

## E-Space is developing a new pilot: the Pop-Up Museum

Europeana Space project accomplished its task of creating 6 thematic pilots to showcase creative reuse of digital cultural heritage in various areas (TV, Dance, Photography, Games, Museums and Open & Hybrid Publishing).

Now we want to do more and remix the Pilots' ideas and outcomes in an innovative product, using multiscreen technology, which can be used to create interactive and integrated virtual exhibitions: the **Pop-Up Museum**.

As explained by partner Noterik, that is leading the development of this concept together with NTUA and other project partners: "The product will make it easy to build an interactive exhibition, that can be placed anywhere, designed to offer engaging digital cultural experiences to visitors at museums and art galleries, but also at locations such as waiting rooms, entrance halls, offices and classrooms. A Pop Up Museum transforms a small portion of space into an island dedicated to art and culture, where visitors or passers-by may dwell a while, using their mobile phones or tablets to bring the screen or screens to life. The application is very low-cost, uses web-standards and requires hardware (a smart screen) that is often already at hand or can be easily adapted."



Partners at work. Photo courtesy of Noterik.

Work is progressing with partners and across the summer two workshops were held to finetune ideas and technology development.

"These different types of exhibitions will be demonstrated at the Europeana Space November conference in Berlin, with at least two installations scheduled to be available to the general public, in Hilversum at Sound and Vision and at a museum in Antwerp. Noterik is all set to spend the rest of the summer and beginning of the fall to make these real-life exhibitions a success, and digital cultural exhibitions pop-up in waiting rooms a reality. This technology is not limited to art and cultural heritage alone, but can be applied to a wide range of commercial scenarios as well, including DOOH (Digital Out of Home Advertising) and small or large scale events, using billboards and other public screens"

Read the whole article on Noterik's website: <http://www.noterik.nl/pop-up-museum/>

### Learn more on Pop-Up Museum:

<http://www.europeana-space.eu/pop-up-museum>

<https://www.mupop.net/>