

## REPORT OF THE SPRING MEETING AT SWEDISH FORUM FOR CULTURAL HERITAGE AT THE INTERACTIVE INSTITUTE 2008-03-12

### Knowledge Transfer

As part of the Swedish museums' annual spring meeting a seminar was arranged for the participants at Swedish Forum for Cultural Heritage/Interactive Institute. Under the theme "Knowledge Transfer", the visitors were invited to a series of presentations, lunch and to a show room with products and prototypes from the Interactive Institute and companies in the forefront of Sweden's digital cultural heritage sector. We also gave away our new publication – KNOWHOW Books – and instructional and inspirational book which guides you, step by step, through the design, development and realization of digital installations and applications for the museum sector. It is possible to order the book, free of charge, at [www.tii.se/knowhow](http://www.tii.se/knowhow).

### About Us

The Interactive Institute is an experimental IT research institute that challenges traditional perspectives and ways of thinking through the combination of art, design and new technology in research projects and strategic initiatives in cooperation with partners from academia and the business world. The main office is situated in Kista just outside of Stockholm. (Interactive Institute is owned by SICS (Swedish Institute of Computer Science) which in turn is a part of Swedish ICT Research [60% state owned and 40% by the industry]).

Swedish Forum for Cultural Heritage is a research studio within the Interactive Institute. Our main research interest is regarding how new technology and pedagogy is able to increase to communication with visitors at museums and cultural heritage sites. We have conducted research in the area since 1999 and have produced exhibitions, prototypes, education and conferences, both in Sweden and internationally.

As part of our programme at Forum for Cultural Heritage we support startups which develop digital products and services for museums and cultural heritage institutions. We also assist existing SMEs to find and reach out to new potential clients, and provide the means to meet and exchange experience and results.

One of the studio's goals is to establish a creative platform for SMEs where we can connect, and create a meaningful exchange between, cultural heritage institutions, the ICT industry, the creative industry and research.

### The Day's Programme

The day started at 10 a.m. with a welcome address and presentation of the day's programme by Halina Gottlieb, studio director at Swedish Forum for Cultural Heritage. Staffan Truvé, Interactive Institute's CEO, followed this up with a presentation about the institute's



projects and activities. This session was concluded with four company presentations.

The first company presentation was given by David Nilsson from *Evoking Spaces* and Geska Helena Andersson from the Interactive Institute studio *Performing Pictures*. They presented their *Lumolog Peep Box* project – a museum installation which animates old paintings and photographs.

*Evoking Spaces* hived off from the Interactive Institute and designs interactive experiences for visitors at museums, cultural heritage sites, experience centers and other visitor attractions.



One of many interesting research projects from the Interactive Institute is the museum installation *Electro Bacchanalia*, an interactive peep box which animates a 17<sup>th</sup> century painting. *Evoking Spaces* and *Performing*

*Pictures* presented how the successful prototype *Electro Bacchanalia* is now being further developed as a commercial product named *Lumolog Peep box*.

*Lumolog Peep Box* is an experience-based museum installation which animated paintings and photographs with the help of interactive video. We use a traditional peep box appearance and esthetic but use layers of video unlike the historical counterparts, which used still images or physical objects. *Lumolog Peep Box* gives museums a unique chance to offer their visitors an exciting and engaging experience based on their collection or theme. *Lumolog Peep Box* aims to offer visitors alternative doors to historical motifs and events, build bridges between *then* and *now*, and to stimulate the visitors' curiosity, imagination and creativity.

Our creative work process includes everything from stage and costume design to filming, post-production, box design, installation and service. In May, visitors at Stockholm City Museum are going to be able to experience *Slottet* ("the castle"), a new *Lumolog Peep Box* which conveys an exciting and novel experience of the museum's 17<sup>th</sup> century painting of the old castle *Tre Kronor*.

Read more about *Slottet* and *Evoking Spaces* at [www.evokingspaces.se](http://www.evokingspaces.se) or get in touch with

David Nilsson at [david@evokingspaces.se](mailto:david@evokingspaces.se).



The next company up was **Audio to Me** represented by Björn Garplind who gave a talk about their services and work. They offer professional and cost effective solutions for all things regarding spoken audio. Simplicity for the customer is a deciding factor of their concept and allows them to offer complete solutions for the whole project flow from written text to audio files on the consumers computer, mobile phone, iPod or mp3 player.

Development is being done on a continual basis in cooperation with Linköping University so as to further the goal of easy-to-use solutions. Among other, one area of interest is the

facilitation of use for functionally disabled groups of users. All user groups can reap the benefits of this. If we develop easy-to-use systems for the most demanding users, then in principle everyone can use the solutions.

Audio to Me's vision is to be a world-leading supplier of easy solutions for the distribution and consumption of audio information.

Read more about Audio to Me and their services at [www.audiotome.se](http://www.audiotome.se) or contact Björn Garplind at [BJGA@audiotome.se](mailto:BJGA@audiotome.se).



**Dataton** were established in 1973 and develop software and hardware for presentation technology. The head office is situated in Linköping

and the company's innovative products are sold all over the world. We invited Fredrik Svahnberg so that he could tell us more and demonstrate their products before the participants of the spring meeting.



Three 42" screens were set up to demonstrate how Dataton's WATCHOUT system can be used at museums. WATCHOUT is a presentation system used primarily when one wants to create large image surfaces with an unlimited amount

of seamless image projections with highest possible image quality. WATCHOUT is often used at large events, at product launches, at theatres, museums, churches and in TV studios. This prize awarded system is sold all over the world with installations from Korea to Karlskrona.

Dataton's PICKUP is a personal audio guide for museums and other public environments. The market's neatest audio guide weighs only 45 grams and contains an advanced mp3 player, FM-radio receiver and IR-transmitter. The visitor points and presses a single button to listen to the audio segment through headphones or the built-in speakers. The content is easily edited in the popular iTunes and is updated painlessly with USB or automatically in the charger.

Read more about Dataton and their products at [www.dataton.com](http://www.dataton.com) or contact Fredrik Svahnberg at [fredrik@dataton.se](mailto:fredrik@dataton.se)



Last out of the presenters was Rick Pedolsky from aMuze Interactive which asked us the

question of what happens when our visitors have left the museum?

The **aMuze Interactive Knowledge Card system** is their innovative solution which allows visitors to prolong and deepen their museum experiences. While exploring the exhibition, the visitors use their knowledge card to “tag” those subjects or objects which they are interested in. With that, a unique, personalized website is created for each visitor, a place which they can explore and develop further after they come home or to the classroom.

Each visitor is dynamically connected to more content, and adapted according to their choices of interest at the exhibition. Your exhibitions, collections, research and other knowledge resources will thereby become more accessible and more relevant for each individual.

aMuze Interactive Knowledge Card system was awarded a MUSE media and technology prize at the American Association of Museums conference 2007 in Chicago in the category “Extended Experiences” for our system installation at the exhibition project: KLIMAT at the National Museum of Natural History of Sweden.

Read more about aMuze Interactive and their solutions and products at [www.amuze-interactive.com](http://www.amuze-interactive.com) or contact Rick Pedolsky at [rick@amuze-interactive.com](mailto:rick@amuze-interactive.com) .

Med vänlig hälsning

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