

# Museum 2015 CONFERENCE

## Panel Discussion

### Working in the post digital museum

Today, the relationship between museums and digital media has reached a critical point of maturity. No longer 'new technology', not something to be 'adopted' and viewed less of a 'risk', digital media is now an innate part of museum practice. Similarly, in our society more widely, connectivity, digital literacy and usage continue to become ever more pervasive and more routinely part of the everyday lives of many of our visitors.

Consequently, we see digital becoming increasingly naturalised within the self-visioning and self-articulation of larger number of museums. In the sector today more and more museums are strategising for a multiplatform future, with digital becoming embedded within their plans, brands, policies and missions. What we see, in short, is digital becoming normative within the museum. This is the postdigital museum – after the digital revolution.

With panel members from the Google Cultural Institute and Toppan Printing, this panel session will attempt to define (as well as question) this notion of the 'postdigital museum'. Collectively, participants will build a set of characteristics that might distinguish working in a postdigital institution. The panel will consider which behaviours, language, resource allocations and skills sets become legitimised in postdigital working.

### About the panel leader

Name: Dr Ross Parry

Title: Senior Lecturer in Museum Studies / College Academic Director

Organization: University of Leicester, UK

Dr Ross Parry is Senior Lecturer in the School of Museum Studies at the University of Leicester (UK) and Academic Director of its College of Arts, Humanities and Law.

In 2008 he was one of the team of nine academics whose submission to the national Research Assessment Exercise produced the highest proportion of world-leading research in any subject in any UK university. In 2005 he was made a HIRF Innovations Fellow for his work on developing in-gallery digital media. From 2008 to 2011 he was elected chair of the national Museums Computer Group, and from 2004 to 2010 co-convened the annual 'UK Museums on the Web' (UKMW) conferences. Ross is currently Chair of Trustees for the Jodi Mattes Trust (for accessible digital culture), and sits on the national JISC Content Advisory Group. He is also currently a member of the International Scientific Advisory Board for the research project 'Learning 2.0' managed by DREAM (the Danish Research Centre on Education and Advanced Media Materials) at the University of Southern Denmark, where in 2012 he was visiting professor. In 2009 he was made a Tate Research Fellow.

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Ross is the author of 'Recoding the Museum: Digital Heritage and the Technologies of Change' (Routledge 2007), the first major history of museum computing, and in 2010 published 'Museums in a Digital Age' (Routledge). He is currently working on a book entitled 'Museums and Makebelieve' - which will attempt to present a postdigital history of illusion and artificiality in the museum.

Ross has recently acted as co-investigator on two research projects funded by the UK's Arts and Humanities Research Council. The first (with Dr Richard Clay, University of Birmingham) entitled 'CATH (Collaborative Arts Triple Helix)' has supported a series of brokered partnerships between small businesses, small cultural organisations and Universities, in an attempt to understand how Knowledge Exchange and collaborative research works across these sectors. The second (with Dr Ruth Page, University of Leicester), entitled 'Transforming Thresholds', investigated museum foyers and entrance spaces and the media used within them.

### Other panel members

Name: James Davis

Organization: Google Cultural Institute

Name: Shuji Ueyama 植山秀治

Organization: Toppan Printing Co., Ltd. 凸版印刷株式会社

Title : General Manager,

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Name: Akihiko Takano 高野明彦

Organization: National Institute of Informatics 国立情報学研究所

Title : Professor 教授