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MUSEUMS' PUBLIC PRESENCE



MUSEUMS' PUBLIC (S) ANIMATION



Bande à Part, Jean-Luc Godard, 1964



Dreamers, Bernardo Bertolucci, 2003

MUSEUMS' PUBLIC (S) ANIMATION



Da Vinci Code, Ron Howard, 2006



Apeshit, The Carters, 2017

ALSO MUSEUMS' PUBLIC PRESENCE

WEB

PRESENCE



MUSEUM
Basic Information
Check the opening hours



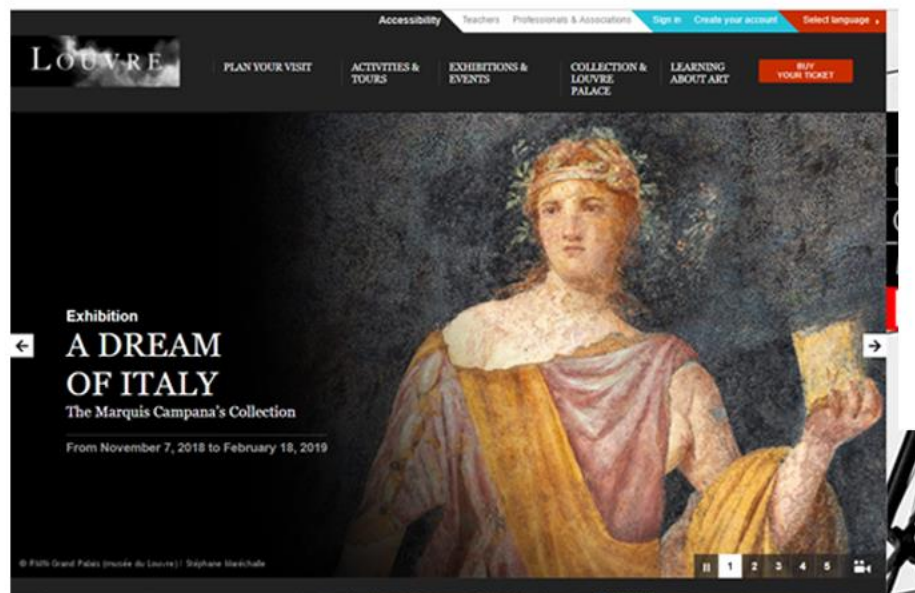
EXHIBITION
Visit the Core Exhibition
Discover unknown stories



MUSEUM
Events at POLIN Museum - October 2018



EXHIBITION
Take a Virtual Tour of the Core Exhibition



MoMA

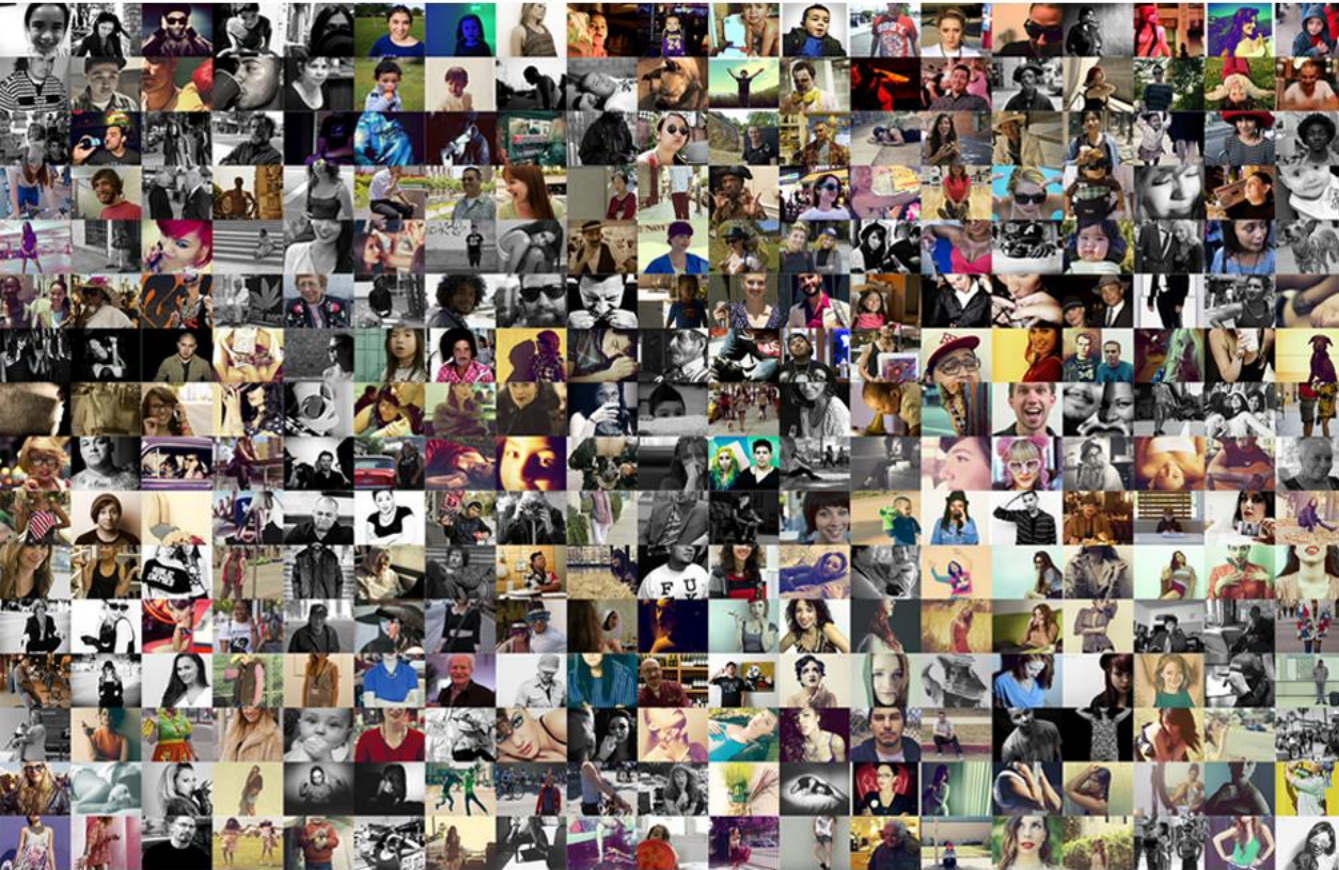
[Plan your visit](#) [Exhibitions and events](#) [Art and artists](#) [Store](#) [Q](#)



Toward a Concrete Utopia: Architecture in Yugoslavia, 1948–1980

Through January 13, 2019

LAYERING PUBLIC



GENERAL PUBLIC
CONSUMERS
CUSTOMERS
POPULATION
COMMUNITY



ACTIVE PUBLIC (OPINION)

LAYERING PUBLIC VISITORS



BORED ENTHUSIASTIC

LAYERING PUBLIC VISITORS



VISITORS' TYPES

ANT
FISH
BUTERFLY
GRASSHOPPER

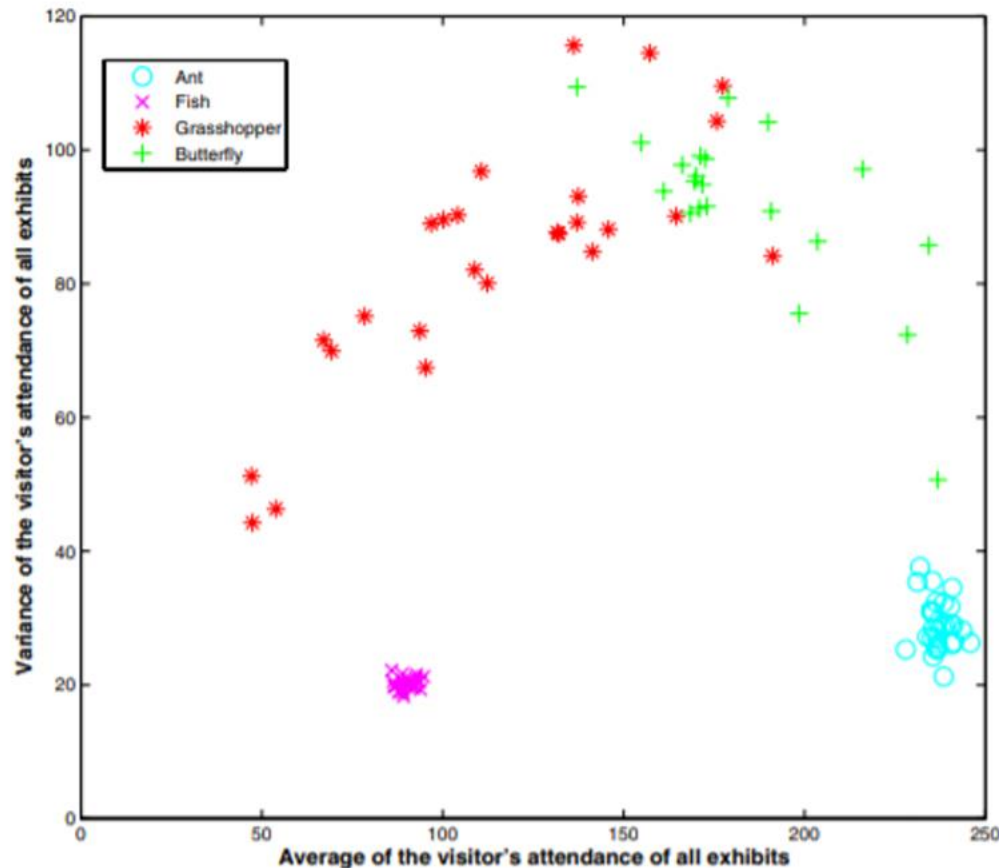


Visits to museum exhibitions are often brief and incomplete. Regardless of the topic or size of the exhibit, often a visit lasts less than 20 minutes and visitors stop at fewer than one-third of the exhibit elements.

LAYERING PUBLIC VISITORS

A Movement Data Analysis and Synthesis Tool for Museum Visitors' Behaviors

Kingkarn Sookhanaphibarn and Ruck Thawonmas



Ant visitors need to be guided by a powerful rationale and this is the reason why they usually follow the path **proposed by the museum curator.**



Fish visitors prefer a holistic observation area, such as **the center of the room.**



Butterfly visitors refuse to follow the given path designed by other people and **prefer their own route.**



Grasshopper visitors move directly to **their selective exhibits.**

LAYERING PUBLIC AUDIENCE



CRY WITCH
Colonial Williamsburg, Order in the Court



MUSEUM HACK
The Metropolitan museum, now franchise...

PUBLIC SPHERE PARTICIPANTS

UNWILLING PARTICIPATION



27", Dutch Pavillion
Venice Biennale of Architecture, 2013
Common Ground



KAASTEL AMERONG,
Peter Greenaway, Video instalations as "living history"

PUBLIC SPHERE PARTICIPANTS "BACKWARD" TRADITIONS



Experimental Archaeology
Reenactment and Processes Reconstructions



JOURNEY TO REDEMPTION,
Devised theatre, Colonial Williamsburg

PUBLIC SPHERE PARTICIPANTS "COMERCIAL" PARTICIPATIONS



I went to MoMA and...
"Sweet extensions of experience usable for museum's commercial life."



MUSEUM OF ILLUSION
Dubai franchise

PUBLIC SPHERE PARTICIPANTS PARTICIPATIVE CONSUMPTION

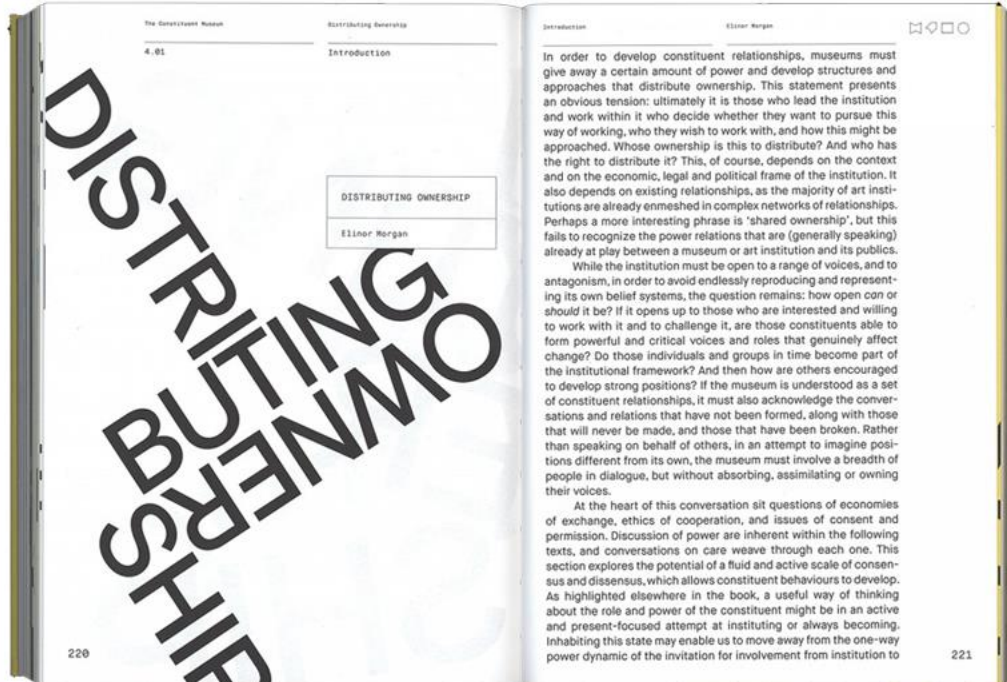


ArtLens-Wall, MAKING YOUR OWN...
The Cleveland Museum of Art



POLLIN, WARSAW
Already made choices

PUBLIC SPHERE CO-CREATION CONSTITUENTS



The constituent museum
Constellations Of Knowledge,
Politics And Mediation.
A Generator Of Social Change



Take Over,
Kolarac, Belgrade Serbia & British Council

PUBLIC/PRIVATE PARADOX PERSONAL INFLUENCES



Accustomized approach
The museum of me
THE MUSEUM FOR ME

