Project 03

Objects and Narratives
#FutureMuseum

Design Lab ARTD6116
Launch: wk11 w/c 23/04/24

“Real museums are places where time is transformed into space”

– Orhan Pamuk, 2009

The brief
Utilising your selected collection of objects from the Science Museum, explore imaginative ways to bring the objects to life and tell their stories tailored for a specific audience. Through innovative communication methods, you need to engage a specific audience into an immersive experience, bringing the significance of these artifacts to life in a memorable and impactful way.

Part 1. Preparatory research (easter)
Choose a group of objects from the content links. Explore the objects in lots of detail: What was the function? What materials? What narratives do they tell?

Part 2. Create a product or experience (23rd April to HAND-IN) Choose a problem statement to frame your projects and create a speculative product or experience that tells a story of your chosen object. This must be finished to the highest quality.

Mind Map

Target object (cultural relic)

1Crick and Watson's DNA model (1953)
2James Watt's rotary steam engine (1788)
3Caroline Herschel's telescope (c. 1795)
https://collection.sciencemuseumgroup.org.uk/

How might audiences be encouraged to share collections?

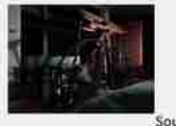
Encourage sharing

- Interactive hashtags and sharing walls
  - Digital hashtags | Live sharing wall
- Social media interaction
  - Hashtag interactive | Reward mechanism
- Virtual booklets
- Apps

How might the experience of the collection be more playful and delightful?

Experience fun and enjoyable

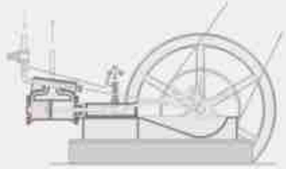
- AR experiences
  - 3D models | Dynamic presentation
- Multi-sensory experience
  - Sound | Touch | Smell
- Interactive games and challenges
  - Repair challenge | Point rewards



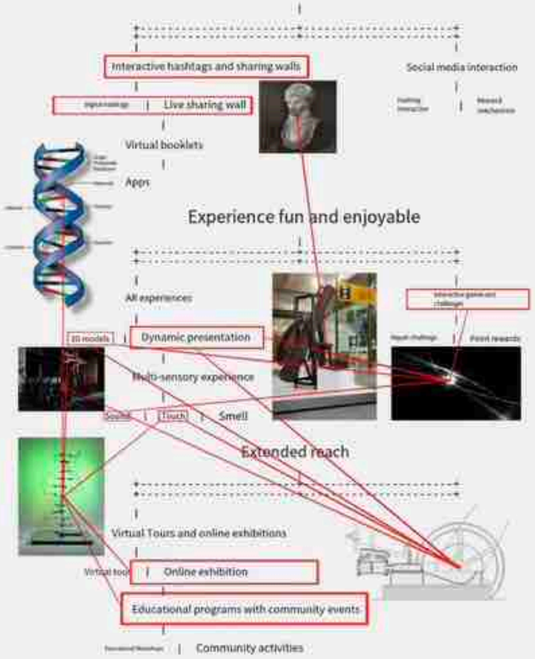
How might museums increase the reach of their vast collections?

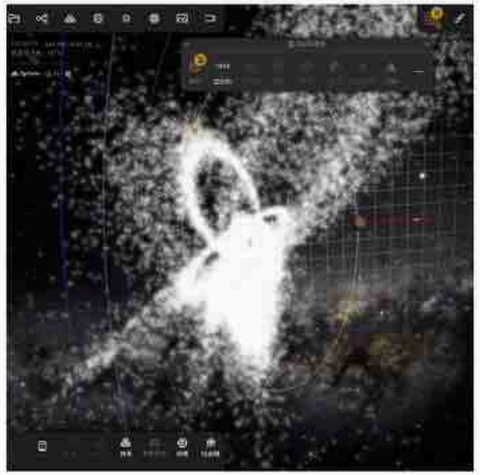
Extended reach

- Virtual Tours and online exhibitions
  - Virtual tour | Online exhibition
- Educational programs with community events
  - Educational Workshops | Community activities



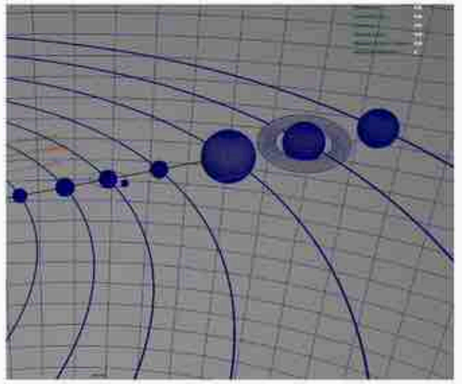
Encourage sharing
(Relevance)





Create a 3d model of a restored comet group

A group of comets discovered by Caroline Herschel

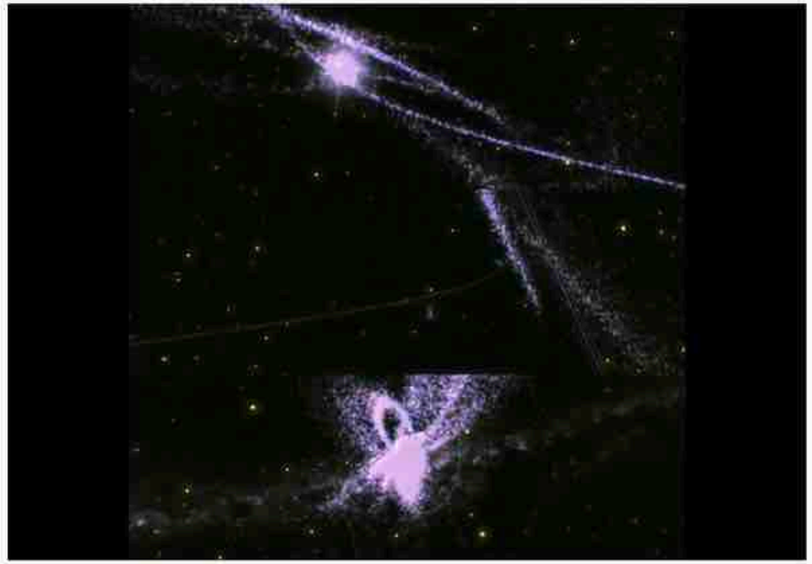


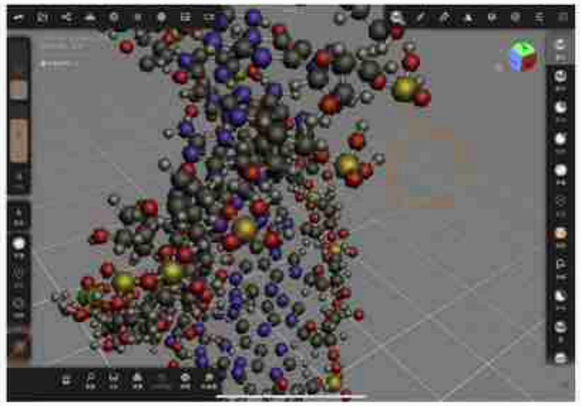
- Caroline Herschel was a renowned 18th-century female astronomer who discovered multiple comets using her telescope. To give visitors a more immersive understanding of her remarkable achievements, we have recreated the comet clusters she observed and projected them onto the glass enclosure displaying her telescope. This interactive exhibit not only enhances the exhibition's appeal but also increases its educational value. Through this approach, visitors can experience Caroline Herschel's astronomical explorations and discoveries, inspiring their love and curiosity for science and the cosmos.

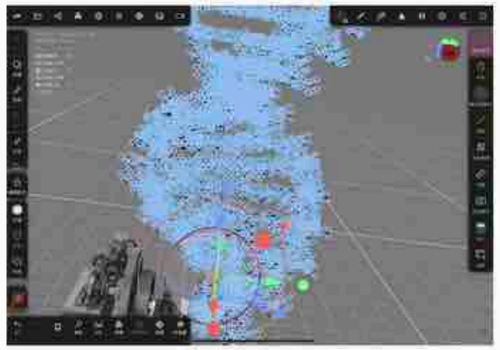
She used the telescope

- Comet swarm and space sound, simulating Caroline Herschel‘s difficulty in discovering new comets.
- 2. Exhibition effect (projection).

Scan me!







Personal virtual collection room

- Using 3d modeling, create a prototype design of a Watt steam engine with dna. It can be included in the personal virtual collection space, enabling users to read the background of cultural relics and visit cultural relics.

- By scanning the QR code next to the cultural relics, you collect the cultural relics in your personal virtual collection space, the cultural relics or author photos will be posted on the wall, you can read historical and cultural information by clicking, or enjoy the cultural relics in vr.

Scan or click the link to browse your personal virtual favorites space

SCAN ME

- https://www.artsteps.com/view/664639d0eb6a0bc2c6839a63