

14 IMPULSES ABOUT EXPERIENCE TECHNOLOGY IN MUSEUMS

CURATED BY ROBERT EYSOLDT, ZEROOVERHEAD CONSULTING, BERLIN

	10:30	11:30
INTRODUCTION		
Would You like to Be Immersed? Short introduction and overview of the 14 exciting impulses. Robert Eysoldt, Creative Consultant, ZEROOVERHEAD CONSULTING	10:30	
Where Is the Imagination in a Total Immersion? A brief insight into the immersive techniques of the past and present, as well as an outlook on the future of the imaginary. Thomas Bremer, Professor of Game Design, DE:HIVE Institut, HTW Berlin-University of Applied Sciences	10:45	
How to Use Digital Tools to Enhance Visitor Experience in Museums? About the search for new ways to enter into an long-lasting exchange with museums from which all other museums can participate - the example museum4punkt0. Monika Hagedorn-Saupe, Joint Project Lead and Coordinator, museum4punkt0, Stiftung Preussischer Kulturbesitz	11:07	
VR EXPERIENCE	11:30	12:30
How Do You Live in a Story? History and Strategy of telling stories in immersive media. Philipp Wenning, VR-Director, Co-Founder, INVR.SPACE	11:32	
What Happens When You Shrink Visitors to the Size of a Woodlouse? How to use VR as a tool to unknown experience perspectives. Lutz Westermann, Managing Partner, hapto GmbH	11:54	
How to Create Vast Virtual Worlds for a Museologic Dialogue? Utilizing VR and AR for exhibitions. Patrik de Jong, Creative Director, Artificial Rome	12:16	
AR EXPERIENCE	12:30	14:00
AR Is the Answer, but What Is the Question? What cultural institutions can teach us about digitalization. Raphaël de Courville, Co-founder, NEEEU Spaces GmbH	12:38	
How Can AR Enhance Storytelling in Museums Today? What new ways of interactions we discovered while creating an exhibition with Microsoft HoloLens for teenagers. Kai Wegner, Senior Consultant, Exozet Berlin GmbH	13:01	
Is Your Smart Device the Key to Location Based Information? We don't know! But AR will be the door opener to wherever you want to go! Sebastian Winkler, CEO, shoutr labs	13:23	
All by Myself or Can We Move from Single to Group Experiences for the Masses? About the advantages of interaction with large groups in VR and AR. Axel Steinkuhle, CEO, Evrbit	13:45	
EXPERIENCE FOR ALL	14:00	14:30
How Can You Create Experiences for All Visitors? Providing inclusive and enjoyable experiences for visitors with and without disabilities in cultural places. Alexandra Verdeil, General Manager Germany & Austria, Tactile Studio	14:07	
AUDIO EXPERIENCE	14:30	15:00
The Good, the Sound and the Bad — Are You Well Immersed? Sound immersion makes people leave — ways to create inspiring aural realities. Max Kullmann, STILLE ALS LUXUS	14:32	
AI IN MUSEUMS	15:00	16:15
How to Support Knowledge Workers in Exhibition Design? From digital curation tools to smart exhibits. Joachim Quantz, Head of Research, ART+COM Studios	15:00	
Can AI Explain Itself? Ideas for showcasing AI in exhibitions and museums. Andreas Daniel Matt, Managing Director, IMAGINARY Sebastián Uribe, Senior Technology Consultant, IMAGINARY	15:22	
Do Algorithms Change the Exhibition Presentation? About AI as an interface between humans and museums. Michael Fuchs, Museum Director, Fasnachtsmuseum Schloss Langenstein	15:44	
Closing words. Robert Eysoldt, Creative Consultant, ZEROOVERHEAD CONSULTING	16:05	