

MaX

Museum at Public Access and Participation

www.m2c-bremen.com/nordwolle/

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MaX is a culture, innovation and research project supported by the European Commission. It aims at collaboration between cultural activists, institutions and the citizens of the European Union. MaX integrates interactive media technologies, which enable a direct participation of visitors and citizens in cultural processes. It is essential to let our citizens participate in the discovery of our cultural roots to support an intercultural exchange, to grow a common identity

and to share transcultural activities. The technology will take a back seat and initiate a process where emotional and cognitive knowledge, communication and creativity will be linked together:

- Display of common European history and local history
- Participation of citizens in cultural processes, e.g. creation of exhibitions, communication
- Exchange and intercultural dialogue between cultural activists, institutions and European citizens
- Cross linking of historical facts
- Display of parallels in the history of industrialization beyond boundaries
- Discovery of common cultural roots

One of the results of the joint research was the European Corner as an extension of the visitor's experience. The European Corner is a permanent media installation which links European museums and their visitors. The central terminal of the European Corner, which is installed in all

participating museums, consists of three independent ongoing touch screens.

Placed in the middle of the main screen, the central terminal shows categorically and thematically sorted contributions in the form of virtual galleries, which were published by the curators. These virtual galleries may be presented as texts, images or videos. The two side screens show a video guest book and a video channel. The video channel is used as a video portal and contains video galleries, consisting of videos uploaded by other curators. The videos you see could be interviews, historic photographs or articles about the museum itself, can be selected by a filter function by subject, language and museum.

The other side of the screen contains the video guestbook: it offers museum visitors the opportunity to make comments, and to share their impressions and questions in a video that is recorded by using the built-in microphone and camera to display, publish, and to consider contributions from other visitors. Here the visitor can select the video displayed by applying a museum and language filter.

Increasingly the visitors expect from museums a special experience and a close personal encounter with history, art and other people. If a visit to a museum can offer this experience, it will increase the chance that visitors identify themselves with the museum and the offered content, thus achieving a longer-term relation. A visitor orientation taken seriously will affect all departments of a museum and the number of innovative approaches in this field will increase even more in the coming years.

The European Corner is also a tool to link the work of museums all over Europe, to exchange knowledge and thus learn from each other. By the insight into the work of other museums, the museum staff can offer suggestions for their future projects and thus provide a forum for professionals. After the introductory phase of the MaX project with five museums involved, the European Corner will be ready to be provided to other museums throughout Europe from summer 2011.

Interested museums are welcome to address the M2C Institute!

Project partners:

M2C Institute for Applied Media Technology and Culture, Bremen, Germany

University of Applied Sciences, IIA Institute, Bremen, Germany

Vereniging voor Industriële Archeologie en Textiel / MIAT Museum, Gent, Belgium

LWL Industriemuseum Textilmuseum, Bocholt, Germany

Northwest German Museum for Industrial Heritage Nordwolle, Delmenhorst, Germany

The National Museum of Denmark, Copenhagen, Denmark

National Polytechnic Museum, Sofia, Bulgaria