When Museums Engage in Web3

Dr Frances Liddell
6th September 23

Web3

Defining Web 3

As a set of tools

Blockchains
Cryptocurrencies
NFTs
Smart contracts
DAOs
Metaverses

As a principle

Right for privacy, autonomy, and a need to re-decentralise the internet

Enables users to **participate** in **decentralised exchange.**

Museum Participation

The 'Participatory Turn' in Museums

From 'above' – a shift in cultural policy, a need to support local communities, regeneration, and generate own income

From 'below' – greater competition for more experience orientated visits

From 'within' – a desire to be part of local communities, to share knowledge, 'new museology', 'post-critical museology'.

Black (2006) *The Engaging Museum,* London, Routledge
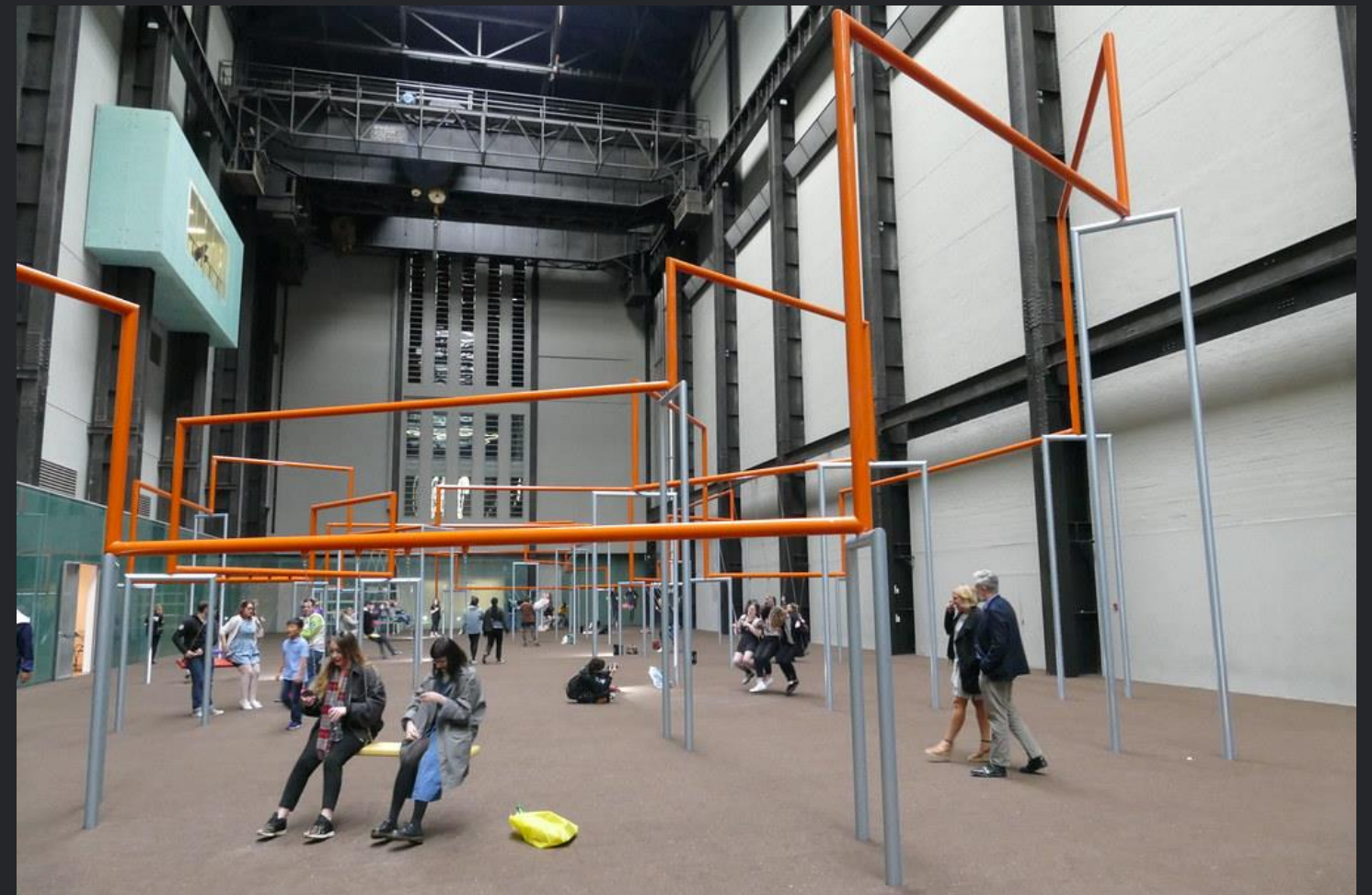
One, Two, Three, Swing! Superflex, Tate Modern, Turbine Hall series, Credit @ Loz Pycock

Definitions

Access: giving presence/access to resources

Interacting: building social exchange, 'acting upon each other'

Participating: process of co-deciding

Carpentier, 2011 *Media and Participation: A site of ideological-democratic struggle* Intellect

Participation is a process of **decentring control** through shared decision making and social exchange.

Museum participation is a process of **decentring institutional authority** through shared decision making and social exchange.

Museums & Web3

What's on   Visit

Digital Franc Carolinum
▢VIRTUAL SHOWROOM ON VOXELS

A space that is open around the clock & accessible at any time

Ian Cheng: *Life After BOB*

The Shed / Luma Foundation / LAS Art Foundation

sh Museum enters world of NFTs
digital Hokusai postcards

Crypto Connection: the new
National Museums Liverpool

Partnership with new platform LaCollection aims to inspire next generation of art collectors

& CRYPTO   OF ART AND
CULTURE IN WEB3

JING CULTURE
& CRYPTO   THE BUSINESS
OF ART AND
CULTURE IN WEB3

CULTURAL ORGANIZATIONS   INDUSTRY PROFILES

LACMA's Art + Technology La
The NFT Conversation

LU / AUGUST 9, 2021

ZHIYUAN SUN

Royal Museum of Fine Arts Antwerp
okenizes million-euro classic masterpiece

keny claims the tokens are complaint with both the Ethereum and Polygon blockchains.

Art market   Museums & heritage   Exhibitions   Books   Podcasts   Columns   Vermeer   Adven

The Whitworth gallery in Manchester mints a William Blake NFT in aid of community causes

ORGANIZATIONS   INDUSTRY PROFILES

hat's Inside Seattle's First N
useum

/ DECEMBER 29, 2021

JING CULTURE
& CRYPTO   THE BUSINESS
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CULTURE IN WEB3

Analysis

CULTURAL ORGANIZATIONS   INDUSTRY PROFILES

From The 17th Century To Web3: H
MetaRembrandt Is Onboarding The
Dutch Master

ERI KOSTINA / AUGUST 31, 2022

New NFT Collection to Su
Pollock-Krasner House

MAY 09, 2

ART NEWSPAPER

bitions   Books   Podcasts   Columns   Vermeer   Adventures wi

'We have no doubt NFTs are art': after selling tokenised Leonardo, Hermitage plans exhibition of born-digital works

art rights
protect your art   ART RIGHTS

Klimt's Kiss transformed in

Art World   Crypto Art   14 February 2022

YOR
RE EA
lockchain
FT
Crypto Art

8.10.2022-
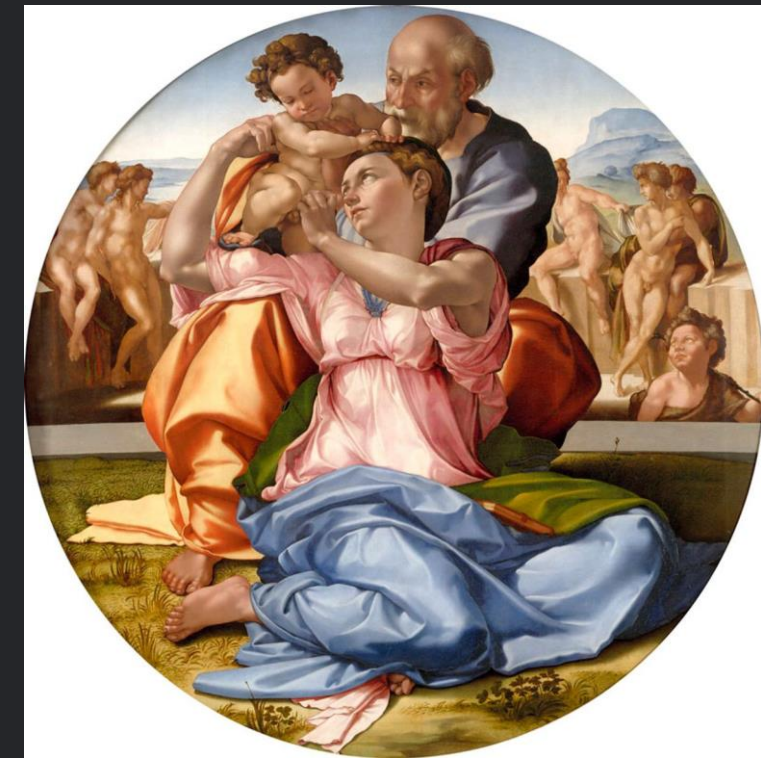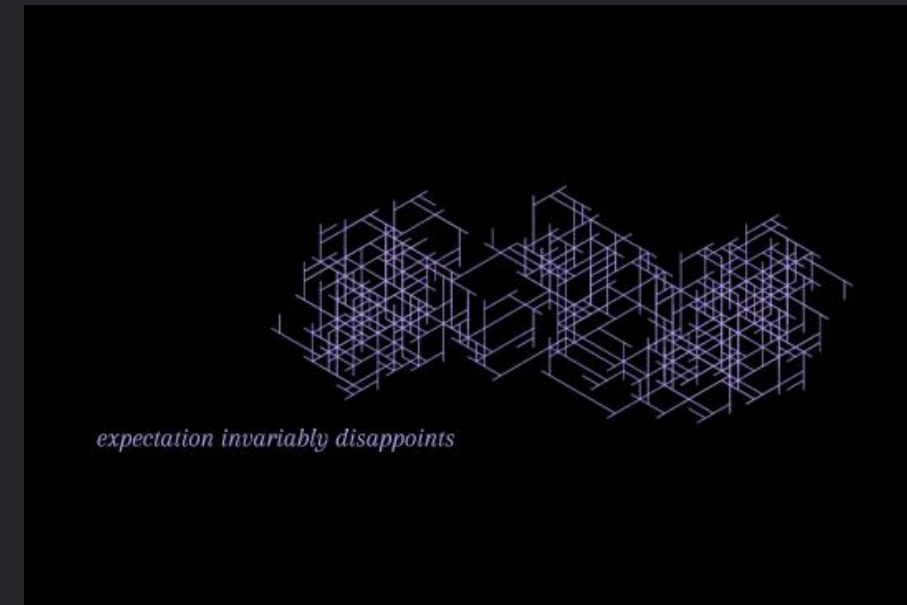15.1.2023

Museums and Web3

- Fundraising & Membership

- Collecting & Conservation

- Exhibitions & Interpretation

- Education & Reflection

Uffizi & Cinello, May 2021, Sale of Michelangelo's *Doni Tondo* for 240,000 euros

expectation invariably disappoints

Harm van den Dorpel, (2015) *Event Listeners,* MAK

Digital Francisco Carolinum, Cryptovoxel

Kunsthalle Zürich

DO YOUR OWN RESEARCH

DYOR
Blockchain
NFT   8.10.2022–
CrYPto Art   15.1.2023   Scroll

Kunsthalle, *DYOR* (2022/23)

To what extent can web3 support participation and engagement?

The Paris Opera introduces its first NFT collection!
OBVIOUS

DISCOVER THE COLLECTION

Access Token

NFT collections as membership tokens, giving access to the museum through exclusive benefits

Opéra National de Paris

Three generative works. Coryphée, Sujet, and Étoile, each provide specific benefits to the collector

☑ 📜 | *Règlement*

Browse Channels **NEW**

🎙 *Conférence*

------ | IMPORTANT | ------

☑ 📜 | *Règlement*

📢 | *Annonces*

🔗 | *Liens*

------ | COMMUNAUTÉ | ------

💬 | *Général*

📷 | *Opéra-et-moi*

💡 | *Infos*

👋 | *Bienvenue*

------ | LANGUE | ------

FR | *French*

Opéra de Paris : Ballet Algorithmique 🩰

This is the beginning of this server.

28 February 2023

Piosh 28/02/2023 15:22

Bonjour et bienvenue sur le serveur Discord de l'Opéra de Paris : Ballet Algorithmique 🩰.
Afin de garantir une expérience agréable pour tous les utilisateurs, nous avons établi les règles suivantes :

🚫 Interdictions :

[1] Tout langage offensant, abusif, discriminatoire, sexiste, homophobe ou harcelant est strictement interdit.
[2] La diffusion de contenus illégaux ou piratés est interdite.
[3] Les spams, les publicités et les messages répétitifs ne sont pas autorisés.
[4] La publication de liens vers des sites douteux ou dangereux est interdite.
[5] Les insultes, les menaces et les provocations sont interdites.
[6] Les discussions politiques ou religieuses sont interdites.

Nous vous remercions de respecter ces règles afin de garantir une expérience agréable pour tous les utilisateurs du serveur Discord de l'Opéra de Paris : Ballet Algorithmique 🩰.

Search

Dr Frances Liddell 6th September 23

11 JUN 2022

—— 03 SEP 2023

UFO – Unidentified Fluid Other

Interactive Token

The token as part of the visitor experience, supporting this process.

NxT Museum, *UFO: Unidentified Fluid Other*

PAOPs (proof of attendance token) scattered across the physical exhibition space, collectable through email

Digital

THE GAME

Gabriel Massan & Collaborators: Third World: The Bottom Dimension

Online
Available from 23 June 2023
FREE

Interactive Token

The token as part of the visitor experience, supporting this process.

Third World: The Bottom Dimension

NFTs embedded into game-play to collect as mementos.

Crypto Connections: Exploring the Personal

This online collection is the outcome of a project which explored our relationship to our personal possessions and museum artefacts.

Participants each chose both a personal possession and a museum object or artwork from National

Collaborative Token

The participant invests in the process of making the token

National Museums Liverpool, *Crypto-Connections*

NFTs representing the personal experience of the visit and taking part in the project

Play Record Mind, DYOR, Kunsthalle, Zurich, courtesy Matt Maurer and Stefano Pibiri

Collaborative Token

The participant invests in the process of making the token

Play Record Mint

Interactive in *DYOR* where visitors could experiment and create their own unique artwork and mint as an NFT

The Impact?

Access Token

NFT collections as membership tokens, giving access to the museum through exclusive benefits

Interactive Token

The token as part of the visitor experience, supporting this process.

Collaborative Token

The participant invests in the process of making the token

Inclusive?

Sustainable?

Ethical?

Decentralised?

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