

## **A virtual museum ...**

is not just the „footprint“ of a traditional museum bringing objects, material etc. into the internet,

but an entity with its home in the digital world.

It does not use a tangible building as a physical infrastructure, but it is built on programmed software and it uses a mixture of digital communication media and processes as well as the implications of the characteristics described in exhibit 3 + 4 „Elements, characteristics ...“

## Exhibit 2:     **A pathway from an analogous museum to a digital and virtual museum**

For a museum, there are ten degrees of digital transformation or digitalization. One may consider these degrees as steps of a development process towards or within digitalization. Any museum can decide which of the ten degrees applies for itself now and which steps it will take in the future.

1. Website and digital information (uni-directional)
2. Audio and multimedia guide – digital elements embedded into museums, exhibitions, presentations
3. Interactive elements: orders, requests, user and visitor feedback etc.
4. Social media activities and participation
5. Digital archival storage of collection and exhibition objects / artefacts; if applicable: online presentation
6. Digitalized („virtual“) exhibition tour, guided or non-guided
7. Smartphone applications („apps“)
8. Integration of „Augmented Reality“ as a combination of analogous and virtual elements
9. Integration of „Virtual Reality“ elements
- 10. The „Virtual Museum“**

## **Exhibit 3: Elements, Characteristics and Implications of a „Virtual Museum“ (I)**

Virtuality = medium, no physical counterpiece but a combination of analogous and digital elements

Aggregation of content: tangible and intangible heritage

Possibility of bringing together new contexts

Virtual presentation and depot (theoretically unlimited space); fast adjustment and modification; conservation of analogous exhibitions

Use of IT technologies (internet-based)

Multimedia character

Worldwide accessibility with low barriers

Modified and enlarged user sensual experience

## Exhibit 4: Elements, Characteristics and Implications of a „Virtual Museum“ (II)

Worldwide linking-up of museums resources

Extended and simplified research possibilities

Possibility of fast, individualized interaction with low barriers

User participation and active influence – limited by curating

Instant feedback and analysis of visitor/user behavior

Possibility of digital creation (new objects, new interpretations, new discussions, „new worlds“)

Educational role and all-around „competence center“

Compatible with ICOM standards

**Note:**

Some of the characteristics are given with analogous museums, too, of course, but may have different implications in a virtual museum, and must be mentioned for the sake of completeness.- Compiled by: Bernd Günter, Marlene Schneidt, Holger Simon, Reinhard Gröne, Peter Lynen (using amongst others v-must publications). February 2016

## **Exhibit 5: Suitability and applicability of a „virtual museum“ (Preliminary Approach as a basis for discussion)**

- Museum subjects which are rather abstract and intangible, e.g. „time“  
(see „know time project“ Das Museum der Zeit)
- An organisation does not have and own any building for its objects, collections, exhibitions etc.  
and will probably not have one or build one.
- Cases in which objects and the museum material cannot be presented physically to the public  
due to conservatory reasons.
- Cases in which the objective is to make the entire collection and all the material and objects visible.
- A museum tries to be ubiquitous and reach visitors and other stakeholders (researchers, media etc.)  
worldwide.
- Special case: „Web-art“; digital collections, exhibitions, and objects (by nature)

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Virtual Museum project: Know-time – Das Museum der Zeit

[www.know-time.de](http://www.know-time.de)

(run by know-time e.V. network)

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