Interactive exhibition experience of Mammoths, Mastodons, and Elephants

By: Museum Wizards

Our main Objective

- The primary objective of this project is to reimagine the exhibition style of the Mammoth Room at Capellini Museum, with a focus on creating a more interactive and engaging experience for visitors. By doing so, we aim to evoke a sense of curiosity, inspire a deeper connection with these ancient creatures, showcase the power and strength of mammoths, and foster an appreciation for the importance of conservation in preserving our natural heritage.

GOALS

Institutional Goal:

Increase visitor imagination through reconstructions and other ways to solicit the sense of wonder.

Cognitive Goals:

1. Create meaningfulness
2. Improve memory and recall
3. Develop sense of belonging
4. Develop enchantment and sense of wonder
5. Stimulate dialogue

Star Assets

Anancus Arvernensis

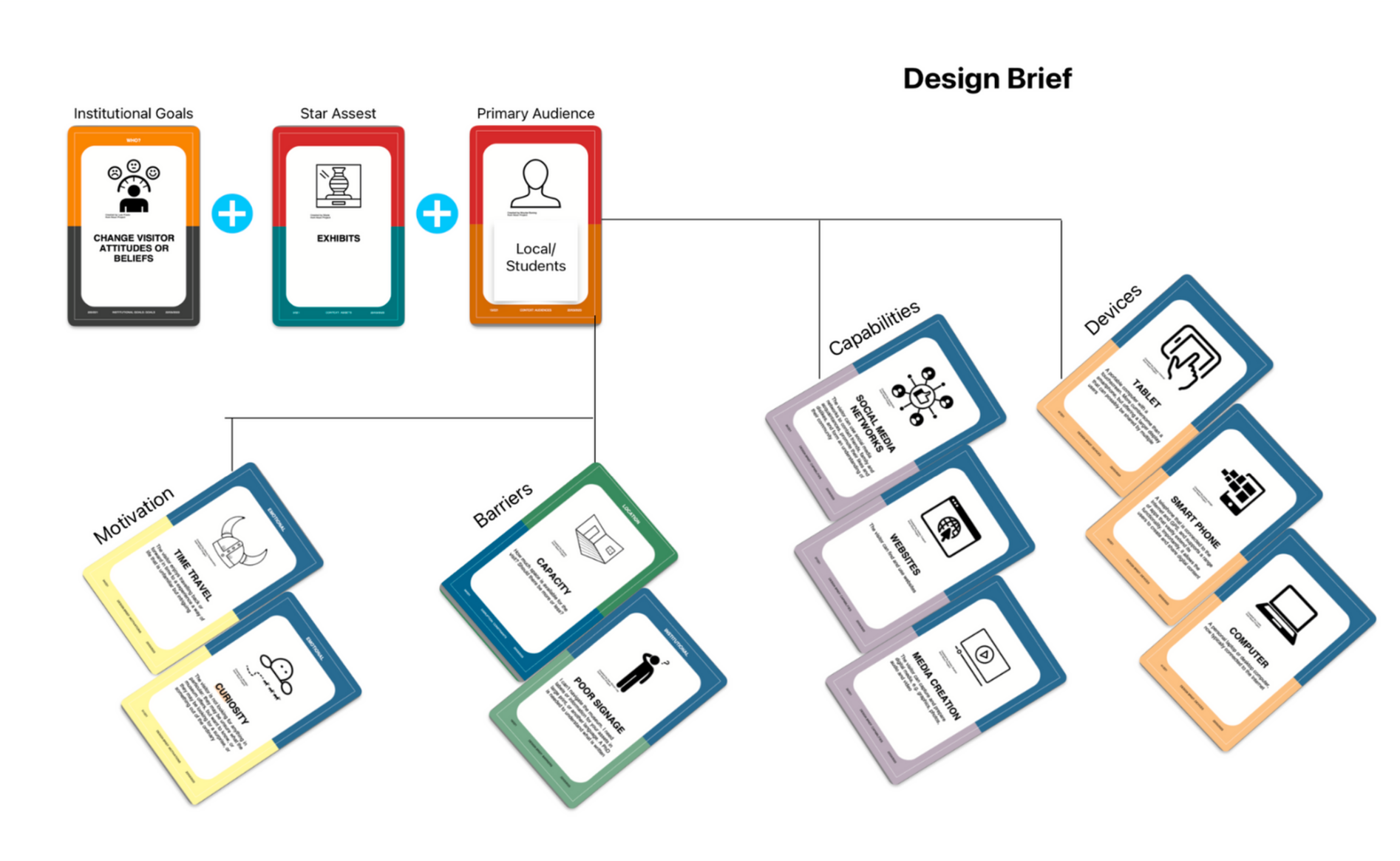
Wooly mammoth

Mammoth fur

Target Audience

1. **Unibo students**
2. **Residents of Bologna**
3. **Tourists from other Italian regions and abroad**

The audience

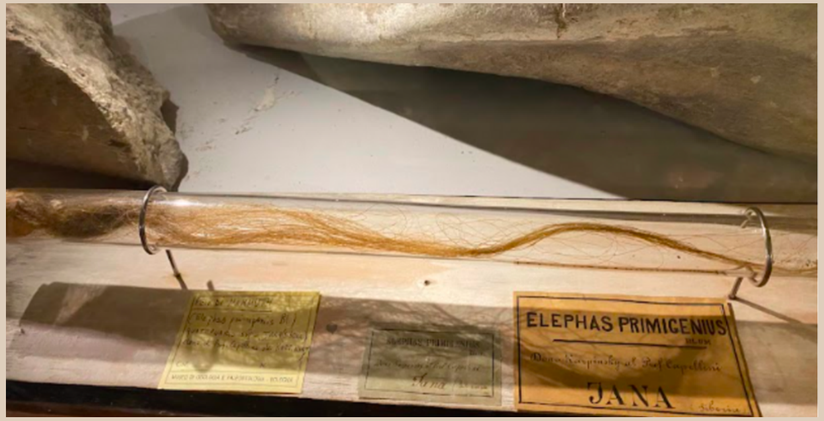


Concept

1. Problem/s we encountered during our project
2. How our project will face the problem/s
3. Museological approach
4. Specific themes and topics

List of our objects. All of these objects are shown in the Capellini museum.

1. Mammoth fur



3. Mastodon arvernensis

2. Infant of dwarf elephant

4. Tusk of a small mammoth

5. Wooly mammoth

6. Anancus Arvernensis

Requirements

Based on the main goal of the project, which is to increase visitor imagination through reconstructions and other means of invoking a sense of wonder, there are several requirements that should be considered. These requirements are:

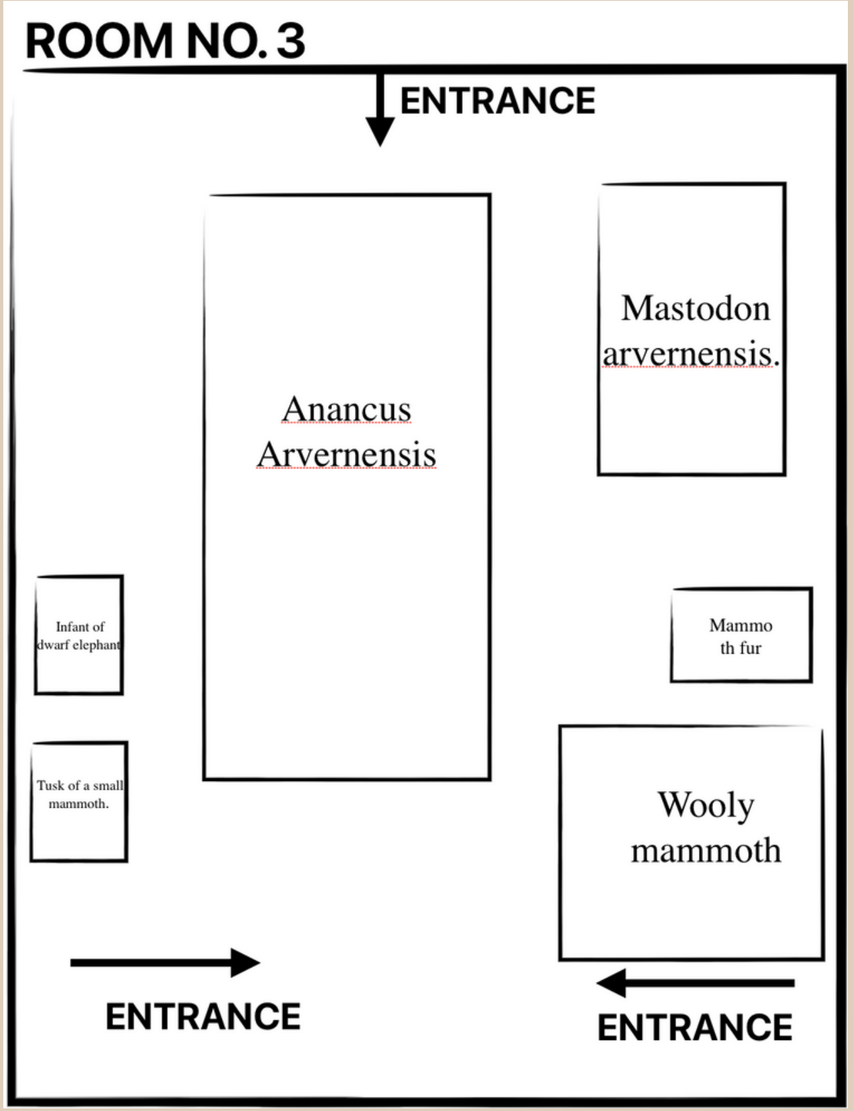
1. The financial requirements
2. Research requirements
3. Creative ExhibitionDesign.

Ideation

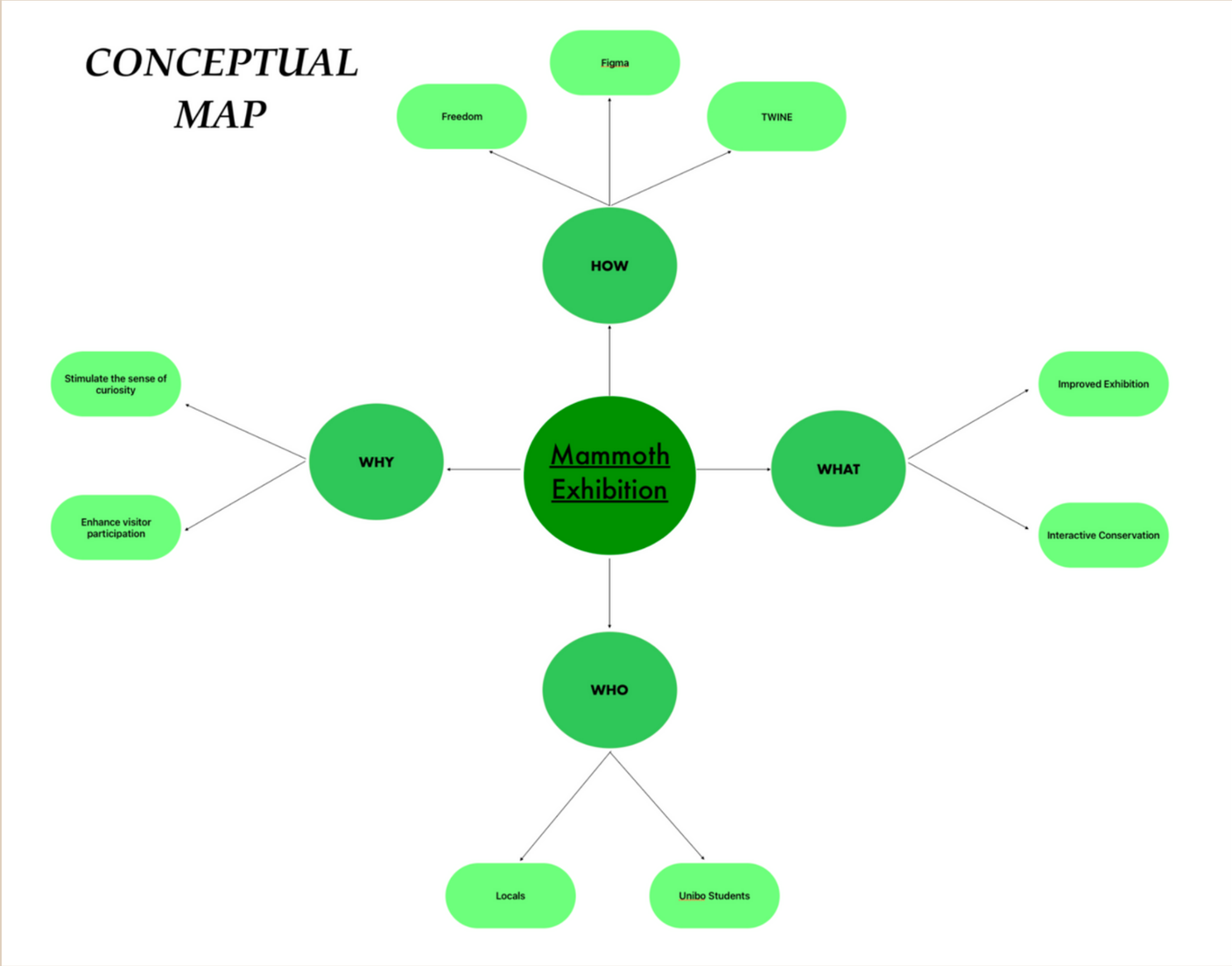
For the better experience we have planned:

1. To have a photo zone area featuring the life-size mammoth figure. Visitors will be encouraged to take selfies with it and share them on Instagram using a specific hashtag.

EXHIBITION MAP



CONCEPTUAL MAP

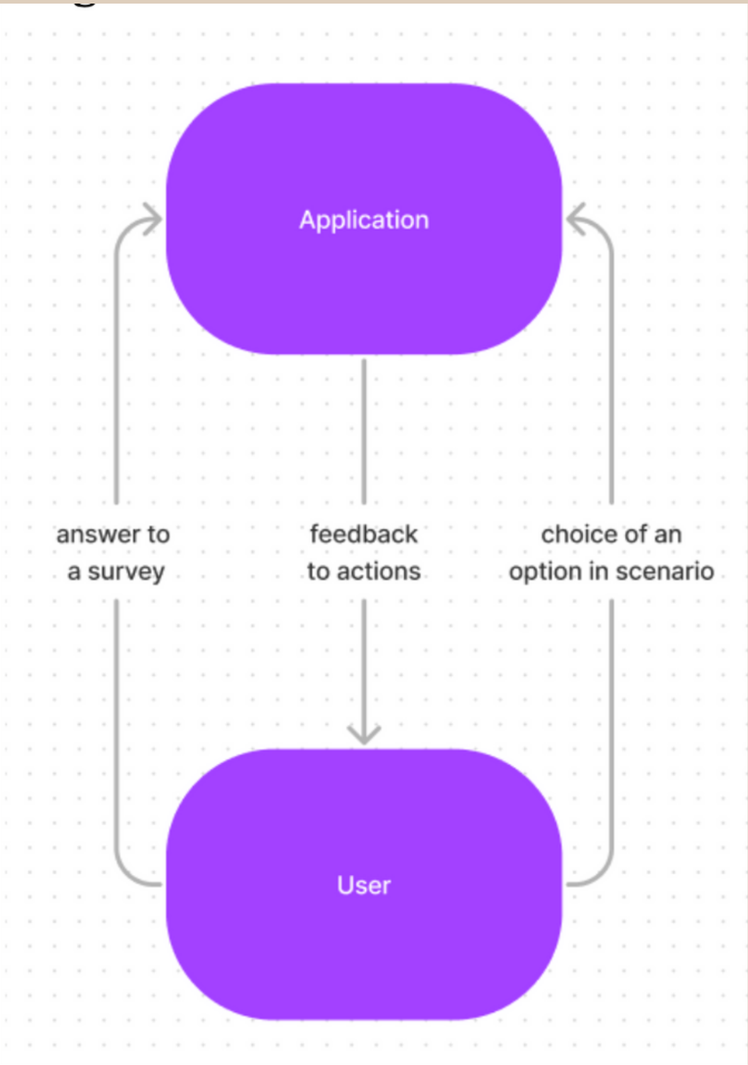


STORY:

For our story we choose the interactive storytelling platform called TWINE

The story is based on the experience of a user traveling in the era of mammoths and exploring their world from the perspective of a Wooly mammoth called Morka.

Description of the interaction between the application and the users



Foreseen workflow

For the future perspective related to improving the exhibition style of the Mammoth room. We have the following vision:

- Research and Analysis
- Design and Prototyping
- Interactive Experience
- Feedback

Foreseen hardware, software and Media

Foreseen Hardware:

- Touch screen monitors
- Sensor Technologies
- Projection System

Media:

- Audio Narrations
- Interactive Games or Quizzes
- High resolution Images

Further development and maintenance issues

By our interactive scenario we are trying to engage a user as much as possible but in future we would like to increase the level of natural interaction with more advanced applications. One of them is to create a virtual reality exhibition based on our scenario. As a result of this future implementation, users will be able to have a more immersive experience which will stimulate the use of natural skills for interaction with the environment.

For creating natural interaction and immersive experience, we need equipment, such as VR glasses, joysticks, etc. that are quite costly and require staff to look after it. It creates a need to hire more workers and raise funding.

Disruption :

Here we explained the threats and potential issues with the project and how we would face it.

- Accessibility Considerations
- Budget Planning

Thank you for your time

Group members:

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