

EMA

European Museum Academy

IN & OUT

**DIGITAL MUSEUM AND TERRITORIAL
MUSEUM: THE EXPANDED MUSEUM?**

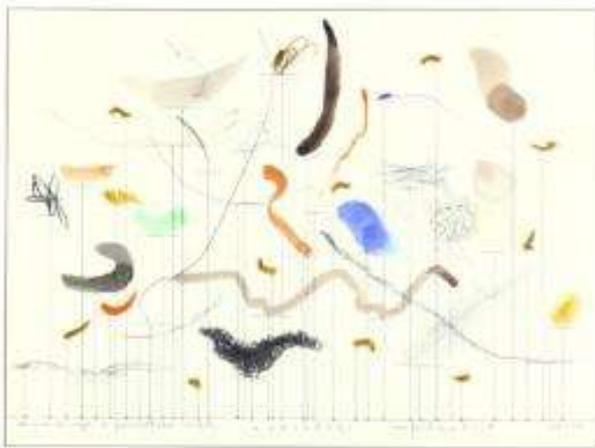
MASSIMO NEGRI

EMA Director

Ever since the late 1800s, when Hazelius opened Skansen in Stockholm, **the problem of the relationship between the museum as a place physically concluded and one or more portions of territory linked to it** for the most different reasons, it has become a recurring and constant element of the debate on museums.

INSIDE & OUTSIDE is a dilemma which has since then accompanied any evolution of museological thinking as long as items **inextricably** (a building, a mine, a canal...) connected with a given area have started to become exhibit and collection items in the full sense of the word (Ironbridge being probably the most evident case).

IL FUTURO DEI MUSEI DELLA CITTÀ IN EUROPA:
esperienze e prospettive
THE FUTURE OF CITY MUSEUMS IN EUROPE:
experiences and perspectives



**Published by Bononia University
Press (2008)**

**ISBN 10: 8873953395 ISBN 13: 97888739
53395**

In physical and conceptual terms the answer to these problems has been very articulated going from the idea of the open air museum to the idea of ecomuseums, or towards what I call the **expanded museum.**

The expanded museum is a museum where the different museum functions instead of being under one roof are distributed in different venues ,each of them with a specific permanent function as a part of the whole “museum mechanism” . All of them are **agents of the urban cultural infrastructure.** These “anchor points” do not necessarily belong to the museum.

Physically expanded : each function under a different roof: library, auditorium, temporary exhibitions....an urban trail, it encompasses a package of segments of urban architectural heritage. An heritage hub?

Digitally expanded: contents and services are distributed via a specific infrastructure of «digital hubs» on the web

Socially expanded: capable to involve a large variety of social groups

The technological revolution which is subverting all our parameters is also having a strong impact on this kind of problems in the **convergence** of the physical experience of the museum (IN) and the virtual experience of external environments in some way related to a particular museum or museums system (OUT).

The ubiquitous presence of digital devices and consequently of digital contents give origins to a sort of collective “stream of consciousness”.....

In the contemporary urban context we flow against the background of a digital landscape which is combined with the physical landscape in an endless series of combinations

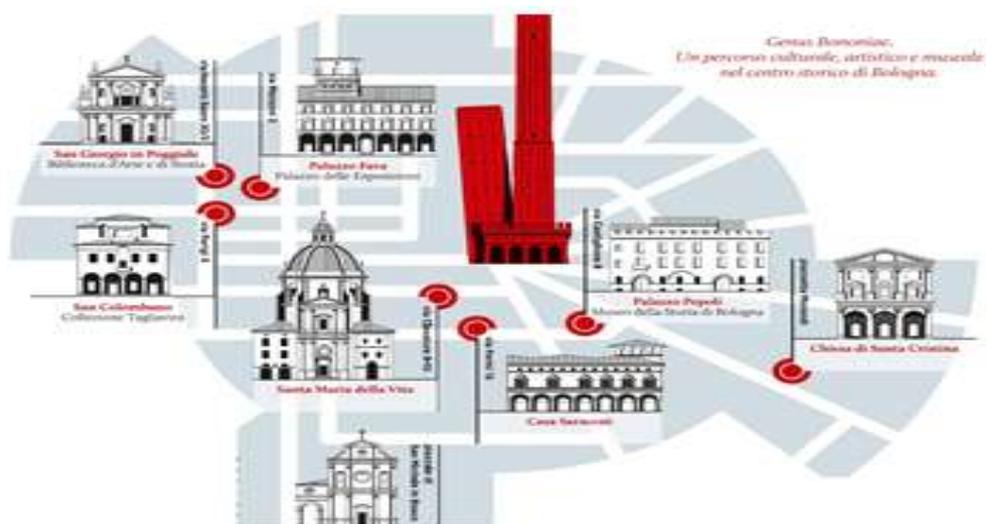
What is the place of the museum within such a continuous flow of visual, emotional and intellectual experiences?

A strategic goal for contemporary museums

To become a crossroad in the urban maze of communication ?

In Italy the most recent example of the idea of the expanded museum, based on an explicit museological program (not simply on circumstances) is **Genus Bononiae** in the town of Bologna.

GENIUS BONONIAE BOLOGNA

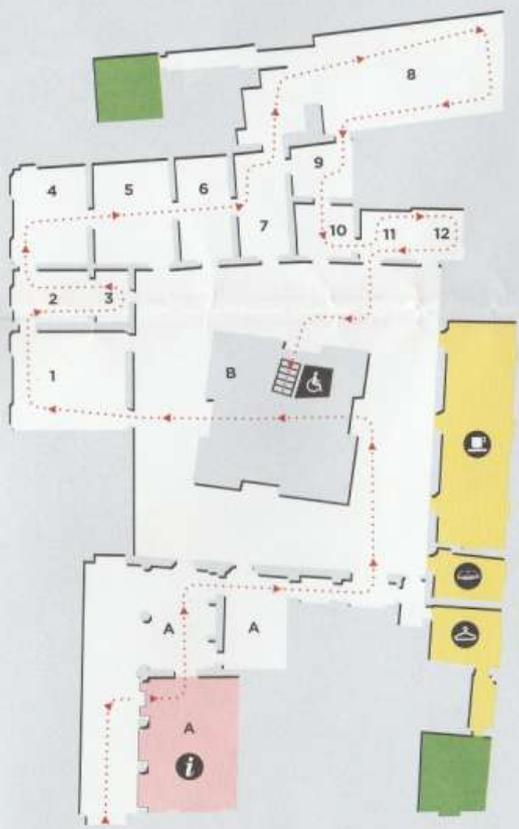


Un progetto della Fondazione Carisbo ideato dal suo Presidente Professor Fabio Roversi-Monaco

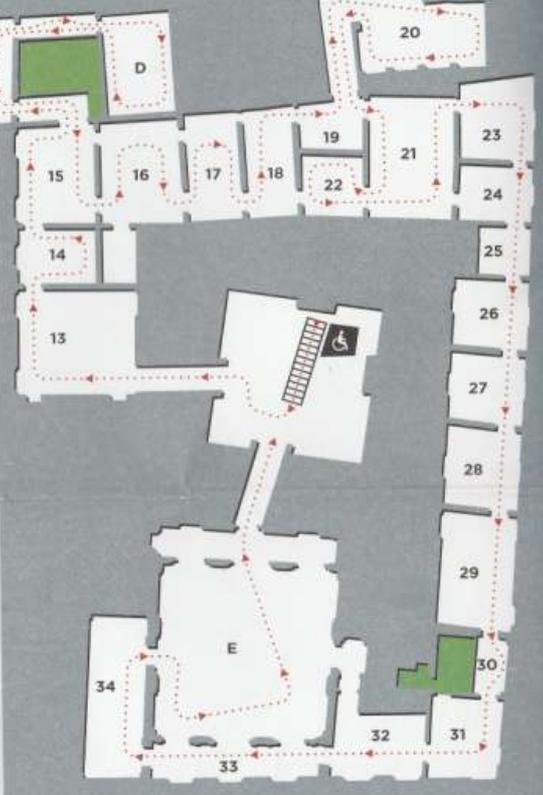
**The heart of Genus Bononiae : The
Museum of the History of Bologna**

Palazzo Pepoli Vecchio .

Ground floor



First floor



- Information desk
- Admission
- Permanent exhibition
- Facilities
 - F Museum cafe
 - G Museum shop
 - H Classroom
- Toilets



Transitional spaces



**The Tower of
Time : a story
originated by
one image**

**Agostino Carracci
«Autoritratto come
orologiaio»
1582-83 ca.**





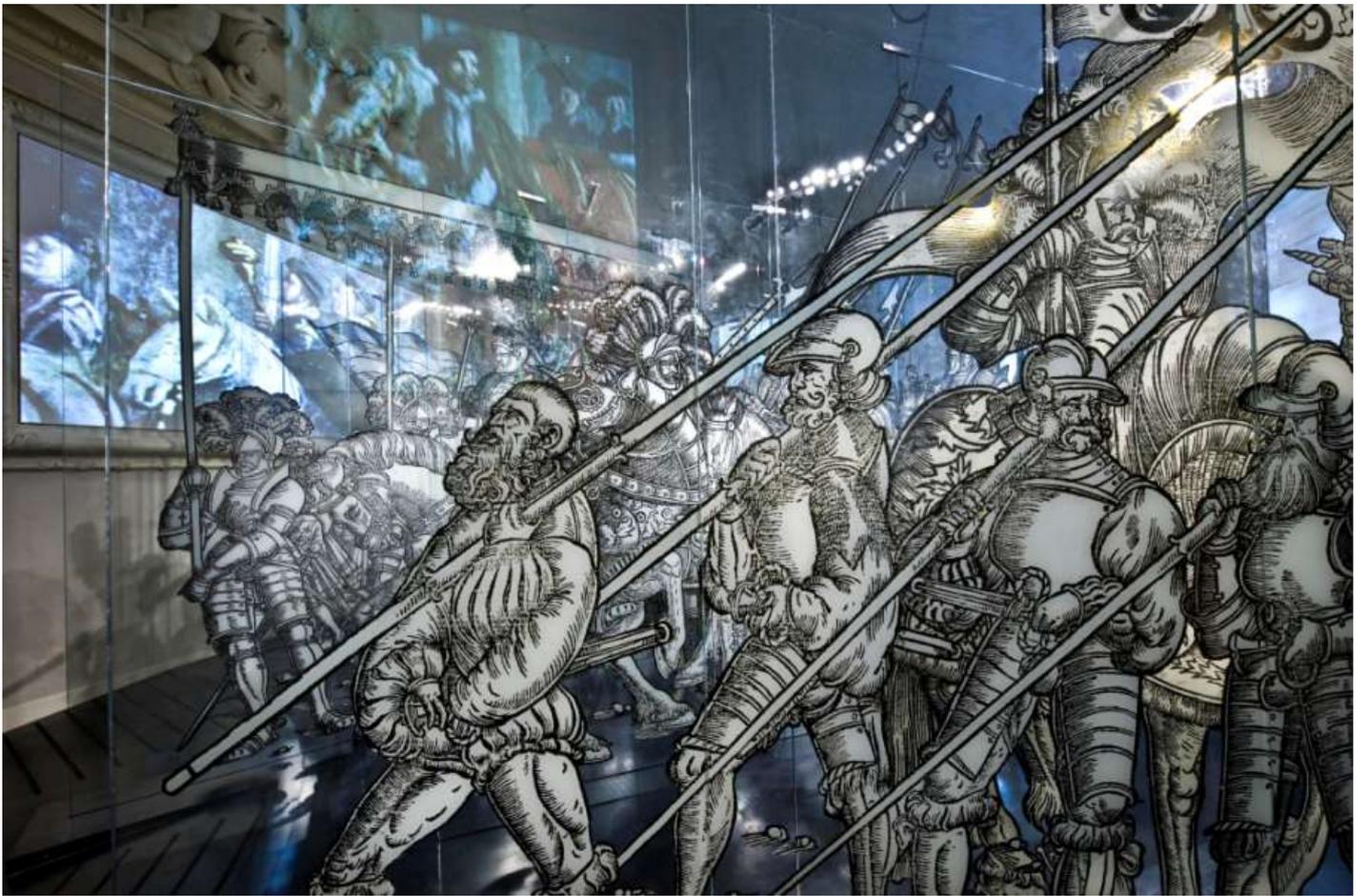


Collection on rotation



AS IN A THEATRE



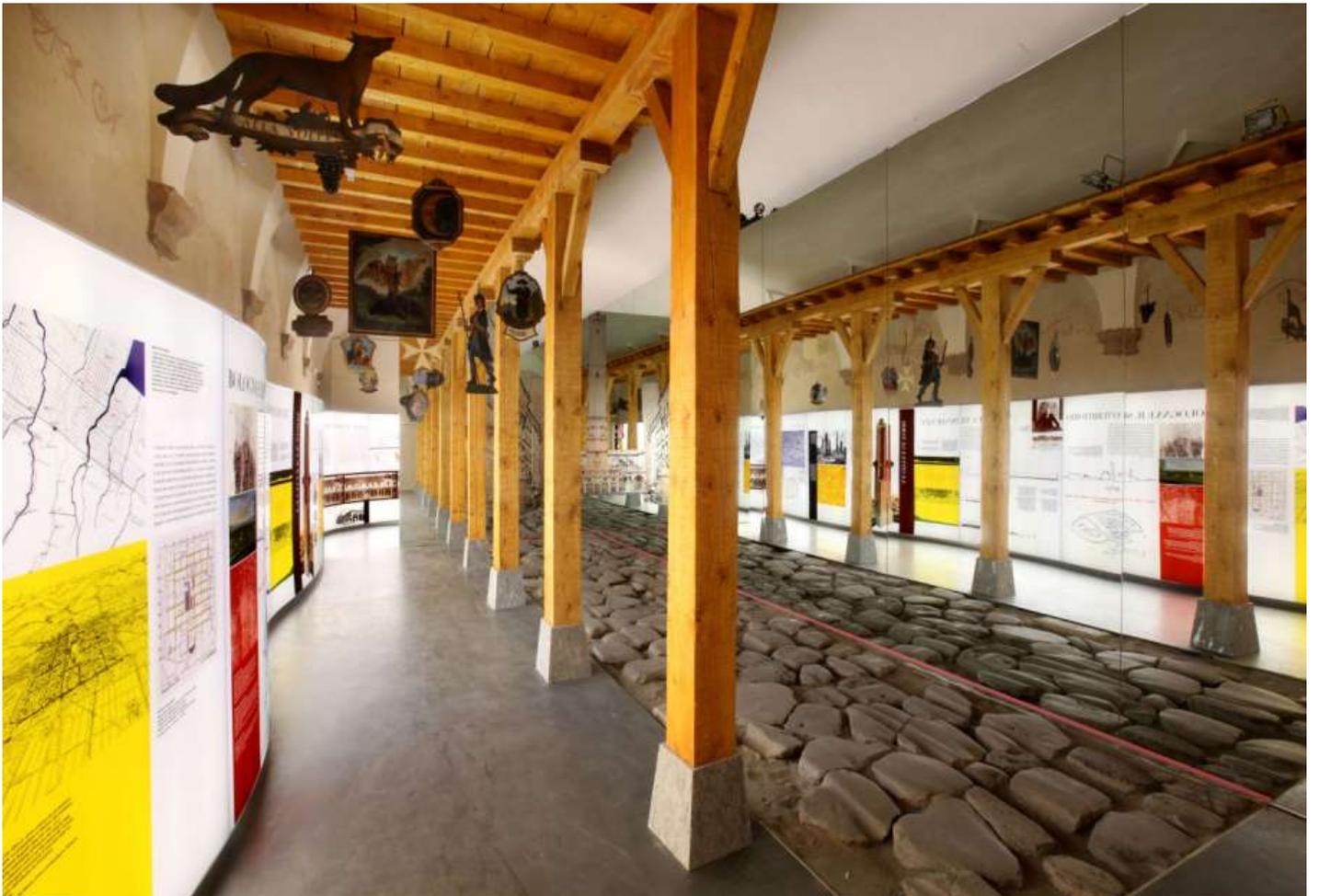












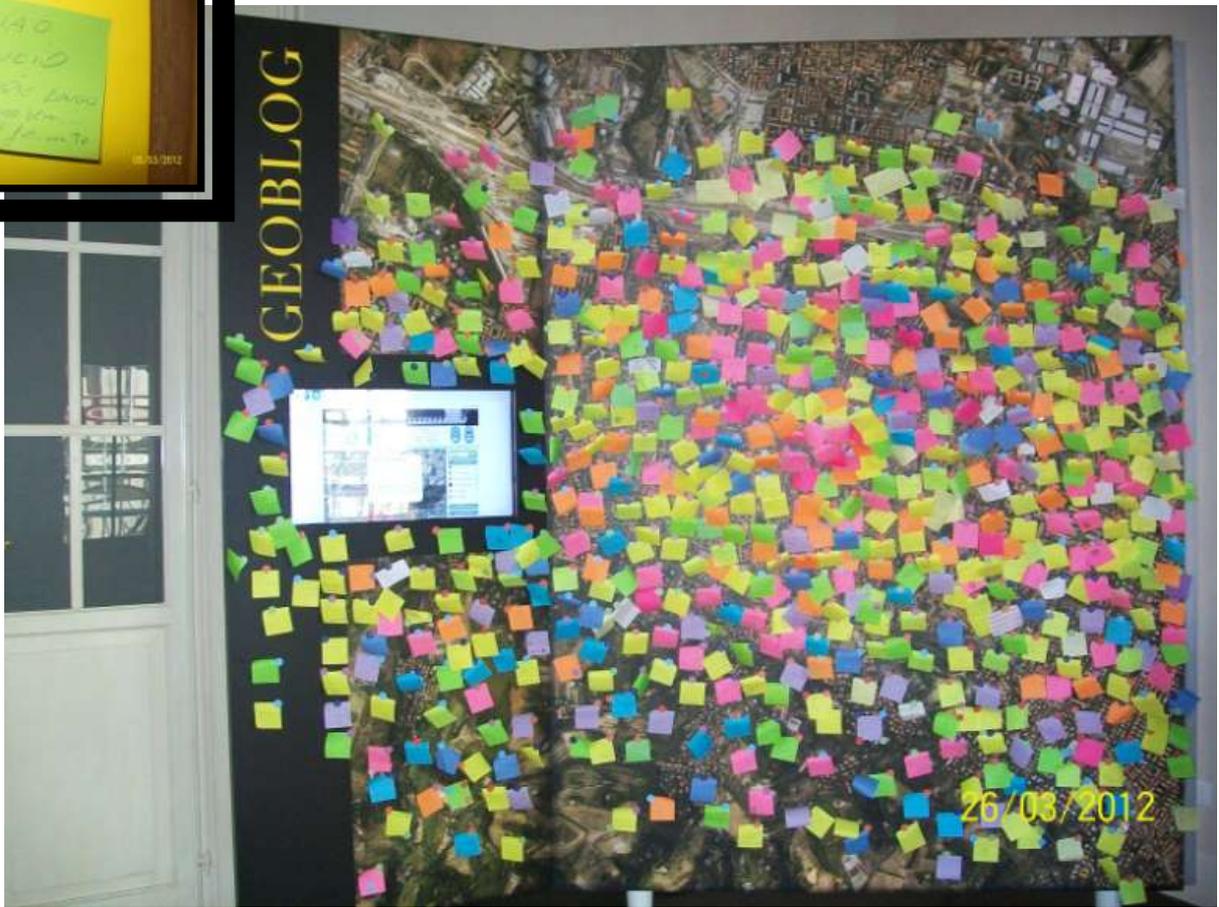
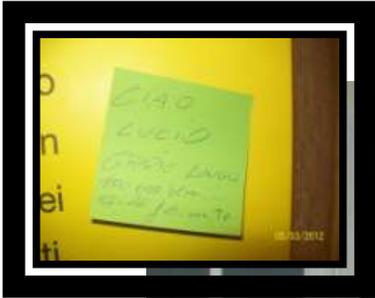


DIGITAL USERS

**Teatro
virtuale 3D
stereografico**



**Blogging
at the
museum**



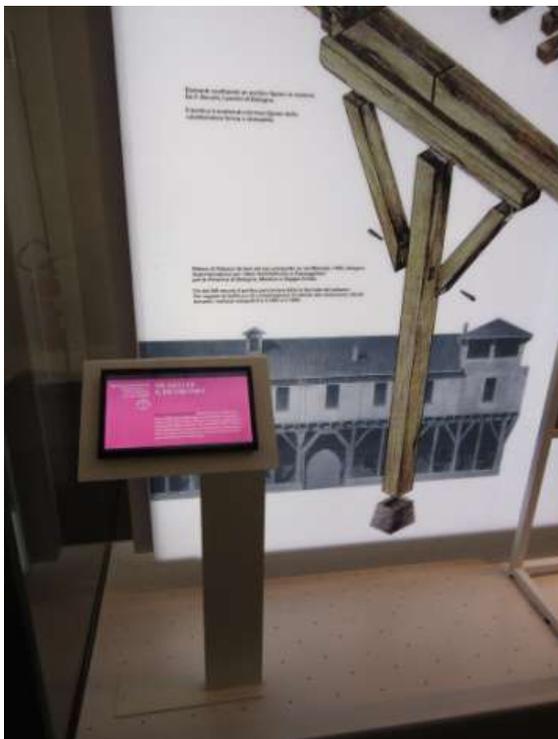
MY MUSEUM



BOLOGNA SPEAKS



BEYOND THE MUSEUM: REFERENCES



The EMA Awards Applications Welcome !

europeanmuseumacademy@gmail.com

The Micheletti Award

- This is an Award focused on contemporary European history and its scientific, industrial and social heritage.

The DASA Award

- The basic criterion of this award is the quality of learning opportunities, in a comprehensive perspective: from the museological concept to the quality of the storyline. This Award is open to all kinds of museums.



**MUSEMS in SHORT Winners will be
announced tomorrow Wed 6 July
at 6.30 pm**

**ORANGE HALL 1, LEVEL -
1, ENTRANCE VIA GATTAMELATA,
GATE 14.**

Thank you !

www.massimonegri.com

www.europeanmuseumacademy.eu