About DOORS

DOORS, Digital Incubator for Museums addresses the issue of digitalisation in the museum sector at a moment when attitudes are changing.

The pressure coming from the accelerated pace of technological and digital developments and the competition with on-demand content is no longer regarded as a threat but rather as a challenge that fuels a strong desire for change within the sector. Furthermore, the forced closures during the global health crisis have highlighted the urgency of what had already been a long-debated matter among museum practitioners: how to design cultural and educational offers that reflect the ways in which audiences now consume and engage with knowledge and information?

Regarded with less scepticism, the digital transformation of museums is now seen as a necessary, urgent, even exciting endeavour. It's time to incorporate the digital into the DNA of cultural institutions and help them become resilient and responsive to their social contexts.
DOORS wants to close the digitalisation gap we currently see in the sector by increasing access for small and medium-size museums to resources essential for conceptualising and implementing digital strategies.
In a two-stage incubation programme, museums are encouraged to imagine and design digital pilots and solutions that not only address their specific needs but shape the development of technologies to become more responsive and adaptable to their contexts.

A collaborative space will bring museum and tech and creative actors together to advance the digital capabilities of small museums while allowing them to maintain their unique position as cultural spaces.

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D OORS Digital Incubator for Museums

Innovation Areas

DOORS proposes four innovation areas seen as essential to any digital strategy.

Innovating audience analysis and engagement

Here, the focus lies on developing new audience engagement models to strengthen audience participation and loyalty both online and onsite. Museums work on developing pilots that rely on interaction, participation and mediation technologies to innovate their audiences' role and experience. They will be encouraged to conduct extensive audience analysis and assessment and come up with innovative uses of engagement platforms (web, social media, app, etc).

This area of innovation aims to redesign the visitor experience to engage both regular museum goers, as well we those who would otherwise consume online content.

New content distribution & revenue models

If the recent health crisis has taught the museum sector a lesson, it's that new content distribution and revenue models are needed particularly for small and medium-sized institutions. This innovation area addresses precisely the issue of financial sustainability and encourages museums to experiment with digital technologies, tools, and existing platforms (web integration) to innovate content distribution and revenue models. Whether they want to increase the visibility of digital content, learn to use metadata standards, develop digital narration strategies, explore new digital distribution channels, master low-tech presentations, or create content for different target groups (active vs. passive, digital vs. virtual), the institutions will be encouraged to enter uncharted territory.

Strategies for integrating infrastructure

Digital strategies are highly dependent on hardware. According to UNESCO, the lack of investment in this area is still the major obstacle for the sector's digitalisation. This innovation area addresses the issue of infrastructure by ensuring diversity in TRL (technology readiness levels) and involving museums with no or few ICT (information and communication technologies) pre-investments. The priority is the integration process (including roll-out support, data security, value chain integration), however, museums are allowed to dedicate financial resources to the purchase hardware components.

Experimental ICT program

For the incubation programme to be attune to the multiple contexts and infrastructures existing in the sector we encourage experimental digital pilots that are not comprised in any of the previous three innovation areas. This is a highly collaborative innovation area in which museums will work in tandem, sharing efforts and synergies to experiment with digital pilots one museum alone would be unable to. We welcome experimental pilots which change the use, application, or perception of ICT (Information and Communication Technologies) innovation in the museum sector.

D OORS

Visual Identity & Images

DOORS Logo

The logo is only used in black on light backgrounds and in white on dark backgrounds.

For the downloadable high-resolution logo, visit https://ars.electronica.art/doors/en/news/.

Font

Work Sans
Designed by Wei Huang

fonts.google.com/specimen/Work+Sans

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Colour Pallete

RGB 120 199 195 CMYK 55 0 28 0 #77C6C2

RGB 38 38 38 CMYK 85% Black #262626

RGB 233 64 144 CMYK 0 84 0 0 #E8408F

RGB 254 210 122 CMYK 0 20 60 0 #FDD179

Black

White

Images

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

D D O R S

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If you have questions about the project, please get in touch with one of out press representatives.

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