

Briefing

AR-Application for interpersonal mediation Ceremonial House of the Abelam



Stand: 11.03.2020



Staatliche Museen zu Berlin
Preußischer Kulturbesitz

10.03.2020

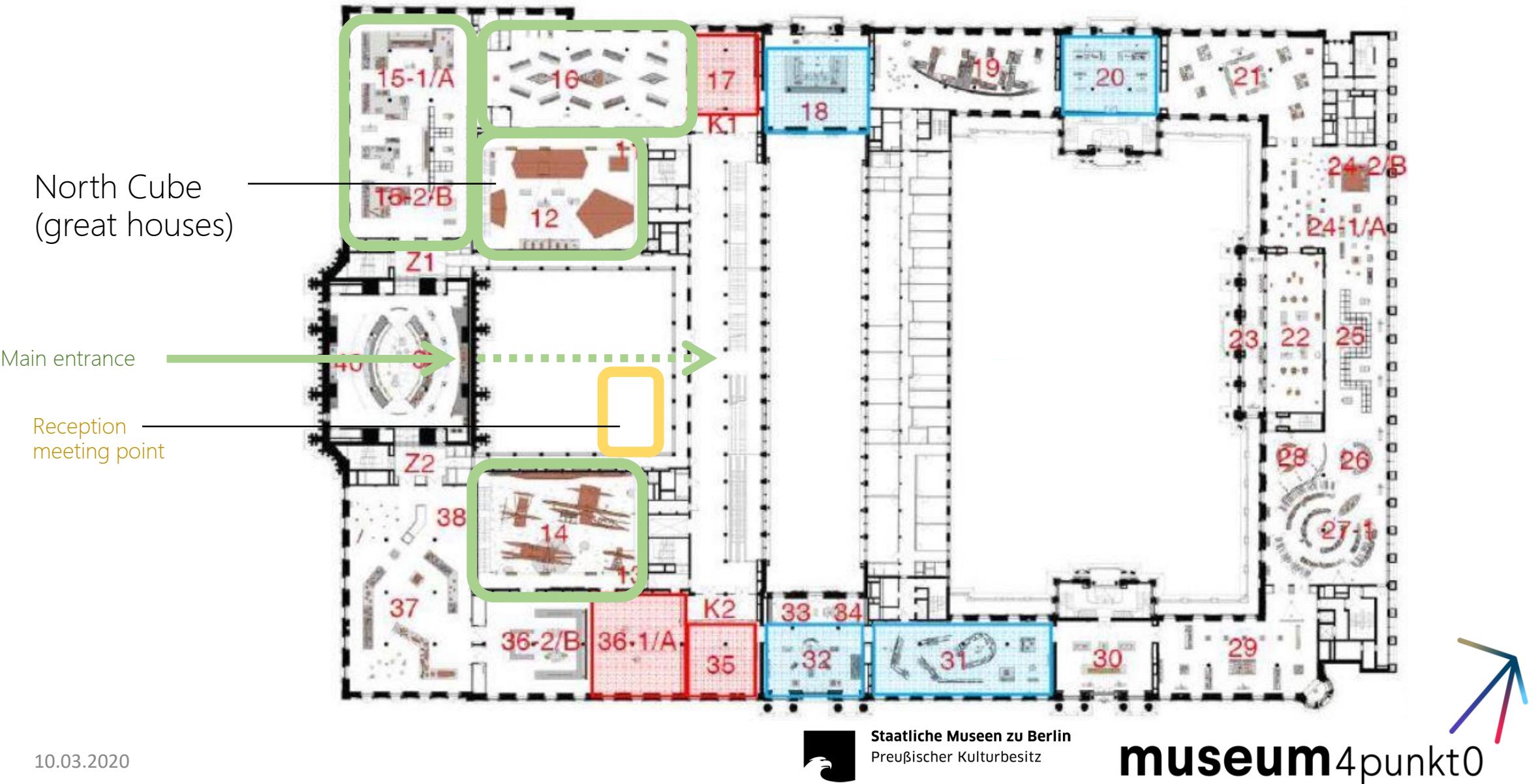
Gefördert durch:



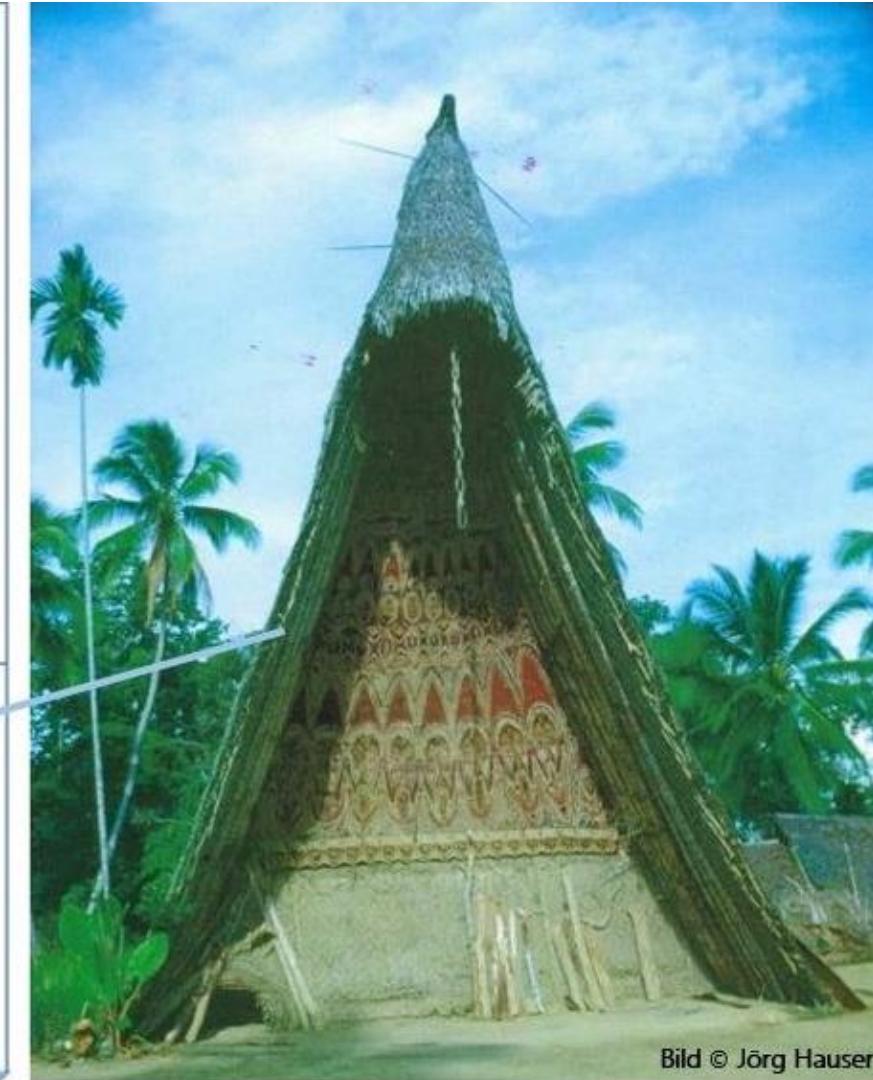
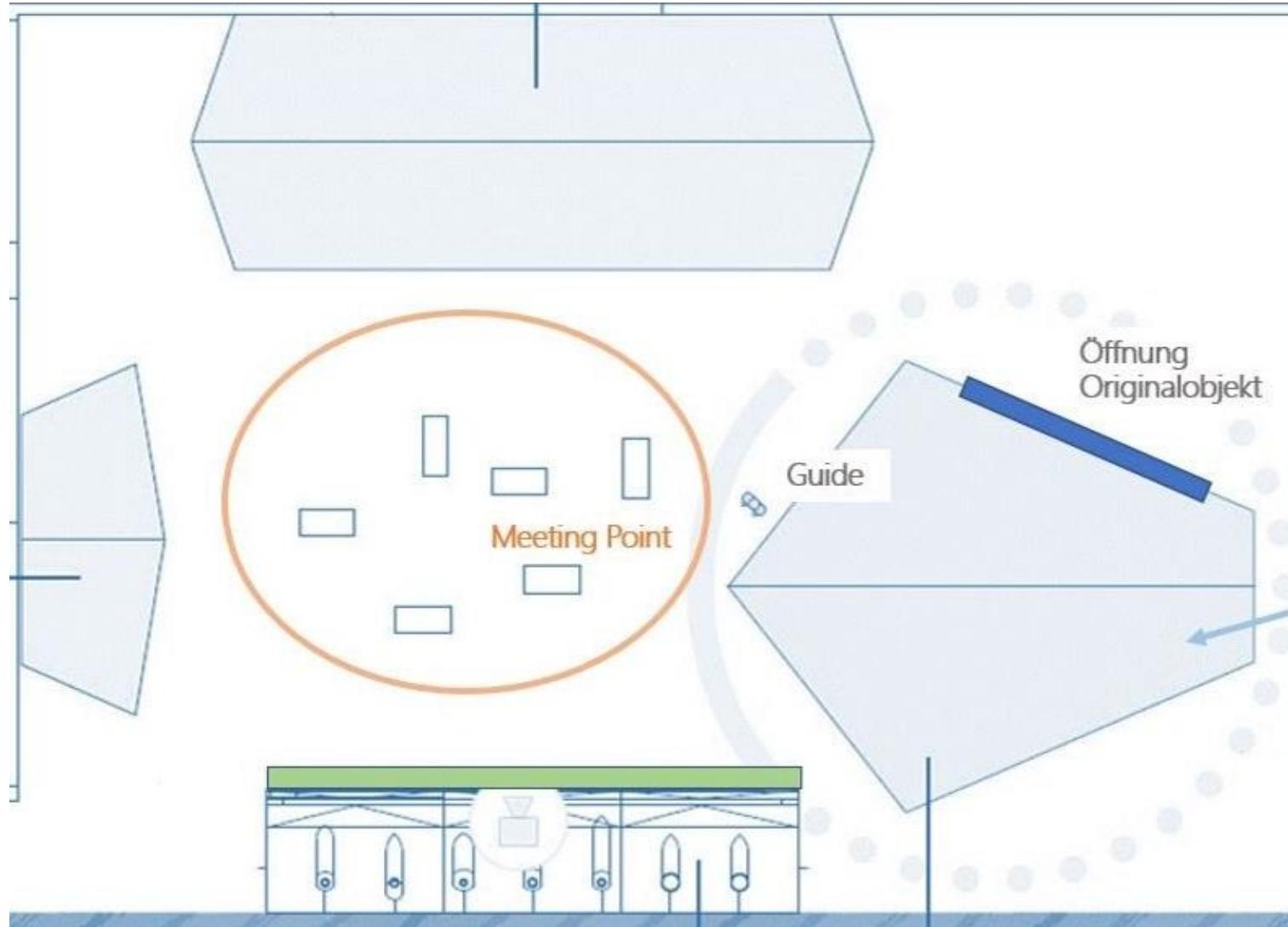
Die Beauftragte der Bundesregierung
für Kultur und Medien

aufgrund eines Beschlusses
des Deutschen Bundestages

Orientation in Humboldt Forum



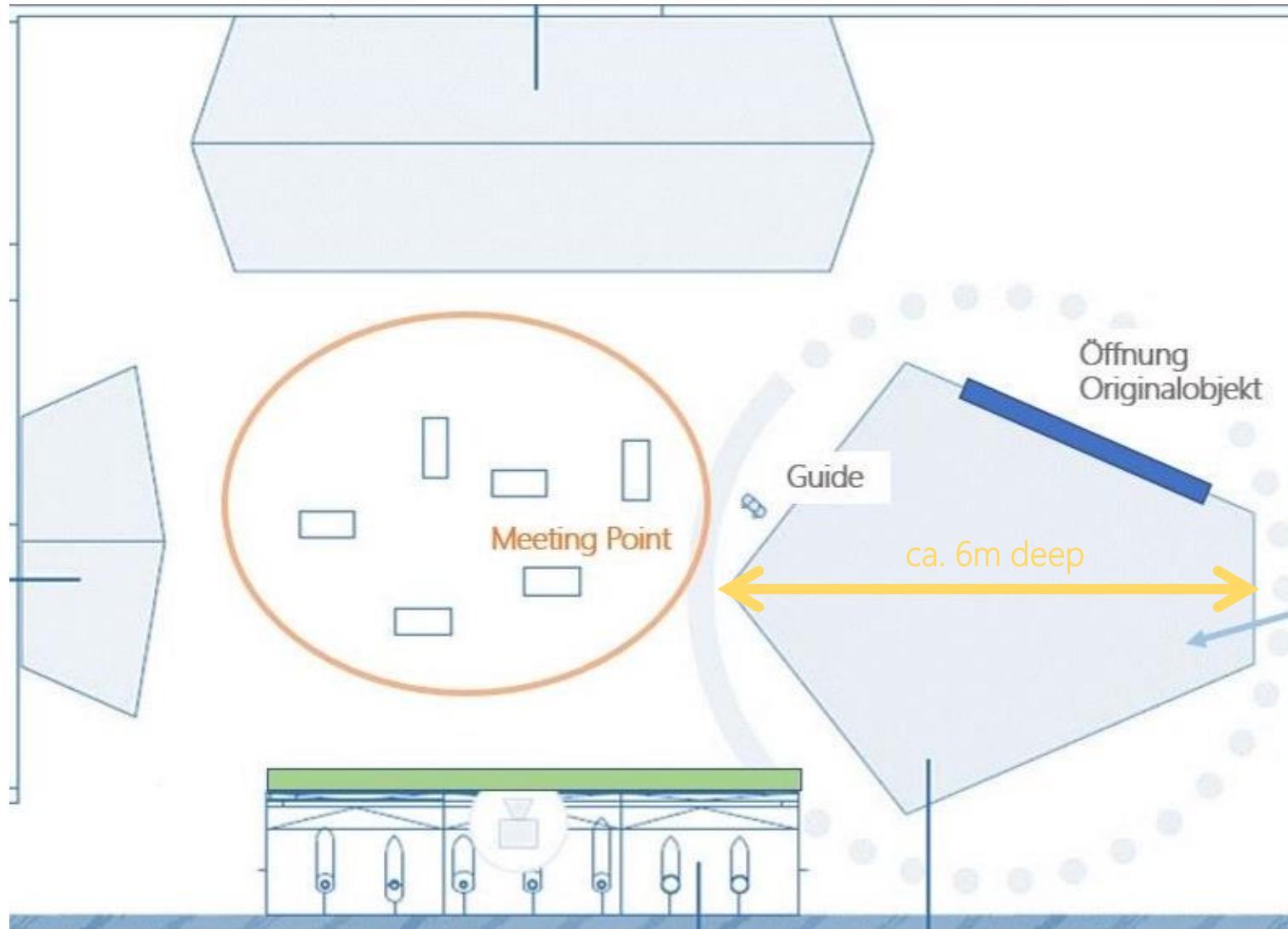
Ceremonial House of the Abelam



groundfloor »North Cube«

Bild © Jörg Hauser

Ceremonial House of the Abelam

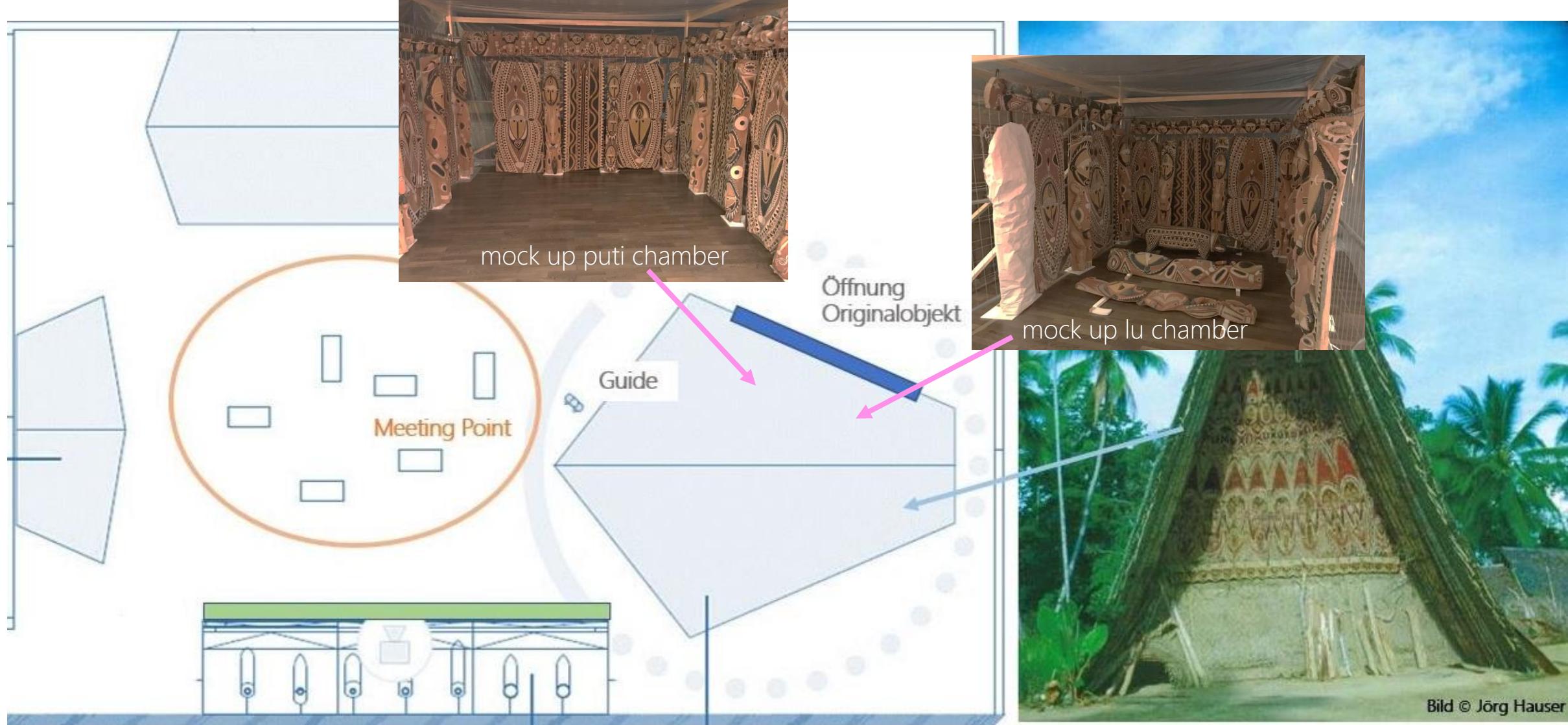


groundfloor »North Cube«



Bild © Jörg Hauser

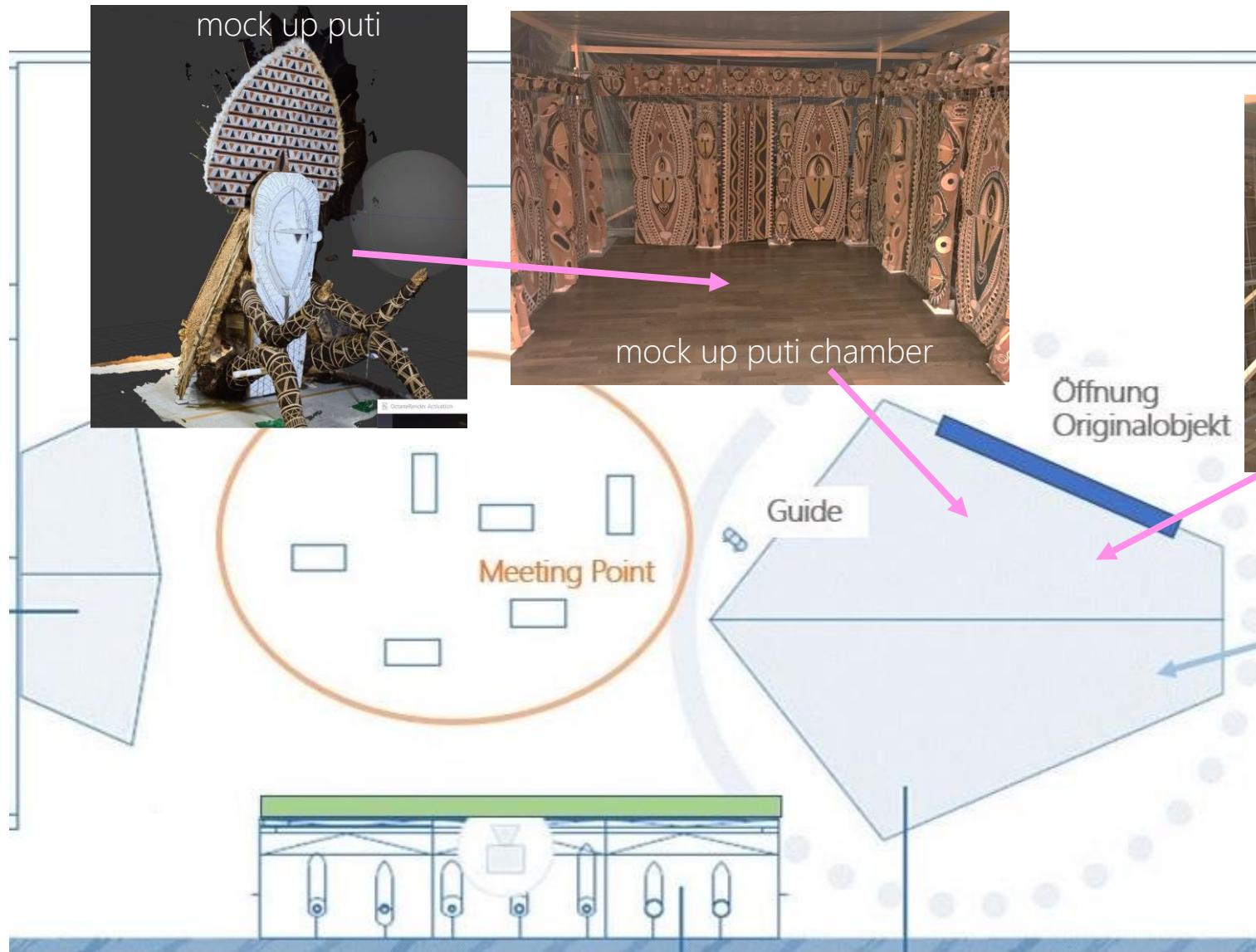
Ceremonial House of the Abelam



groundfloor »North Cube«

Bild © Jörg Hauser

Ceremonial House of the Abelam



groundfloor »North Cube«

Ceremonial House of the Abelam

key messages exhibit

- > ceremonial house is a museal reproduction
- > ceremonial houses were used just for initiations
- > square in front is central for political/social live
 - face of the house with representations of spirits/gods
- > spirits/gods invoked for initiations



Bild © Jörg Hauser



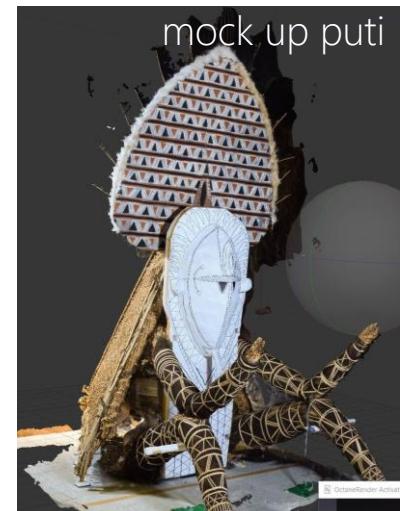
Ceremonial House of the Abelam

key messages exhibit

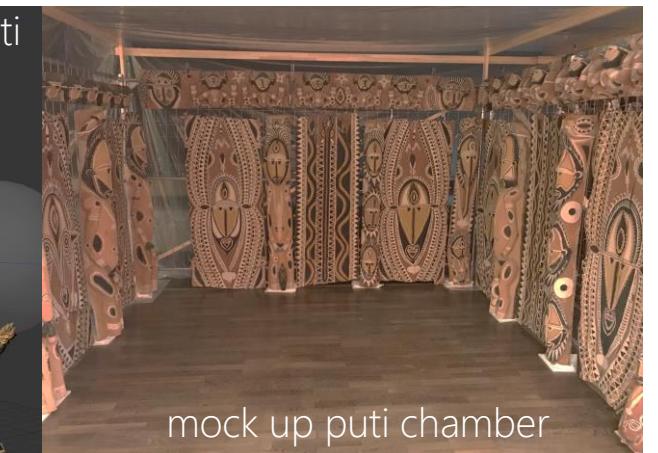
- > initiations = higher status
 - rites of passage
 - secrets, related just to men
 - contemplation and experience
 - understanding the order and meaning
- > 4th initiation: lu chamber
- > 5th initiation: puti chamber
 - to meet puti
 - restricted to the most influential men



mock up lu chamber



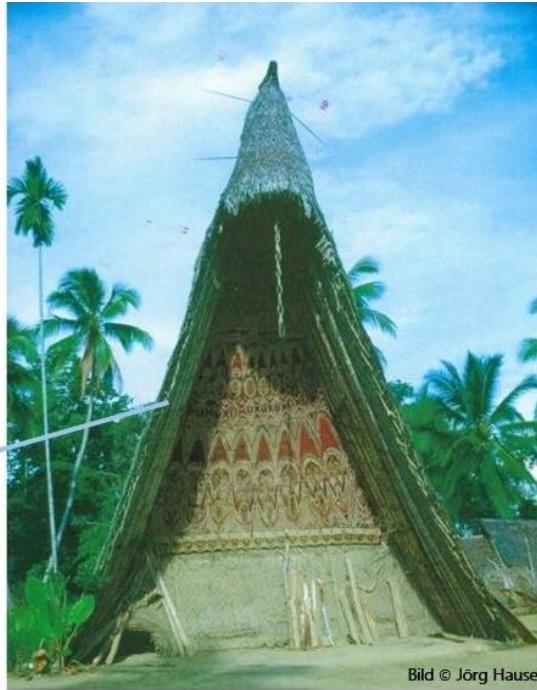
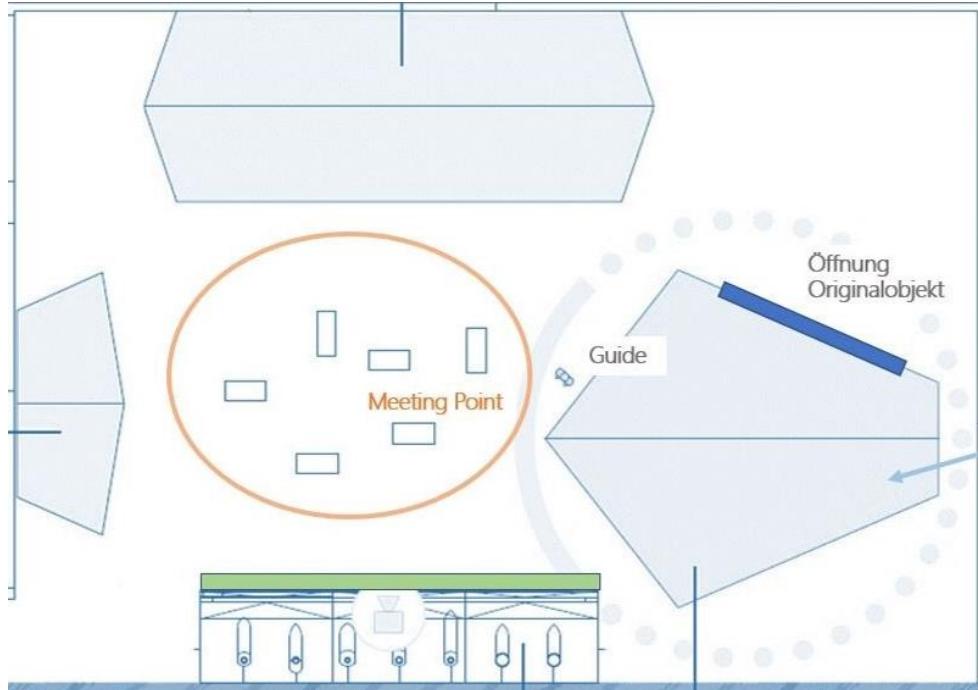
mock up puti



mock up puti chamber



Ceremonial House of the Abelam



ISSUES MEDIATION

- > access just from outside, limited view of the objects
- > lack of contextualizing material (collection)
- > lack of interaction (visitors)

AR-App for the interpersonal mediation



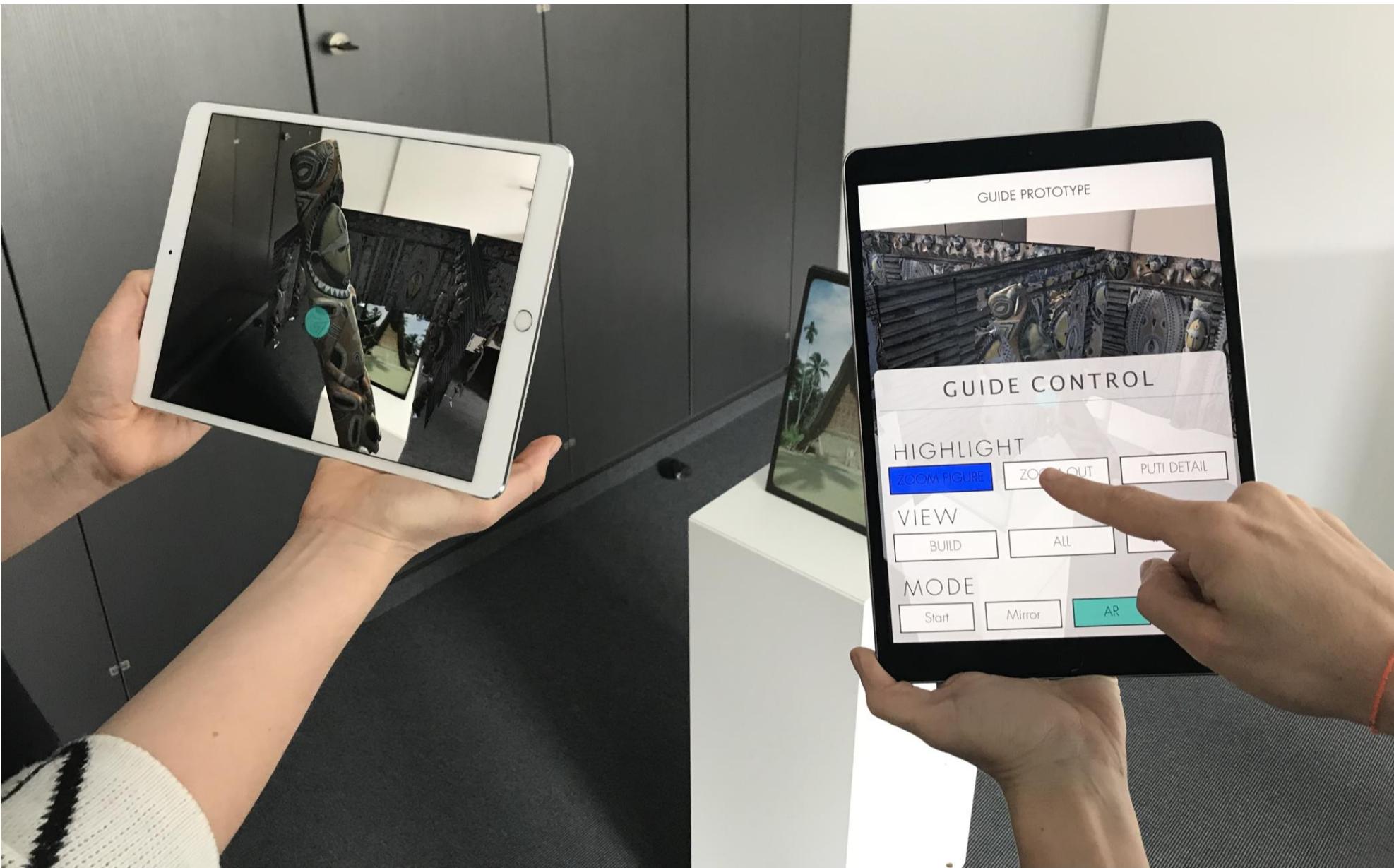
*Augmentation of the
interpersonal mediation*

- > *not just app, but a new storytelling format for visitor groups with augmented reality*
- *to expand the narrative and the visitors experience*
- *engaging by reinforcing the experience of the object and face-to-face communication*

AR-App for the interpersonal mediation

AR Low-Fidelity-Prototype

proof of concept

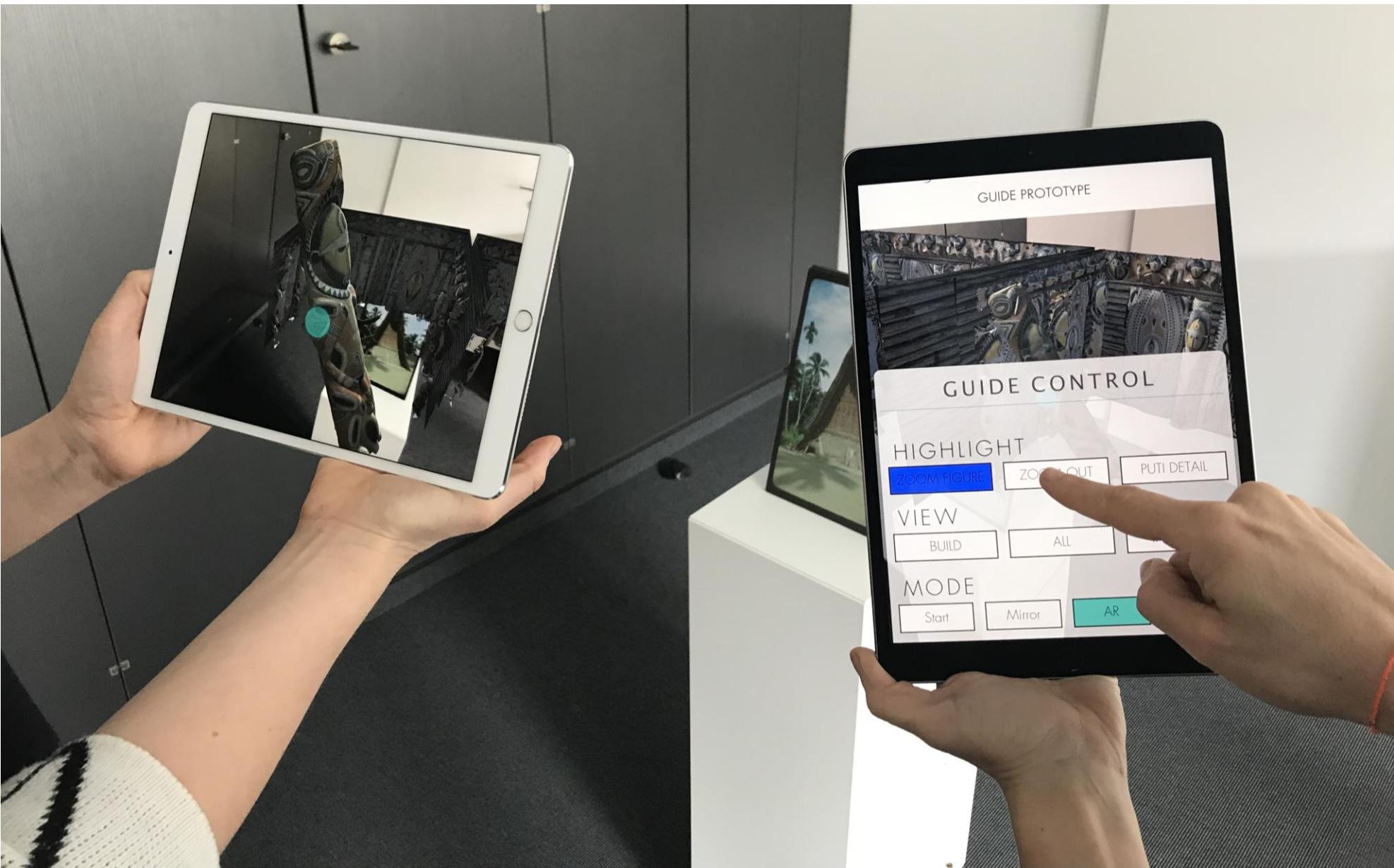


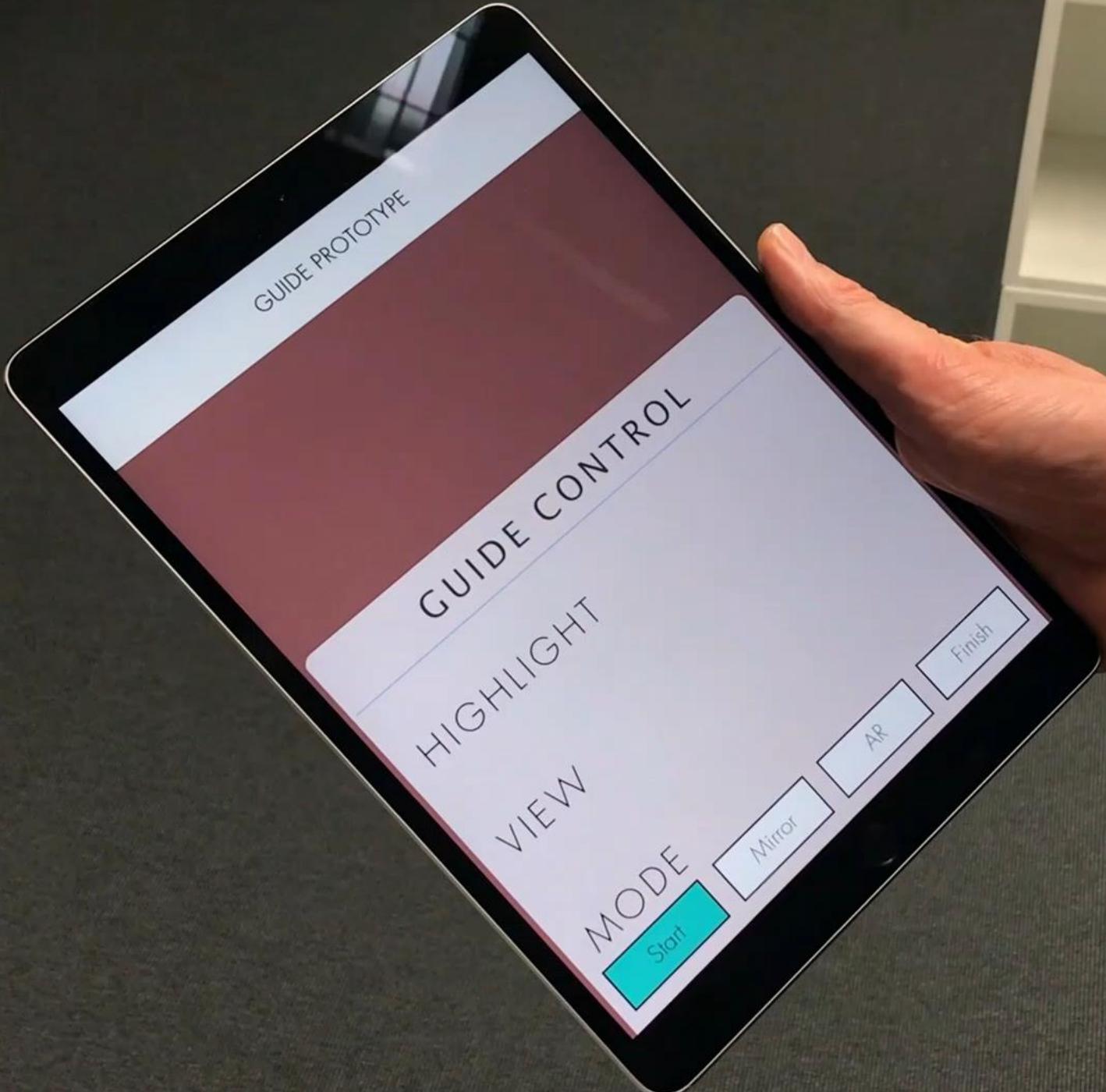
AR-App for the interpersonal mediation

AR Low-Fidelity-Prototype

proof of concept

general needs of guides and visitors





AR-App for the interpersonal mediation



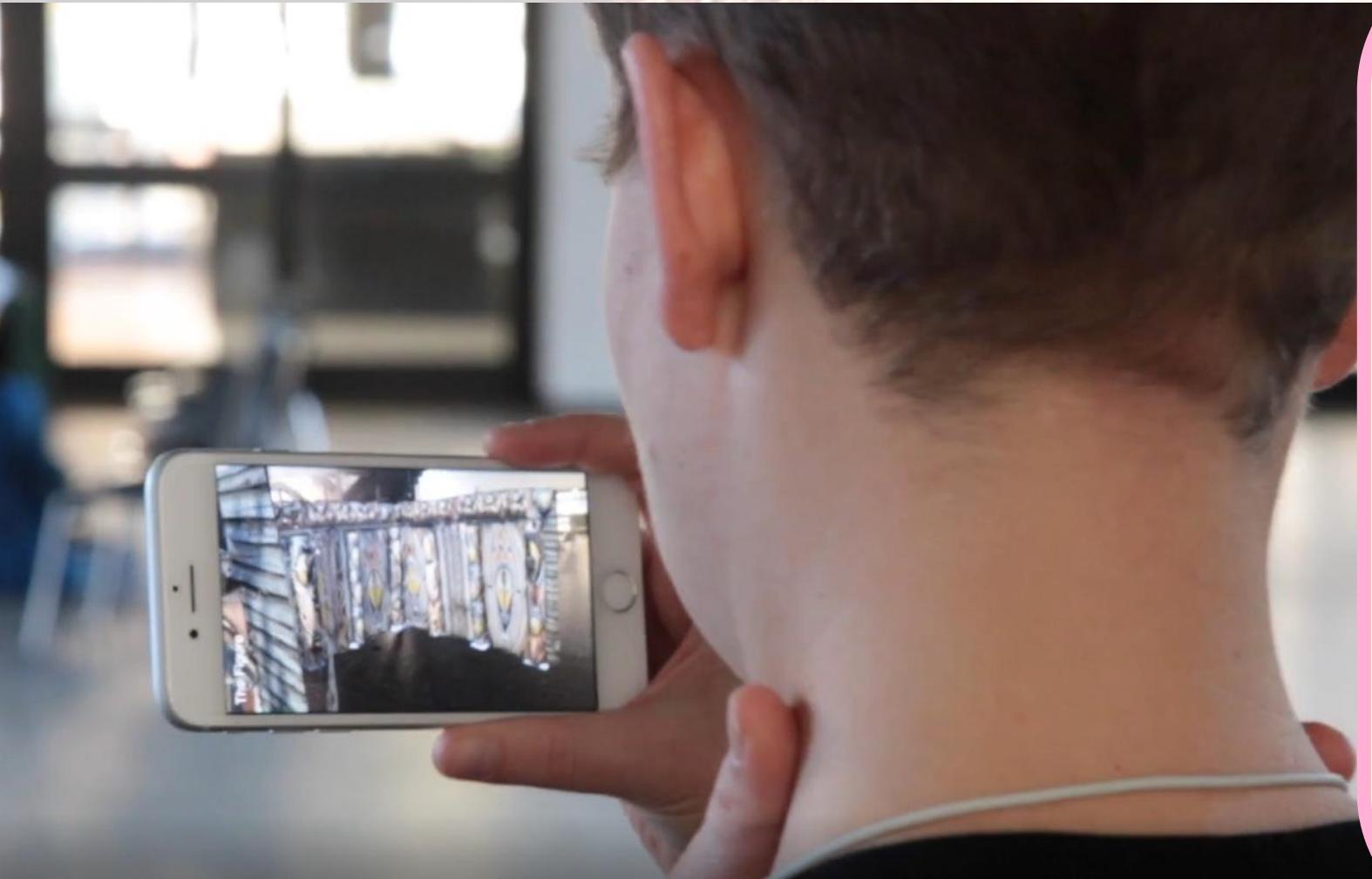
NEEDS OF THE GUIDES

- *contextual information*
- *flexibility of (inter-)action*
- *face-to-face communication*
- *fascinate visitors with contents throughout the storytelling*

NEEDS OF THE VISITORS

- *balance between hearing/looking (passive) and exploring themselves (active)*
- *individual response to their interests*
- *magic moments to engage*

AR-App for the interpersonal mediation



NEEDS OF THE STORYTELLING

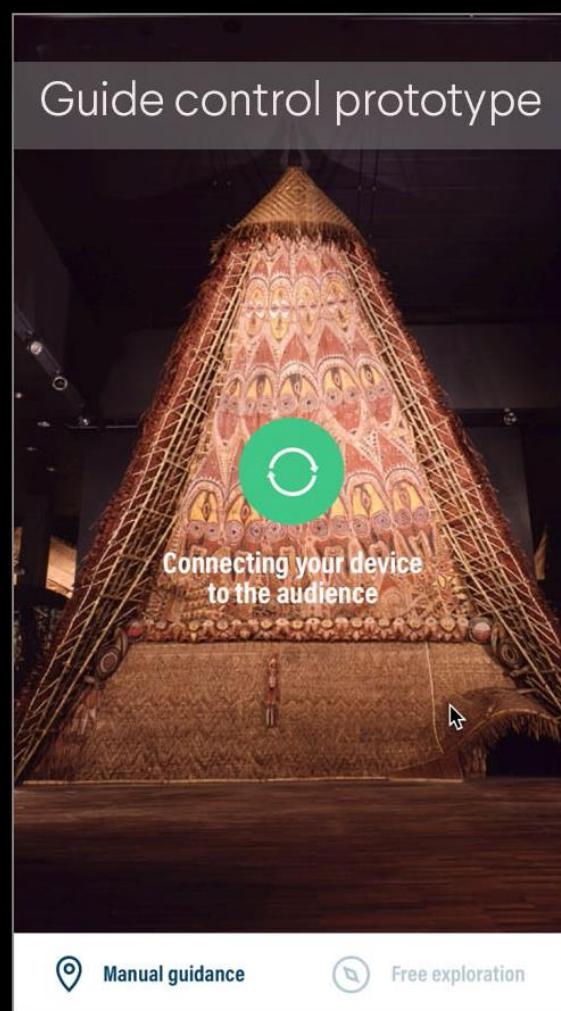
- formulating key message
- selecting key contents for highlights in the dramaturgy
- 3D scans / digitalization
- ...

NEEDS OF THE OBJECT

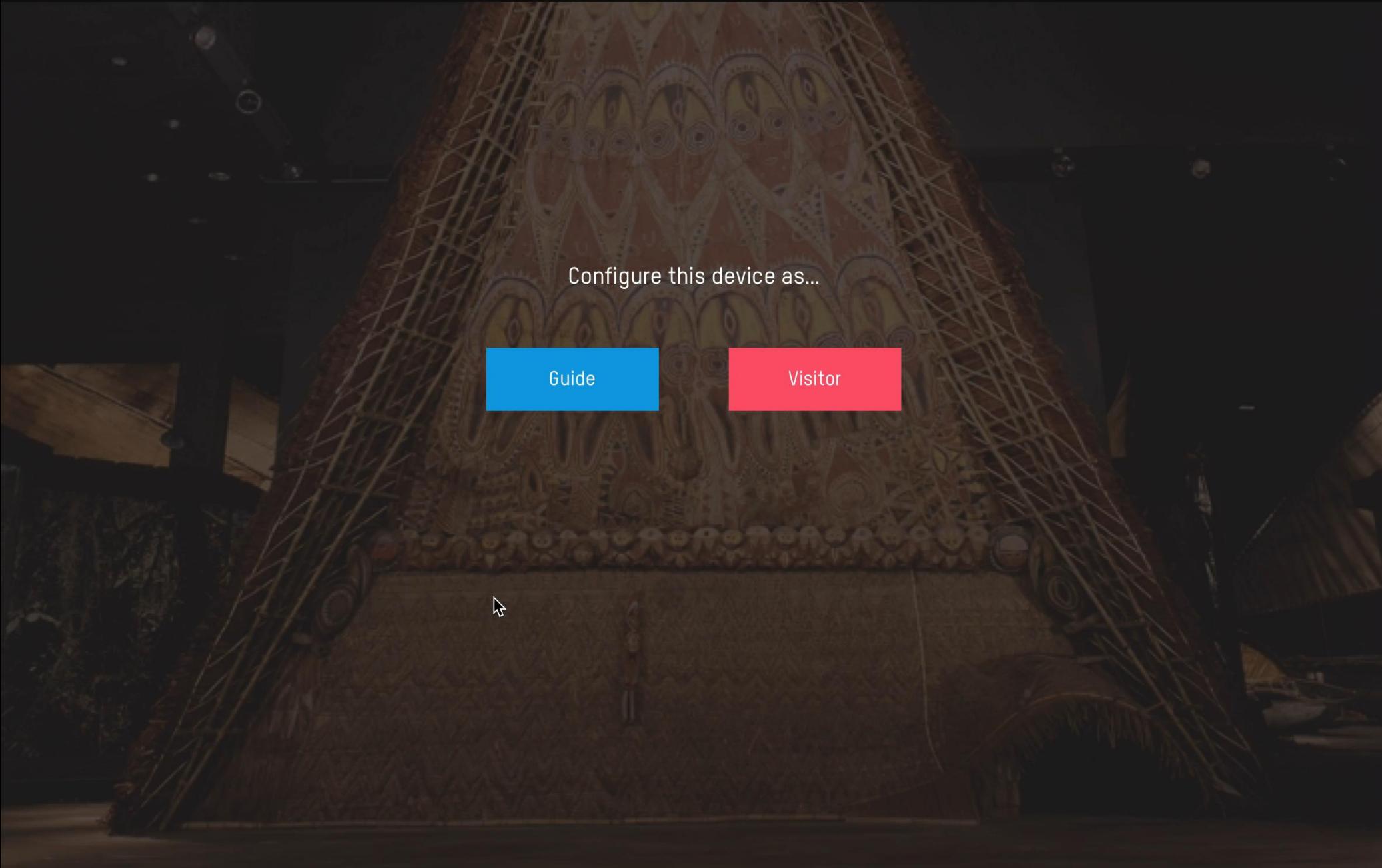
- placing of contextual and deeper information in the ceremonial house
- awareness of how to move in the exhibition space
- ...

AR-App for the interpersonal mediation

High-Fidelity-Prototype



Left: mobil device of
the guide
Right: mobile device
of the visitors



Configure this device as...

Guide

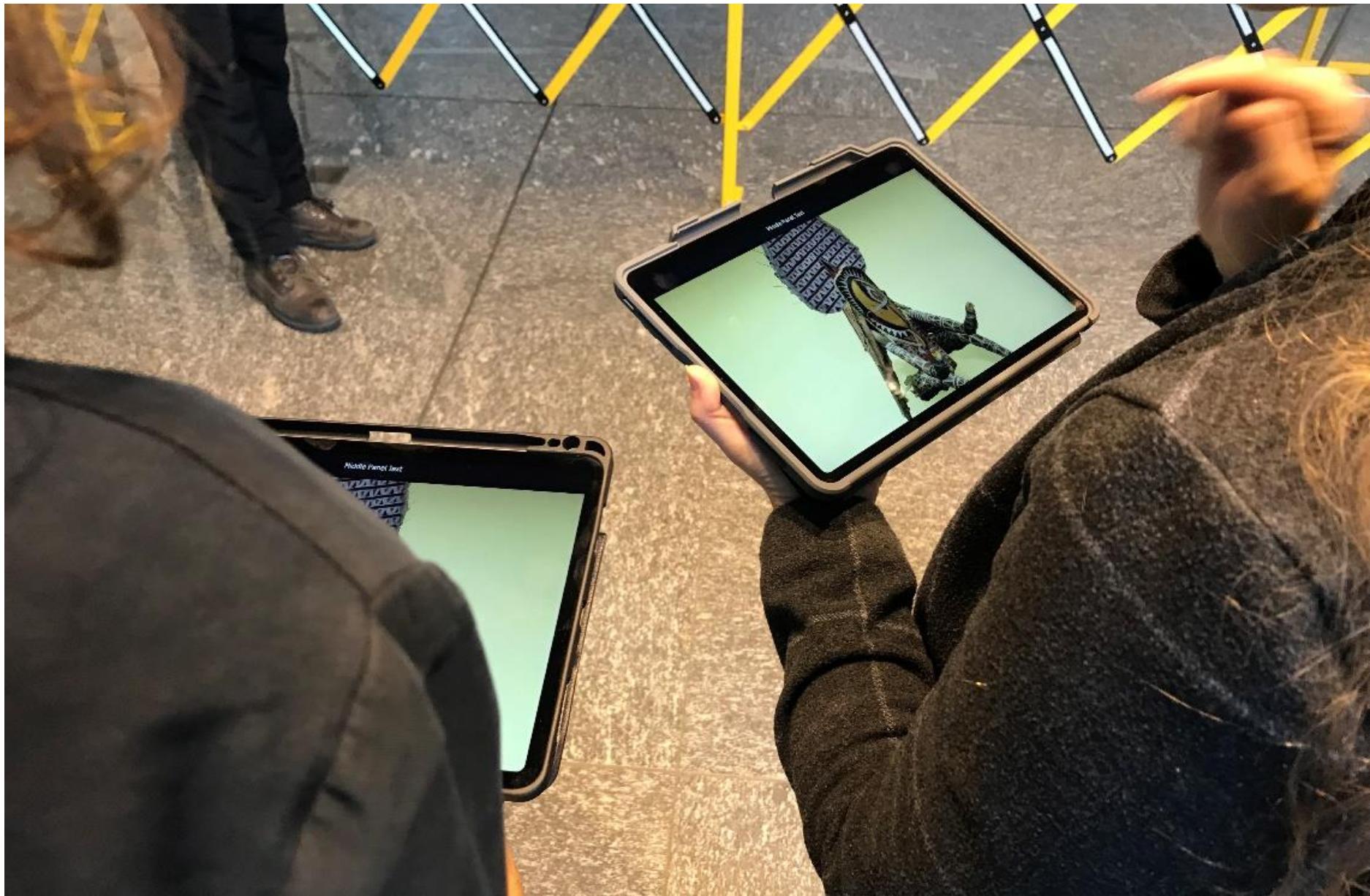
Visitor

AR-App for the interpersonal mediation



Testing in the former entrance of the Ethnological Museen in Berlin Dahlem
(December 2019)

AR-App for the interpersonal mediation



Testing in the former
entrance of the Ethnological
Museen in Berlin Dahlem
(December 2019)

AR-App for the interpersonal mediation



Testing in the former entrance of the Ethnological Museen in Berlin Dahlem
(December 2019)

AR-App for the interpersonal mediation

currently working on:

- > 2nd iteration high-fidelity-prototype
 - final contents
 - improvement of experience through visitor interaction (i.e. construction game)

- > next testing & briefing guides
 - defining questions & potential learnings
 - defining the user handbook (guides)
 - operative workflows IT-management



AR-App for the interpersonal mediation

expansion of the guided tours in many ways, but

also some restrictions:

> not accessible for every visitor

- visitors have to book a guided tour
(time in advance, amount of people by visitors group)
- visitors with mental or physical disfunctionalities are not regarded in this version

QUESTIONS

How to extend the format to make it more time accessible in the exhibition space via AR, keeping the strength in the interpersonal mediation?

How to extend the format to make it more accessible to visitors with diverse functionalities via AR?

museum4punkt0

Thank you for your
attention.

Cristina Navarro

c.navarro@smb.spk-berlin.com



Gefördert durch:



Die Beauftragte der Bundesregierung
für Kultur und Medien



Staatliche Museen zu Berlin
Preußischer Kulturbesitz

10.03.2020

aufgrund eines Beschlusses
des Deutschen Bundestages