

Museum 2.0 – Formen von Virtual und Augmented Reality (Brühl, 18–19 Jan 18)

Max Ernst Museum Brühl des LVR, Jan 18–19, 2018

Registration deadline: Jan 17, 2018

Friederike Voßkamp, Heidelberg

Museum 2.0 – Formen von Virtual und Augmented Reality als interaktive Zugänge zur Kunst

Das digitale Zeitalter hat in den vergangenen Jahren verstärkt Einzug in die internationale Museumslandschaft gehalten. Interaktive Apps und Formen von Virtual oder Augmented Reality ermöglichen einen neuen, zeitgemäßen Zugang zur Kunst und erweitern die klassischen musealen Präsentationsformen und Vermittlungsangebote. Doch wie wirken sich diese digitalen Formate aus? Welches Potenzial bergen sie für Besucherinnen und Besucher, aber auch für die Museen selbst?

Diesen Fragen geht die zweitägige Veranstaltung im Max Ernst Museum Brühl des LVR in Lectures, Roundtable-Gesprächen und Workshops mit Referentinnen und Referenten aus den Bereichen Museum, Kunst, Vermittlung und Wissenschaft nach.

Die Veranstaltung findet im Rahmen des Internationalen Besucherprogramms des NRW KULTURsekretariats statt. Vorträge in englischer Sprache.

Weitere Informationen und Anmeldung unter: www.maxernstmuseum.lvr.de

Max Ernst Museum Brühl des LVR, Brühl, Comesstraße 42 / Max-Ernst-Allee 1, 50321 Brühl (Rheinland)

----- English version -----

Museum 2.0 – Forms of Virtual and Augmented Reality as Interactive Ways to Engage with Art

In recent years, the digital age has had an ever-growing impact on museums at international level. Interactive apps and forms of Virtual and Augmented Reality offer a new and up-to-date access to art and broaden the ways museums traditionally present and mediate their collections. What kind of impact do these digital formats have? What kind of potential do they offer not just to visitors, but also to the museums?

To explore these recent developments, the Max Ernst Museum Brühl hosts a two-day international event with talks by speakers from different fields including museum, art mediation, software and hardware development as well as research.

The event will be supported by the International Visitors Programme of the NRW KULTURsekretariat.

For further information and registration: www.maxernstmuseum.lvr.de
Max Ernst Museum Brühl des LVR, Brühl, Comesstraße 42 / Max-Ernst-Allee 1, 50321 Brühl (Rheinland)

Programme

Thursday 18 January 2018

09.30 Registration

10.00 Welcome, Dr. Achim Sommer (Max Ernst Museum Brühl des LVR)

10.15 Introduction, Patrick Blümel (Max Ernst Museum Brühl des LVR)

PANEL I: 11.00 – 12.30

Virtual and Augmented Reality – challenges and opportunities

11.00 Prof. Dr. Christian Geiger (Hochschule Düsseldorf):
Mixed Reality – Crossing the Borders between Art and Technology

11.30 Katharina Tillmanns (Cologne Game Lab):
Art & Artifacts: Location-based Learning with Augmented Reality

12.00 Discussion

12.30 Lunchbreak

14.00 Visit of the exhibition "MIRÓ – Welt der Monster"

PANEL II: 16.00 – 17.30

Digitisation and the Transformation of Art

16.00 Prof. Dr. Hubertus Kohle (LMU München):
Transcending social isolation: The digital and community building in the museum

16.30 Johanna Reich (Artist, Cologne):
CONNECT – DISCONNECT: The DNA of a Museum – the juggling act between silence and participation

17.00 Discussion

Friday 19 January 2018

PANEL III: 10.00 – 12.00

Augmented/Virtual Reality and the Museum – Case Studies

10.00 N.N.

10.30 Freya Schlingmann (Städel Museum Frankfurt a. M.):
Time Machine – Collection Research brought to life by VR

11.00 Regina Hock (ZKM Karlsruhe)

Expanding visitors' experience – the app ecosystem “experience_zkm”

11.30 Discussion

12.00 Lunchbreak

13.30 Presentation of Projects

14.15 Roundtable | Concluding remarks and discussion

Reference:

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