

# Augmented Museum Manifesto

## *Integrating Digital + Physical Experiences: How Can We Make Museums More Instagrammable?*

If our economy is based on experiences, our currency is based on attention. Instagram is the most popular social media platform for millennials, with an estimated 60% of US millennials as active users. Visual storytelling is in. Longform text is out. Instagram is an inseparable part of the modern millennial museum experience.

### **Instagrammability Drives Attention**

Instagrammability is about being able to take captivating and shareable photos. Photos that are Iconic, Relatable, and Beautiful. Photos that tell the world to bask in awe at how amazing your life experiences are.

### **Museums are Naturally Instagrammable**

Museums are full of Iconic artifacts: From 'David' to the 'Mona Lisa' and the 'Infinity Mirrored Room'. Their collections explore a shared human experience – of emotions, innocence, and mortality, and their displays are designed to be visually appreciated with fine lighting and curated arrangements.

### **To Visit a Museum is to Instagram**

Museums exist to collect, preserve, and present items of interest.

Instagram collects, preserves, and presents items of interest to millennials. Museums that embrace the integration of digital and physical experiences embrace Instagram as an extension of the Modern Museum experience – a collection of photo-worthy experiences.

We believe that museum curators who embrace a digitally augmented future need to also embrace the role of Instagram in shaping museum experiences. Thus, curators will be well served in better understanding the nature of instagrammability at their museums.