

mi museo

MONITORING
THE BEHAVIOR
OF VISITORS
IN CULTURAL
INSTITUTIONS



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WHAT'S WRONG ?



- ARCHIVE ORIENTATED
- OUTDATED METHODS
- NEW ART TYPOLOGIES



- MORE PREPARED
- SEARCHES NEW EXPERIENCES
- WILLING TO EXPLORE

FROM CONSERVATION TO CONVERSATION



NEW MEDIATION
ROLES



ACTIVE
STORYTELLING

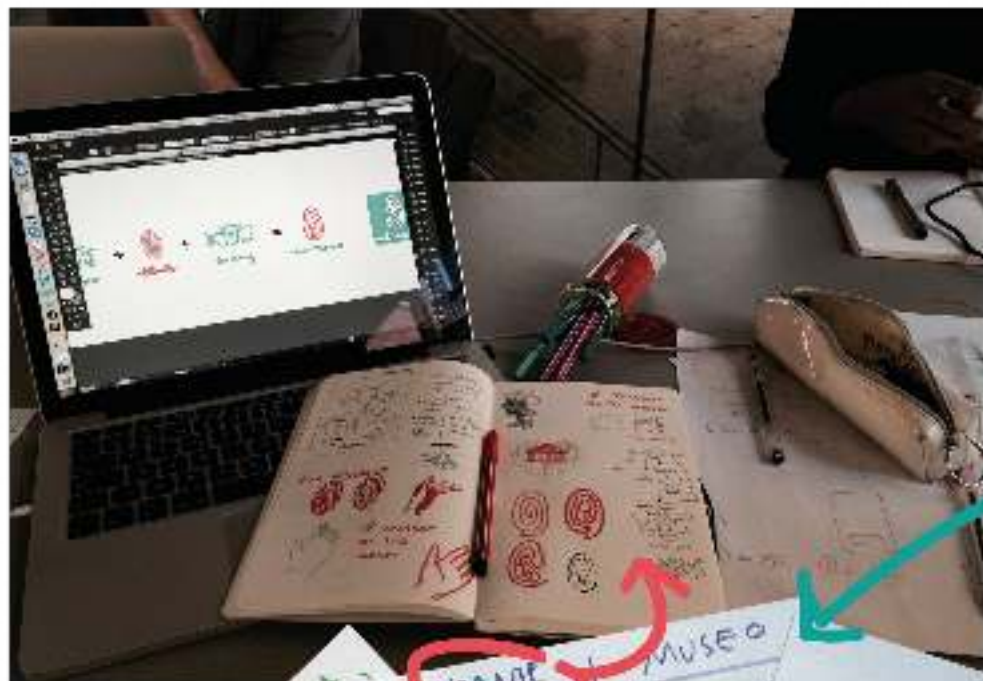


MUSEUM AS AN
LIVING SYSTEM

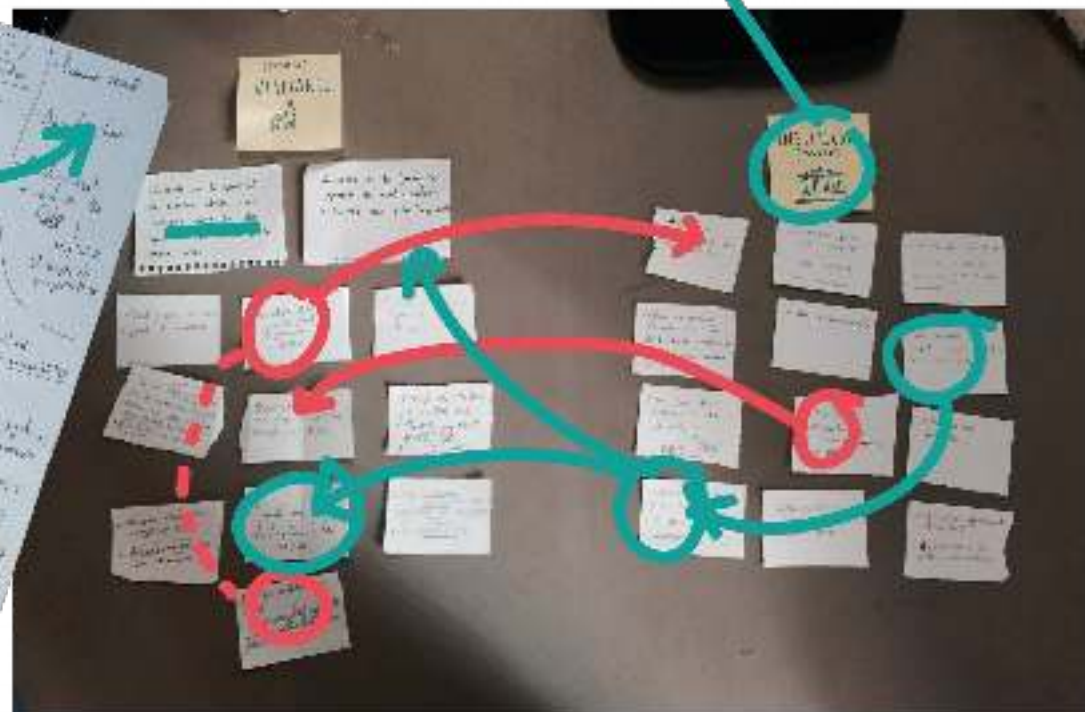
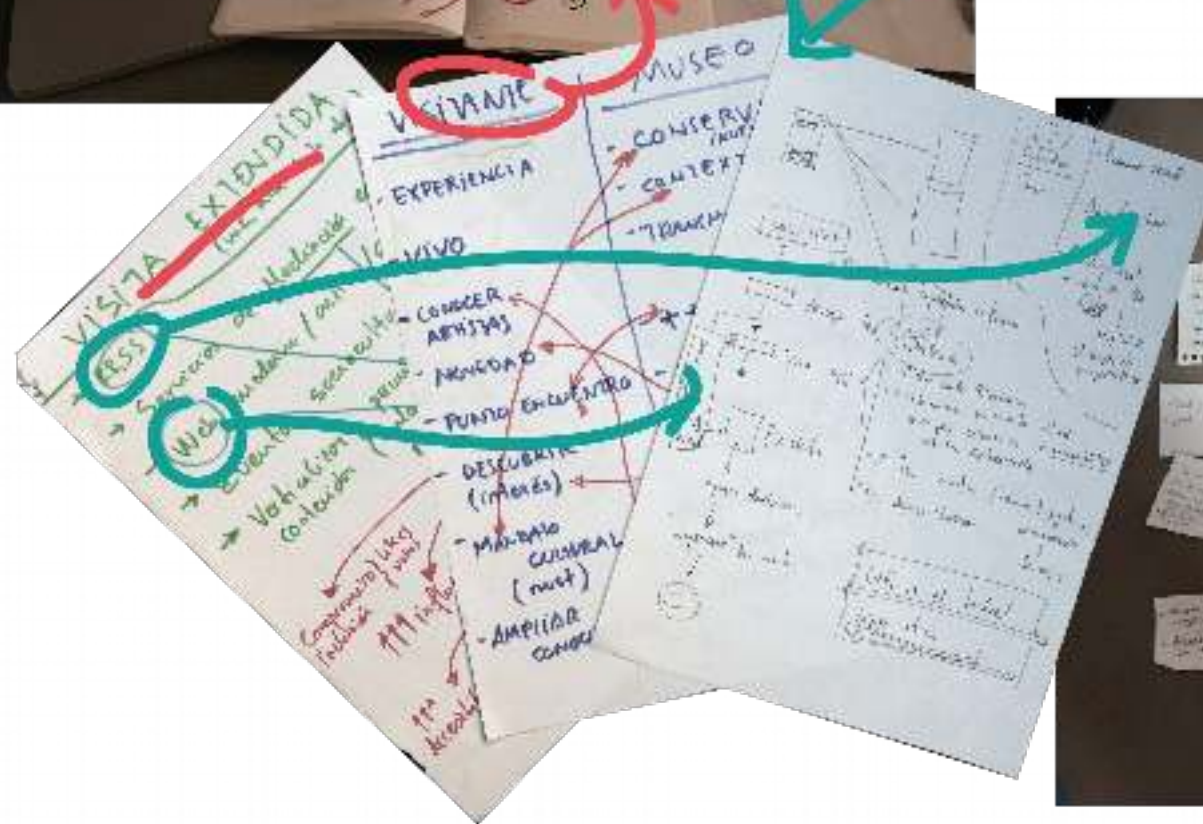
NEW TECHNOLOGIES



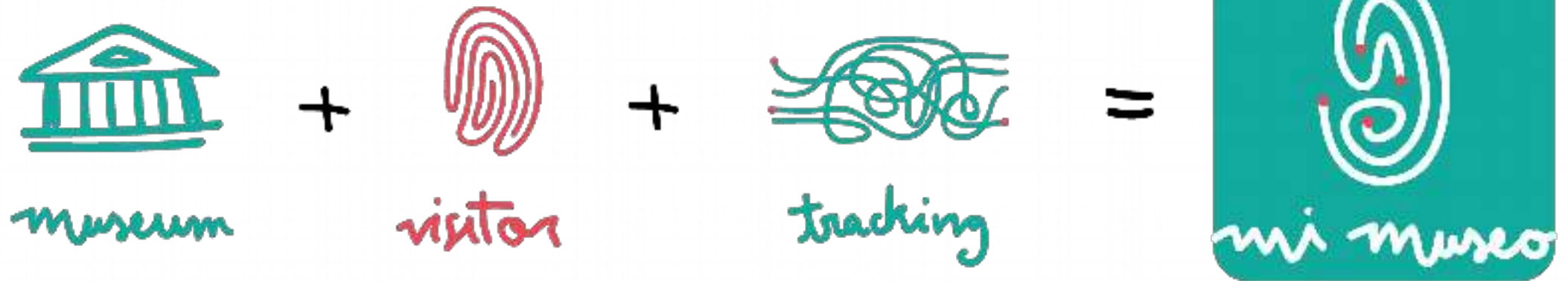
engagement



RE-THINKING THE MUSEUM



MI MUSEO



CUSTOM VISIT

HOW DOES IT WORK?



**TRACKING
TOOL**



**REAL TIME
GEOLOCATION**



**AUGMENTED
REALITY**



wikitude



**EXTENDED
CONTENTS**

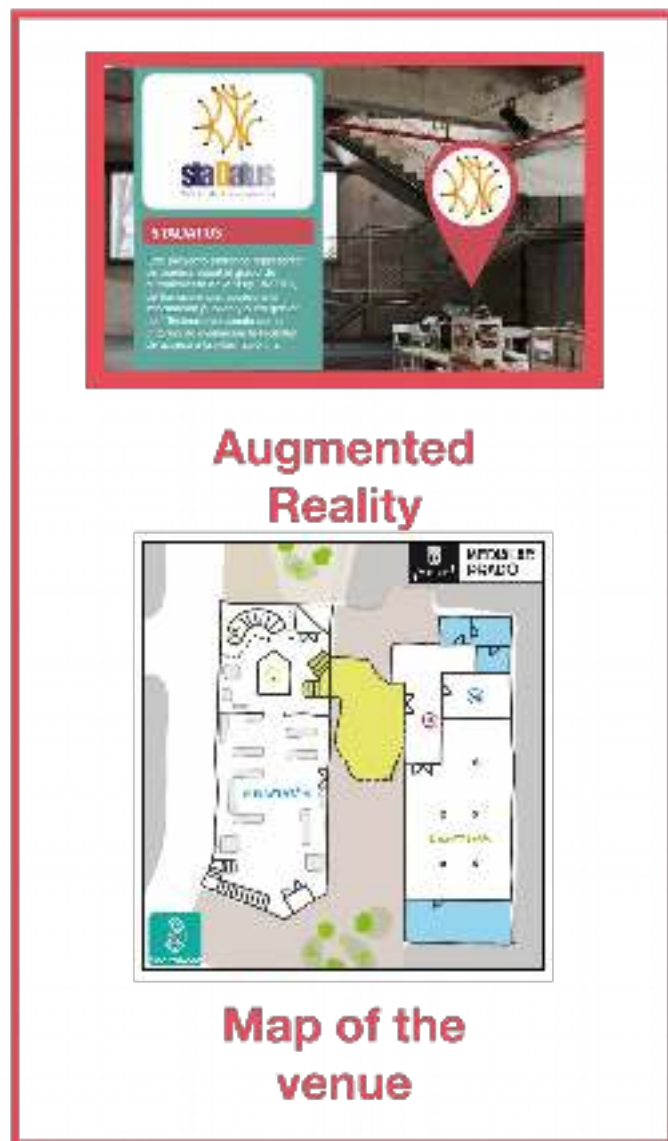
GO & EXPLORE!



**Connect
to WIFI**



**Start the
visit**



**Augmented
Reality**

**Map of the
venue**

EXPLORE



**PRINT
YOUR MAP**



START
VISIT



TRACKING
TOOL

GET +
INFO



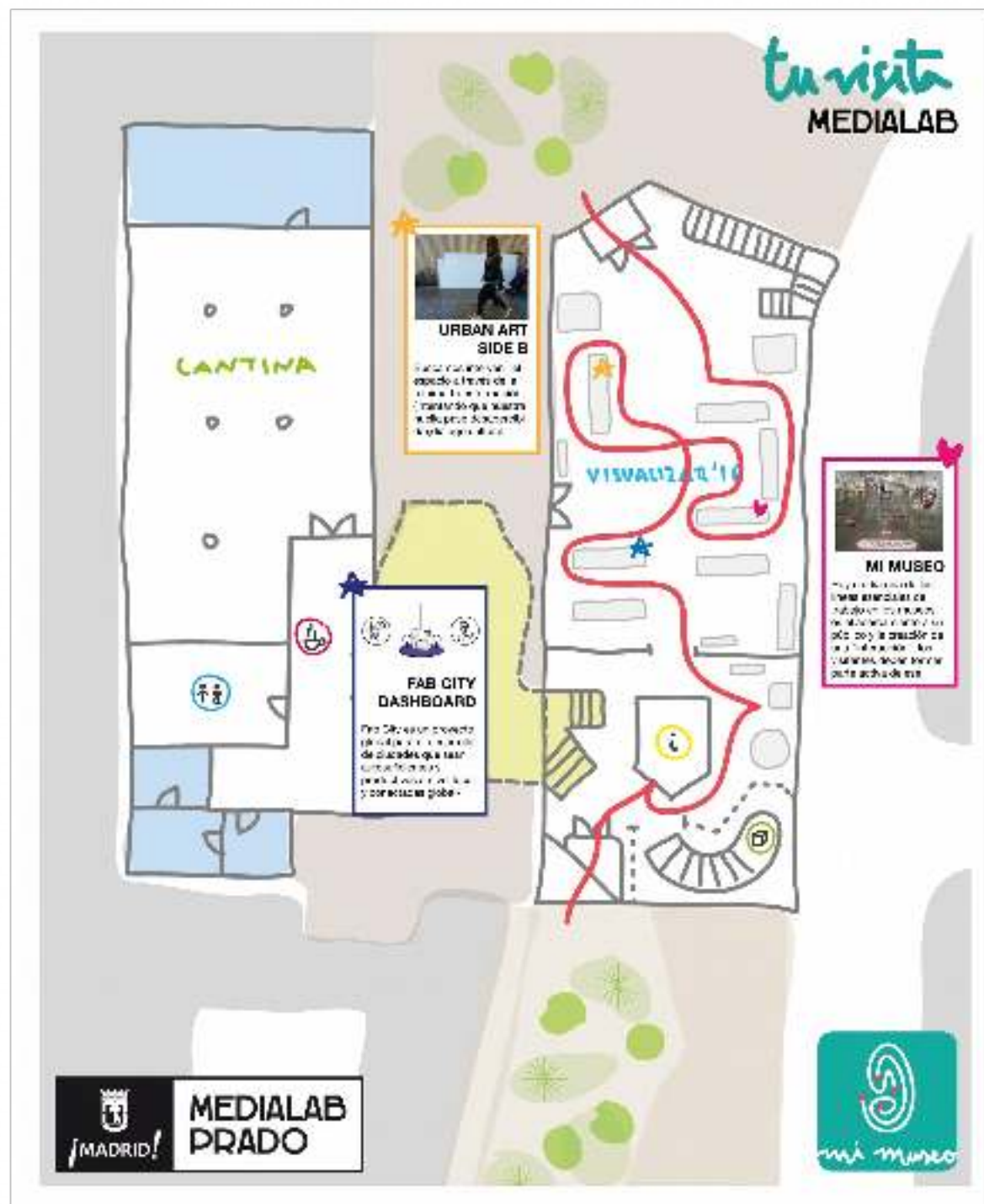
AUGMENTED
REALITY



PRINT
YOUR
MAP

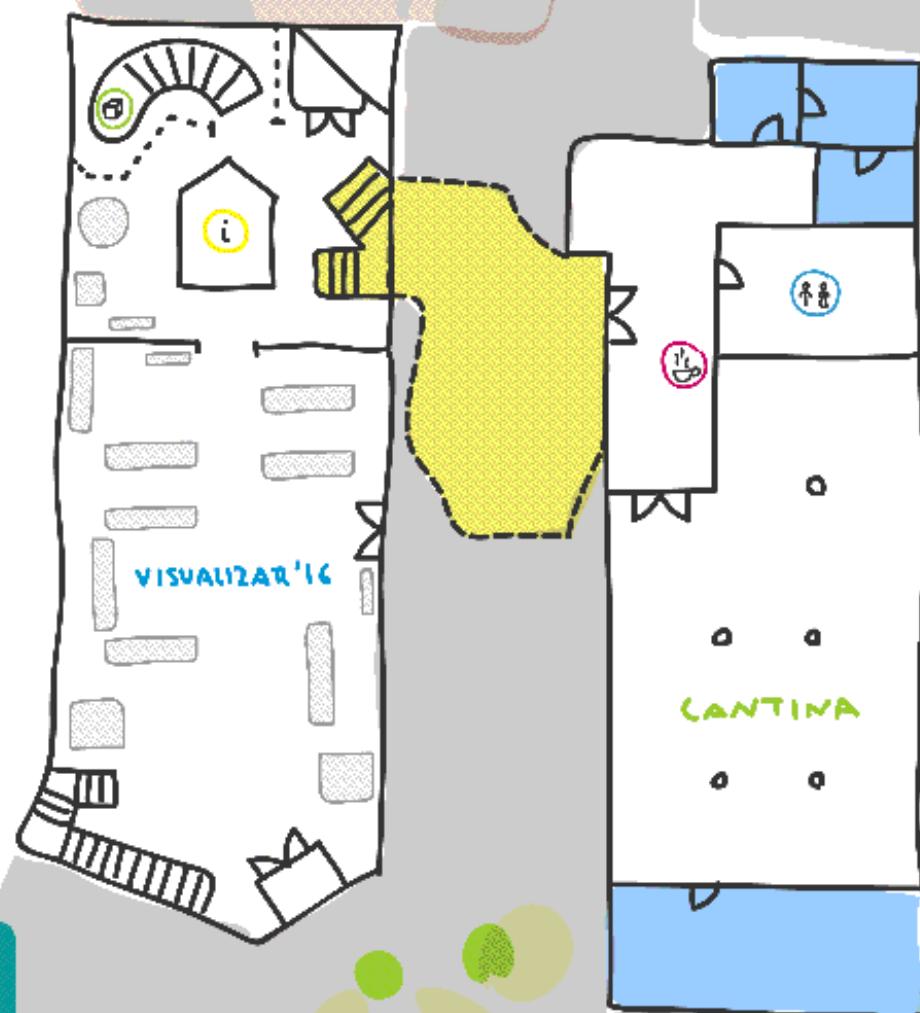


PRINT YOUR MAP





MEDIALAB
PRADO





Thanks!

<https://comportamientodevisitantes.wordpress.com>

VISUALIZAR'16

