

Insight Cards

STUDENTS OF THE LAB SHARING INSIGHTS FROM THEIR DESIGN RESEARCH

About Insight Cards

Insights Cards are sets of cards that students in the lab develop to [share the insights](#) they have gained during their master graduation projects.

Insights can come from the literature or from empirical studies they conducted themselves.

The A4 cards communicate main conclusions and provide an [entry to more detailed information](#), through references to the literature, the student reports or through contact addresses.

Thus, they are a way of [consolidating and of providing access to the body of knowledge](#) that is built through the students' individual design research projects.

Who are they for?

Insight cards [give new students in the lab a head start](#), so that they can more easily build on prior research results, for deepening their own design research.

Insight cards are also a [service to the partners of the lab](#), for keeping them up to date about the body of knowledge that is being built in the lab. They appear digitally (as a pdf) and are updated irregularly, but usually [about three times a year](#).

Interested in becoming a partner?

Please get in touch with the director of the lab Arnold Vermeeren (a.p.o.s.vermeeren@tudelft.nl) or via our website (MuseumFuturesLab.org).

This set contains the following cards:

Getting Museums ready for the future ([Seven Shao](#)):

- Museums will be engaging institutions -3
- Museums will be agile institutions -5
- Museums will be collaborative institutions -7
- Museums will provide shareable experiences -9
- Museums will provide authentic experiences -11
- Museums will provide delightful experiences-13

Young museum visitors:

- Children's preferences for museum exhibits -15 ([Jens de Groot](#))
- What can make museum visits memorable to young people? -17 ([Daniela Passa](#))
- What can make museum visits attractive to young people? -19 ([Daniela Passa](#))
- Design with respect for pubescent teenagers -21 ([Robbert Feunekes](#))
- Individual truths in museum engagement -23 ([Robbert Feunekes](#))

Heritage museums:

- Bringing together small heritage museums and foreign millennials -25 ([Joy Merken](#))
- Defining cultural heritage -27 ([Ziran Chin-On](#))
- Romanticization of cultural heritage -29 ([Ziran Chin-On](#))

Company museums ([Congxi Su](#)):

- Seeking opportunities for the company museum -31
- Increasing a sense of belonging in company museums -33

Blind museum visitors ([Lisanne Aardoom](#)):

- Meaningful museum experiences for blind people: contributing factors -35
- Blind people obtain information in a different way -37
- Blind people in their communication -39
- A distinction between the blind and the sighted ones in museums -41
- Connecting blind and sighted visitors experiences -43
- Translation of artworks for blind visitors -45

Museum experiences (general):

- The first-person narrative is convincing and appealing in museum storytelling -47 ([Meng Xu](#))
- What can make experiences memorable? -49 ([Daniela Passa](#))
- Five stages of aesthetic development -51 ([Malou Kortleve](#))
- Dynamic application of directional speakers -53 ([Jens de Groot](#))
- Virtual Museum experiences: desktop and VR-headset compared -55 ([Pieter Vader](#))

GETTING MUSEUMS READY FOR THE FUTURE

Museums will be agile institutions

Becoming agile by providing seamless experiences for physical and virtual visitors

Whether ordering tickets, viewing exhibits or simply browsing the museum's website, visitors are always expecting to have a consistent experience through their devices [1]. As productivity continues to play an important role in the concern of modern people [2] and the border between public and private space are gradually blurred by the digital landscape: increasing number of people are inclined to carry their laptop or other smart devices with them everywhere to get information whenever they want [2]. Consequently, lots of apps are developed and provided by many museums for way finding and comments sharing (e.g. Mauritshuis museum). And **those apps are expected to present the right content quickly, easily and seamlessly for both physical and virtual visitors.**

Becoming agile by providing flexible ways of story telling

Museums guard their heritage not only because those assets can tell stories about the past but also because of the way in which they present and interpret those exhibits can help spur discussion and inspirations on contemporary issues (e.g. terrorism, racial discrimination, etc) [1]. With the help of technologies, it allows museums to easily reuse and repurpose their exhibits by constantly updating gallery and content online [4]. Thus, **adapting to the fast-changing world their way of telling a story should be a concern to museums.**

Flexible ways of providing narratives is also a trend to comply with people's flexible working hours. Resulting from the booming of freelance, contract labor as well as 'sharing economy' jobs, people visit museums with different schedule. Museums may also find themselves employing more part-time labor in the near future [3].

Example: The Pen, from Cooper Hewitt, Smithsonian Design Museum works as a capacitive stylus on all of the tables, and it can also be used around the museum as a tagging device. Visitors just need to tap the back of the pen to the tag and check their collection after visiting.

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Methods



Literature study

References

- [1] Chamberlain, G.(2017). The FutureMuseum Project: What will museums be like in the future? Essay collection. Wales, England: Museum Identity Ltd.
- [2] Johnson, L., Adams Becker, S.& Freeman, A.(2013). The NMC Horizon Report: 2013 Museum Edition. Austin, Texas: The New Media Consortium.
- [3] Merritt, E.(2016). TRENDSWATCH 2016. Washington, D.C., United States: American Alliance of Museums
- [4] Merritt, E.(2017). TRENDSWATCH 2017. Washington, D.C., United States: American Alliance of Museums

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Project title: The Smart Frame 2.0: Redesigning the exposition setup for 3D printed replica

Design Challenge: “Improve the user experience of the Smart Frame to enable visitors explore the 3D printed replica in a informative and delightful way.

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