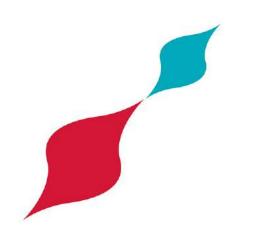Linköping

Where ideas come to life

Lkpg Arts and Cultural Heritage

Gamla Linköping
Open-Air Museum

Tina Karlsson, Museum Director

Public art in Vallastaden

Lars-Ove Östensson, Head of Linköping Arts

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AR as a pilote study for museums and arts

- Testing of AR (Augmented Reality) and 360° to deepen and extend the experience of the museum visit and the public art

- Mobile application

- Museums and Art Galleries are experts in storytelling, but usually not in techniques
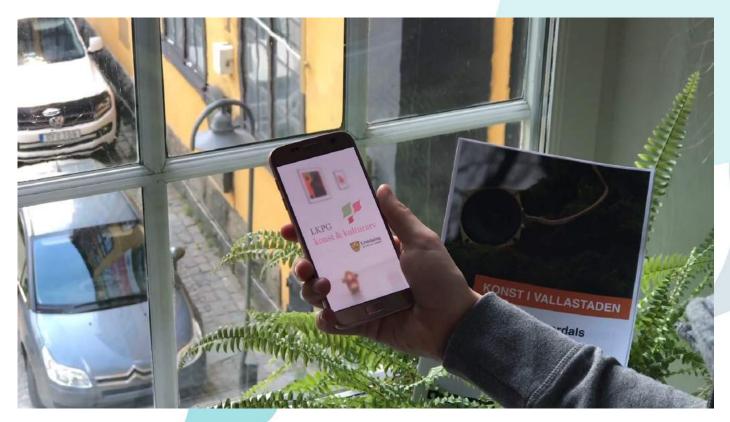
Challenges

- How do we combine content and new techniques? Do we understand each other?

- What do the audience want to know? How do they find the application?

- Different techniques to run AR and other data

- 1. Markers

- 2. Map (can be used "off-place")

- 3. GPS

- We tried out 1 and 2

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What we did

- Public art: the artist´s own story on his/hers work

- Open-Air Museum: look into the houses that often are closed, and get the story of the people who used to live and work there

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Conclusions

- Content Managers/producers are needed to "translate" between museums/galleries and programmers. New job opportunity!

- Markers works fine, but need to be simple, and can be hard to fit in with the surroundings – need good design

- Map is a good way, but it´s easy to get lost, which house am I looking at?

- Still to solve: go public, and make the application known to the public. Test-period to start with.

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