HUMBOLDT FORUM

USE CASE for *AUGMENTING THE GALLERY*, NYU Berlin - 2020

Bild: bzz landschaftsarchitekten

MEDIA for the HUMBOLDT FORUM

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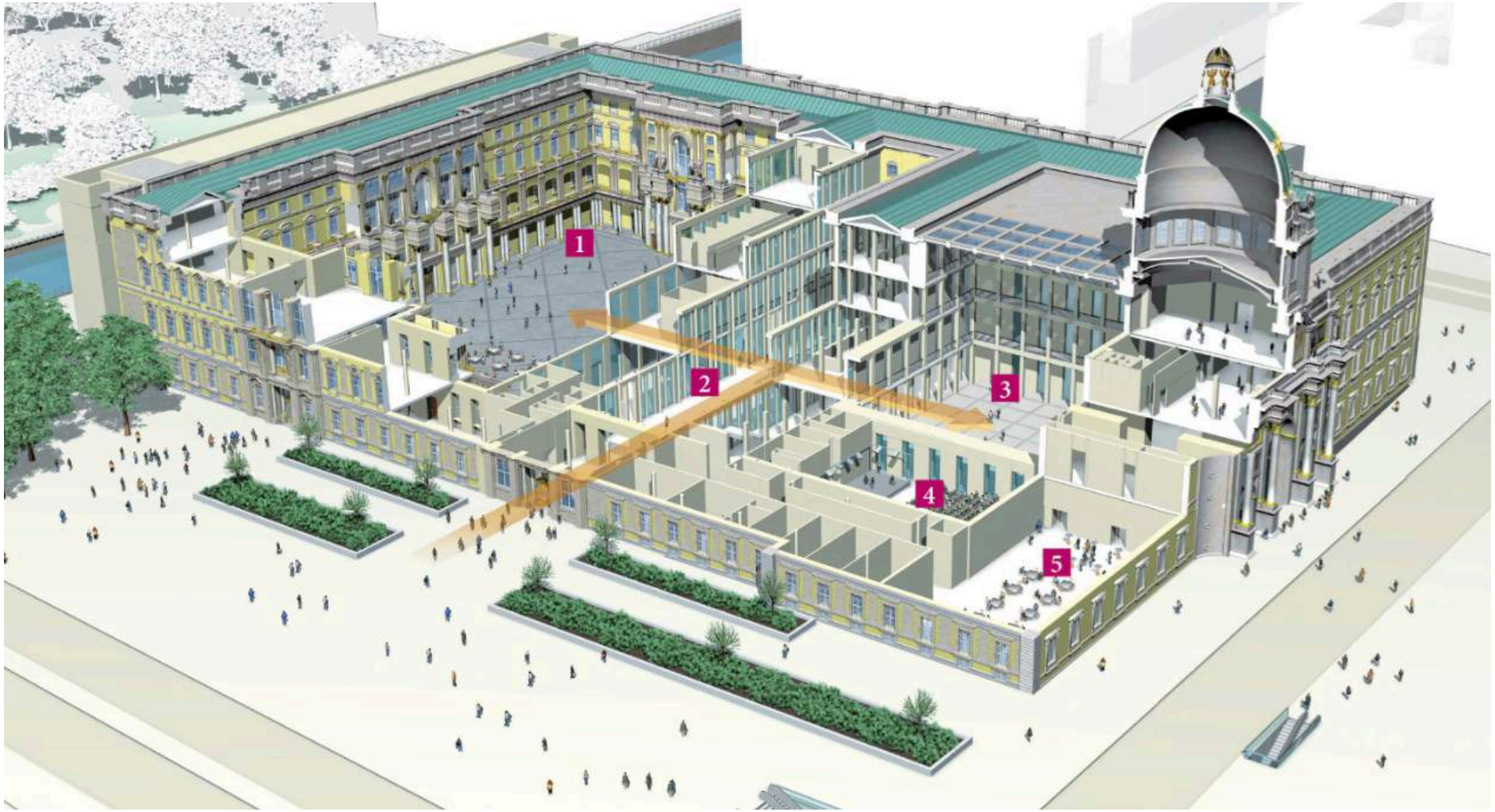
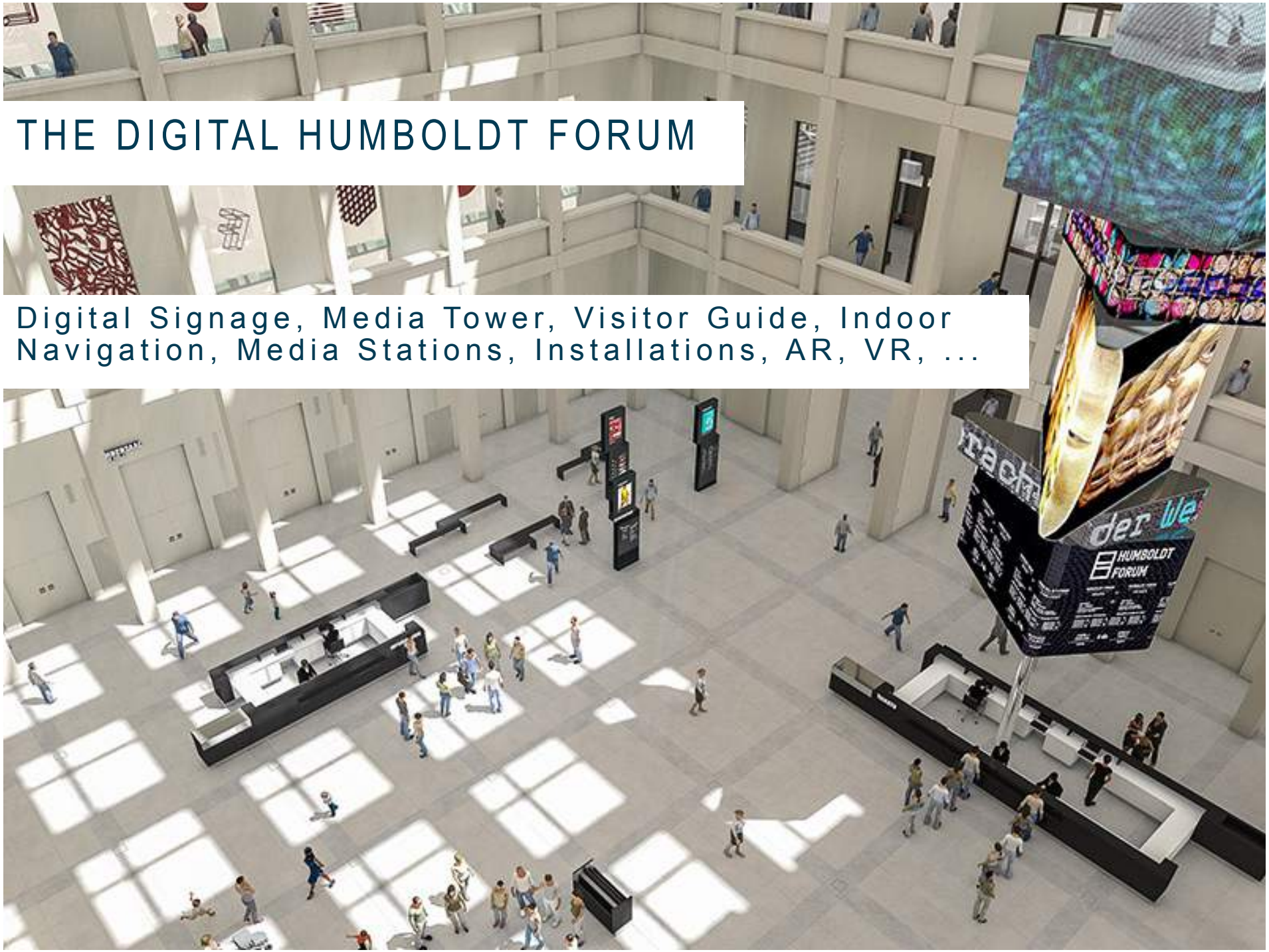
THE HUMBOLDT FORUM

40,000M^2 – 25,000 Objects – 4 „Museums“ – Exhibitions – Events – Education – Gastronomy – Shops x 10,000 Visitors a day



THE DIGITAL HUMBOLDT FORUM

Digital Signage, Media Tower, Visitor Guide, Indoor Navigation, Media Stations, Installations, AR, VR, ...



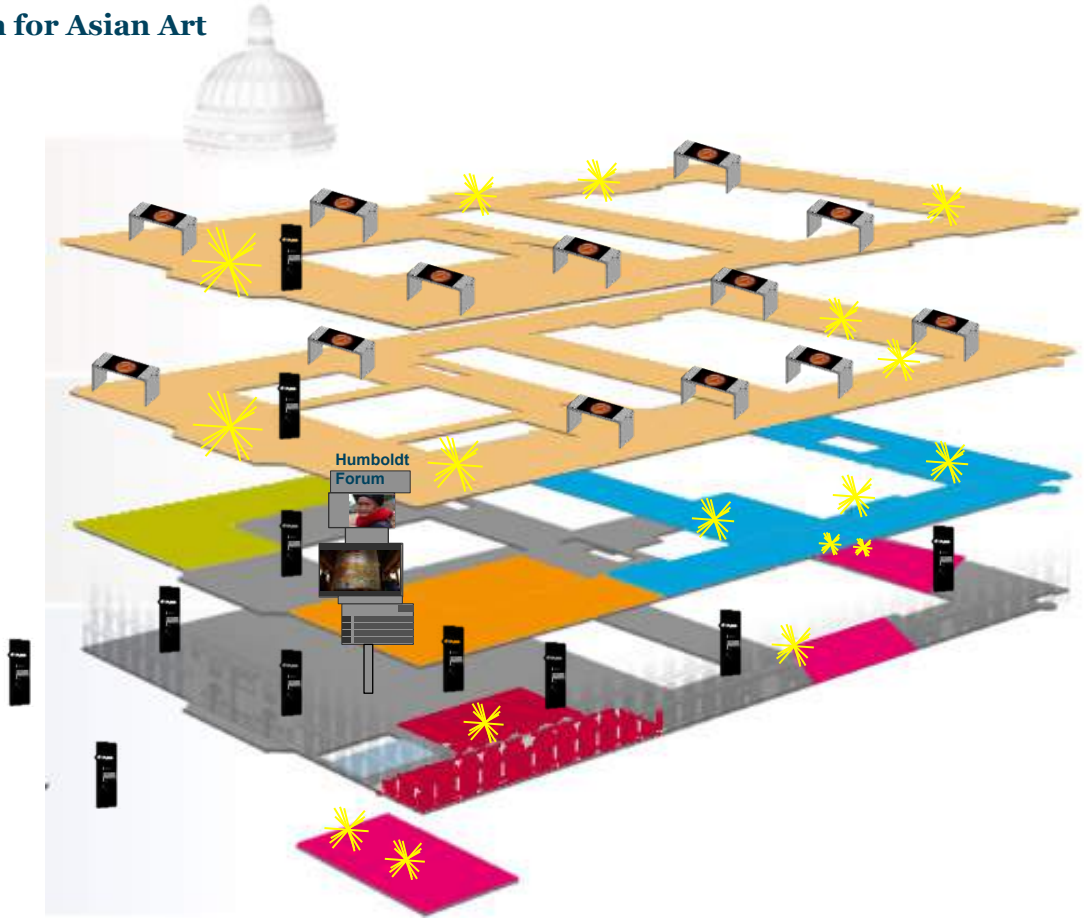
OUR UNIVERSE

- SMB – Ethnological Museum/Museum for Asian Art
- SMB – Humboldt Academy
- Berlin Exhibition
- Humboldt University in Berlin
- Museum of the Site
- Temporary exhibitions

Special media installation

Standard media stations

BCD – Orientation
and guidance sytem



HUMBOLDT FORUM

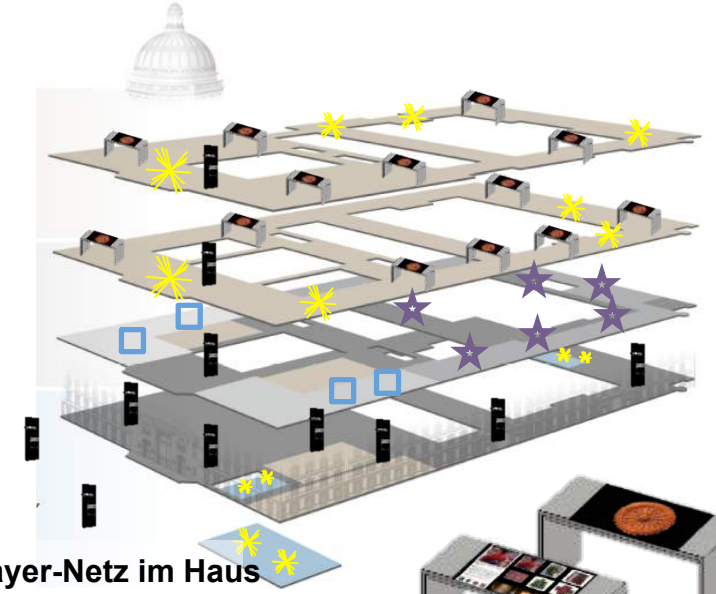
OUR ECOSYSTEM

humboldtforum.com/org

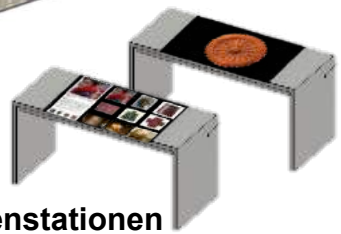
Social Media-Kanäle

Infoturm (BCD)

Stelen (BCD)



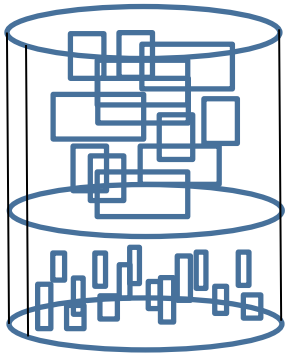
Player-Netz im Haus



Medienstationen

Humboldt Forum Digital

HF Content Pool



Orientierungs-anwendung

Visitor Guide

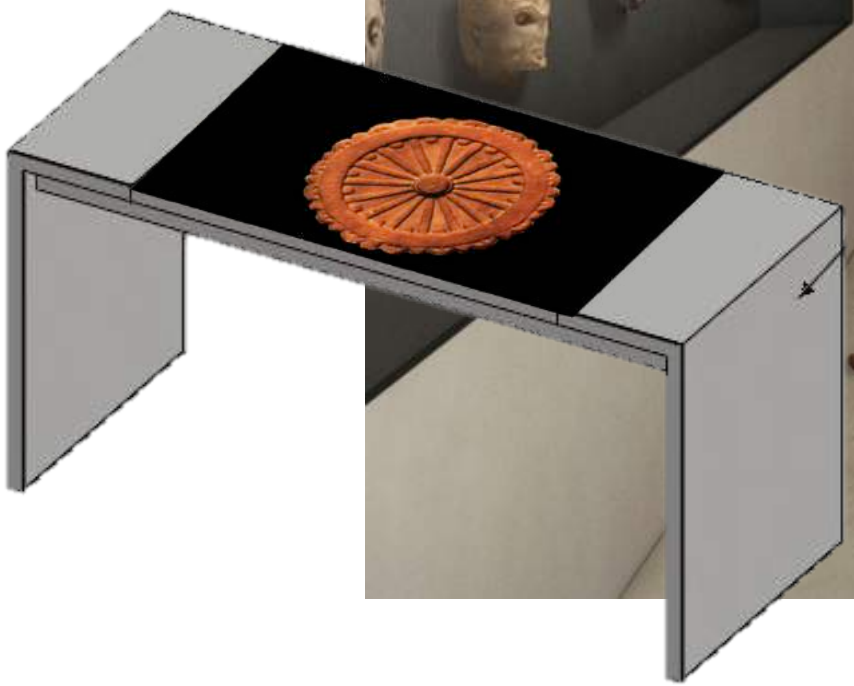
HF-Akteure

STANDARD MEDIEN-STATIONEN

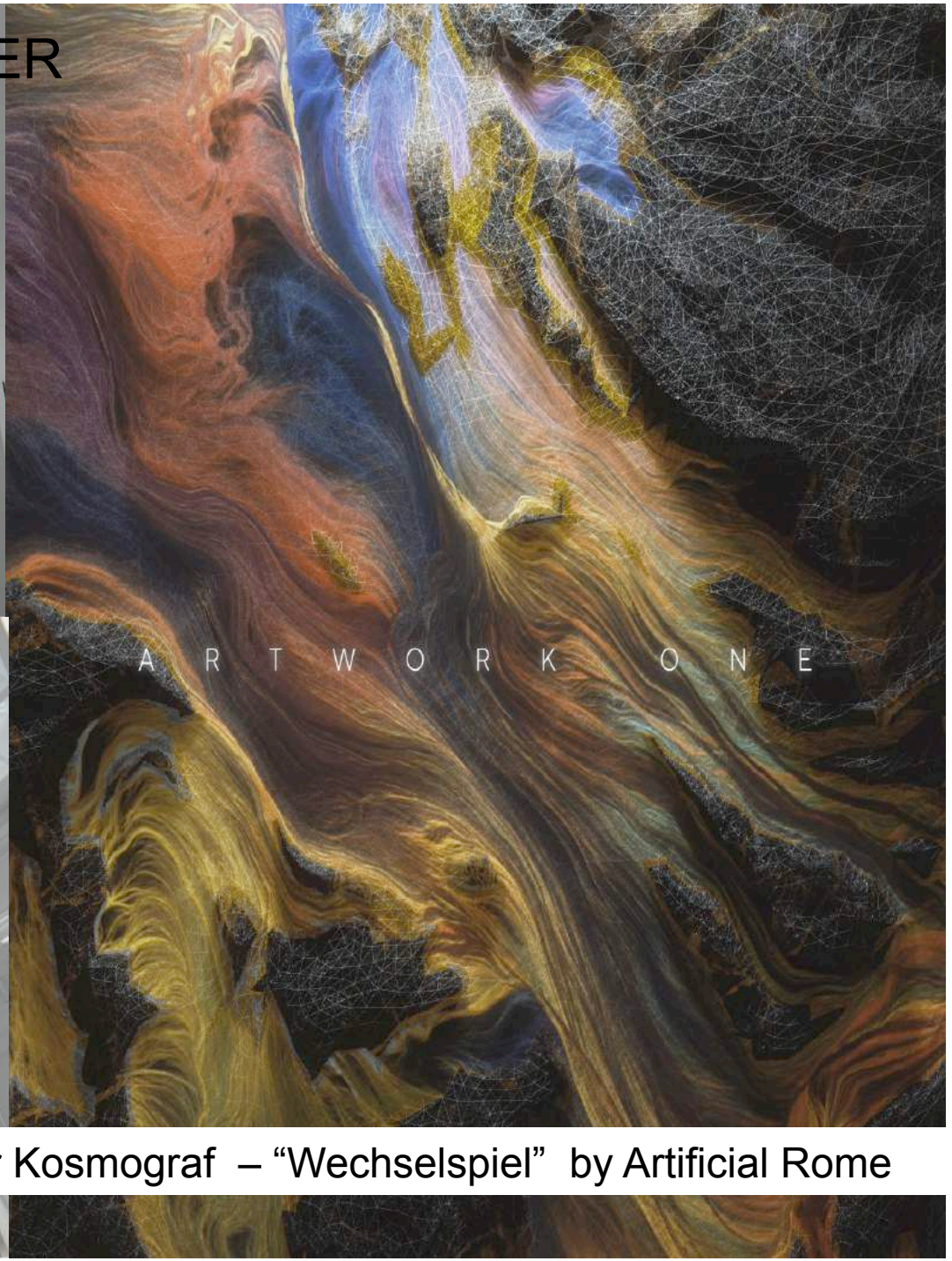
Standardmedienstation – Tische

„Vertiefung“ – Erläuterung zu Themen und Zusammenhänge

Objekten in ihren Kontexte und Prozessen wieder integrieren



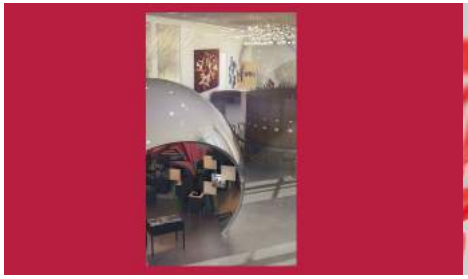
KOSMOGRAF MEDIA TOWER



Artwork for Kosmograf – “Wechselspiel” by Artificial Rome

HUMBOLDT FORUM HIGHLIGHTS

HF HIGHLIGHTS



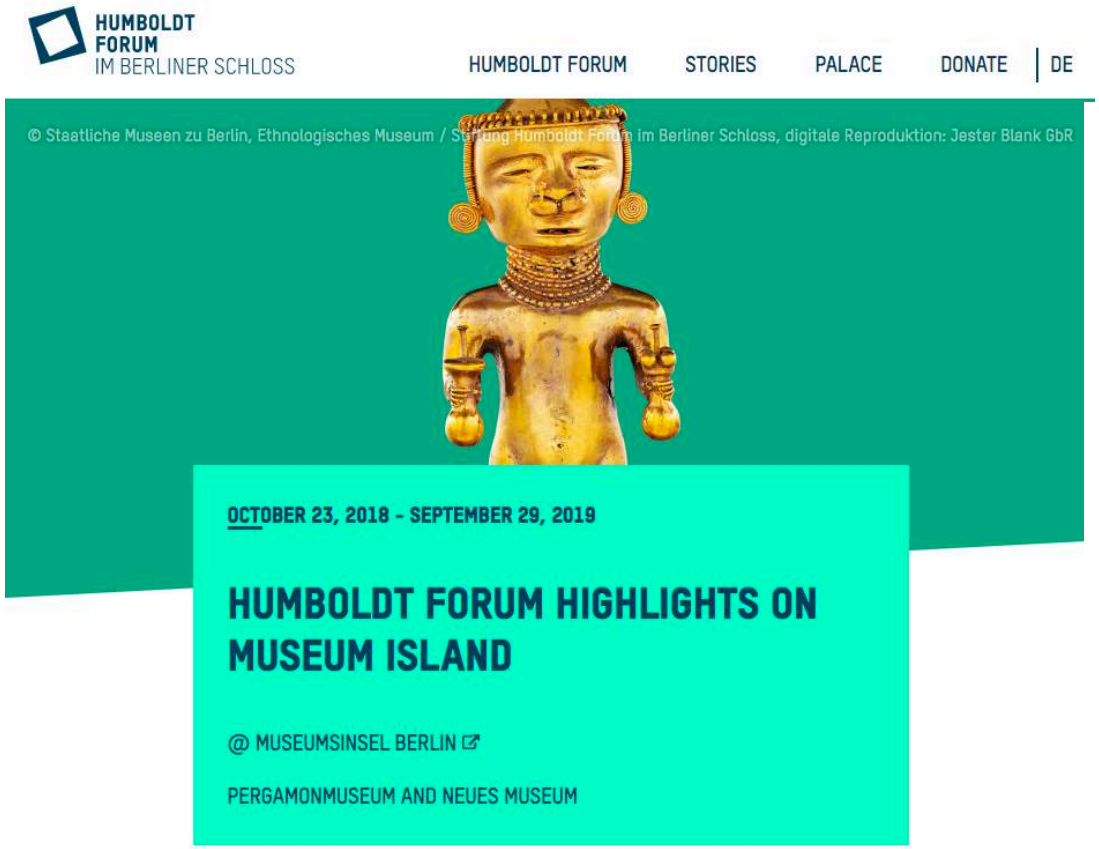
Humboldt Forum Highlights

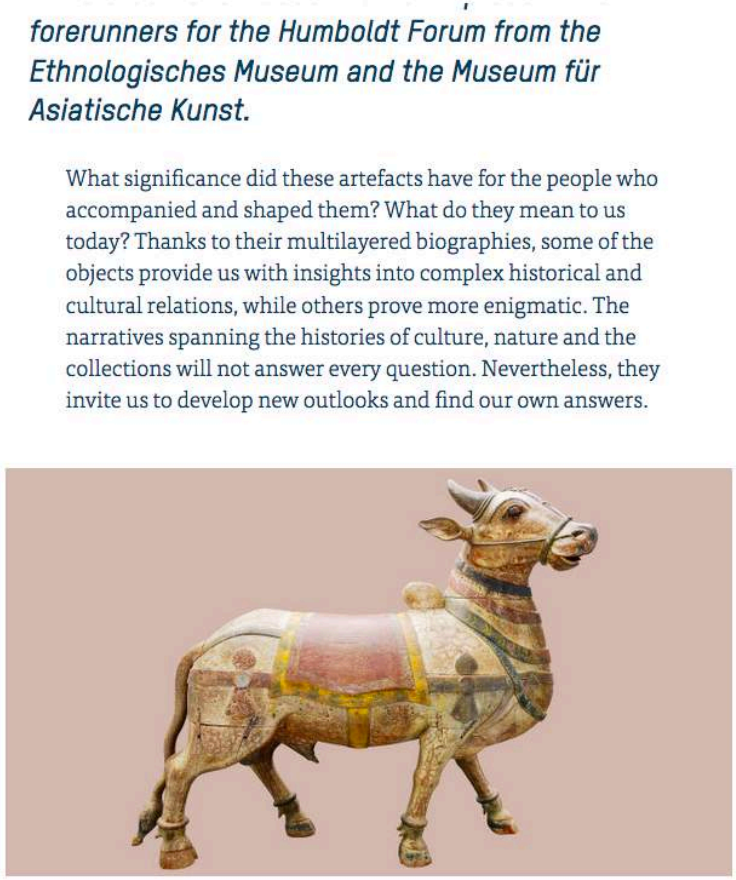
Forerunner Exhibition

From October 2018 to September 2019 an exhibition and discussion series around the Humboldt Forum Highlights provided a glimpse into the world of objects and topics visitors will experience in the future Humboldt Forum

Goal:

To make the contents of the Humboldt Forum visible (before full opening)
Communicate core topics through selected objects





Website:

https://www.humboldtforum.org/en/pages/humboldt-forum-highlights

https://www.humboldtforum.org/en/exhibitions/humboldt-forum-highlights-on-museum-island

Flyer:

https://issuu.com/humboldtforum/docs/humboldt_forum_highlights_programmh

HF HIGHLIGHTS

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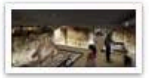
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HF HIGHLIGHTS

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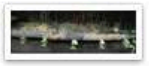
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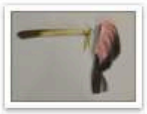
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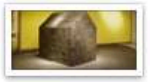
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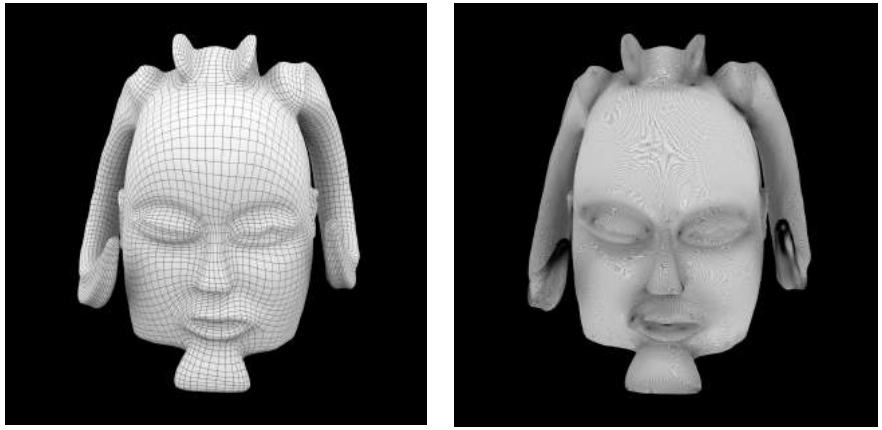
3D Objects

Photography

Photo-
grammetry



Textures

Sheets | Charts | SmartArt Graphics | WordArt

	A	B	C	D	E	F	G	H	I
1	Objektitel								
2	VISHNU		1	1	1	1	1	1	1
3	MANGAAKA		1	1	1	1	1	1	1
4	BODHISATTVA		1	1	0	0	0	0	0
5	ZEREMONIEN-AXT		1	1	1	1	1	1	1
6	DAEMON		1	1	0	0	0	0	0
7	NANDI		1	1	1	1	1	1	1
8	BUDDHA		1	1	0	0	0	0	0
9	FEDERMADONNA		1	1	1	1	1	1	1
10	GRIZZLYS		1	1	1	1	1	1	1
11	HERRSCHER-KOPF		1	1	1	1	1	1	1
12	KAZIKE		1	1	1	1	1	1	1
13	MAISGOETTIN		1	1	1	1	1	1	1
14	MAYA-KRIEGSVASE		1	1	1	1	1	1	1
15	SOPE	bei GDO	1	1	1	1	1	1	1
16	ANTINOUS	bei GDO	1	0	1	1	1	1	1
17	ULI-FIGUR		1	1	1	1	1	1	1
18	OROBATES		1	0	1	1	1	1	1
19	GORILLAHAND		1	0	1	1	1	1	1
20	MITSCHRIEB EINES STUDENTEN		1	0	1	1	1	1	1
21	ADLERSCHLANGE		1	1	1	1	1	1	1
22	BARRIGÓN		1	1	1	1	1	1	1
23	FRIDERICUS		1	0	1	1	1	1	1
24	GELBER KOFFERFISCH		1	0	1	1	1	1	1
25	TÜRE KLUB RESOR		1	0	1	1	1	1	1
26	GELEHRTENSTEIN		1	1	0	1	0	0	0
27	GRUNDRISS TAJ MAHAL		1	1	0	1	0	0	0
28	KAISERTHRON		1	1	0	1	0	0	0
29	VOTIV STUPA		1	1	0	1	0	0	0
30	FANGGABEL		1	0	0	1	0	0	0
31	GROSS-GLOBUS		1	0	0	1	0	0	0
32	KAISERPANORAMA		1	0	0	1	0	0	0
33	ZÜNDHOLZ-ETUI K.L.		1	0	0	1	0	0	0
34	ZIGARRENTASCHE K.L.		1	0	0	1	0	0	0
35	TANKMAN		1	0	0	0	0	0	0
36	FAIRY-FLASCHE		1	0	0	0	0	0	0
37									
38									
39	Summe		35	21	21	30	21	21	21
40									
41									
42									

Content to produce for selected objects:

- Production of a main text for each object.

  A **main text** contains:

  - detailed description of the object, including provenance
  - What makes the object so unique?
  - Where, why and how will the object be exhibited in the HF?
  - interesting stories about or involving the object
  - reference to additional reading

THE FOYER

der We
HUMBOLDT
FORUM

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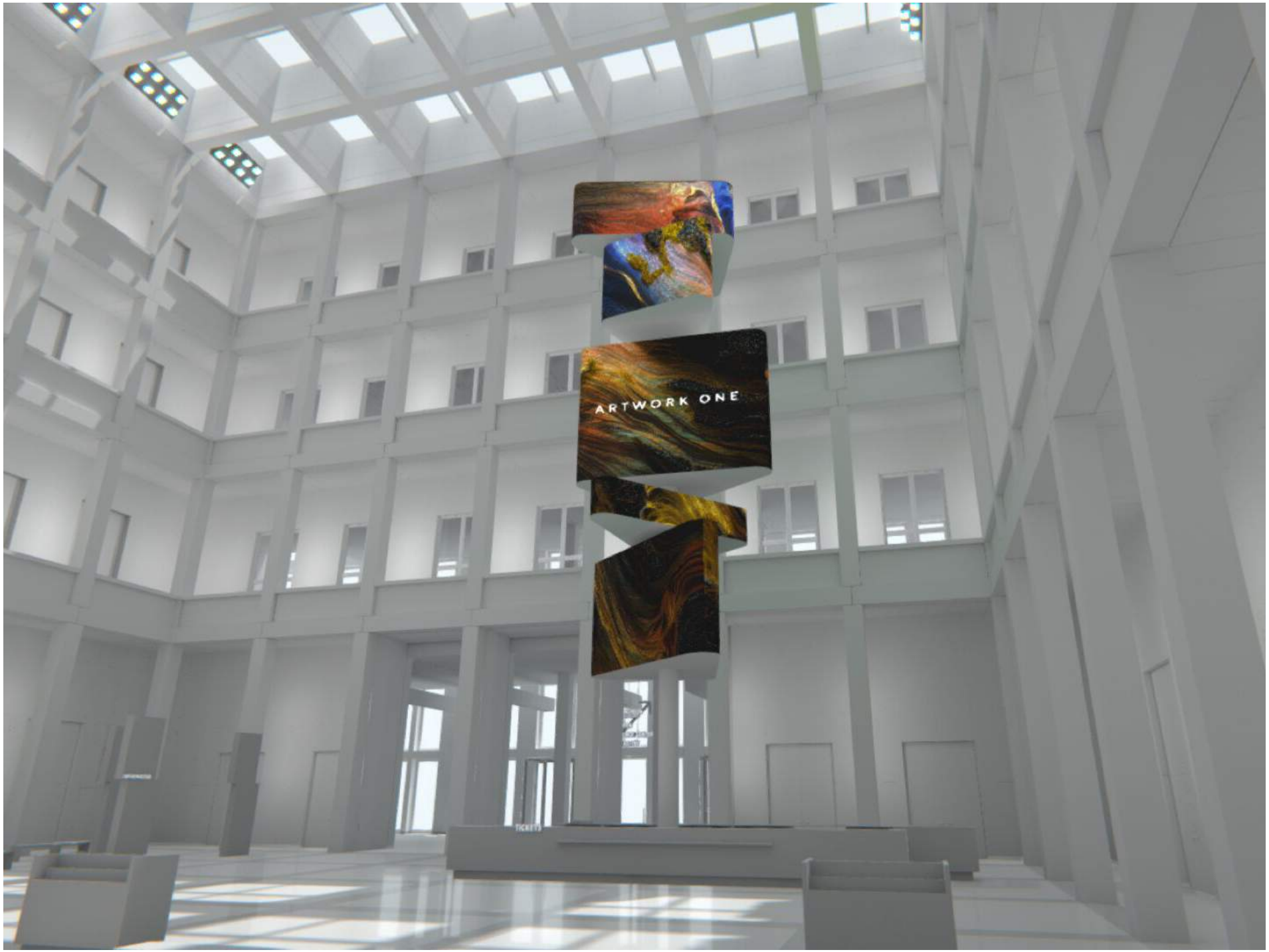
3D/VR Kosmograf Simulator by Artificial Rome


ARTWORK ONE

CHALLENGE

AUGMENTING THE GALLERY CHALLENGE:

AR FOYER GALLERY:

Augment the HF Foyer with an interactive preview of what visitors can discover once the Humboldt Forum opens.

Goal:

To make the contents of the Humboldt Forum visible (before full opening)
Communicate core topics through selected objects

AUGMENTING THE GALLERY CHALLENGE:

AR FOYER GALLERY:

Augment the HF Foyer with an interactive preview of what visitors can discover once the Humboldt Forum opens.

Application:

- An app or web-app built with Unity
- Image-recognition of the HF Foyer (Galleries and Gateway)
- Embedding of clickable object previews (thumbnails) in niches
- Interaction design for selection and viewing of objects
- Interaction design for accessing an overview of the HF exhibition contents

AUGMENTING THE GALLERY CHALLENGE:

AR FOYER GALLERY:

Augment the HF Foyer with an interactive preview of what visitors can discover once the Humboldt Forum opens.

Resources:

- 3D Model of theHF Foyer (Cinema4D)
- /alt. Photos of the HF Passage
- Object photos of Highlights x 120
- 3D objects of Highlights x 14 (later +/- 35)
- Basic object information x 120
- Highlight campaign information x 15
- Outline/overview of HF exhibition contents

THANK YOU

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