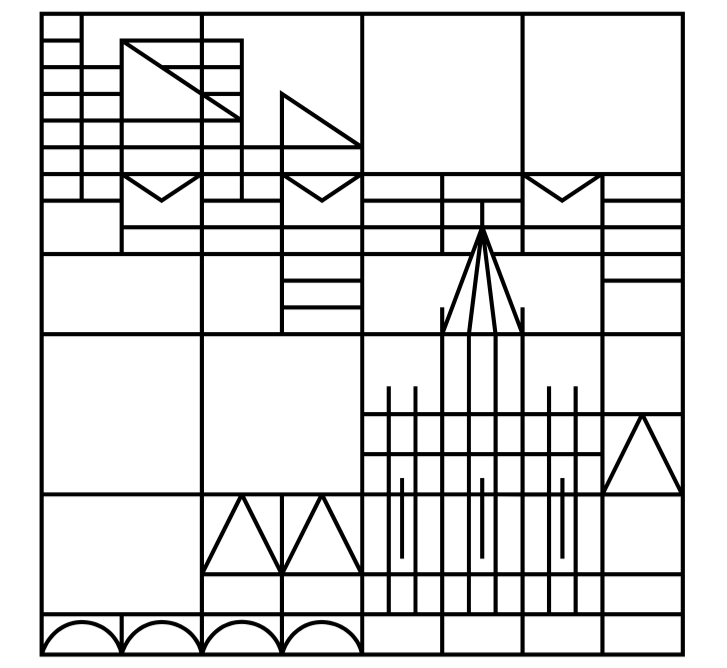




Universität
Konstanz



Blended Museum „Rebuild Palmyra?“

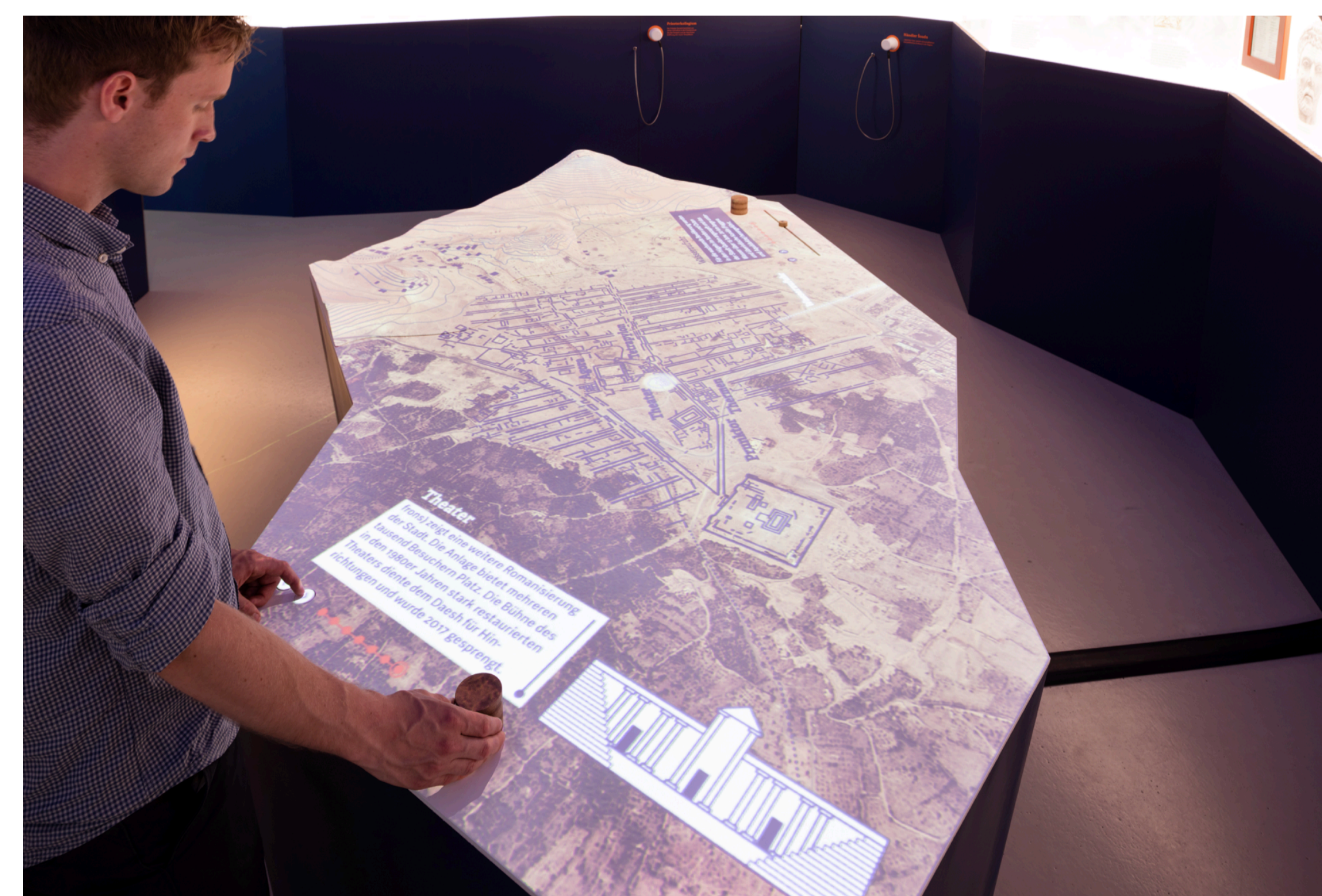
“Rebuild Palmyra?” is a multimedia exhibition about the ancient city of Palmyra, its destruction by Daesh, and the question of whether it should be rebuilt. As such, it tackles today’s pressing question of **how humanity should deal with the destruction of cultural heritage**. Visitors could immerse themselves in the history of Palmyra and its buildings using Augmented Reality tablets, VR glasses, and interactive tabletops, among others. Designing the exhibition, we pursued the Blended Museum approach, in which we strive to **seamlessly integrate interactive media into exhibition design** to increase the overall visitor experience.

Research Project: Blended Museum

Motivation: Museums are closely linked to society and its development. Therefore, it is essential to create new, contemporary methods of knowledge transfer to **open museums to new generations of visitors**. We believe that this can only be achieved by following a holistic approach in which interactive media is closely embedded in the scenography of an exhibition.

Our approach: Scenography does no longer only include the traditional staging of the exhibition space using curatorial, architectural, and design methods, among others, but also **interactive media**. Thus, in the context of the research project **Blended Museum** of the HCI Group of the University of Konstanz, we focus on the development of **new knowledge transfer methods using interactive media** for exhibitions with the primary goal of increasing the visitor experience. We use the term Blended Museum to emphasize that interactive media in exhibitions should be used as an extension of current methods of knowledge transfer in exhibitions.

Use Case: The exhibition “Rebuild Palmyra?” is an excellent example of the successful application our approach. In the exhibition, we used technologies and methods such as **Virtual and Augmented Reality, 3D Printing, and Projection Mapping** (all shown on the right) to provide unprecedented ways to explore the contents of an exhibition. The exhibition was **very well received by visitors and critics** alike. It won the Adobe Government Creativity Award and a Silver Nail by the Art Directors Club Germany. The monthly number of visitors was doubled in comparison to the average of other exhibitions at the Turm zur Katz Konstanz.



Exhibition Team

Human-Computer Interaction Group
University of Konstanz

– Prof. Harald Reiterer harald.reiterer@uni-konstanz.de
– Daniel Klinkhammer daniel.klinkhammer@uni-konstanz.de

History Department
University of Konstanz

– Prof. Stefan Hauser stefan.hauser@uni-konstanz.de
– Dr. Ulf Haller ulf.haller@uni-konstanz.de

Architecture & Communication Design
HTWG Konstanz

– Prof. Eberhard Schlag eschlag@htwg-konstanz.de

H
T
W
G

Awards



ADC JUNIOR WETTBEWERB 2018
SILBER

AGCA
WINNER
2018

Publications

- Moritz Skowronski, Jonathan Wieland, Marcel Borowski, Daniel Fink, Carla Gröschel, Daniel Klinkhammer, and Harald Reiterer. 2018. *Blended Museum: The Interactive Exhibition “Rebuild Palmyra?”*. In Proceedings of the 17th International Conference on Mobile and Ubiquitous Multimedia.
- Moritz Skowronski, Jonathan Wieland, Marcel Borowski, Daniel Fink, Carla Gröschel, Daniel Klinkhammer, and Harald Reiterer. 2017. *Rebuild Palmyra?: Zukunft eines umkämpften Welterbes*. In Proceedings of the 24th EVA-Conference Berlin.
- Daniel Klinkhammer and Harald Reiterer. 2008. *Blended Museum – Enhancing Visitor Experience through Information Design and Interaction*. i-com 7, 2: 4-10. x

– rebuild-palmyra.de