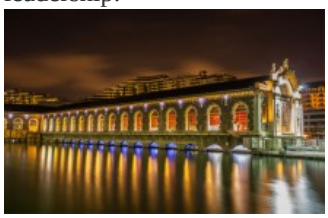
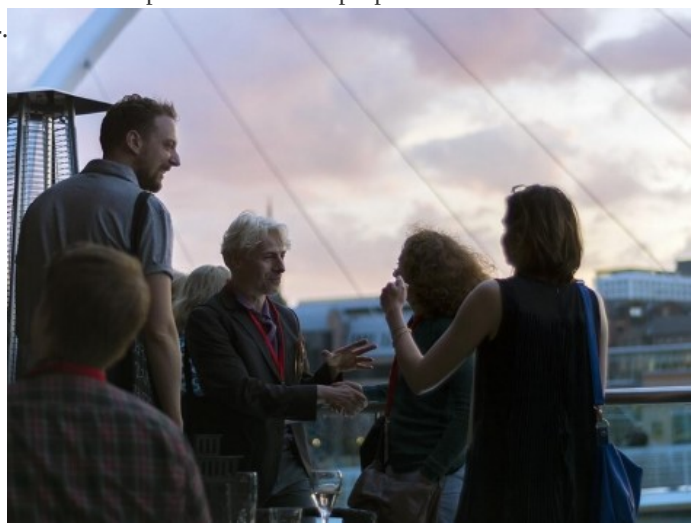
MuseumNext 2015



The **2015 edition** of MuseumNext will take place at the Le Bâtiment des Forces Motrices (Geneva), a former factory in the heart of the city which has been converted into an impressive cultural space. Mobile technology and audience engagement were chosen as key themes this year. MuseumNext Geneva 2015 will serve as a platform to discuss what's next for all aspects of the museum, including technology, architecture, exhibitions, skills, collections, conservation, purpose and leadership.



International experts can **participate** to the event in different ways: proposing presentations, workshops or panel discussions on the subject of ?**What's next for museums?**' Organisers are seeking excellent examples of today which shine a light on the museum of tomorrow. As explained by Jim Richardson, MuseumNext founder, all presentations should deliver thought provoking insight, showcase innovative ideas, reveal ?how to' or even share stories of what not to do. Check the **call for papers** details at http://www.museumnext.com/museum-conference-call-papers/. Please note that all presentations and proposals should be made in **English**. The deadline for submitting a proposal is **31st October 2014**.



MuseumNext is a reference point to discuss how **new media** can be used to reach **audiences**. If you're interested in ?Digital engagement in culture, heritage and the arts?, don't miss the latest publication by Jasper Visser and Jim Richardson, free to

download at the following link: http://www.digitalengagementframework.com/

Digital Engagement in Culture Heritage and the Arts from MuseumNext]
The book offers a **Digital Engagement Framework**, with practical guidelines on how cultural organisations should approach digital media, enriched with case studies from museums and galleries around the world. The Digital Engagement Framework is a tool to develop digital and online engagement strategies for organisations and projects. It's a structured set of questions that provide the building blocks for a successful engagement strategy.
For a global overview, you can check more details about the results of the past MuseumNext editions (2009-2014) at the website (2014 edition) as well as read about the event evolvement and digital content experiences in museums at the following interview to Jim Richardson, MuseumNext founder.
Updates and latest news about the 2015 event at Facebook, Twitter and Linkedin.
Early booking already available at: http://www.eventbrite.co.uk/e/museumnext-geneva-tickets-12542530045