

BEYOND DIGITAL

Digitization in contemporary art museums is a complicated matter. The Musée d'art contemporain de Montréal (MAC) had recently been extending their efforts in digital content. This project aims to shape the future of digital content at the MAC with strategic goals as well as a new conceptual project.

FINDINGS: Digital with a goal

Many digital projects at the museum start with a grant rather than a strategic goal. Digital projects should be used to fit the larger direction of the museum.

Think DESIGN THINKING

Museology and Design are worlds apart. In order to innovate in digital content it is important to create the right preconditions for innovation.

Beyond Digital

- Make sure to connect digital initiatives to the physical world
- Analyze the reach of your digital projects.
- Limit your platforms: Link individual digital projects and avoid unnecessary complexity.

CONCEPTS:



A pavilion to create a physical presence for digital content. A place to shelter from the canadian elements while the museum is closed.



A Digital story connecting different content items around one central theme. Building bridges between digital databases.



A new Content System that involves visitors by allowing them to make their own connections.



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BEYOND DIIGITAL CONTENT:
A pavilion to house digital art
15-02-2018
IPD

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