



Digital technologies for storytelling and audience engagement

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Social media

Virtual reality

Crowdfunding

Co-creation

Netflix

Quantum computing

Internet of Things

Gamification

Robots

Big data

Automation

Snapchat

Deep learning

Smartphones

Vlogging

Image recognition

Messaging apps

Augmented reality

Artificial intelligence

Online learning

MOOCs

Drones

Facebook

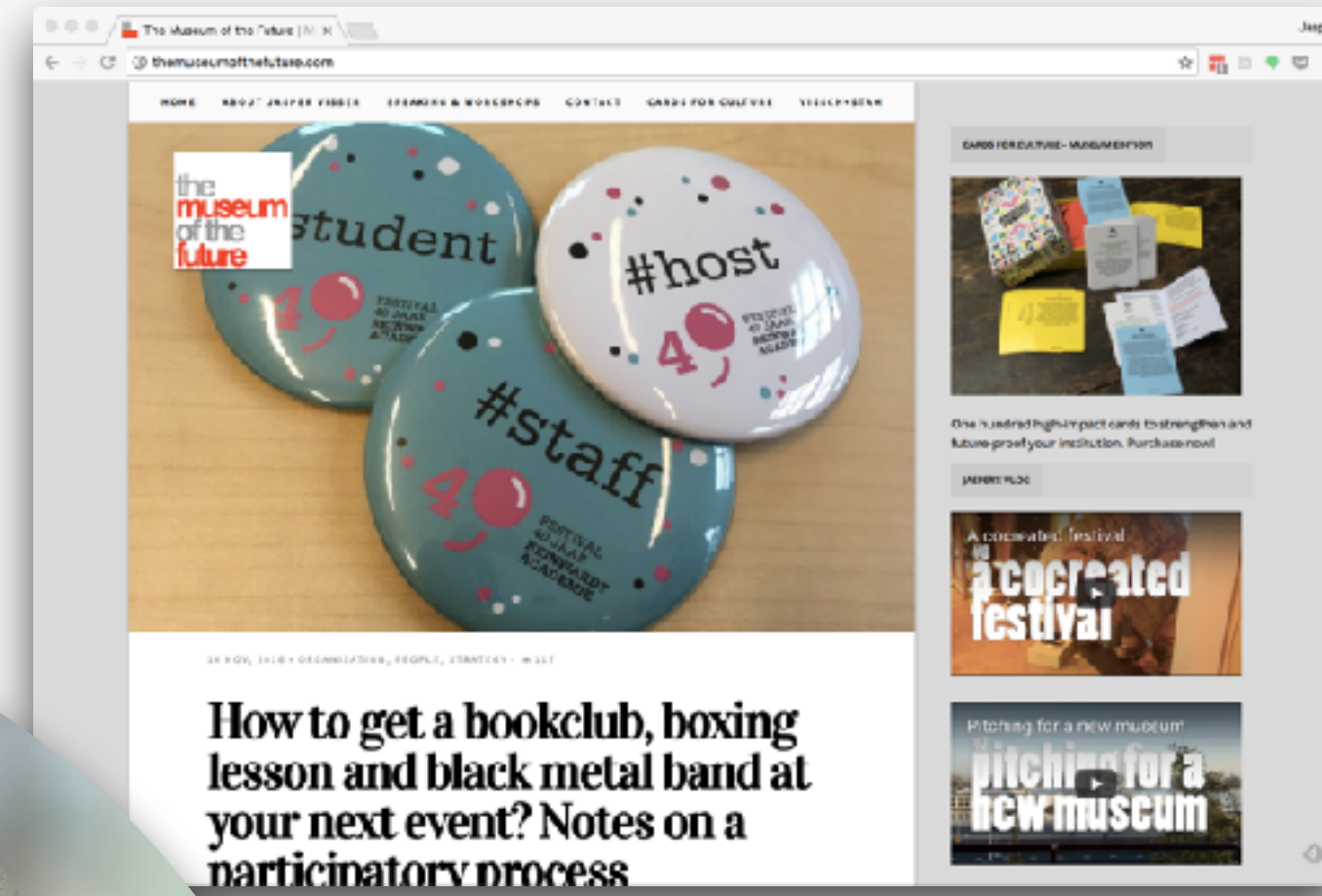
Instagram

Web 3.0

Sematic web

Gesture based interfaces

Data analytics



Hi, I'm Jasper
Strategic designer
Social & cultural innovator



#1

What is digital media?



Traditional media



Share information
Single source
Large audience
Entertainment

Traditional media



Share information
Single source
Large audience
Entertainment

Digital media



Shared communication
Multiple sources
Small audiences / communities
Entertainment+

Traditional media



Share information
Single source
Large audience
Entertainment

Digital media



Shared communication
Multiple sources
Small audiences / communities
Entertainment+

Now



Always connected



Deeply engaging

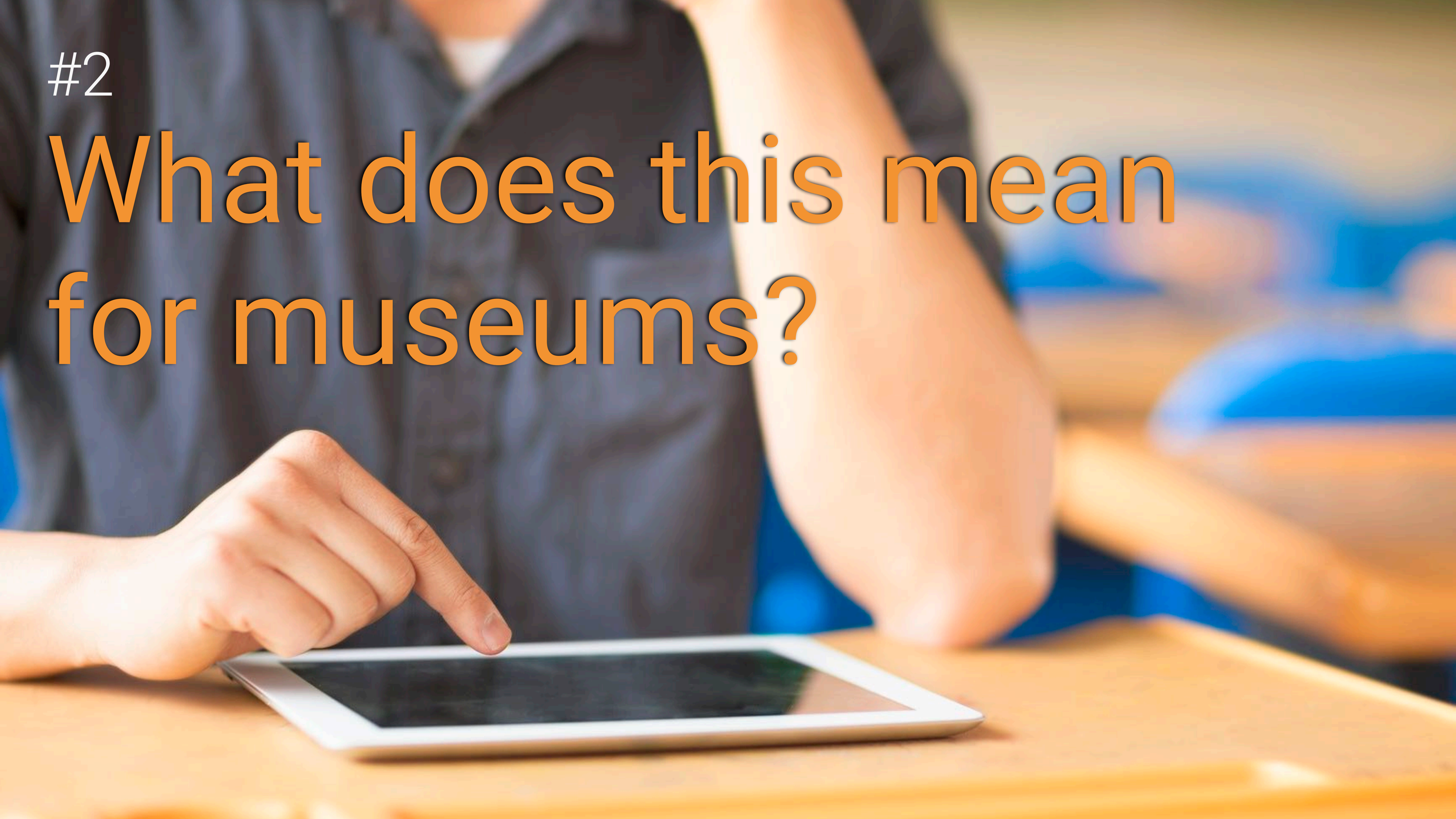
Bounden

Dutch National Ballet



#2

What does this mean
for museums?



The task of any museum
is to **translate its story**
to the **largest possible audience.**





Digital media help tell stories
in a **more creative**,
more accessible and
more engaging way.

The Brain Scoop

Field Museum, Chicago / YouTube

The image displays two overlapping screenshots of a YouTube channel and a video player. The background screenshot shows the 'thebrainscoop' channel page, which includes a navigation menu on the left with options like Home, My channel, Trending, Subscriptions, History, and Watch Later. The channel banner features the text 'THE BRAIN SCOOP THE BRAIN'. Below the banner, there are sections for 'Recent Uploads' with video thumbnails and titles such as 'T. rex Arms & BEARDOGS!' and 'Mammoths vs. Mastodons: we 'de-extinct' them both'. The foreground screenshot shows a video player for the video 'A Commitment to Curiosity.' by 'thebrainscoop'. The video shows a woman with glasses sitting at a desk in a museum, surrounded by various specimens and books. The video player interface includes a progress bar at 0:03 / 5:43, a view count of 35,512, and a description that reads: 'Published on Nov 21, 2016 We're taking a break from our regular content this week to share this message with you. It's more important than ever to remind ourselves who we are, and what good we can do for our planet, and one another.'

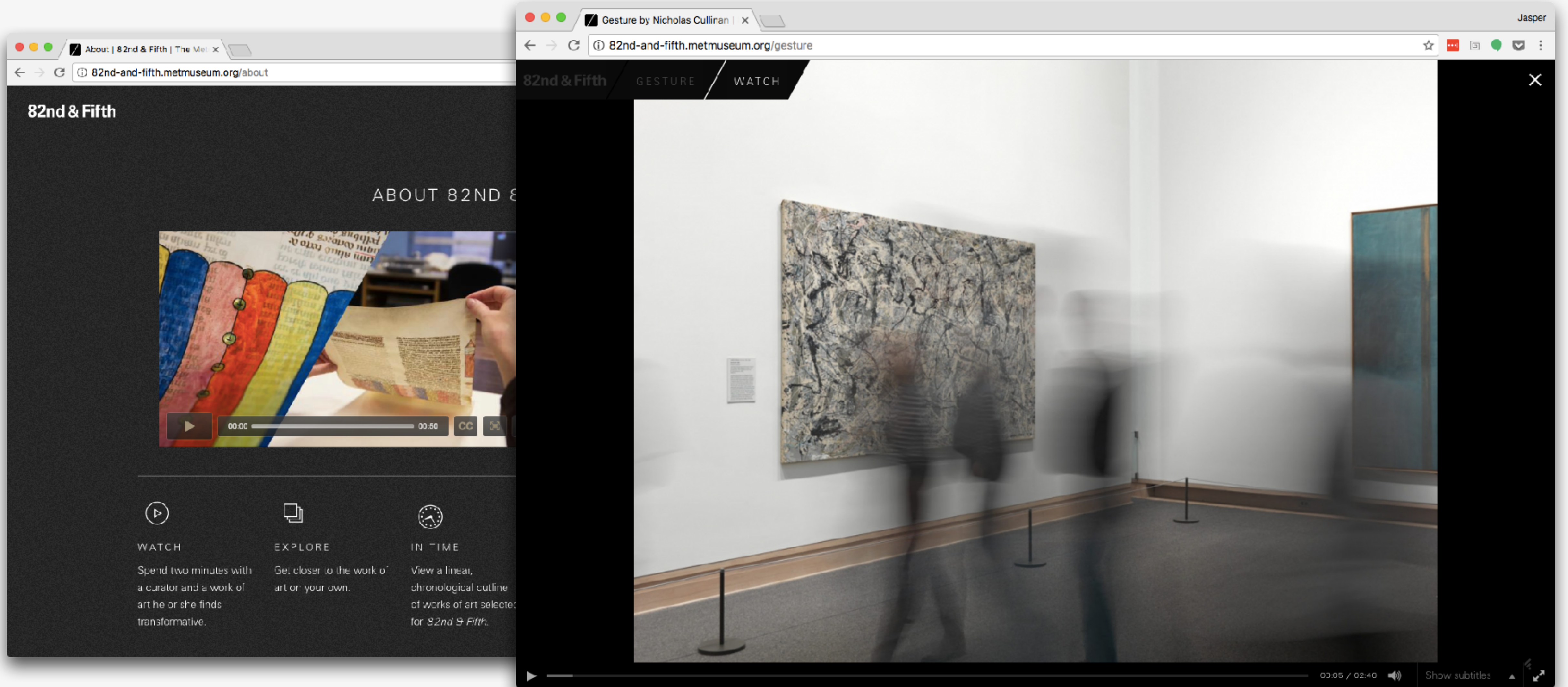
A history of the world in 100 objects

The British Museum & BBC / Podcasts

The image shows two overlapping screenshots of the BBC Radio 4 website. The background screenshot is the main page for the 'A History of the World in 100 Objects' podcast. It features the BBC logo, the British Museum logo, and the title 'A HISTORY OF THE WORLD IN 100 OBJECTS'. Below the title is a navigation menu with 'Home', 'Episodes', 'Podcast', and 'Collections'. The 'Podcast' section describes the series as narrated by Neil MacGregor, Director of the British Museum. The 'Episodes to download' section features a 'Solar-powered lamp and clock' with a 'Download MP3' button. The 'Last on' section shows a 00:30 episode from October 15, 2010. The 'More episodes' section lists 'PREVIOUS: Hokusai's The Great Wave' and 'NEXT: Suffragette-defaced penny'. The foreground screenshot is a specific episode page for 'Sudanese slit drum', showing a large image of the drum and the text 'Sudanese slit drum', 'Mass Production, Mass Persuasion (1780 - 1914 AD)', and 'Episode 4 of 5'. The page also includes a 'Listen' button and a 'Call You and Yours: What makes you' link.

82nd and Fifth

The Met / Videos & website



All you need



an idea



a smartphone



(Project concept for a corporate entity with a museum.)



The largest possible audience

Digital media help you
connect with, and
engage
niche audiences (communities).

Tolstoy.ru

Crowdsourcing & digitisation

Толстой.ru / creativity/90-volume-collection-of-the-works/664/

ЛНТ Ясная Поляна ГМТ

Жизнь Творчество Медиа Музеи

Главная > Творчество > 90-томное собрание сочинений > Том 1

Том 1

Художественная литература

Публицистика

Дневники

Письма

90-томное собрание сочинений

Путеводитель по публицистике (автор — Ирина Петровицкая)

Выбрать том

01 02 03 04 05 06 07
08 09 10 11 12 13 14

Произведения

[Детство](#)

«Милостивый Государь! Я прочел Вашу рукопись (Детство). Она имеет

Лев Толстой

ЛНТ Ясная Поляна ГМТ

Рус Eng

Поиск по тематическим сайтам

Поиск по сайту

90-томное собрание сочинений Толстого опубликовано на портале

Читайте тома целиком и скачивайте отдельные произведения!

Скрыть анонсы

События

2015 2014 2013 2012

14 мая, 18 июня, 2 июля, 19.00
Государственный музей Толстого, Пречистенка, 11/8

[Литературная премия «Ясная Поляна» представляет цикл лекций «Открытая классика» в Государственном музее Толстого](#)

Литературная премия «Ясная Поляна» при поддержке компании Samsung и лекторий «Мой курсив» запускают совместный цикл лекций «Открытая классика», который пройдет в Государственном музее Л.Н. Толстого на Пречистенке. Члены жюри премии приглашают заново

Июнь 2015

ПН	ВТ	Ср	ЧТ	ПТ	СБ	Вс
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21

Palazzo Madama

Turin, Italy





www.palazzomadamatorno.it/crowdfunding/

ACQUISTA CON NOI UN PEZZO DI STORIA

Sostieni la raccolta fondi per riportare a Torino
il servizio in porcellana dei d'Azeaglio



OBBIETTIVO
80.000 €

RACCOLTI
89.576,49€

GIORNI RIMASTI
0

CONTRIBUISCI

Le eventuali somme oltre gli 80mila Euro saranno destinate a coprire le spese di trasporto da Londra a Torino e quelle per l'esposizione a Palazzo Madama.

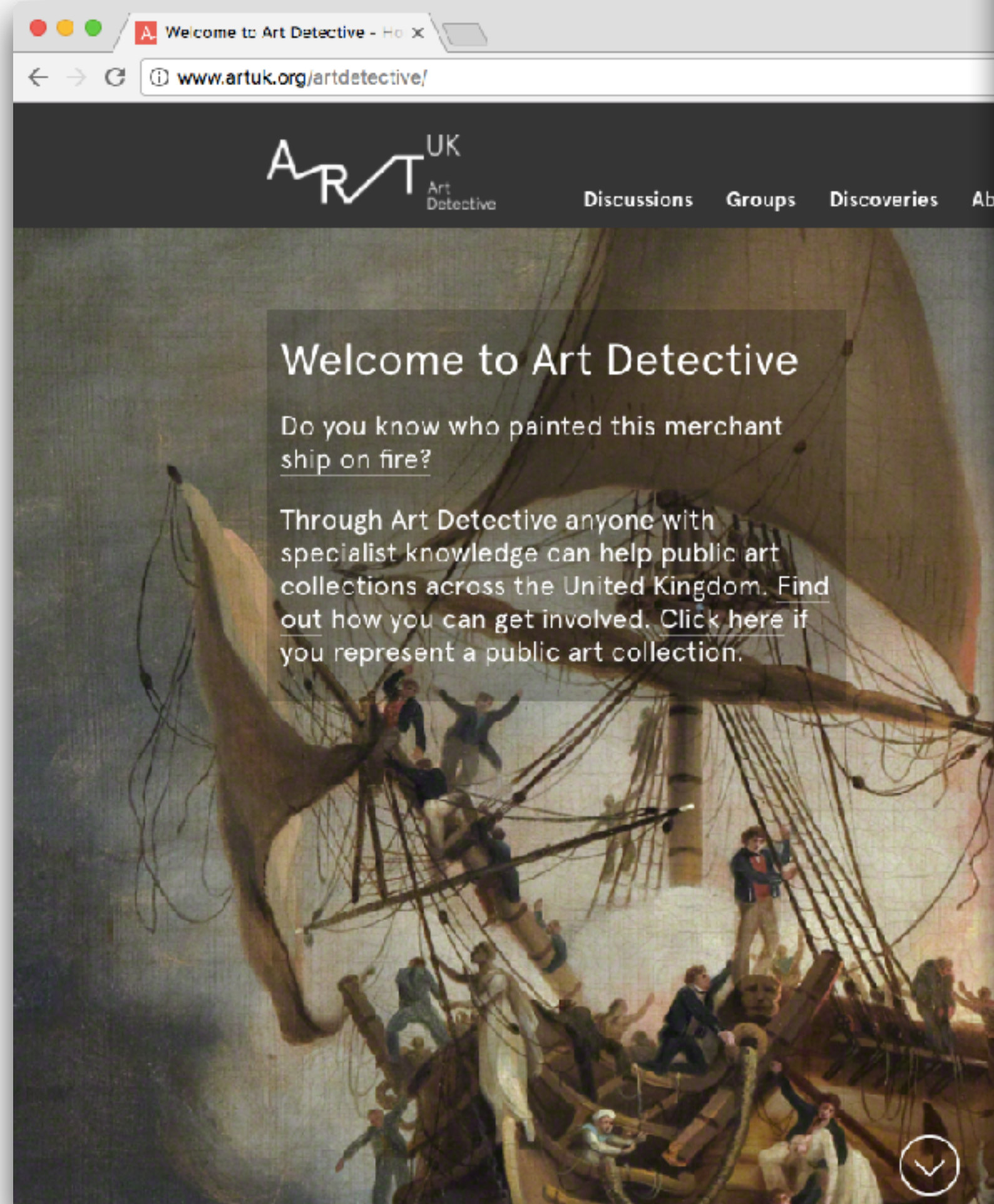
Teiera del servizio Taparelli, 1730 circa. © Christie's Imagis Limited



1,500 people - 100,000+ euros

Art Detective

Wisdom of the crowds



ART UK
Art Detective

Discussions Groups Discoveries About

Welcome to Art Detective

Do you know who painted this merchant ship on fire?

Through Art Detective anyone with specialist knowledge can help public art collections across the United Kingdom. Find out how you can get involved. [Click here](#) if you represent a public art collection.



What is the title of this painting X


www.artuk.org/artdetective/discussions/discussions/what-is-the-title-of-this-painting-by-william-miller-frazer

ART UK
Art Detective

Discussions Groups Discoveries About Resources For Collections Art UK Sign in

British 19th C, except portraits, British 20th C, except portraits, Scotland: Artists and Subjects 8

What is the title of this painting by William Miller Frazer?



© the artist's estate
photo credit: Maggie's London

Topic: **Subject or sitter**

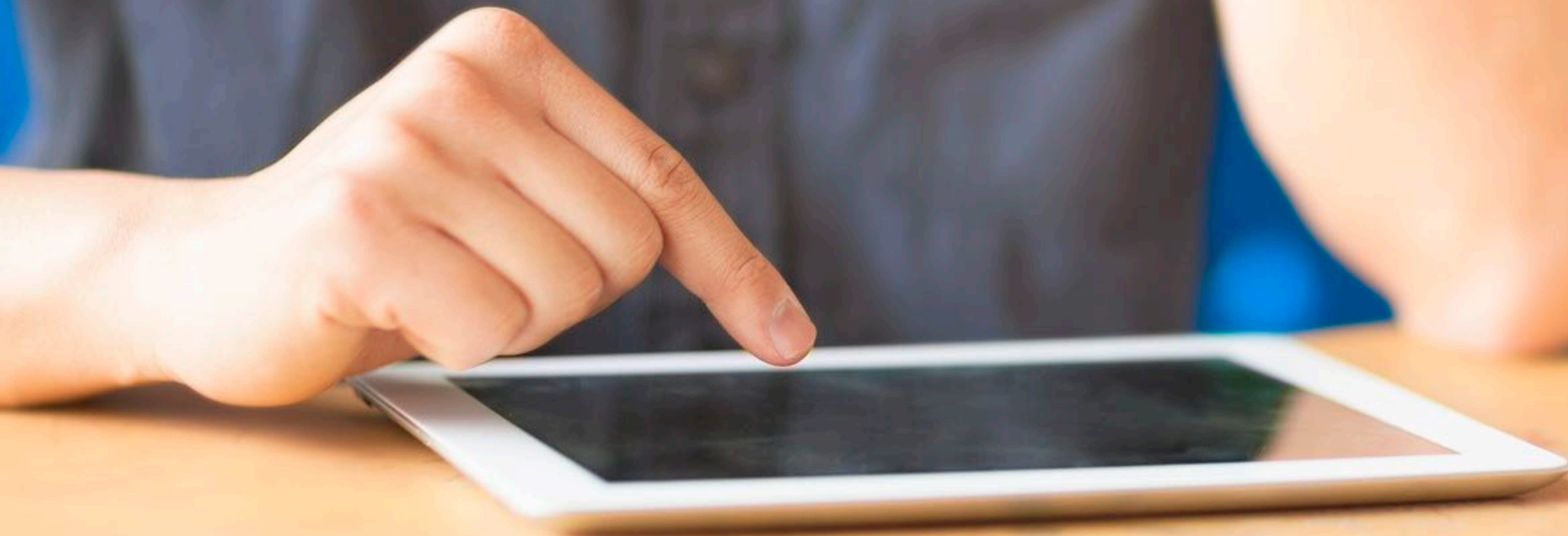
It has recently been discovered that this painting is by William Miller Frazer, having been previously listed as by an unknown artist. The painting was given the working title 'Autumn Landscape*' by Art UK when it was

Title **Autumn Landscape***
Artist(s) **William Miller Frazer (1864–1961)**
Collection **Maggie's London**

[More information](#)
[Open on Art UK](#)

Conclusion

What is the best museum digital media project?



#jasammusej

National Museum of Bosnia and Herzegovina





Smart digital storytelling, genuine connections

спасибо!

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@JasperVisser

