4.4.3.4 A chatbot giving guided tours; Copenhagen

The National Museum of Copenhagen has developed a chatbot to help guests to a smooth experience and give an overview of the many possibilities that the museum offers. The chatbot gives answers to not only to FAQs and helps with the practical needs, but also offers an interactive and digital guided tour of some of the most popular themes in the expositions and give visual information. The chatbot solution has been launched, tested, and adapted and the data shows that the chatbot is used both before and during the visit, and the digital tours are a quite a success.

Find out more at: https://en.natmus.dk/museums-and-palaces/the-national-museum-of-denmark/chatbot/

© National Museum of Denmark

4.4.3.5 Making a museum at 14 Henrietta Street; Dublin

14 Henrietta Street in Dublin is a museum of architectural and social history, as told through the walls of the building and the lives of the people who lived there. From the outset of its 10-year long journey in 2008 to rescue, stabilise and conserve the house, the work was informed through engagement with former residents alongside a model of cross-sectoral decision-making. Here stories and research met the perspective of architects, conservators, social historians, former residents, artists, and archivists. Additionally, in Spring 2021, 14 Henrietta Street was invited to participate in a European pilot project alongside museums such as Pompidou and Courtauld to use their software and data

loggers. These provided feedback support and support for the ongoing development of software in building conservation to reduce day to day environmental damage, preserve objects and protect the fabric of the building. Visitors receive a guided experience through the house with the stories told through our guides, poetry, digital archive films and stories. The building is the primary artefact in the collection, and first-hand memories and handed down stories from former residents and their families inform the tour and animate the building's curation. The museum's exhibits are also highly accessible with an induction point in each room to complement the audio-visual displays.

Find out more at: https://14henriettastreet.ie

4.4.3.6 Les Bassins à Flot: the rise of a new tourist district; Bordeaux

Under the guidance of the urban architect Nicolas Michelin, an industrial wasteland has become a multi-faceted site: a "melting port", a place of culture and revelry. In just a decade, everything has changed. Nowadays, the Bassins à Flot district is a shining example of how to transform an abandoned zone into a trendy area where places of culture, nightlife, residence, business, and shopping can sit harmoniously alongside one another. It also represents another success in terms of "balance"; the emergence of this new tourist district has contributed to spreading the flux of visitors over the city. For

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