



COVID-19

Virtual Reality and
Engagement with Heritage

Overview

- **COVID-19 Impact on Heritage**
- COVID-19 Response
- Museums at Home
- Museums without Walls
- Digitally Enhanced Museum



Impact on Heritage

- 90% of museums closed their doors during the crisis (~85,000)
- 10% report they may never reopen
- The financial impact is likely to be high (UK - HLF):
 - 91% of respondents said they've had to cancel events
 - 69% are being affected by loss of revenue
 - 82% of organisations reported high or moderate risk to their long-term viability.



CLOSED

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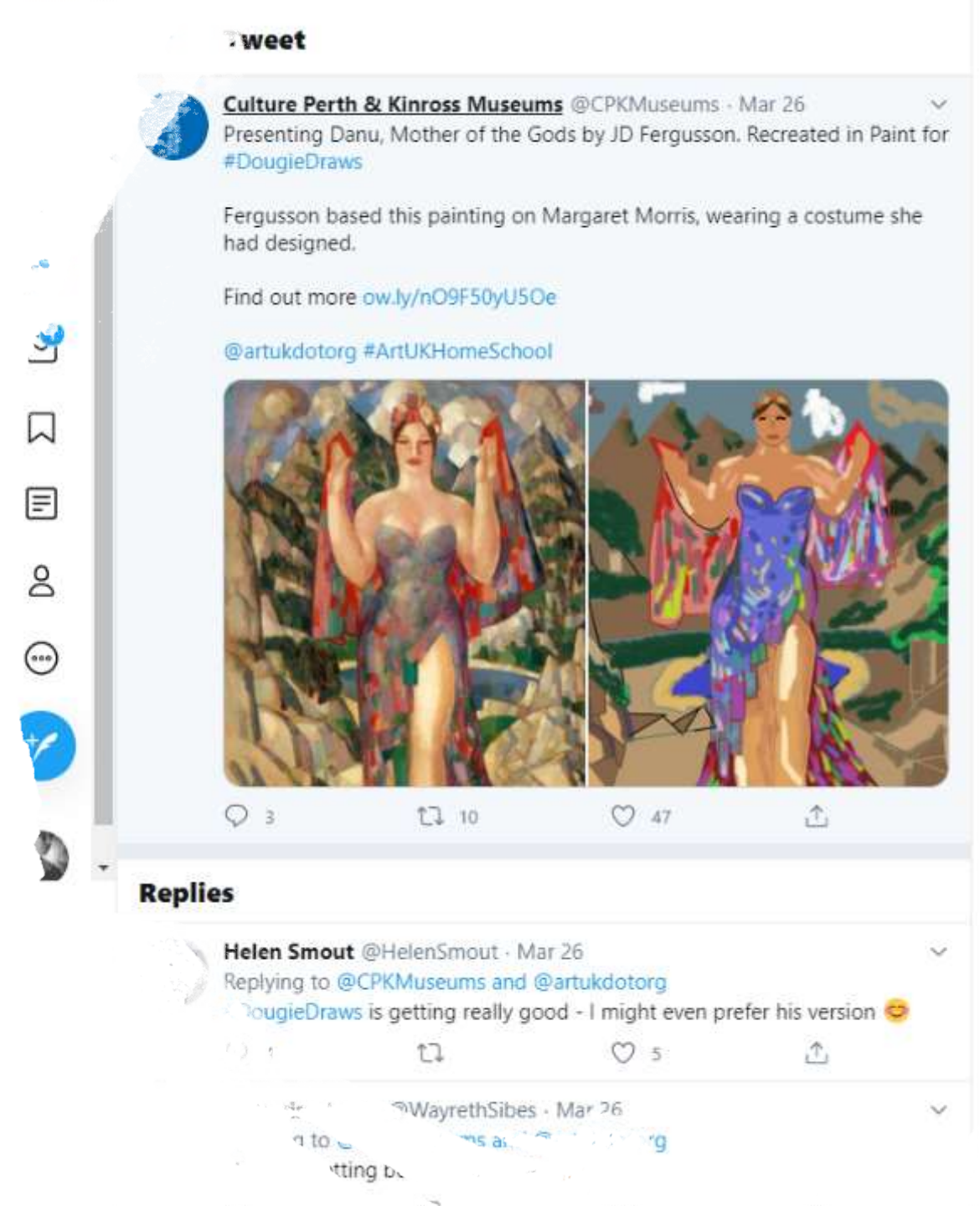


- Paradoxically, even with their doors shut, museums have never been more accessible. The offer of virtual tours, collections, videos and conferences is immense, and it is growing every day. It is as if the COVID-19 outbreak triggered innovation beyond digital solutions that overarch to supporting community resilience. Smaller museums without state-of-the-art technology are demonstrating outstanding resilience by finding other ways to reach their publics, sometimes with something as simple as a hashtag. Our field is being forced to change at an accelerated pace. We have the opportunity and the power to make the end of this story better than it can otherwise be.
- Suay Aksoy – Former President of ICOM
- <https://icom.museum/en/covid-19/>



Heritage Response

- The museum sector reacted very rapidly in developing its online presence
- Social Media platforms expanded online reach for museums rapid response)
 - Post content at higher frequencies
 - Gather community knowledge
 - Using different museum staff to engage with the public in a changed voice
 - Create hashtags for new audiences to create under
 - Discover new platforms to expand reach
- Museum websites source for formal information, resources, blogs (slower response)
- Proof of digital divide
 - 5% of museums in Africa and Small Island Developing States (SIDS) were able to provide online content

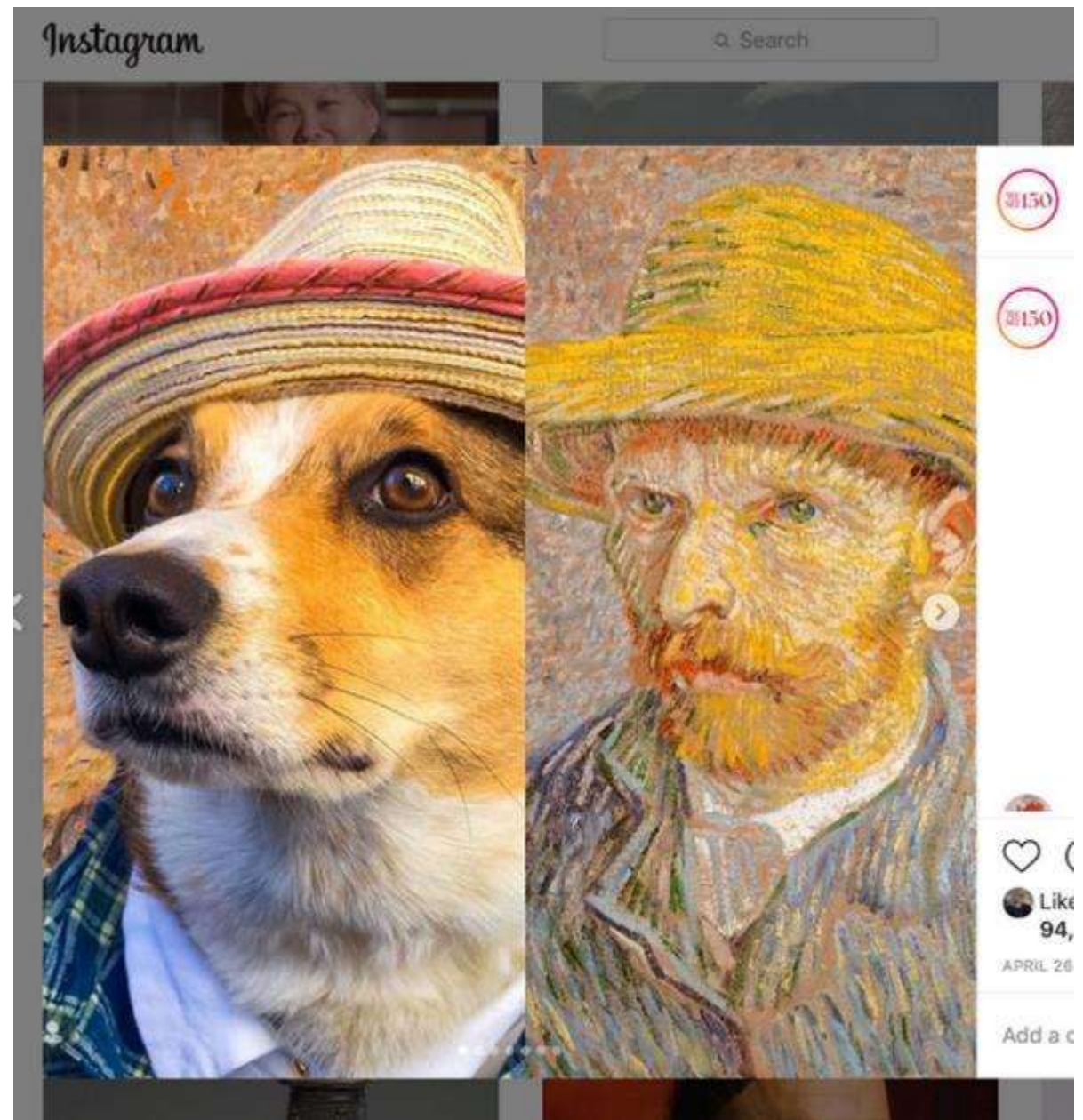


Digital Attitudes and Skills for Heritage Survey

- **Sector needs during lockdown**

- Marketing and communications – 27%
- Creating content – 26%
- Community – 18%
- Strategy – 11%
- Events and activities – 8%
- eLearning – 7%
- Working online – 2%
- Data – 1%





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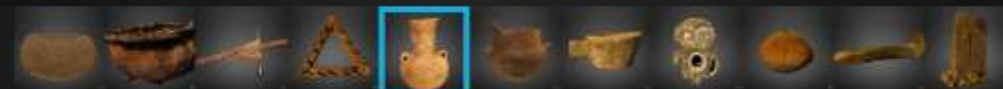


Museums at Home

- Museum content curated and delivered through the web
- Digital exhibits, digital reconstructions, mapping, digitised objects (3D & 2D)
- Delivered through Live events and tours, online exhibits, virtual museums



Jarro Valdivia / Metawe - Valdivian Jug
by EU-LAC-3D





Search



Alan

Home

Create



Heritage at Home: The Lords of the Isles



Open Virtual Worlds

✓ Following



was live.

about 3 weeks ago · 🌐

The Finlaggan Trust welcomes participation in a Virtual Tour of Finlaggan Seat of the Isles, which will take you back to Islay as it was when the Lords were at the height of their power. The tour will be given by David Caldwell President of Society of Antiquaries of Scotland, and archaeologist of the site for many seasons.

...
See more

6,030

People reached

1,113

Engagements

Boost Post



73

27 shares · 4.7K views



Like



Comment



Share



Comments

Up next

Real-time comments ▾



Susan McDuffie · 15:04 Question if it's not too late—is there any evidence for mining in the area of Finlaggan? I thought I had read somewhere about that once.

Like · Reply · 2w · Edited



Sabine Münch · 15:09 Hi from Ballygrant



Write a comment...



facebook.com/OpenVirtualWorlds #HeritageAtHome



Northern Periphery and Arctic Programme
2014-2020



EUROPEAN UNION
Investing in your future
European Regional Development Fund

Chat (245)



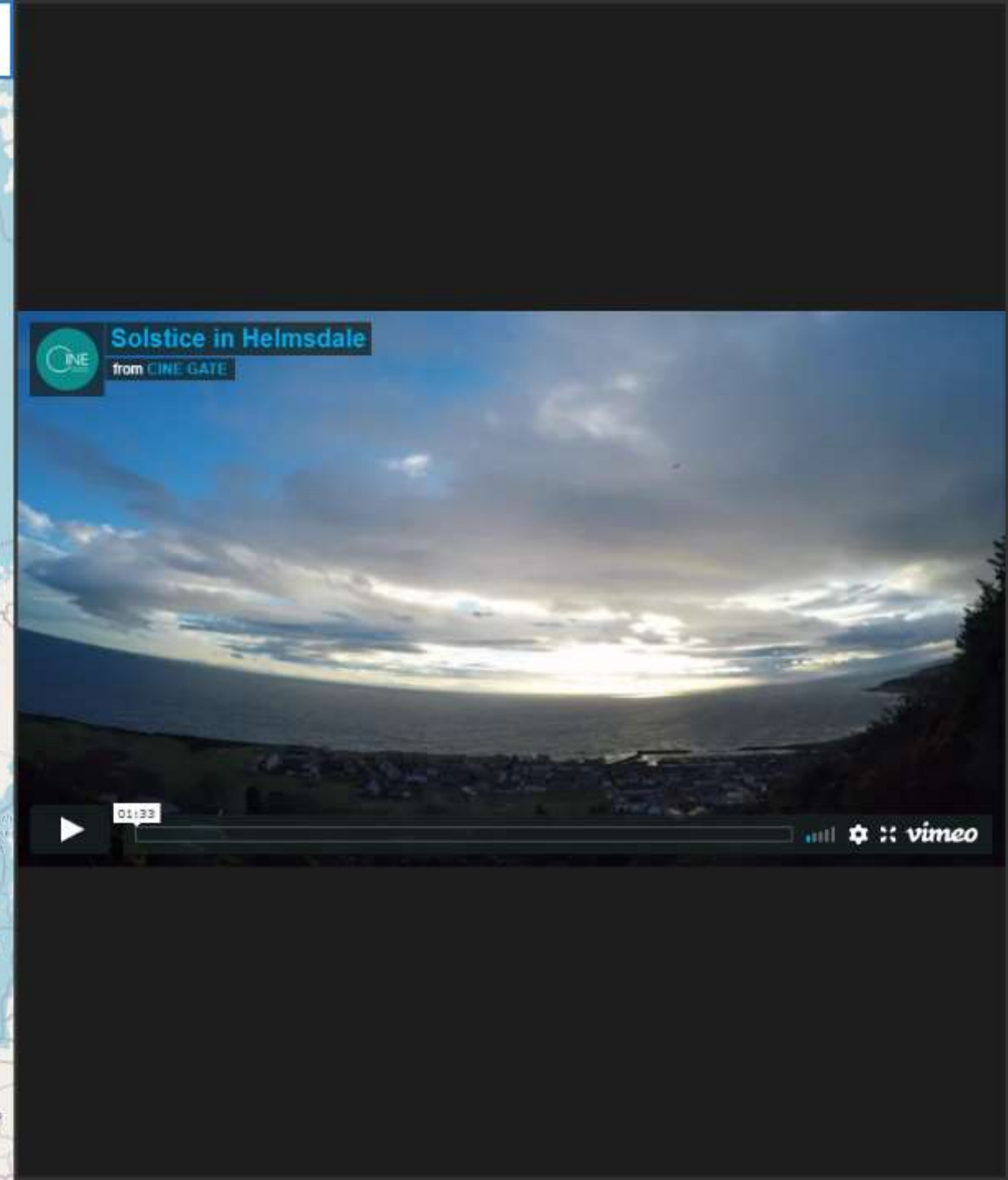
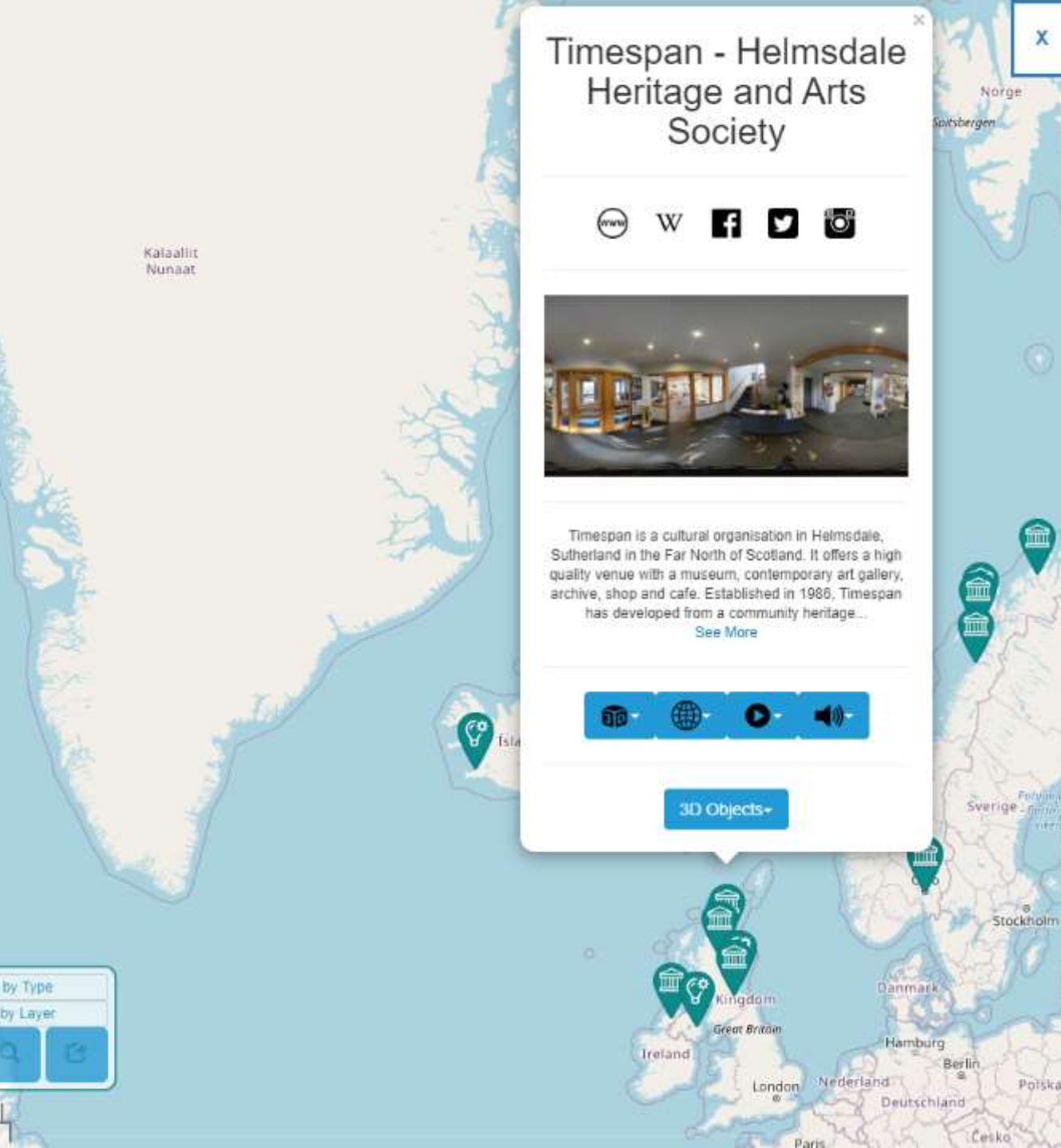
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Museums without Walls

- Museums curating their locality, not just the objects and stories within the museum
- Creating through online mapping, virtual tours, digital reconstructions

Katy Firth - in affiliation with Stromness Museum for Orkney Science Festival 2020. The tour is called 'Graemsay Ahead'





Holy Trinity 1559 - South Street
Church Square, St Andrews KY16 9NW, UK



Tour by Smart



South Street



Graveyard



Logies Lane



Church Square



Church Street



Corner of Church St a...

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Museums after lockdown

- Focus on audiences outside museum's walls does not end
- Social distancing measures within museum spaces
- Interactives within safety measures
 - Use own devices, "No Touch" interactives (touchscreen, VR)
- Continue to rely on community as contributors - knowledge base
 - History, heritage AND skills (digital youth)

American Alliance of Museums

Article Topics ▾ Advance Your Career ▾ Events ▾ About Museums ▾ Join and Give ▾ About AAM ▾

TECHNOLOGY
Leveraging Smartphone Technology to Protect Museum Visitors
Posted on Jul 8, 2020



When museums and other cultural venues reopen, smartphones will be crucial to helping guests safely and enhancing their experiences. Photo credit: Pexels on Pexels.

 Kim Spencer, Usien Technologies

Everyone is eager for a return to normal, which includes access to museums and other cultural venues. While countless people likely have been inspired and sustained by virtual museum tours these past few months, there is something very powerful about visiting galleries and venues and being in the presence of physical exhibits that many crave. Artist Malra Kalman says "a visit to a museum is a search for beauty, truth, and meaning in our lives," and she advises us to "go to museums as often as you can." What will museum visits be like as venues reopen in the context of the novel coronavirus and new public health safety guidelines? The answer might be found on your smartphone.

Anyone who has been to a museum, zoo, aquarium, or other cultural venue in the last decade probably noticed the same thing: almost every visitor had a smartphone. According to the [Pew Research Center](#), 93 percent of Millennials own a smartphone and other generations aren't far behind. 90 percent of Gen Xers and 68 percent of Baby Boomers own one.

This is good news for museums as they reopen and look for ways to keep visitors safe and engaged during the pandemic. Smartphones will enable visitors to maintain physical distance from others, avoid shared touchpoints, and increase accessibility.

Upcoming Events



THURSDAY, JULY 16, 2020
Lunch & Learn: Using a Standardized Tool to Understand the Visitor Experience
Presented by:
California Association of Museums



TUESDAY, JULY 21, 2020
AIA and Arc: A Conversation about Sustainable Museum Design and Operations
Presented by:
Environment and Climate Network

WEDNESDAY, JULY 22, 2020
AAM-WFM 2020 Joint Conference
Presented by:

Digitally Enhanced Museum



- Use of own smartphone in museum for additional content
- Using small local computer and wifi to connect
 - Can deliver content irrespective of connection
 - £100-£200 micro computer
- No downloadable app, no hardware given to visitors
- Now perfect tool for safety measures because it is owner's device
 - Video streaming, 3D models, VMI, webinars could run from it
 - Using communities' skills and hardware

