

SCHWEIZERISCHES NATIONALMUSEUM. MUSÉE NATIONAL SUISSE. MUSEO NAZIONALE SVIZZERO. MUSEUM NAZIUNAL SVIZZER.

## **Museums in the era of Web3**

**Exploring new ways of collaboration and interaction with audiences**

Summary Worldcafé (September 6th 2023 at the Landesmuseum Zürich)

# Background

- The Swiss National Museum organized on September 6th 2023 a thematic day on the topic of "**Museums in the era of Web3: Exploring new ways of collaboration and interaction with audiences**". This event took place at the Landesmuseum in Zurich and gathered museum professionals, researchers, technology experts and enthusiasts.  
Link: <https://www.landesmuseum.ch/de/veranstaltung/museums-in-the-era-of-web3-26377>
- Following a series of keynotes and use-case presentations, a World Café was organized with all the participants to discuss a possible "**Museum Web 3.0 Partnership**".
- This document summarizes the outcomes of this World Café, in which three main points were discussed:  
1) **How do we work together?**; 2) **What are possible common Use-Cases?**; 3) **How can the partnership be funded?**

The organization of the World Café and the redaction of this document were done in partnership with the Agency Beaufort (<https://beaufort.ch/>).



# **Idea: Museum Web3 Partnership**

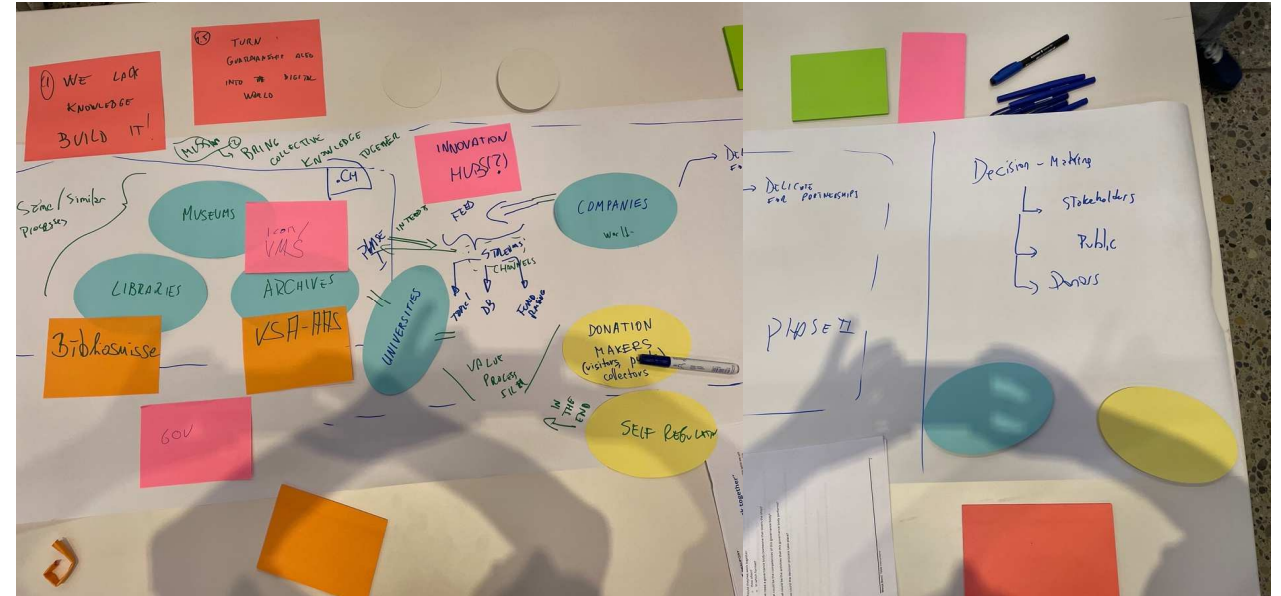
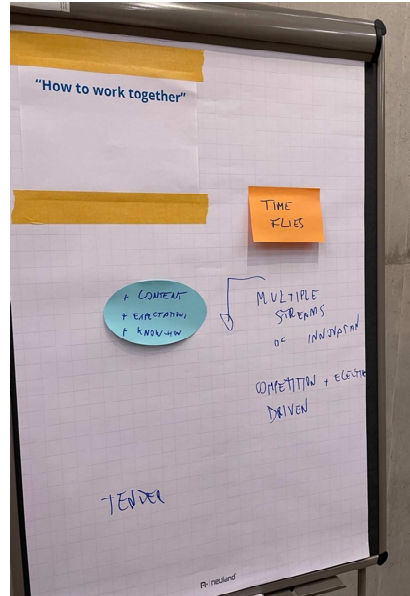
- Web3 presents significant opportunities for museums. But at the same time, Web3 is new to most museums. Capabilities and funding are scarce or hardly available for most museums.
- The idea of the museum partnership would be to join forces and work together. This partnership would allow museums to leverage common concepts, share investments, or propose coordinated offerings. The result should be greater than the sum of its parts and greater than the individual investment.

# How to work together: flipcharts

Group 1



Group 2



# How to work together 1/2

## General considerations:

- We must not repeat common mistakes (be slow, think linearly, do only one thing at the time, seek perfection instead of learning and gaining experience)
- Time is of essence
- Steering of partnership needs to build on diversity and knowledge. Make sure to have the right skills in the governance body

## Phase 1

- Museums in Switzerland
- Include other institutions with similar challenges (libraries, archives, universities)
- Gain and share knowledge

## Phase 2

- Support the building of knowledge
- Build one or several innovation hubs with companies and/or universities
- Build competition in order to create innovation spirit

# How to work together 2/2

## Questions

- Switzerland / worldwide? With link to link to ICON / VMS?
- Who represents the museums? The entire museums or who within a museum?
- What is the governing body? An association?

## Values

- Start small be open to growing
- Full transparency
- Represent diversity of museums

## Other

- Governance in concentric circles (agile organisations)
- Neutral driver for decision making needed
- Involve stakeholders / communities outside the museums
- Stay away from legacy organisation in the initial phases

# Use Cases: flipcharts

Group 1

"Use Cases"

Develop an agenda / back-log

define a "power structure" "blue print" for MUSEUMS.

joint assign-ment in Web 3

how to involve the invisible? to inclusivity to deep learning?

interparability and/or exchange of objects to create new exhibits + experiences

How to train museums to initiate a broad discussion

leverage fee committees (visitors) of all museums to increase REACH

a solution to relate + share personal experiences (as tokens) with others

leverage other networks into the museum world (is this possible how can it be done)

how to get access to the "non-visitors"

1 for all (museums + users)

Group 2

"Use Cases"

Physical place vs. digital presence

multiple visitors going to the same place at the same time

Do we need more? Do we need less? Do we need both?

Define a shared space a role what is a museum in the future? What is a museum's role in the future?

calling people into a museum - how to attract visitors - for groups and individuals - for the museum itself - for the city - for the region - for the country

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# Use Cases 1/2

## Approach

- Create a backlog and establish a prioritization process
- Include items in the backlog that represent a joint assignment and that support all museums
- Think of current AND of future (new) visitors / communities
- Develop solutions or platforms that allow to leverage the visitors of all museums (increase reach)
- Leverage the individual museum networks for the cause of the museum partnership
- Involve the invisible (elderly, children etc.) > inclusion



# Use Cases 2/2

## Ideas for concepts / applications:

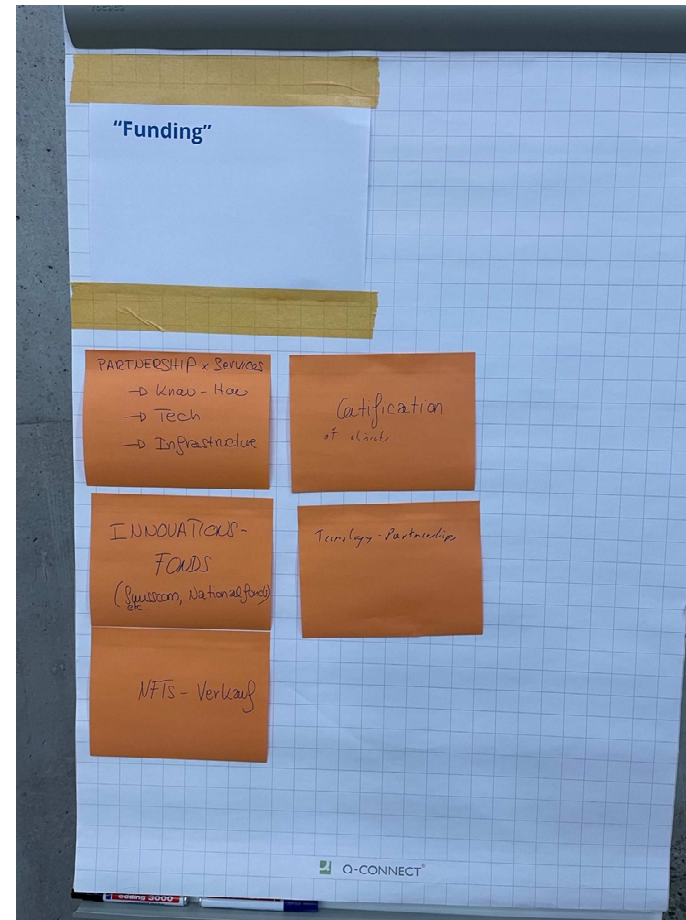
- Develop a blue-print of a future museum
- Develop a solution to relive and share personal experiences with others
- Develop a solution that allows interoperability and exchange of objects between museums
- Understand metaverse beyond the digital twin and define the role of the museum in the digital space
- Develop testing environments for museums to test new elements before they go physical

# Funding: flipcharts

Group 1



Group 2



# Funding 1/1

## From traditional channels

- Each museum pays equal amount / amount according to personal financial situation – sell access token to get access for expertise
- Audience could sponsor and/or pay for online experiences
- “Kulturbotschaft”

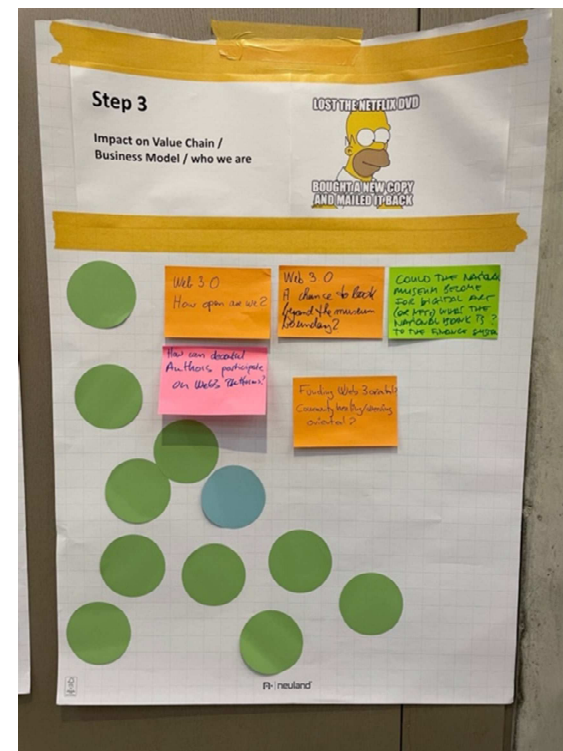
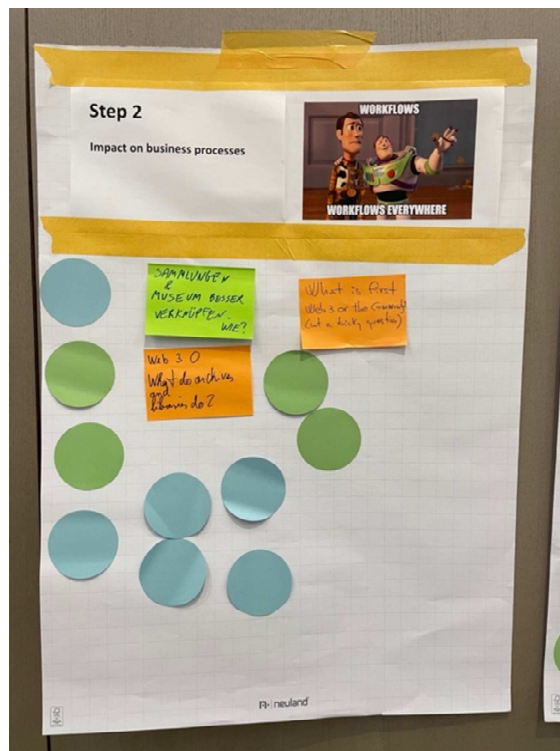
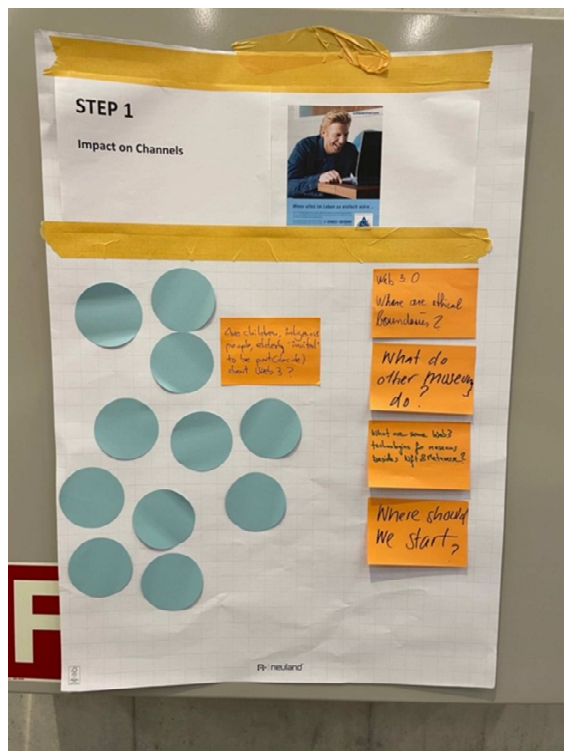
## New ideas / channels

- Innovation funds (e.g. Innosuisse)
- Run a cooperation with a research institute
- Seek for public / private partnership
- Monetization of digital objects (NFTs)
- Audience could take object-partnership role
- Museum Loving Tech Bro (individual sponsor)
- Monetize access to collection
- Partnerships (Tech, Know-how Infrastructure)
- Certification of objects

## General Comments

- Focus on long term strategy
- Focus on process instead of on hardware
- Allow a 3-year timeframe

# Questions from participants



Web3 is expected to influence mainly channel related offerings in the coming 3 years, while business processes and business models will be significantly influenced later.