

# **Digitization**

## **a potential for museums to encourage creativity and new cultural experiences**

Prof. Monika Hagedorn-Saupe

- 1) Creativity and the Role of Museums**
- 2) Museums & Digital Strategies**
- 3) Potential of Creative Cooperations**
- 4) SPK in E|Space – Blinkster App**
- 5) Creativity Guidelines summarized**

*A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of **education, study and enjoyment.***

ICOM Statutes, adopted during the 21st General Conference in Vienna, Austria, in 2007

# Serve and Inspire

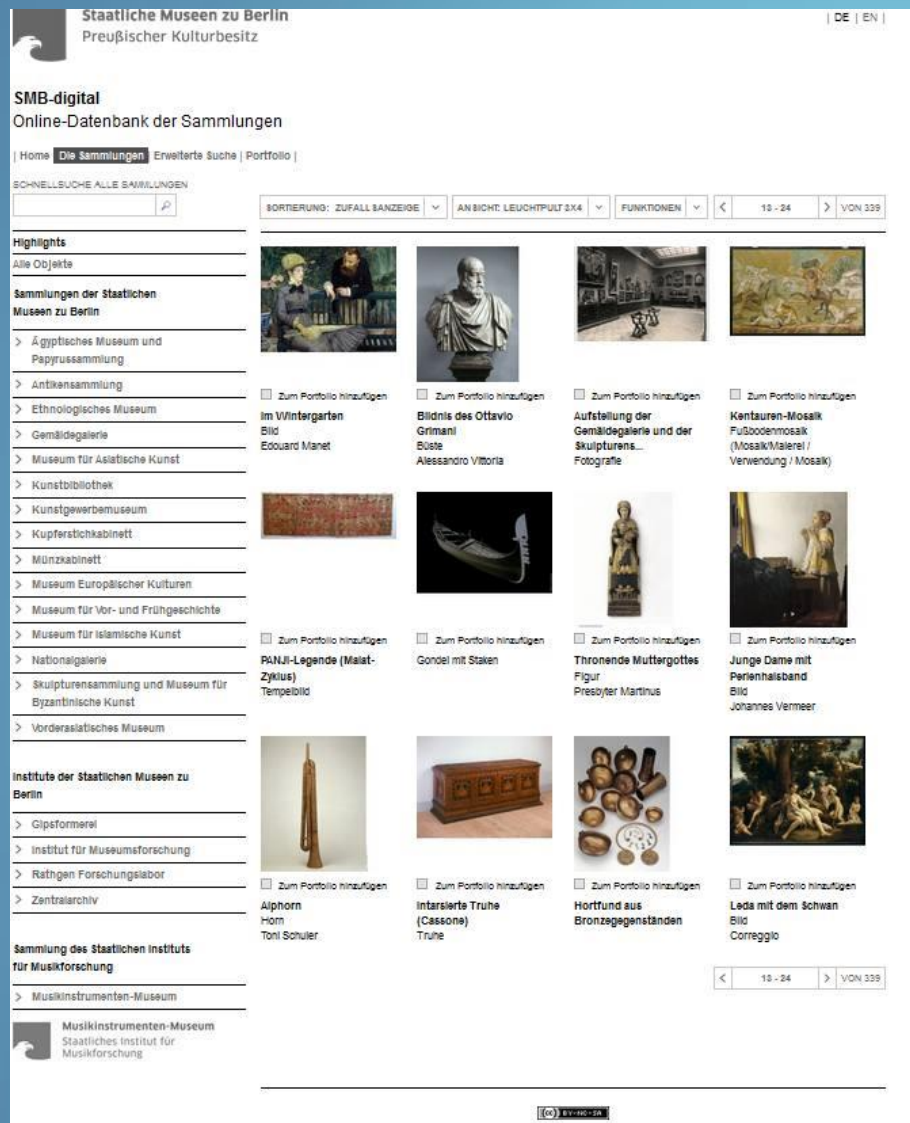
- Public
- Science
- Economy

*Museums nurture creativity and innovation; they form a collective memory and create a sense of direction, and they act as a space for reflection on the present and a source of inspiration for new creative and innovative concepts.*

quote from *ne-mo.org*

- Provide information and tools
  - Encourage exchange and participation
- Play an important role in creative production (off- and online)

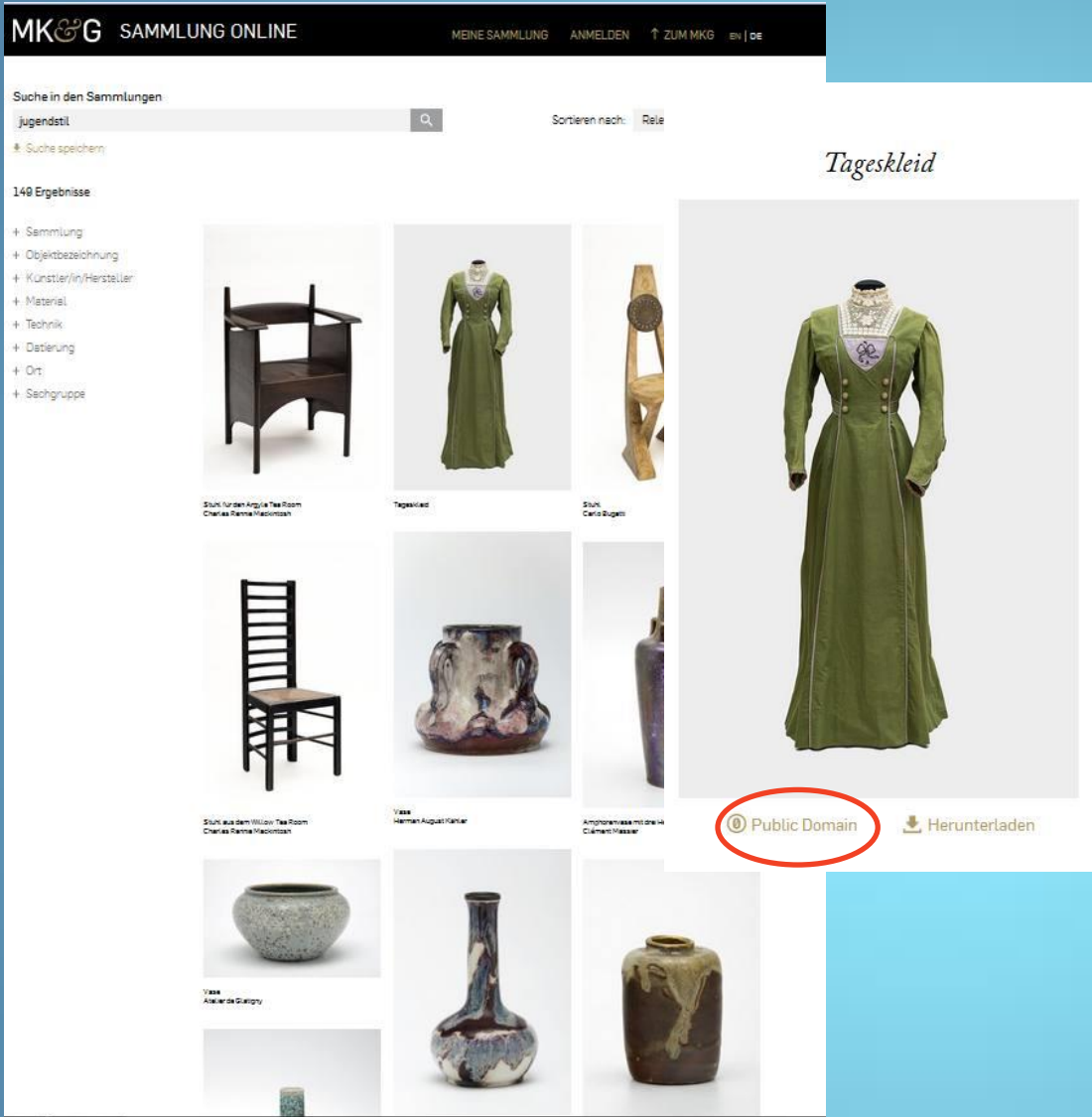
# 1) Creativity and the Role of Museums



Public access to collections as an endless source of inspiration and creativity

Increasing digitization of collections → increasing availability to the public & for creative usage

1) Creativity and the Role of Museums

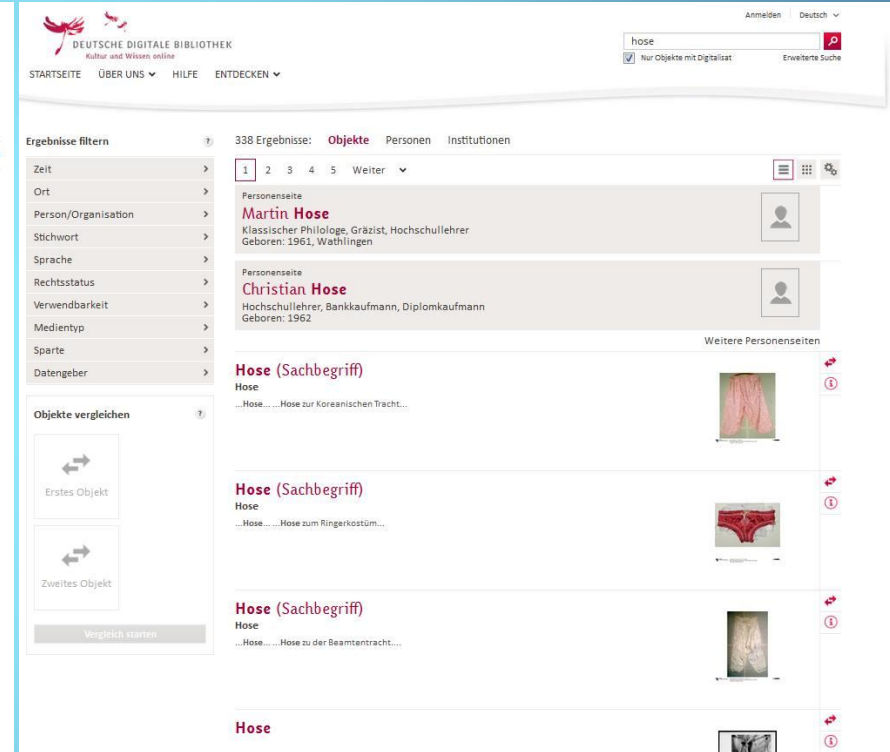
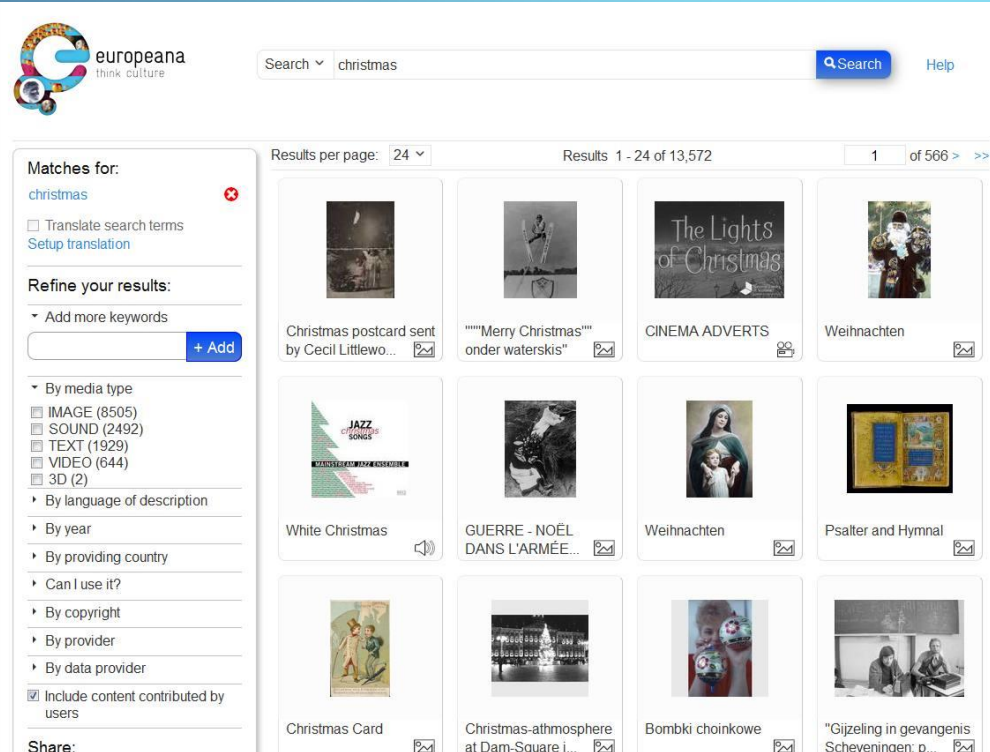


Museum für Kunst und Gewerbe Hamburg  
(Arts and Crafts Museum)

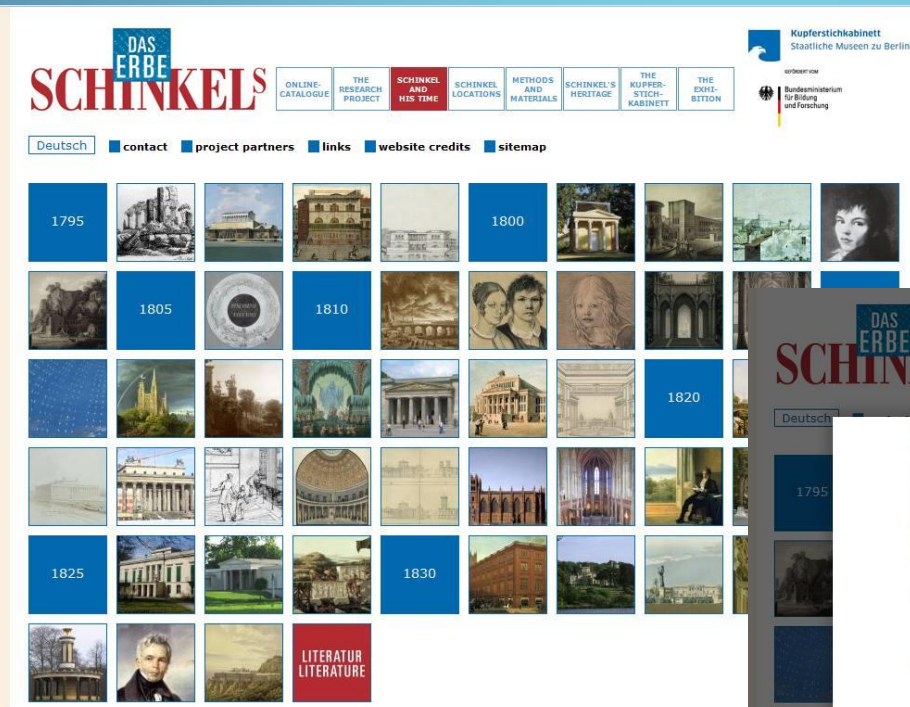
decided to publish images of  
objects whose copyright has  
expired in good quality  
under CC0 license



# Platforms like Europeana and Deutsche Digitale Bibliothek increase visibility and findability in the endless www



## Platform “Das Erbe Schinkels” (Schinkel’s Heritage)



## Agenda 2026:

study on future trends by NL Museum Association

### The “digitized society”:

idea of creativity in cultural institutions has to be extended by new media

from  
location-bound presentations & productions



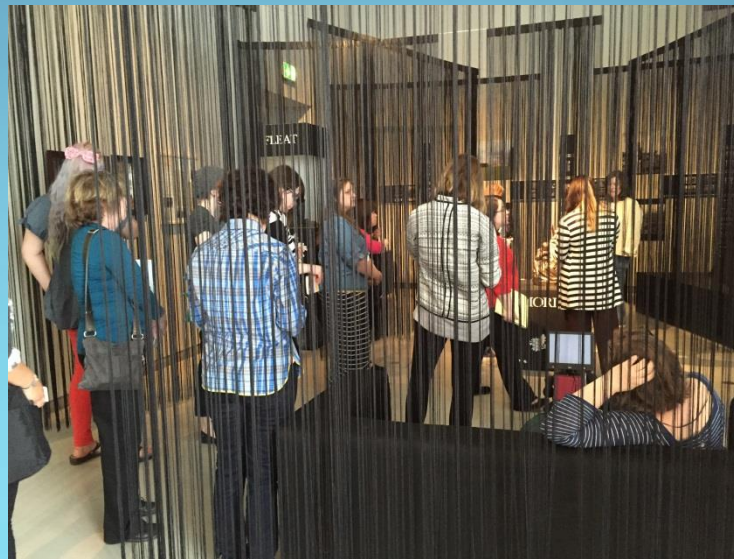
to new forms that combine virtual and physical media



Digital drawing bar at Tate Modern as part of Bloomberg Connects interactive digital projects



## Geocaching tour and Blinkster App



**Museum Europäischer Kulturen  
– Staatliche Museen zu Berlin  
(Museum of European Cultures)**

*The blurring of the classic divide between knowledge managers and knowledge users (...) will result in new forms of co-makership (...)*

*This will result in new virtual productions and exhibitions with new forms of ownership, copyright, authenticity, public outreach and income.*

Agenda 2026

# Developing a digital strategy that forms the basis for their museum work

- Rijksmuseum Amsterdam
- Städel Museum in Frankfurt am Main
- Historisches Museum Basel

### Common aspects of their digital strategy:

- ✓ Cross-departmental approach
- ✓ Combine offline & online
- ✓ Enable dialogue and participation



# Städel Museum Frankfurt

Mission statement about their „digital extension“:

*to meet and extend the requirements of the institution's educational aspirations in the digital era & use innovative technologies for the museum's core tasks*

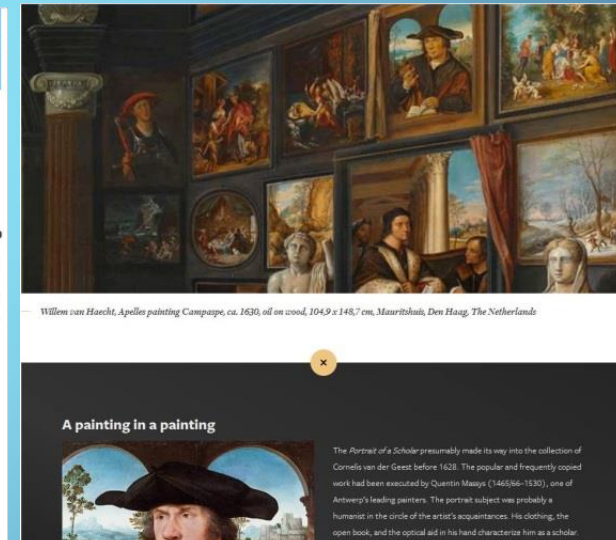
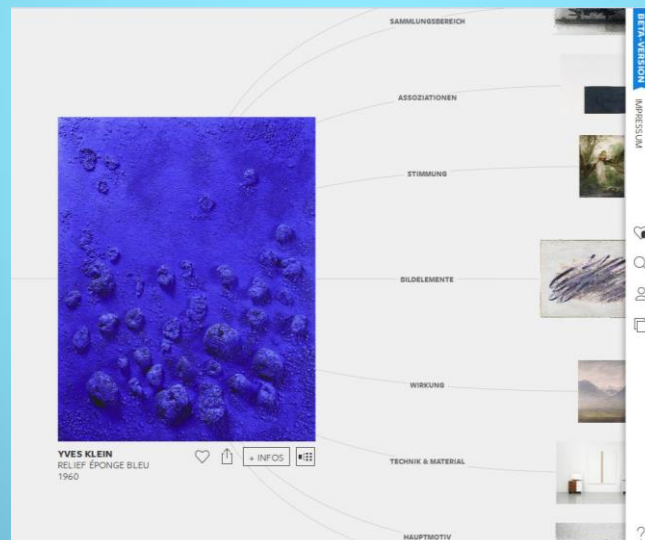
- Transfer analogue ideas into digital  
(not one to one representation)
- Offers open for all
- Digital offers and museum visit  
= complementary, not competing

# Computer game for children

# Digital collection

# Digitalorial (Grimme Online-Award 2015)

# Art History online class (cooperation with Leuphana University)



Silke Janßen (member of Städel digital Thinktank) says:

- Long-term investment bound to structural changes
- Online attention closely connected to number of visitors coming to the museum

## Creative Potential

connect museums – audiences – content

**MOOCs (Massive Open Online Courses)**

**Hackathons /Edithatons/Museomix Makeathons  
& other collaborative formats**

→ benefit from shared knowledge & ideas

# Market potential

## a “dynamic and fast-growing industry”

A dynamic and fast-growing industry, even in tough economic times

The resilience of the creative economy was evident during the economic crisis: job creation in CCIs grew on average by 3.5% a year from 2000 to 2007, and continued to grow at 0.7% annually between 2008 and 2012, even as the number of jobs in the rest of the economy fell 0.7%<sup>1</sup>.

A fast growing sector...

... that withstood the economic crisis



Graphic taken from the Study “Measuring cultural and creative markets in the EU” (Published 2014 by EYGM)

## Market potential

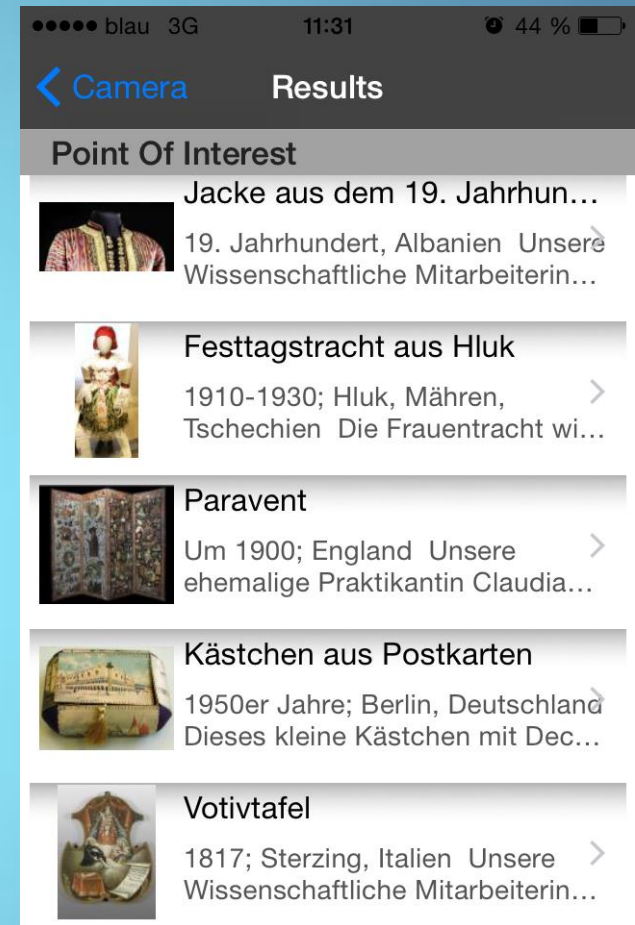
*70% of time spend at the tablet and  
50% at the smartphone  
are spend consuming culture*

(Study “Measuring cultural and creative markets in the EU”, Published 2014 by EYGM)



## Blinkster:

- Mobile App works via image recognition
- Offers additional information about objects and contextualisation with other media (e.g. youtube, wikipedia)
- Purpose: entertainment and education





In cooperation with the Ethnologisches Museum & Museum Europäischer Kulturen SPK

## 1) Providing & producing content for the App

Topics at MEK:

### **Personal viewpoints**


(museum staff present favourite objects in the exhibition)

**Gender-Queer** (objects in new focus - gender norms and how they can be questioned)

**Upcycling and other unique objects**

## 2) Content insertion in database

Welcome SPKadmin ! [Log out] [Change Password]






**BLINKSTER**

Home Screenshots How To Coverage My Blinkster Administration Forums

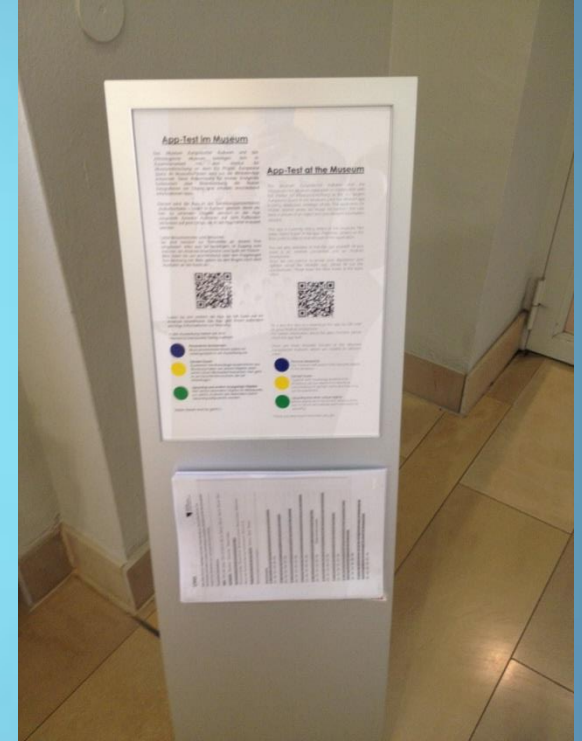
### Points of Interest for Region "Museum Europäischer Kulturen"

Full Text... New Point... Delete Point... Load XML... Search:

Load Zip... Export...

Points of Interest				
	#	Image	Name	Description
<input type="checkbox"/>	2474		Gondola	<p>About 1910; Venice, Italy
<input type="checkbox"/>	2475		glossy prints &quot;Sandmännchen&quot;;	<p>1970; East-Berlin, GDR
<input type="checkbox"/>	2476		souvenir scarf	<p>1990's; Strasbourg, France
<input type="checkbox"/>	2477		Jacket from the 19th century	<p>19th century, Albania

## 3) Visual implementation in the exhibition



## 4) Evaluation via user survey

- with curators and colleagues from cultural heritage sector
  - *ios & android version now available in Appstore/Google Play*
- *Testing with visitors can start*



**Be open minded | Get connected | Think interdisciplinary**

**Be brave | Share your ideas**

**Try again**

**“constraints can help foster creativity”**

(Linda Norris, co-author of Creativity in museum practice)



# Thank you for your attention!



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