

MUSEUM STUDY

(with an emphasis on technological solutions)

What is a museum study?

The aim of a museum study is to design the main concept (what differentiates it from other museums), themes and main narrative of each museum. It also maps the visitor journey (how the visitor will move inside the museum), content and design of each gallery space, and new technologies used for each theme/room. Finally, it provides guidelines for the architect, electrical engineer, graphic designer, and museographer of the project, as well as a detailed timetable and budget for the next steps.

When do I need a museum study?

If you are thinking about creating a new museum or remodeling one, a museum study can act as a guide to all steps towards the completion of a project and ideally it should be commissioned as early as possible. It can also act as a tool for fundraising. For new museums, ideally a museologist/ museum studies team should be included in the planning team along with the architect/ architecture team.

What does it include?

Each museum is different and thus has different needs. For this reason, what a museum study might include changes according to the needs of the client.

Indicatively, our museum studies might include:

PART I: Description and potentials

- Objective of study
- Study of similar museums (in terms of subject matter and size) that successfully use technology as their main interpretation tools
- Existing state of museum and available objects to be used at the museum
- Potential objects to exhibit or acquire in the future for the purposes of the exhibition
- Museum vision

PART II: Sustainability

- Audiences: analysis of potential visitors (tourists and locals), their needs and interests (based on these needs, the technological solutions will be designed)
- SWOT analysis
- Economic sustainability: some ideas (instructions for potential shops, cafes etc.)

PART III: Permanent or Temporary Exhibitions

- Approach to collections/ technology, narrative and interpretation
- Visitor journey (narrative mapping)
- Main concept and narratives of the museum
- Main exhibition themes and sub-themes
- Main technologies to be used and where

- Division of space and description of each room (in collaboration with architect)
- Electrical needs for each room (in collaboration with architect/ electrical engineer)
- Lighting needs (i.e. natural or artificial light, what kind of artificial lighting etc.) (in collaboration with architect/ electrical engineer)
- Guidelines for temperature and other environmental requirements and for the necessary measuring equipment that will need to be installed.

PART IV: Exhibition Essentials

- Graphic hierarchy for gallery introduction panel, group object labels, single object labels and other interpretative materials
- Principles of conserving and archiving of objects in the collection
- Expected maintenance of proposed technology and lifespan
- Potential educational offerings
- Supporting museum facilities if necessary (ex. educational spaces, storage, offices etc.)

PART V: Planning for next steps and suggestions

- Directions and timetable for next steps (content creation, technology creation, museography, graphic design, etc.)
- Expected budget for next steps

PART VI: Supervision

- Help with tenders for the implementation of the technological solutions
- Advice on the type of personnel needed and the drafting of job description for each position
- Advice on how to proceed with the accreditation of the museum

Note: The study will include a document with the basic outcomes and a list of suggested projects, with emphasis on emerging technologies and interactive media. This deliverable can then be used as a guide to formulate the requirements for the suggested projects as well as an indicator for a first estimate of the implementation budget.

How long does it take and how much does it cost?

The time of delivery and the cost of the study depends on the needs of each museum, its size, the contents of the study and the complexity of the project. Please contact us to discuss your project individually for more information

What's next?

After the completion of the museum study, the next step is the implementation. CYENS can also help with this part and more specifically, with the development of the relevant content and technologies. This is another separate step that comes only after the museum study is completed.

CYENS Expertise

Our team has expertise in museum studies, history, archaeology, cultural policy, education, and new and emerging technologies such as virtual reality, augmented reality, mobile applications, online platforms development, data collection and analysis etc.