

Briefing

AR-Application for key objects of the
Jacobsen Collection (NWC NA)

Stand: 25.10.2021



Staatliche Museen zu Berlin

Preußischer Kulturbesitz

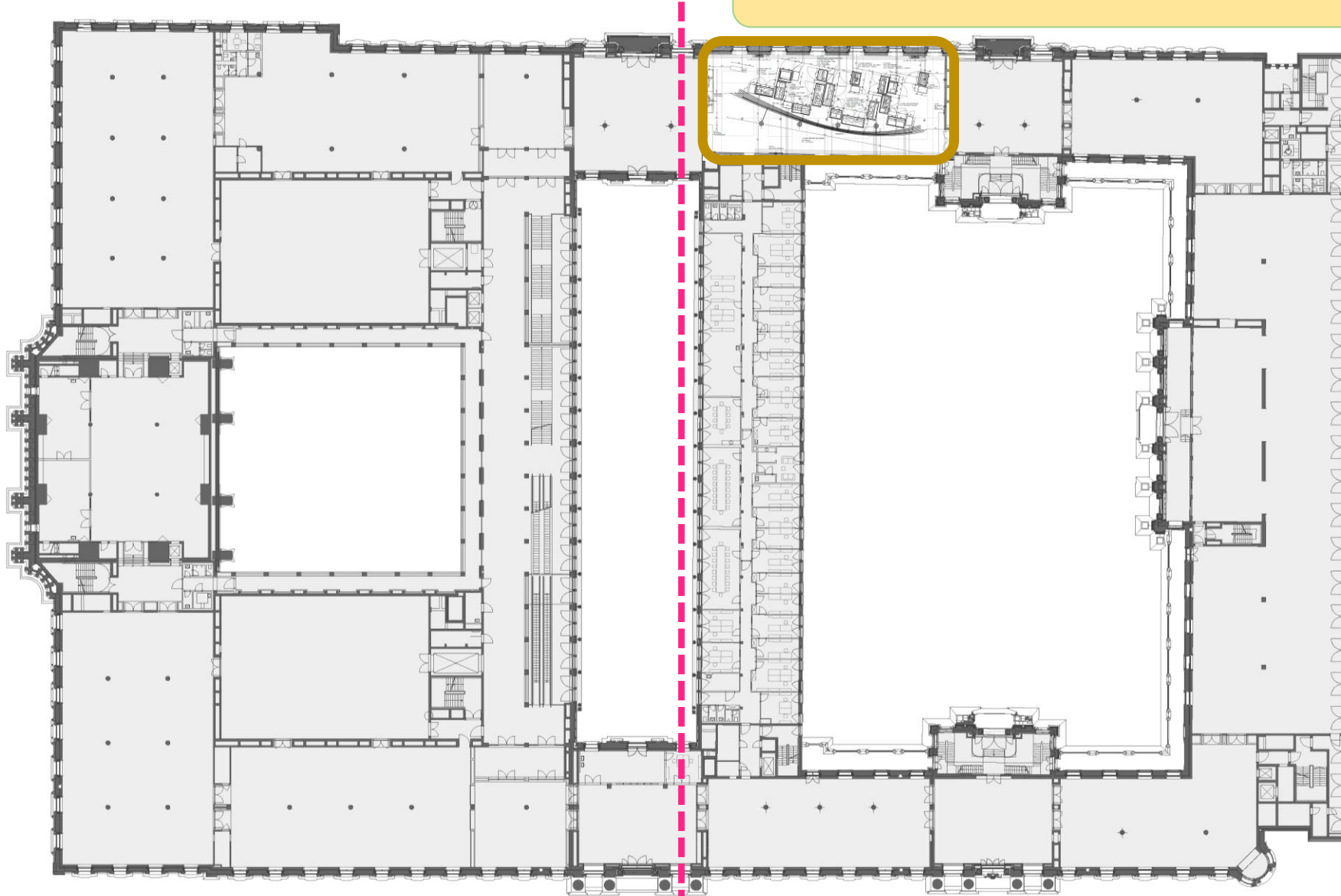
Humboldt Forum (Berliner Prussian Castle)

Staatliche Museen zu Berlin
Ethnologisches Museum
Museum für Asiatische Kunst



M19 Jacobsen Collection

collecting at the end of the 19th century



Johan Adrian Jacobsen



opened September 2021

opening Summer 2022

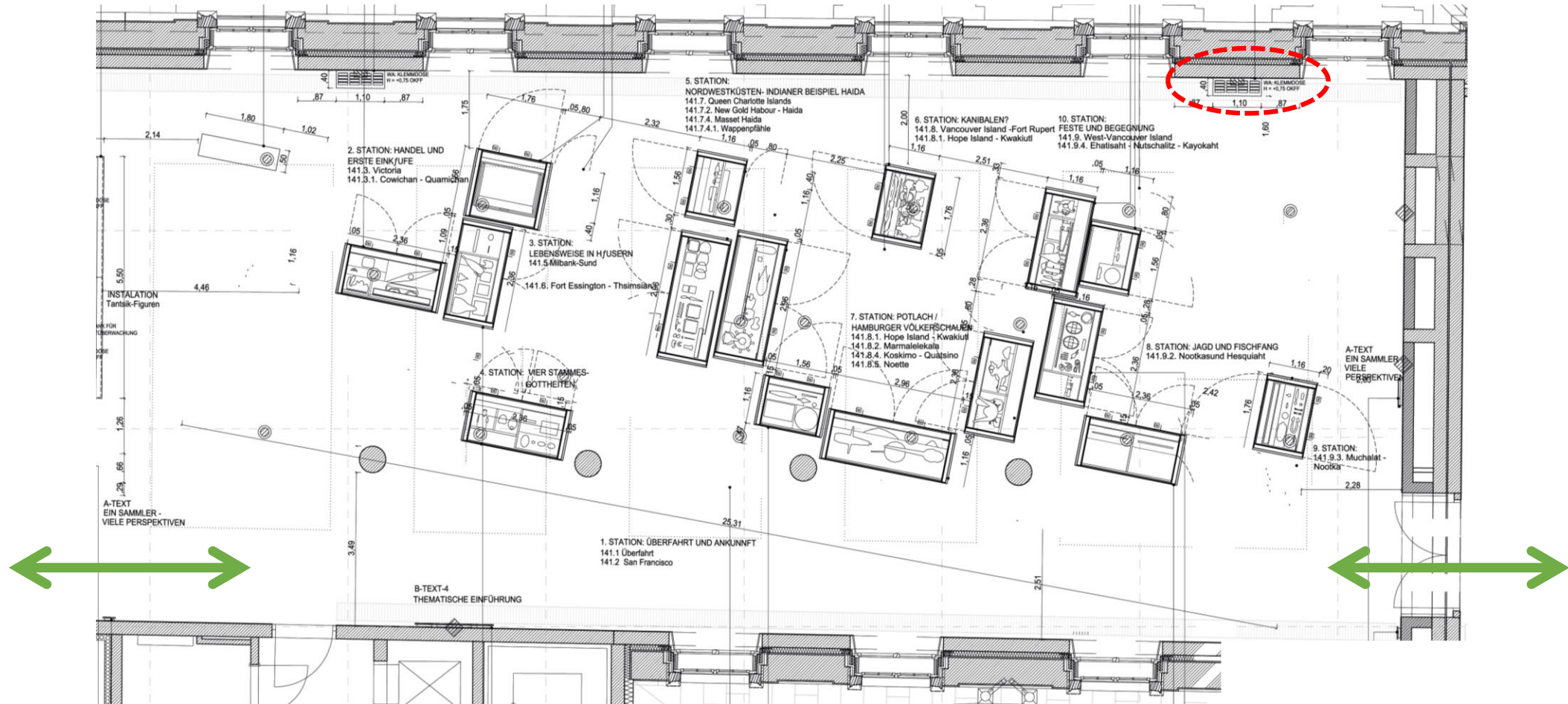
M19 Jacobsen Collection / key objects AR



Rendering (Stand 2017)

M19 Jacobsen Collection

AR tablets



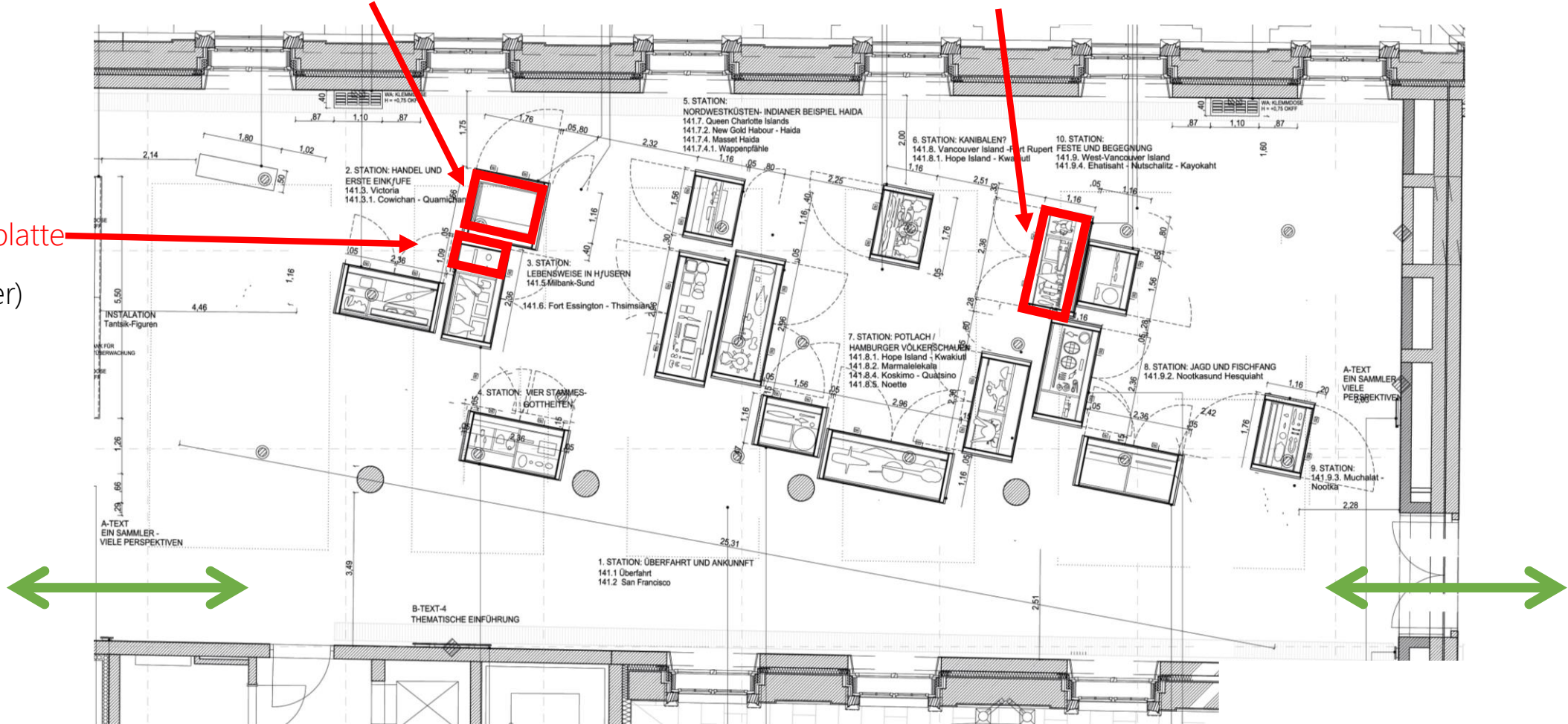
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M19 Jacobsen Collection / key objects AR

Häuptlingssitz (Chief Chair)

Maskenkappe (Mask Cap)

Kupferplatte
(Copper)



View to the key objects (red arrows)



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M19 Jacobsen Collection / key objects AR

Häuptlingssitz



3 x 137 x 96 cm

> Heiltsuk

> British Columbia

Kupferplatte



92 x 52 x 6 cm

> Haida

> British Columbia,
Queen Charlotte Islands

Maskenkappe



39 x 30 x 22 cm

> Kwakwaka'wakw

> British Columbia



AR Brief Concept

key messages

- > each object has a far-reaching "biography" **beyond the acquisition and view of Jacobsen** and the museum at the end of the 19th century.
- > the objects are **hybrids** between the original cultures and their role in the museum.

key aims

- > **points of view** of the source communities and the perspectives inside the museum as "organic" elements in change.
- > objects as **threshold to further knowledge**.
- > to stimulate new **insights**



AR Brief Concept

Concept

- > **to expand the main narrative** in the exhibition through and with the key objects
- > **transformation of the objects**
Giving a context to the objects as contra-narrative to the collector's view at the end of the 19th century.

Structure

- > one story for one key object
- > one main theme for one key object
- > three transformations for each story (subthemes)



AR Brief Concept

Concept

each story/key object

Introduction

Transformation 1

Transformation 2

Transformation 3

Outro



AR Brief Concept

Concept

each story/key object

Introduction

Transformation 1

Transformation 2

Transformation 3

Outro

NARRATORS

Jacobsen's voice
quotes Reisebericht

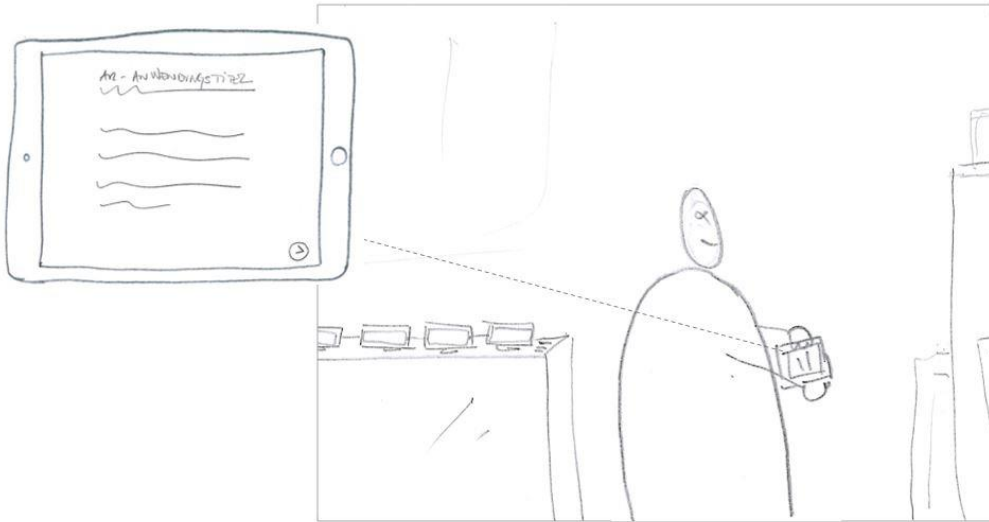
museum's voice
„character/figure“

voices of the source
communities
Interviews/Videos



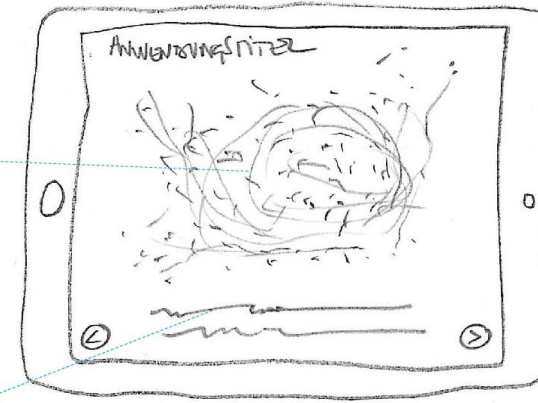
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Storyboard > onboarding



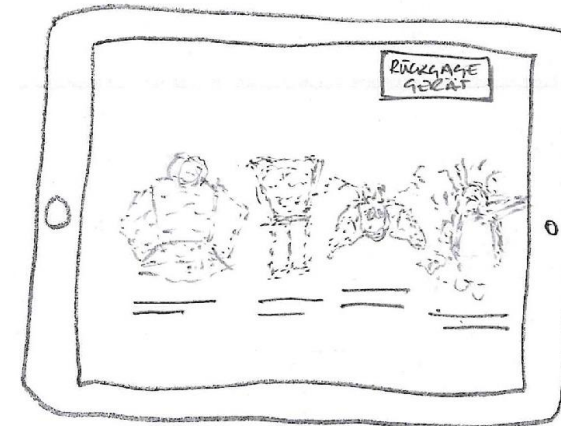
Visuelle Unterstützung der Stimme
des Museums beim Sprechen

Texte der Stimme des Museums



Inhalt

- Die Stimme des Museums stellt sich vor (Wer spricht?)
- Die Anwendung wird eingeleitet.



Inhalt

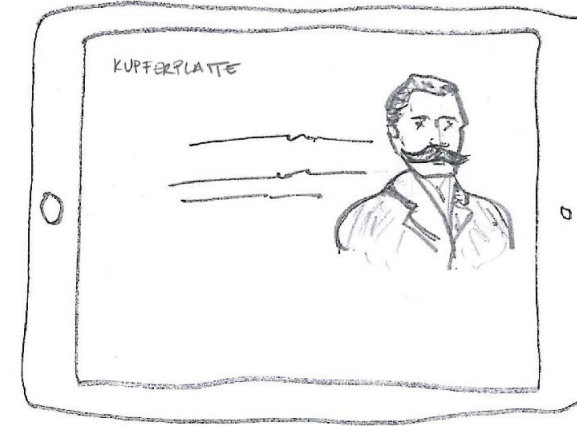
- Textliche/visuelle Hinweise
- Name der Objekte, bzw. Titel der Stories
- ...



Storyboard > Story Kupferplatte (Copper)



Einstieg
Stimme Jacobsen



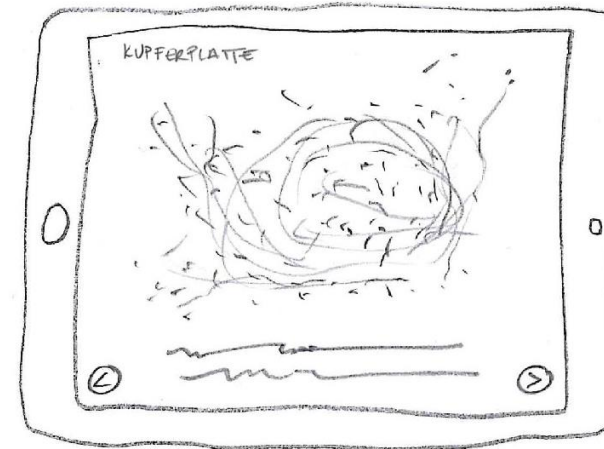
Inhalt

- Zitat Jacobsen zur Kupferplatte



Einleitung
Stimme des Museums

Gegenerzählung zur
Perspektive Jacobsen



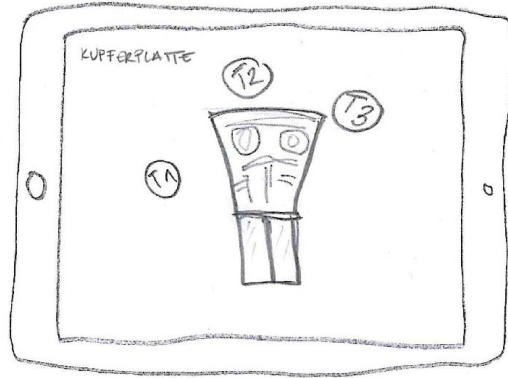
Inhalt

- Erweiterung der Sicht:
Bedeutung des Objektes
aus heutiger Sicht (Bsp.
Prestige, heutige Nutzung)



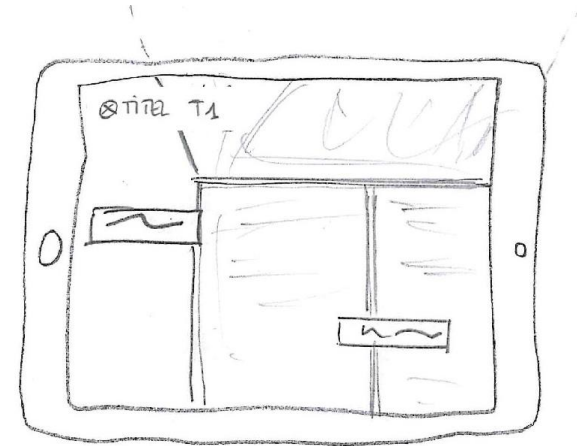
Storyboard > Story Kupferplatte (Copper)

Übersicht der Transformationen



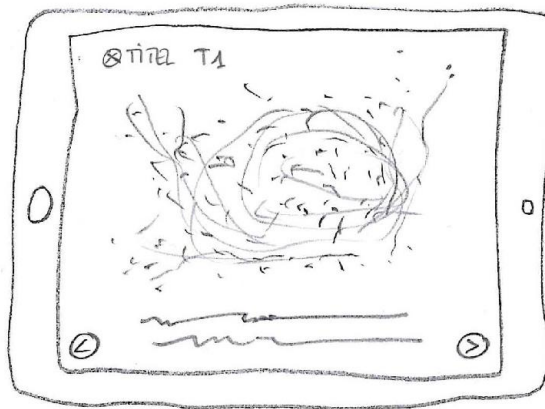
Transformation 1

Schwerpunkt Objekt



Transformation 1

Schwerpunkt Objekt

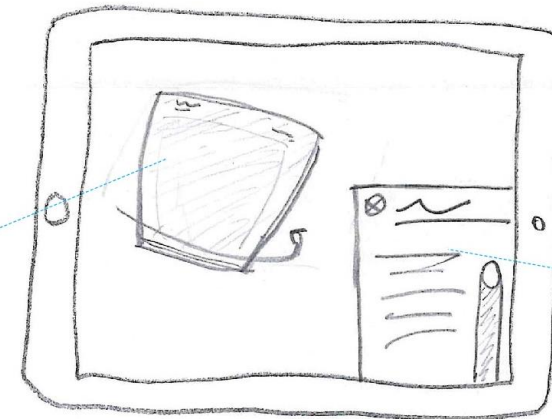


Inhalt

- Wo und wann erworben, Ethnie, Motive, etc.
- ...

Transformation 1

Schwerpunkt Objekt



3D-Objekt.
Drehbar, skalierbar

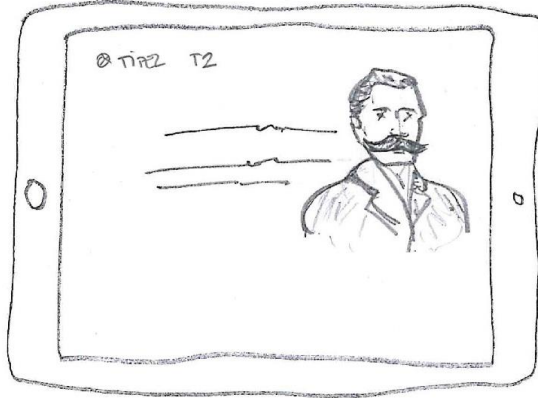
Unterthema/vertiefende
Informationen



Storyboard > Story Kupferplatte (Copper)

Transformation 2

Schwerpunkt Kupferplatten als Träger von Macht



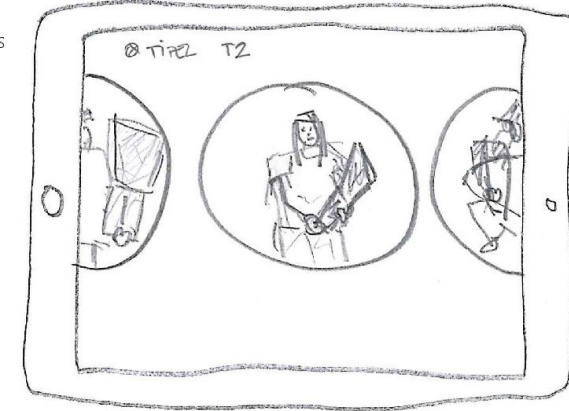
Inhalt

- Zitat Jacobsen

Übersicht der Materialien

Transformation 2

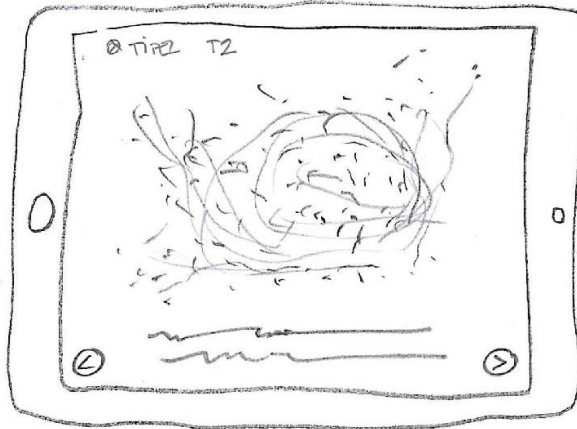
Schwerpunkt Kupferplatten als Träger von Macht



Ansicht eines Bildes

Transformation 2

Schwerpunkt Kupferplatten als Träger von Macht

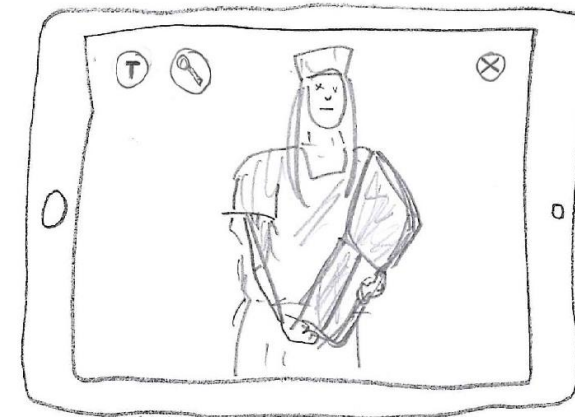


Inhalt

- Erweiterung durch Kontextualisierung (Bsp. Rolle Nachfolgeriten, Brechen einer Kupferplatte, etc.)

Transformation 2

Schwerpunkt Kupferplatten als Träger von Macht

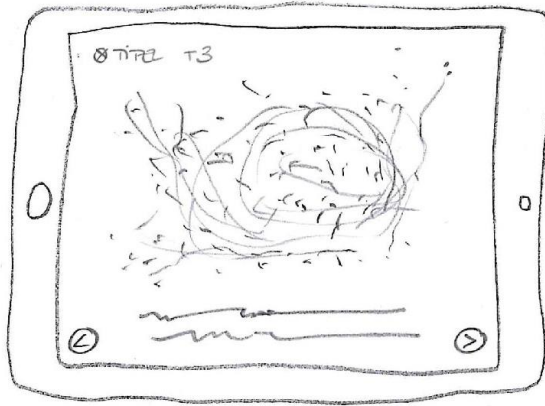


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Storyboard > Story Kupferplatte (Copper)

Transformation 3

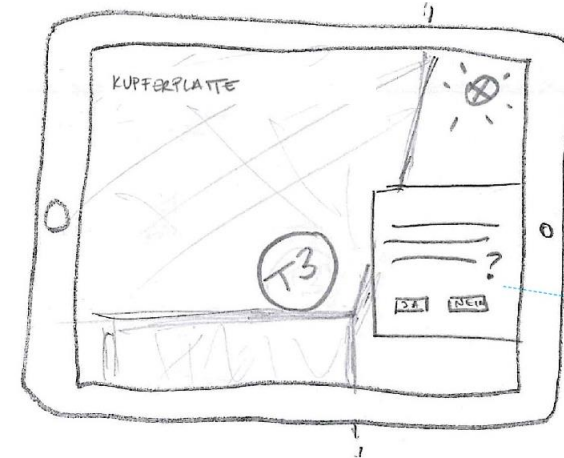
Schwerpunkt heutige indigene Perspektive



Inhalt

- Identitätsstiftende Bedeutung der Kupferplatten heute, lokale Interpretationen)

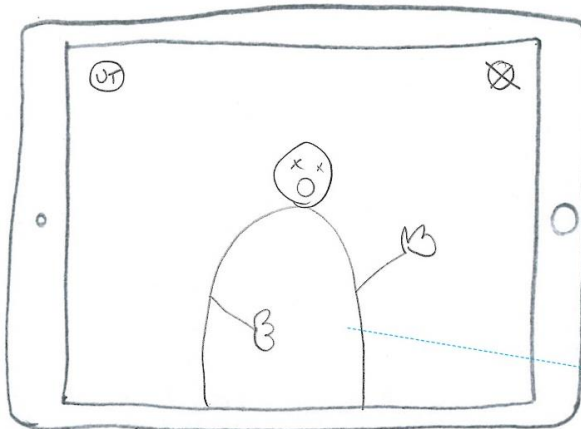
Übersicht der Transformationen



Meldung vor Beenden

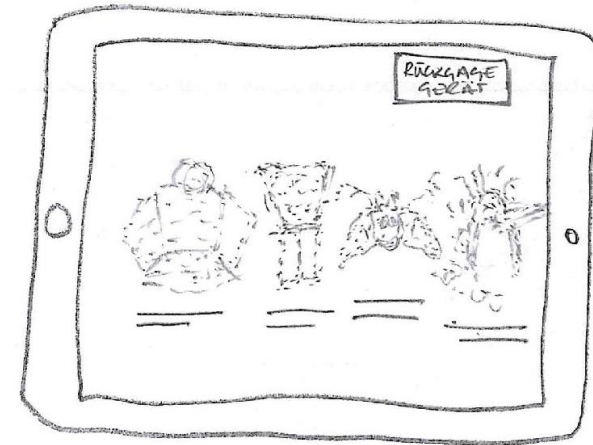
Transformation 3

Schwerpunkt heutige indigene Perspektive



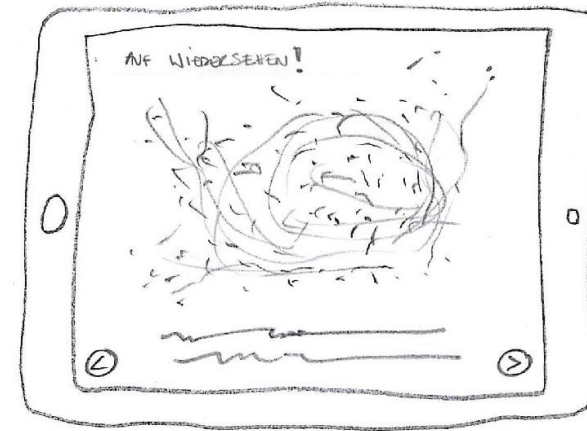
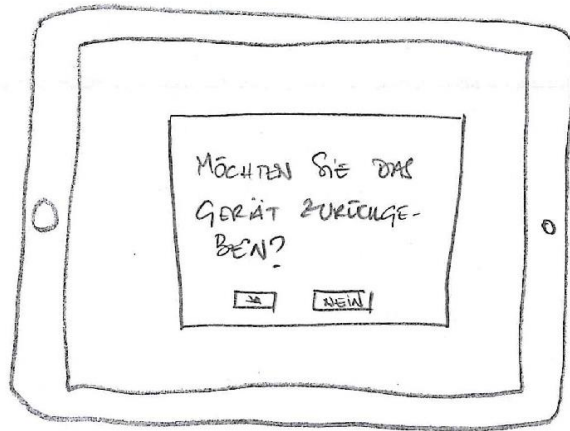
Michael Nicoll Yagulanaas

Verweis auf weitere Stories und Orientierung



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Storyboard > finishing / return



QUESTIONS

museum's voice(s)

(role)play the museum!

What shall the voice of an european ethnological museum say from a current perspective in a display of objects of foreign cultures added to the collection according with the european Zeitgeist of the 19th century?

try it out!

How can augmented reality expand the display of objects and contribute to a more reflected and polifonic visitors experience in the exhibition rooms?



M19 Jacobsen Collection / Copper

Kupferplatte



92 x 52 x 6 cm

> Haida

> British Columbia,
Queen Charlotte Islands

Sources

Captain Jacobsen's Journey (chapter III, page 31ff. about the cooper)
<https://spk.saasweb.cloud/s/54FY9jPidrNDJtd>
(Jacobsen's voice)

Background information about coppers
Coppers on Haida Gwaii, Alix Götzinger
https://www.crystalcabin_gallery.com/blogs/news/coppers-history-on-haida-gwaii

Object of the month and general about copper, Sophie Swanson
<https://www.bgc.bard.edu/research-forum/articles/326/n-a>

The Coppers of the Northwest Coast Indians, Carol F. Joplin
<https://spk.saasweb.cloud/s/WgSgBDmQooCBWoj>

Copper breaking in Ottawa, 2014
https://www.youtube.com/watch?v=Lm2RZ_HAP_A

Coppers from the hood: Haida Manga Interventions and Performative Acts, Nicola Levell
<https://anthrosource.onlinelibrary.wiley.com/doi/10.1111/muan.12027>



M19 Jacobsen Collection / Copper

Kupferplatte



92 x 52 x 6 cm

> Haida

> British Columbia,
Queen Charlotte Islands

Sources

3D model (photogrammetry scan)
front side

<https://spk.saasweb.cloud/s/9Dg8A8MSYCMHi8S>

back side

<https://spk.saasweb.cloud/s/6roYodnHRWsmoDR>

Text draft for the museum's perspective

<https://spk.saasweb.cloud/s/PcJ7zTE4gqgfJpB>

Main criticized points about the text:

- The focus does not go to the object in the way it is written. It ignores that the visitor is in front of the object and s/he is asked to see what is s/he looking at.
- The object is described as an exotic and mysterious item, but this is only so for people out of the source communities.
- The breaking of coopers is still happening today and is a very political act. The text describes it as a old tradition that is over.
- In the third subtheme the introduction of the video explains the voice of an haida artists, instead of just giving some context and let him speak for himself in the video.



Thank you for your
attention.

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