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Export date: Thu Nov 26 4:35:23 2026 / +0000 GMT

Digital strategies for small and medium-sized European museums: the call by DOORS



DOORS, **the Digital Incubator for Museums**, is a project co-funded by the **EU Horizon 2020** research and innovation program, aims to create an European incubator to support small and medium-sized museums. It is coordinated by ARS ELECTRONICA.

The **digital transformation of museums has become necessary, urgent** and **DOORS** wants to **support museums in developing strategies to integrate technology and to enrich the online and on-site cultural offer.**

In a first phase of its work, DOORS will carry out an in-depth analysis of the state of the art and define the general terms in which digital strategies can be embedded into existing contexts. It will call museums to submit pilot proposals to take part in a two-stage incubation program: first the museums will be involved by teaching and strengthening digital engagement, then, 20 will continue in the second stage of the incubation programme and they will work on the implementation of their digital pilots which will develop digital transformation experiments in **4 concrete innovation areas**:

- Innovating audience analysis and engagement
- New content distribution and revenue models
- Strategies for integrating infrastructures
- Experimental ICT programs

As part of the first step, **DOORS recently launched a call to invite small and medium-size museums across Europe to submit proposals** for digital pilots that can benefit their institutions and help them initiate a long-term digital transformation.
Through this call **the project will select 40 museums to take part in the first stage of the incubation programme focused on shared learning** and the **20 museums to continue in the second stage of the incubation programme with the practical implementation of their digital pilots.**

The **deadline for submitting applications is February 13 2022**.

More information on the call is available at Open Call ? DOORS
To know more about the DOORS project, this is the link.