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Insights into Re-Opening Museums Post COVID-19

Alvin Tan

Deputy Chief Executive (Policy & Community)

National Heritage Board

ABOUT THE WEBINAR

The COVID-19 pandemic has an unprecedented impact on museums operations, visitor behaviour and content consumption – not only for the period when all our museums are closed but for months and years to come. Conducted via Zoom, this webinar will share insights into visitors' intentions to visit museums and cultural organisations, general guidelines for museum re-openings and what constitutes the “new normal” for museums in a post-COVID-19 world.

ABOUT THE SPEAKER

Alvin is the Deputy Chief Executive of Policy & Community at the National Heritage Board. In his role, he oversees strategies, operations and projects pertaining to heritage impact assessment and mitigation, National Monuments and heritage sites (including UNESCO), the National Collection, collections care and management, community outreach and education, volunteer engagement, the heritage institutions (comprising Sun Yat Sen Nanyang Memorial Hall, Malay Heritage Centre and Indian Heritage Centre), heritage grants, language campaigns, international relations, as well as the Museum Roundtable. He also oversaw the development of the first ever Our SG Heritage Plan and he is a Board member of the Singapore Chinese Cultural Centre and the Malay Heritage Foundation as well as a member of URA's Heritage & Identity Partnerships and the National Day Parade Executive Committee. During the COVID-19 period, he leads a rapid response team that conducts international scans of museum strategies and responses, and contributes to COVID-19 related policy formulation and operational guidelines for the museum and heritage sector.



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Insights into Re-Opening Museums Post COVID-19

Museum Roundtable Webinar | 22 June 2020

Alvin Tan, Deputy Chief Executive (Policy & Community)

Organised by International & Museum Relations Division

Webinar Outline

- Impact of COVID-19 on Museums Worldwide
- Intent to Visit Museums & Cultural Organisations
- Preparations for Re-Opening
- The “New Normal” for Museums
- Questions & Answers

Impact on Museums:

Openings and Re-openings

- Many museums and cultural institutions around the world have remained in operation or re-opened after closing temporarily.

Countries	Started re-opening since	Examples of re-opened museums
China	13 March	China Art Museum, Shanghai Museum, Shanghai History Museum, Power Station of Art, etc
Germany	4 May	Berlinische Galerie Museum of Modern Art, Museum Brandhorst, etc
Switzerland	11 May	Fondation Beyeler, etc
Tel Aviv	17 May	Tel Aviv Museum, Design Museum Holo, Haifa Museum of Art, etc
Italy	18 May	Capitoline Museums, Galleria Borghese, Scuderie del Quirinale, etc
United States	23 May	Houston Museum of Fine Arts, San Antonio Museum of Art, etc
Japan	26 May	National Museum of Art, National Museum of Western Art, National Art Center, etc
New Zealand	28 May	Te Papa Museum, etc
Netherlands	1 June	Van Gogh Museum, etc
Spain	1 June	Guggenheim Bilbao, Museo del Prado, Thyssen-Bornemisza, etc
Australia	2 June	National Museum of Australia, National Gallery, etc
France	9 June	Quai Branly Museum of Indigenous Civilisations, Musee d'Orsay, etc. The Louvre will re-open from 6 July
Greece	15 June	Acropolis Museum, National Archaeological Museum, etc

- Museums in India, South Korea and China (Beijing) were forced to close again after re-opening in early March or extended their closure period due to a 2nd wave of the pandemic.



In general, most museums have responded to the COVID-19 pandemic in **three ways**:

closing their doors temporarily; pivoting to the digital; and preparing for re-opening.



Impact on Museums:

ICOM Report (International)



REPORT

Museums, museum professionals and COVID-19



The report collected and analysed close to 1,600 responses from museums and museum professionals in 107 countries.

- According to the ICOM report, between 7 April and 7 May 2020, **almost all museums around the world were closed** because of the COVID-19 pandemic and **more than one in ten may be forced to close permanently.**
- The report noted that, during the lockdown, many museums enhanced their digital activities and in particular, **social media activities increased for more than half of the museums surveyed.**
- Finally, the report mentions that the responses received do highlight a **“widespread climate of uncertainty** about the future of cultural institutions, and the need for governments to respond with “equal strength” to ensure the future of museums.

Impact on Museums:

UNESCO Survey (International)



UNESCO estimates that there are an estimated 95,000 museums in the world and collected its survey data from its field offices and 193 Member States.

- According to the UNESCO report, **90% of museums have closed their doors** during the COVID-19 pandemic and **more than 10% of these museums may never reopen**. It also noted that the private museum sector fears numerous bankruptcies in the coming months.
- The report noted that the museum sector reacted very rapidly in developing its online presence but acknowledged that the **digital divide** amongst museums in different parts of the world is more evident than ever.
- Finally, the report calls for a “global approach that reaffirms the central role of culture as a means of making societies resilient, as well as one that helps reactivate the economy and the cultural ecosystem, in order to promote a better future”

Impact on Museums: NEMO Survey (Europe)



Survey on the impact of the COVID-19 situation on museums in Europe

Final Report

Introduction

The global Coronavirus crisis has had and will have an unprecedented impact on museums all over the world. In order to better understand the situation over the past weeks confronting museums, particularly in Europe, the [Network of European Museum Organisations](#) began documenting and analysing the economic impact on museums, while also demonstrating digital opportunities that museums have seized and continue to make full use of.

Museums have been quick and proactive in their response to the pandemic, shifting their focus to addressing needs within their communities in this situation. Museums supported the provision of medical materials and donated masks and gloves to hospitals. Museums contributed to the reduction of isolation and loneliness by increasing their digital services to engage people staying at home. Museums stimulated a sense of trust and community by requesting people to share objects and stories to preserve and learn from this moment. Museums maintained their informal education role remotely by providing quizzes, games, and educational materials online.

The report has analysed nearly 1,000 survey responses collected between 24 March and 30 April 2020 from museums in 48 countries, the majority from Europe. The survey findings result in recommendations for immediate action, for mid-term considerations and for long-term strategy urging:

1. Economic support for museum operations;
2. Investment in digital cultural heritage; and
3. Making museums fit for crises

that NEMO is directing to stakeholders at all levels. There is no fast track back to normal - rather than making a return to normal our goal, we must learn from this crisis in order to effectively respond, mitigate, adapt and integrate.

NEMO's recommendations join a chorus of others who have recognized for a long time already that our systems require review and restructuring in order to weather future storms.¹ Moving forward, new measurements of success should be considered in concert with the ways in which museums responded with solidarity and support for their communities mid-crisis. We must seize this moment of reflection and finally take the courage to look beyond our standard tools of assessment and consider the eudaimonic value of

¹ A great example is Amsterdam's planned post-pandemic embrace of a new economic model: <https://www.theguardian.com/world/2020/apr/08/amsterdam-doughnut-model-mend-post-coronavirus-economy> (accessed 11 May 2020)

- According to the NEMO report, **the majority of museums in Europe and around the globe are closed** with many museums in Europe reopening their doors in May/June 2020. The majority of museums in Europe have not had to furlough staff yet.
- The report noted that **4 out of 5 museums have increased their digital services** to reach their audiences, often by redeploying staff to take over new tasks. In addition, 2 out of 5 museums reported an increased in online visits ranging from 10% to 150% increase.
- Finally, the report noted that the online presence of museums serve as “important extensions and complements of physical museums” but acknowledged that **a sound metric to benchmark online visits is missing.**

NEMO collected and analysed nearly 1,000 survey responses from museums in 48 countries, the majority of which come from Europe.

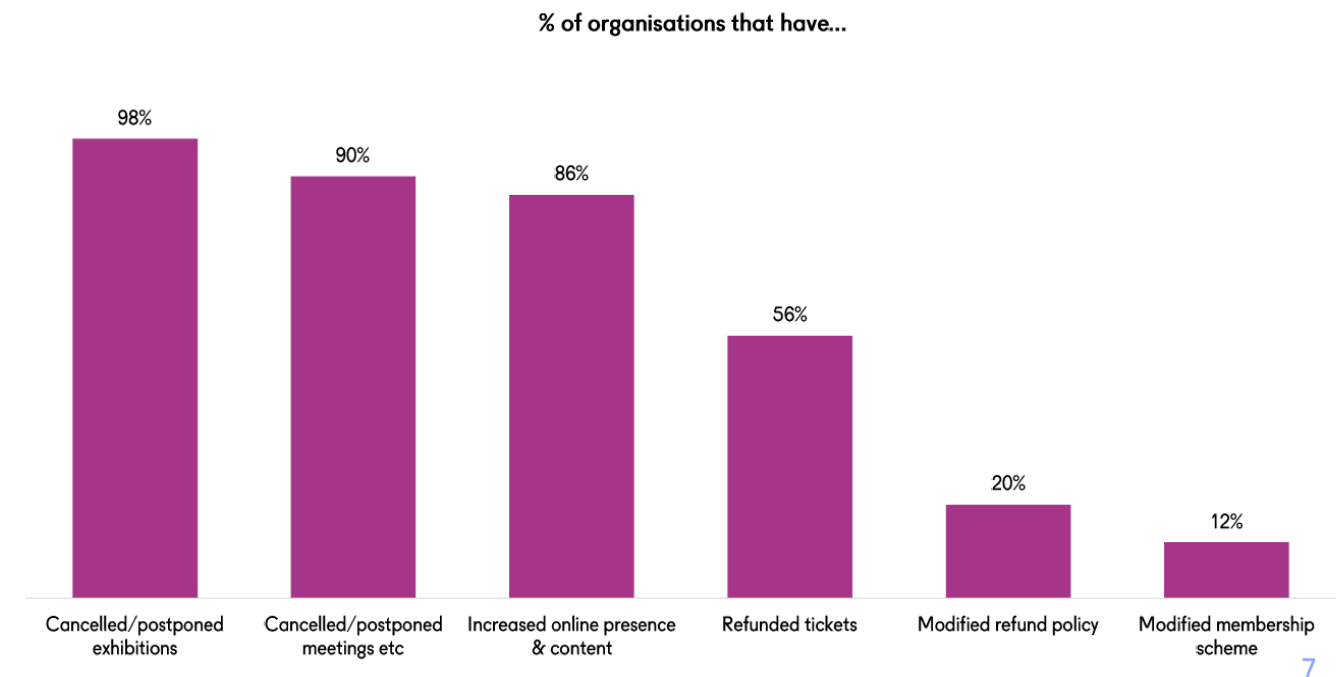
Impact on Museums: Art Fund Research (UK)

COVID-19 IMPACT Museum Sector Research Findings Summary Report

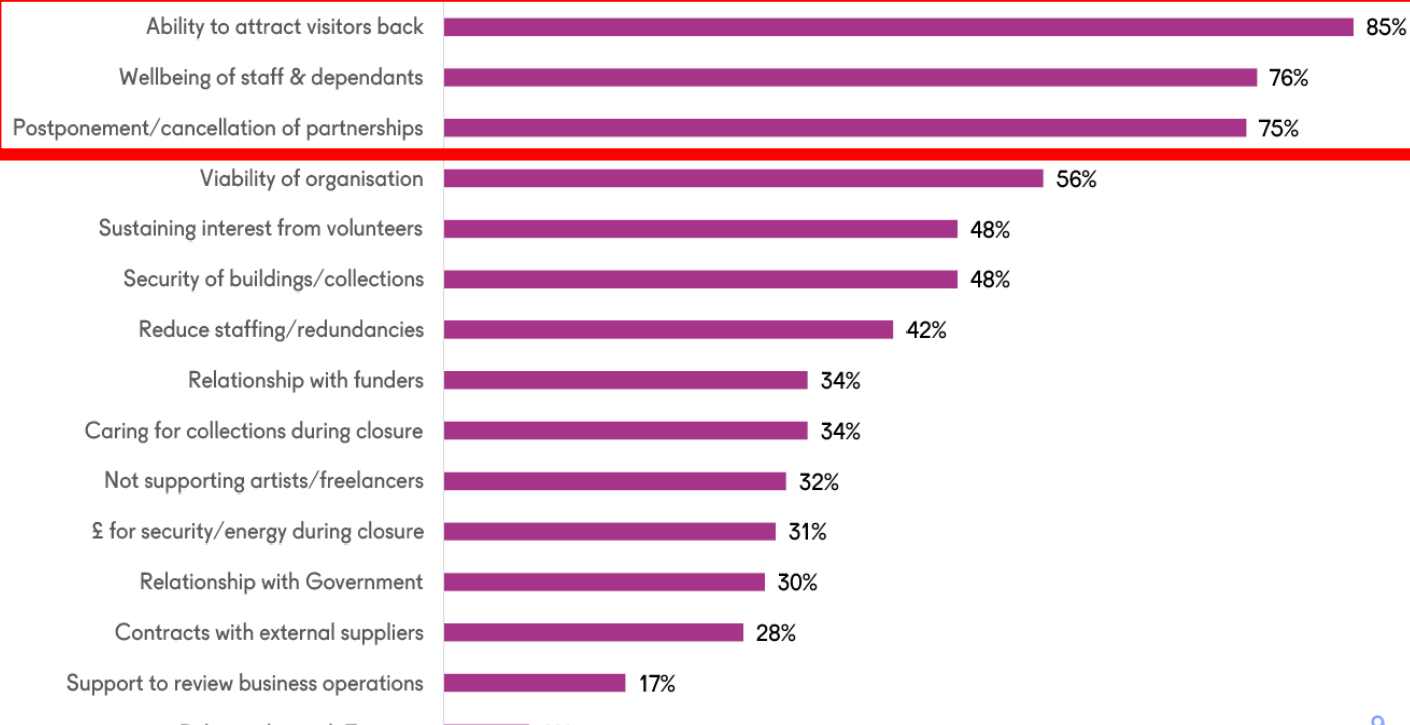
Art Fund_

WAFER HADLEY
CULTURAL INSIGHT

WHAT IS (AND ISN'T) HAPPENING



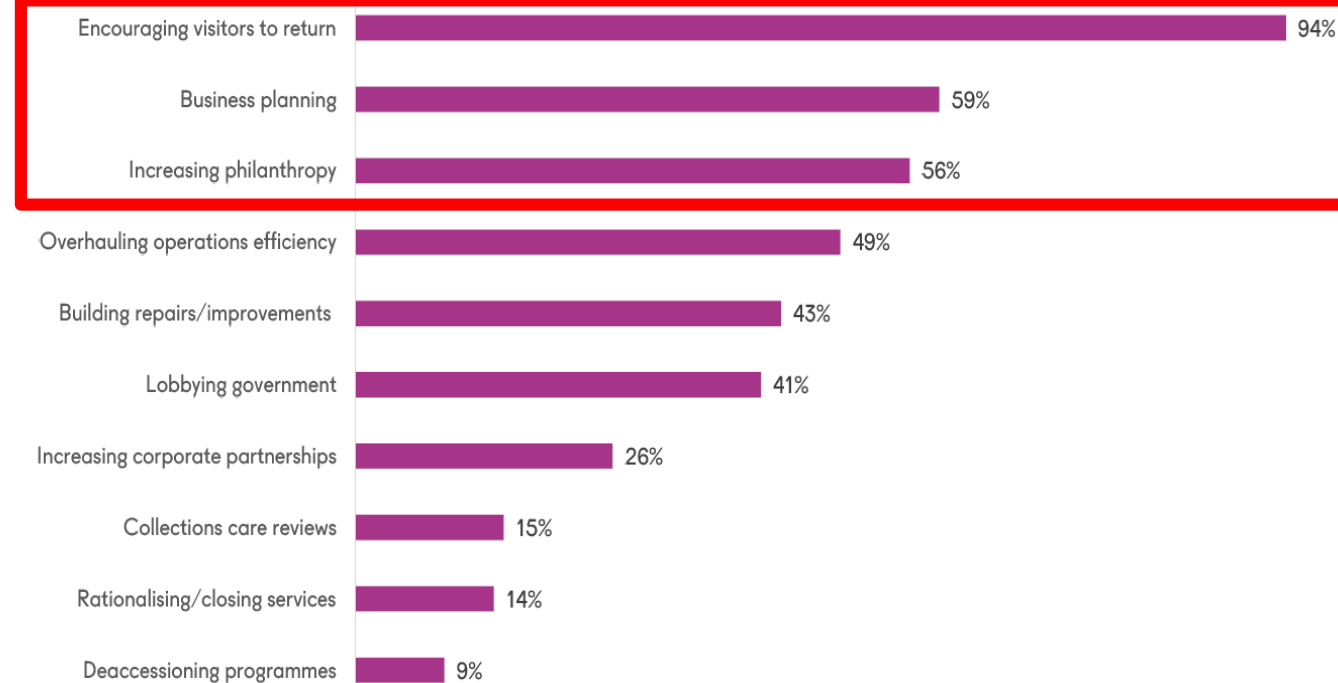
DIRECTORS' KEY CURRENT CONCERNS



POST COVID-19 PRIORITIES

LONGER TERM

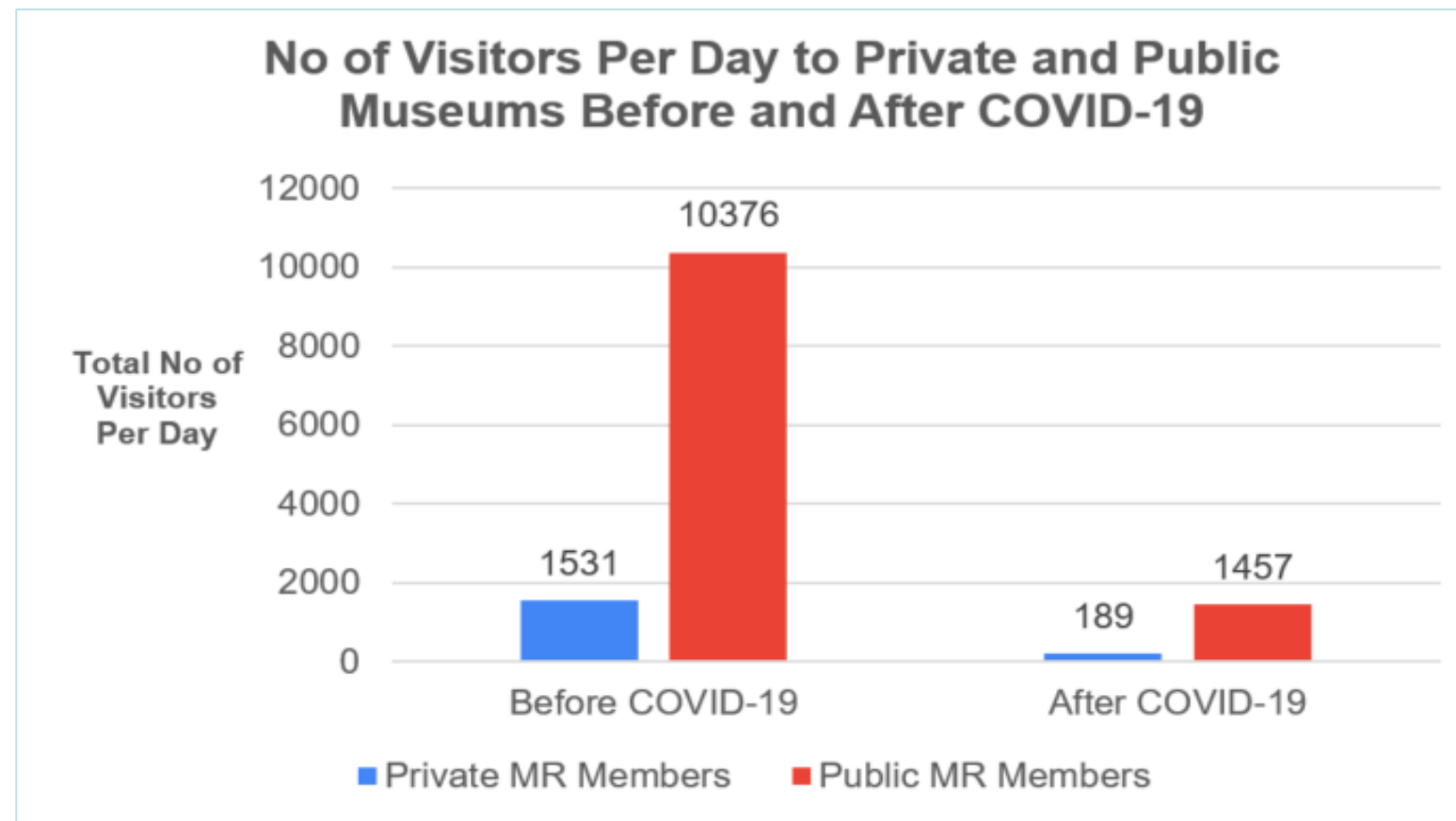
High Priority



Art Fund's research findings are based on responses from 427 museum directors and professionals who participated in two surveys, two focus groups and/or in-depth telephone interviews.

Impact on Museums:

Museum Roundtable (Singapore)



- Based on the survey, **close to 75% of museums in Singapore** indicated that they suffered a severe drop in visitorship numbers and revenue. Many MR members also indicated that they had to cope with budget cuts as well as the postponement and/or cancellation for exhibitions and programmes.
- In terms of digital needs, many MR members shared that they are interested to explore the development of online exhibitions, virtual tours, online learning programmes and social media campaigns. In the area of capability development, **digital engagement** was ranked the top priority for MR members, followed by education and interpretation, and visitor management and exhibition design.

If you re-open, will your visitors return? What will reassure them when they do return and what will stop them from returning?

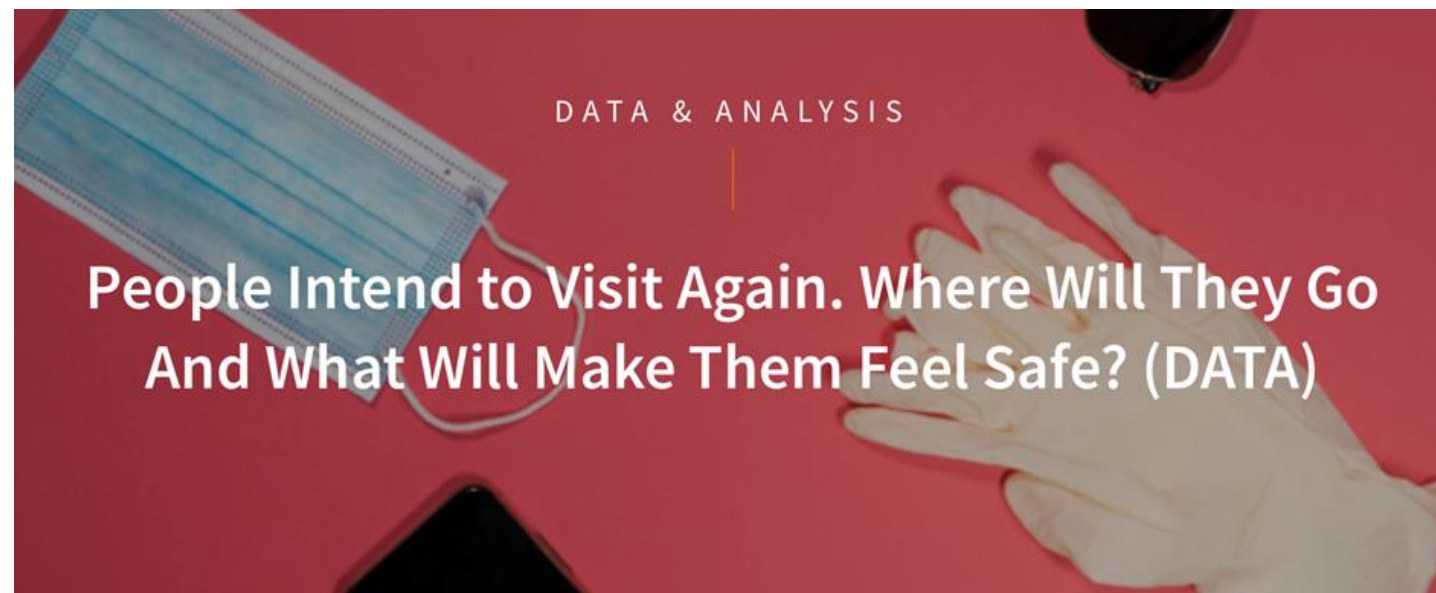


Hello. Again.

Haim Steinbach's *hello again* (2013) in the lobby of the Museum of Modern Art in New York.

Intent to Visit:

IMPACTS Research Updates (US)



COVID-19 Updates

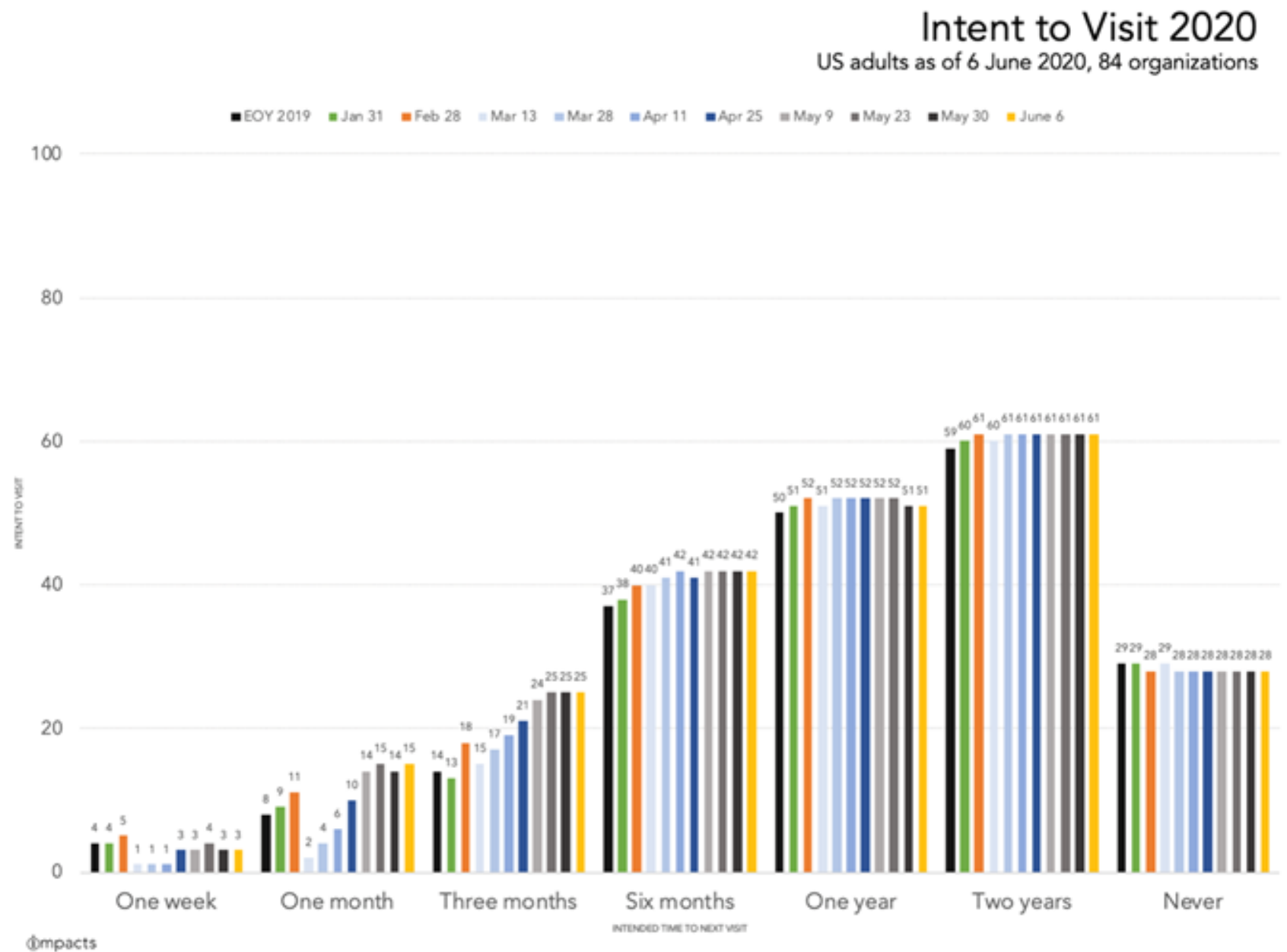
IMPACTS is tracking how the COVID-19 pandemic is influencing perceptions and intentions to visit cultural entities. Consult this page to remain up-to-date with the most recent information.

- IMPACTS Research & Development in the US is a data and tech company and a global leader in predictive market intelligence.
- It is currently collecting and publishing data on a regular basis concerning cultural organisations during the COVID-19 pandemic and sharing “intent” related metrics concerning visitors’ intended behaviours.

(Note: According to IMPACTS, “intent to visit” aligns closely with actual plans and visitation behaviours, and visitors’ stated intentions to visit an organization within a defined duration have historically proven to be a dependable indicator of actual visitation behaviours.)

Intent to Visit (IMPACTS Research): Expectation to Return to Recovery by 6 Months

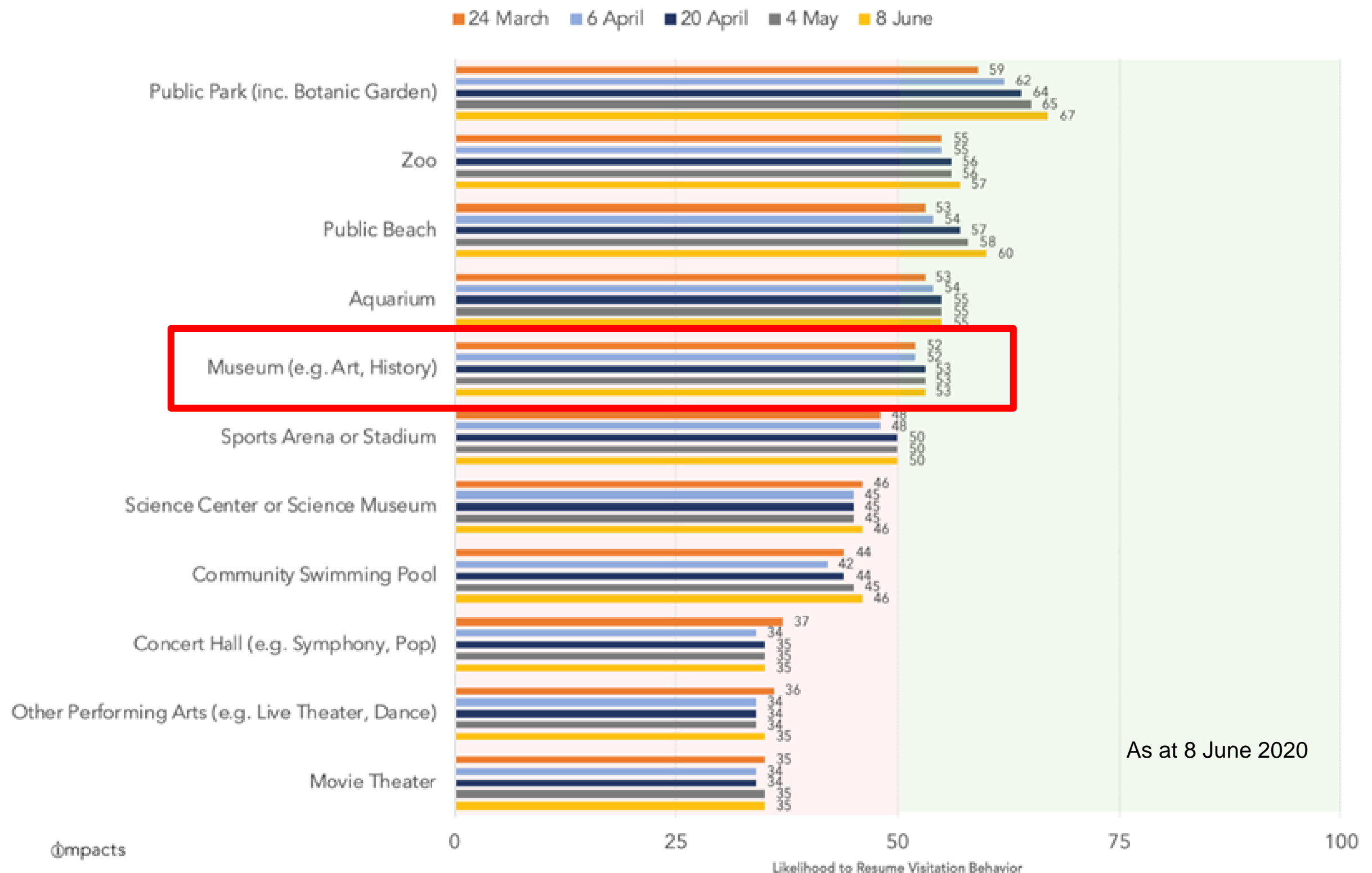
- The data collected shows that **one-week intentions to visit cultural organisations remain depressed** (likely due to double whammy of COVID-19 and civil unrest) and that it is still hard to predict intent to visit within 1 month due to the rise of COVID-19 cases and re-openings in selected US states.
- According to IMPACTS, the data shows that the intents to visit within 3 months and 6 months are still stable, and is indicative of the **public's perception that the disruption is likely to end within 3 months, with full recovery by 6 months.**



Intent to Visit (IMPACTS Research): Preferred Local Cultural Destinations

Return to Normal Activities

Shown by category of visitor-serving organization

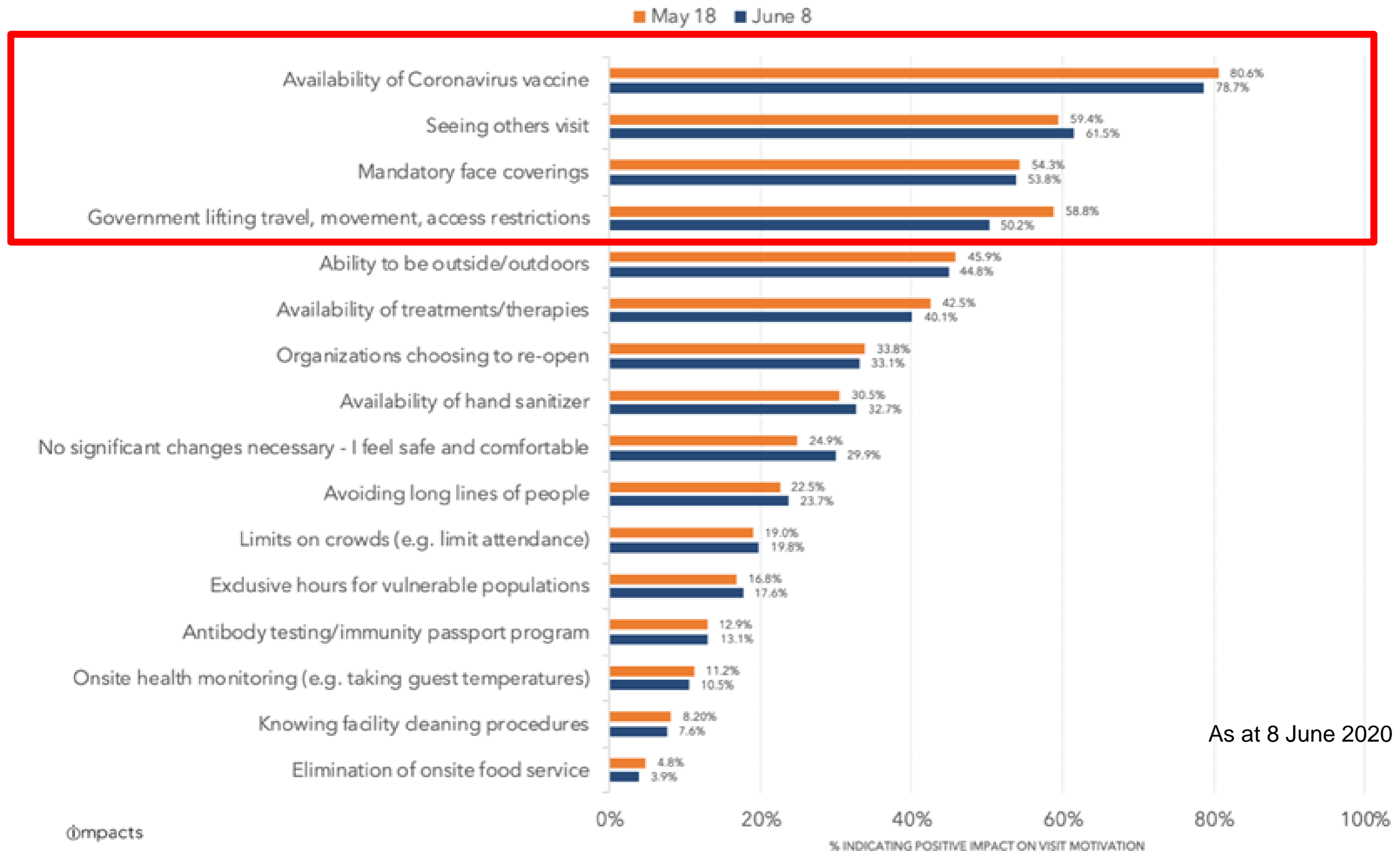


Intent to Visit (IMPACTS Research):

Key Factors Affecting Decisions to Visit

“What would make you feel safe and comfortable going to a museum, aquarium, theater, zoo, or concert again?”

As of 8 June 2020, multiple choice, select all that apply, choices populated by lexical analysis



Intent to Visit:

Audience Outlook Monitor (Australia)

COVID-19 Audience Outlook Monitor

Australia Snapshot Report: May 2020



**How do audiences feel
about attending arts and
culture events?**

23,000

respondents from all 8 Australian
States and Territories

159

surveying organisations, covering all
forms of art and culture

85%

plan to attend as much or more
as they did before the pandemic

22%

are ready to attend as soon as
restrictions are lifted

96%

say venue safety measures will
affect their decision to attend

Planning to attend

9 in 10 attendees plan
to return to arts and
culture events

Shows and performances

Audiences are not yet
ready to return to large
performance venues

Exhibitions

People are comfortable
visiting museums and
galleries, but not using
interactive exhibits

Returning to events

Safety measures like
hand-sanitiser will
make a difference for
some attendees

The Audience Outlook Monitor survey involved more than 23,000 respondents from 159 arts and culture organisations, including museums, galleries, performing arts organisations and festivals.

Intent to Visit:

ALVA Attractions Recovery Tracker Wave 2 (UK)

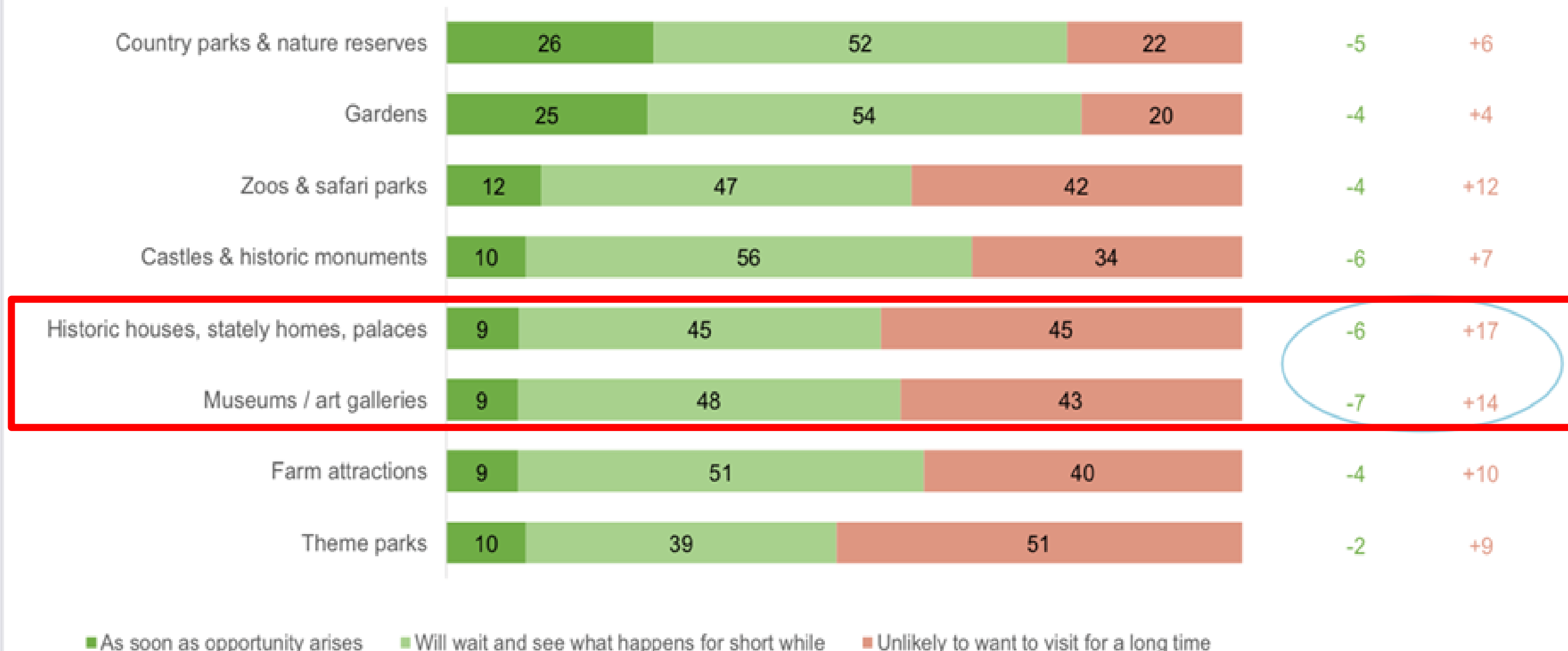
There has been a corresponding increase in caution over visiting attractions as soon as the opportunity arises after re-opening – especially indoor attractions



Wave 2: HOW SOON do you think it will be before you visit each of these types of attraction after they re-open (%)

% change vs. Wave 1

As soon as opp. arises Unlikely for long time

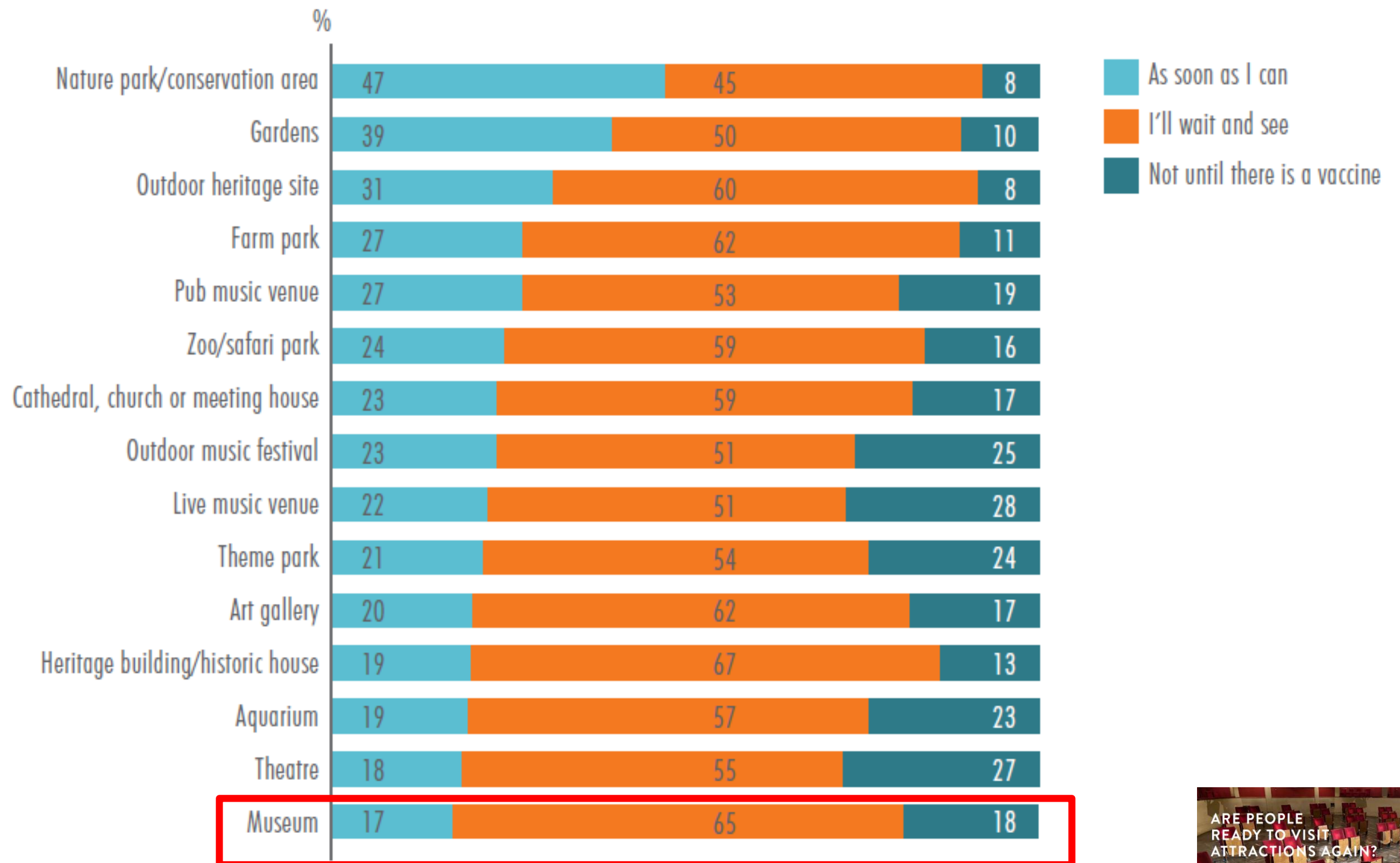


Q: Thinking about how you feel at the moment, how soon do you think it will be before you visit each of these types of attraction after they re-open?

Bases: All who tend to visit this type of attraction – Wave 2: Museums/art galleries (679), Historic houses etc. (654), Castles & monuments (703), Zoos/safari parks (574), Gardens (688), Theme parks (494), Country parks & nature reserves (727), Farms (518)

Intent to Visit: Consumer Sentiment Study (UK)

How soon do you think it will be before you visit each of these again?



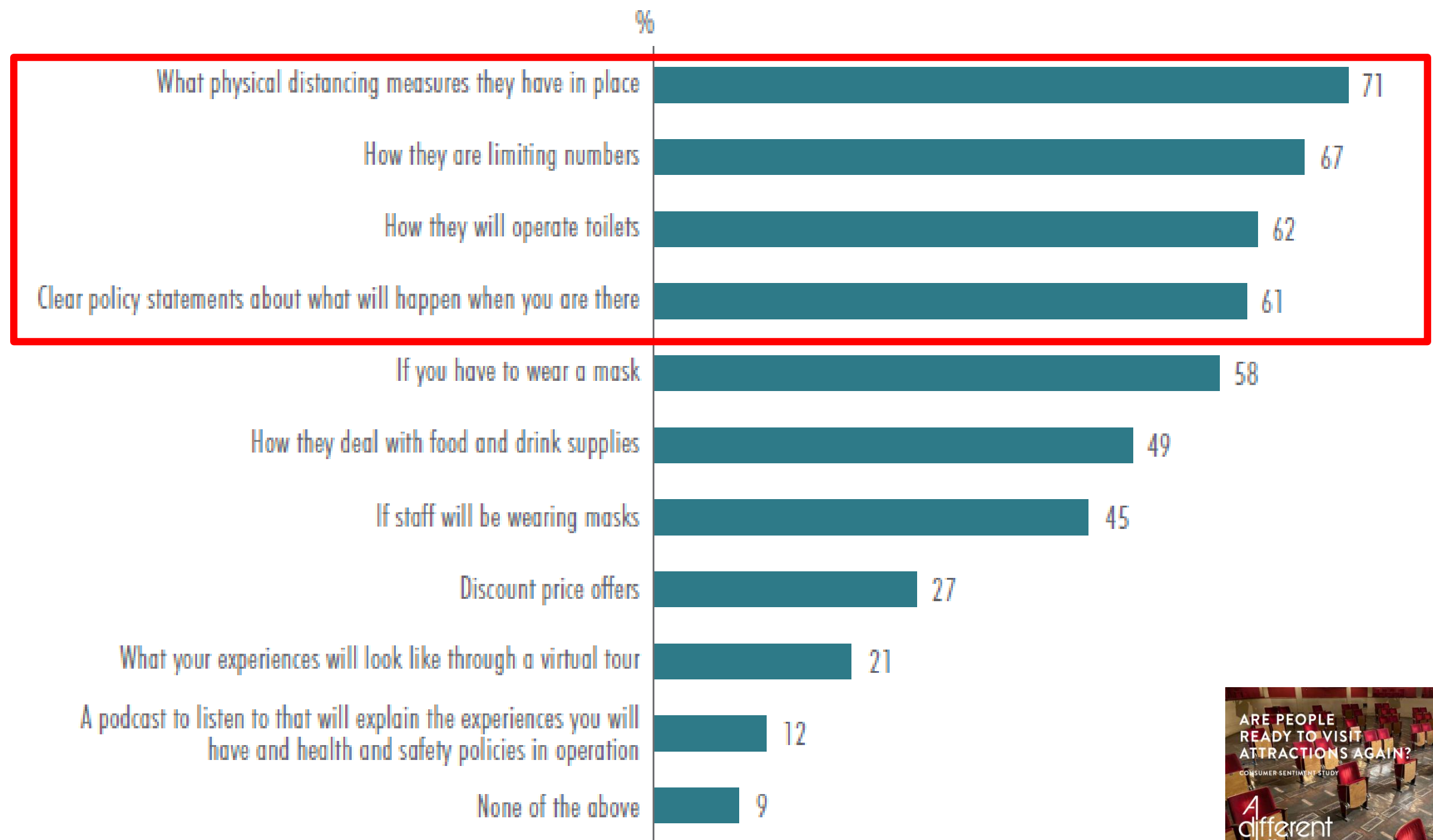
3

A Different View, in association with Panelbase, conducted an e-survey with over 1,000 previous visitors of attractions between 6 – 7 June 2020. The report focuses on the appetite to return (by type of attraction), and what information visitors need to be enticed to visit attractions again after COVID-19.



Intent to Visit: Consumer Sentiment Study (UK)

Which of these is it **IMPORTANT** for you to see on a website for a visitor attraction or event venue to enable you to decide to visit after lockdown?

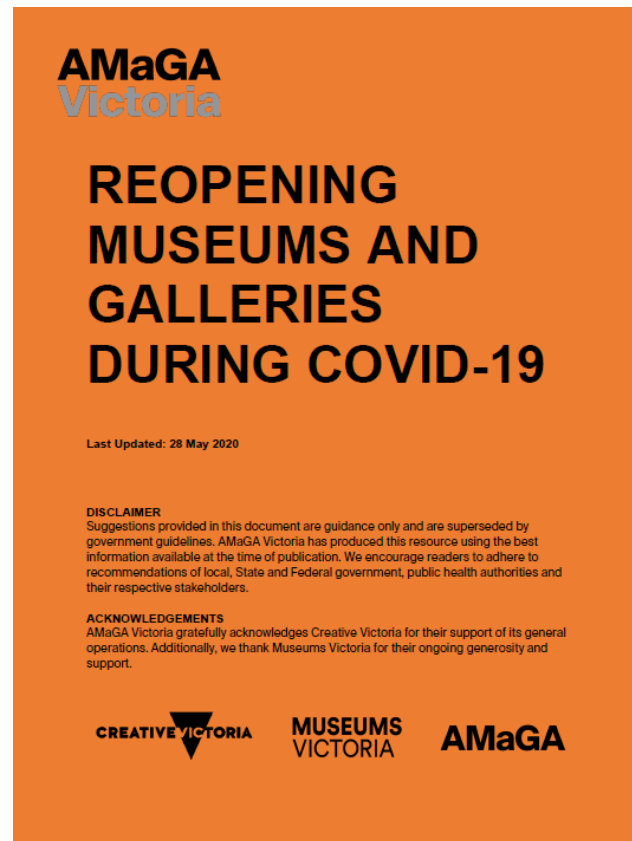


Intent to Visit:

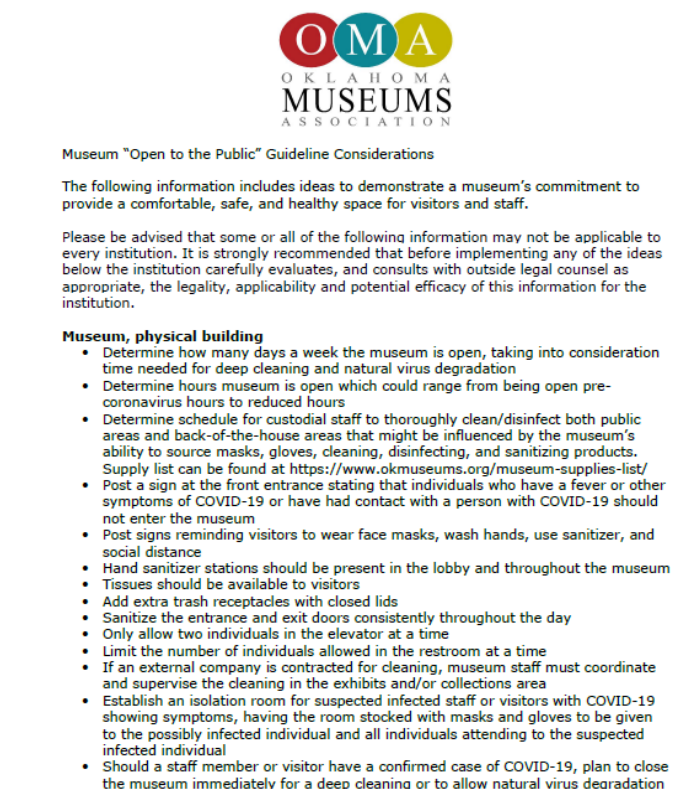
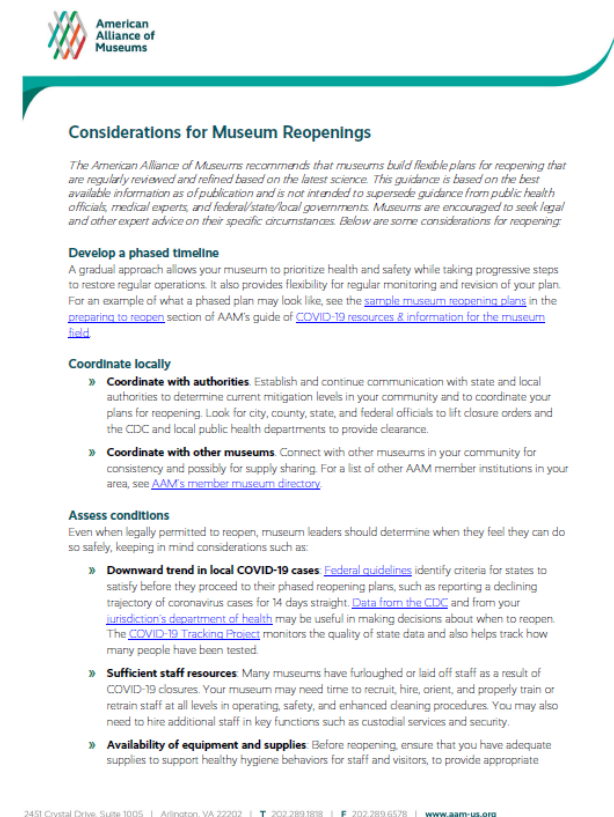
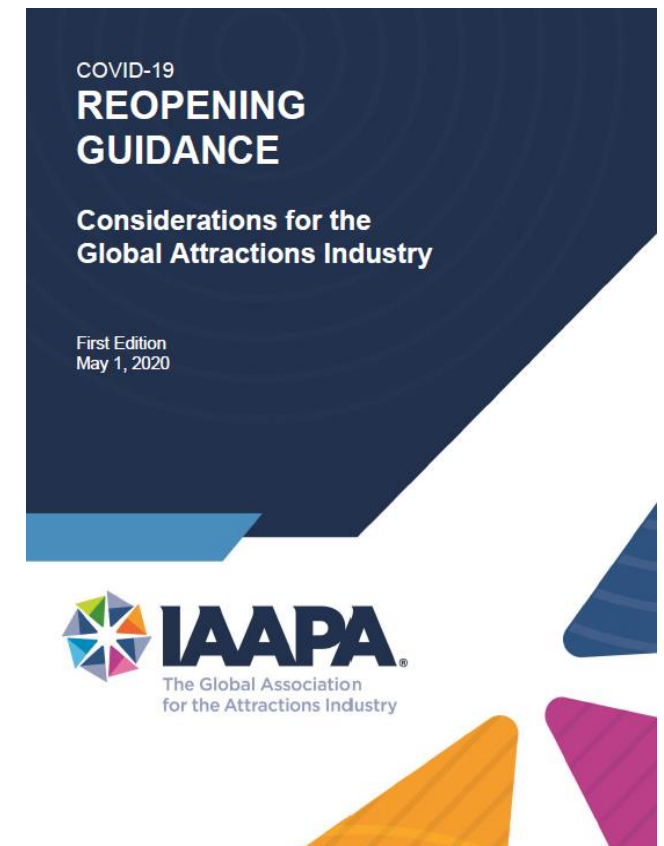
Key Takeaways

- According to the studies and surveys cited, audiences intend to **resume their attendance patterns between three to six months**.
- While demand isn't increasing or decreasing, it is being **redistributed** towards cultural organisations and/or experiences that **feature outdoor spaces and/or allow for relative freedom of movement**.
- However, audiences are **still uncomfortable about using interactive exhibits**.
- The **leading factors** that will make audiences in the US feel safe about visiting museums again (as at June 2020) are “availability of a coronavirus vaccine” followed by factors such as “seeing others visit,” “mandatory face coverings” and “government lifting restrictions.”
- Overall, the assessment is that while the outlook for museums is **positive**, the museum-going market will likely **remain cautious** and adopt a “wait-and-see” attitude.

Museum Re-Openings: Issuance of International Guidelines



Reopening Museums: A Planning Tool	
1. PREPARING STAFF	
Defining priorities & roles	<ul style="list-style-type: none"> Establish re-entry task force—with subgroups as appropriate—to clarify immediate, midrange, and long-range objectives Review impact on staffing: e.g., need for site health and safety officers, increased invigilation of high-traffic areas, increased cleaning and temperature testing; survey the impact of partial reopening on front-of-house staffing Consider heightened on-site medical provision (e.g., doctor or nurse on call) Consider "A" and "B" (and possibly "C") teams in rotation in the office, with others at home to maintain social-distance protocols Develop flexible HR policies that deploy staff optimally, making reasonable accommodations for at-risk employees or those uncomfortable coming back to work Review use of docents in light of the above Align with public-health guidance and labor policies Amend mandatory and voluntary training Establish protocols in the event a visitor becomes sick on site, or if an infected visitor is confirmed to have been on site (cleaning; notification of potentially exposed staff and, via social media, visitors; contact tracing) Establish protocols for addressing and, as appropriate, de-escalating noncompliance incidents
Securing employee well-being	<ul style="list-style-type: none"> Develop badge-in or other identification process to capture who is on site for contact-tracing purposes Explore practicability of regular and accessible testing, whether on site or via local health partners Consider psychological counseling and tele-health options, including a remote employee assistance program Address employee concerns about privacy, vulnerability Either close staff canteen or ensure food service via boxed meals Limit and define areas where staff can congregate (break rooms, elevators, etc.) Suspend use of shared appliances and, where that is impossible, develop appropriate cleaning protocols Limit vehicle occupancy, e.g., to one driver and one passenger Consider protocols for transport to and from work if people are using public transportation



Museum Re-Openings: Guidelines from Chinese Museums



China Art Museum



Power Station of Art



Shanghai Museum



Shanghai History Museum

Safe distancing measures

- Ensure that visitors keep a five-foot distance from each other
- Limit daily number of visitors
- Limit duration of visit
- Suspension of group and guided tours
- Reduce opening hours
- **Advanced ticket booking on WeChat**
- Prepared a temporary quarantine/isolation room on every floor (e.g. Power Station of Art)

Precautionary measures

- Conduct temperature screening for visitors ($<37.3^{\circ}\text{C}$)
- Training for staff on how to handle incidents

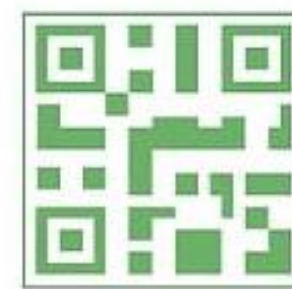
Sanitization

- Increased cleaning and daily disinfection
- Provision of hand sanitizers

Visitor protocols

- Wear a protective mask while in the galleries
- Present ID card and **registered Health Code before entry**
- Keep 1.5-2 metre distance from other visitors throughout their visit

Health Code



GREEN
Able to travel freely



YELLOW
Under home isolation



RED
Confirmed COVID-19 case. Requires quarantine.

Museum Re-Openings: Guidelines from Japanese Museums

Safe distancing measures

- Limit daily number of visitors
- Limit time period and duration of visit
- Closure or limited entry to museum facilities, such as library, museum shop, restaurants, cafes, etc (Advanced booking required even for entry into open areas, e.g. Kyoto City KYOCERA Museum of Art)
- Reduce opening hours (e.g. Kobe City Museum)
- Online ticket booking

Precautionary measures

- Conduct temperature screening for visitors ($<37.5^{\circ}$ C)
- Museum staff to wear protective masks

Sanitization

- Increased cleaning and daily disinfection
- Provision of hand sanitizers

Visitor protocols

- Those with flu symptoms, lethargy, breathing difficulties, body temperature above 37.5° C are advised not to visit the museums
- **Practice “voluntary restraint”** (e.g. wear a mask during the visit, use handkerchiefs when sneezing or coughing, etc)
- Maintain 1-2 metre distance from other visitors
- Inform museum staff if one feels unwell during the visit



Toyota Municipal Museum of Art



Fukuoka Art Museum



Sakamoto Ryoma Memorial Museum



Kobe City Museum



Ako City Museum of History

Museum Re-Openings: Guidelines from Taiwanese Museums



National Palace Museum



Taiwan National Museum



National Museum of Prehistory



Miniatures Museum of Taiwan

Safe distancing measures

- Suspension of guided tours, programmes and activities (e.g. creative workshops, forums and community events) (e.g. National Palace Museum)
- Cancellation of all outdoor public activities with more than 500 people (e.g. National Palace Museum)
- Limit daily number of visitors (100 pax each time)
- Closure of some galleries (e.g. National Palace Museum's Zhang Dai-Ch'ien Residence)
- Reduce opening hours
- Online ticket booking
- **Allocated a dedicated waiting area in museum lobby if maximum occupancy capacity is reached**

Precautionary measures

- Conduct contact tracing and temperature screening for visitors ($<37.5^{\circ}\text{C}$)

Sanitization

- Increased cleaning and daily disinfection
- Provision of hand sanitizers

Visitor protocols

- Keep a 1.5 metre distance from other visitors
- Wear a protective mask throughout the visit (e.g. National Museum of Prehistory)

Museum Re-Openings: Guidelines from Abu Dhabi

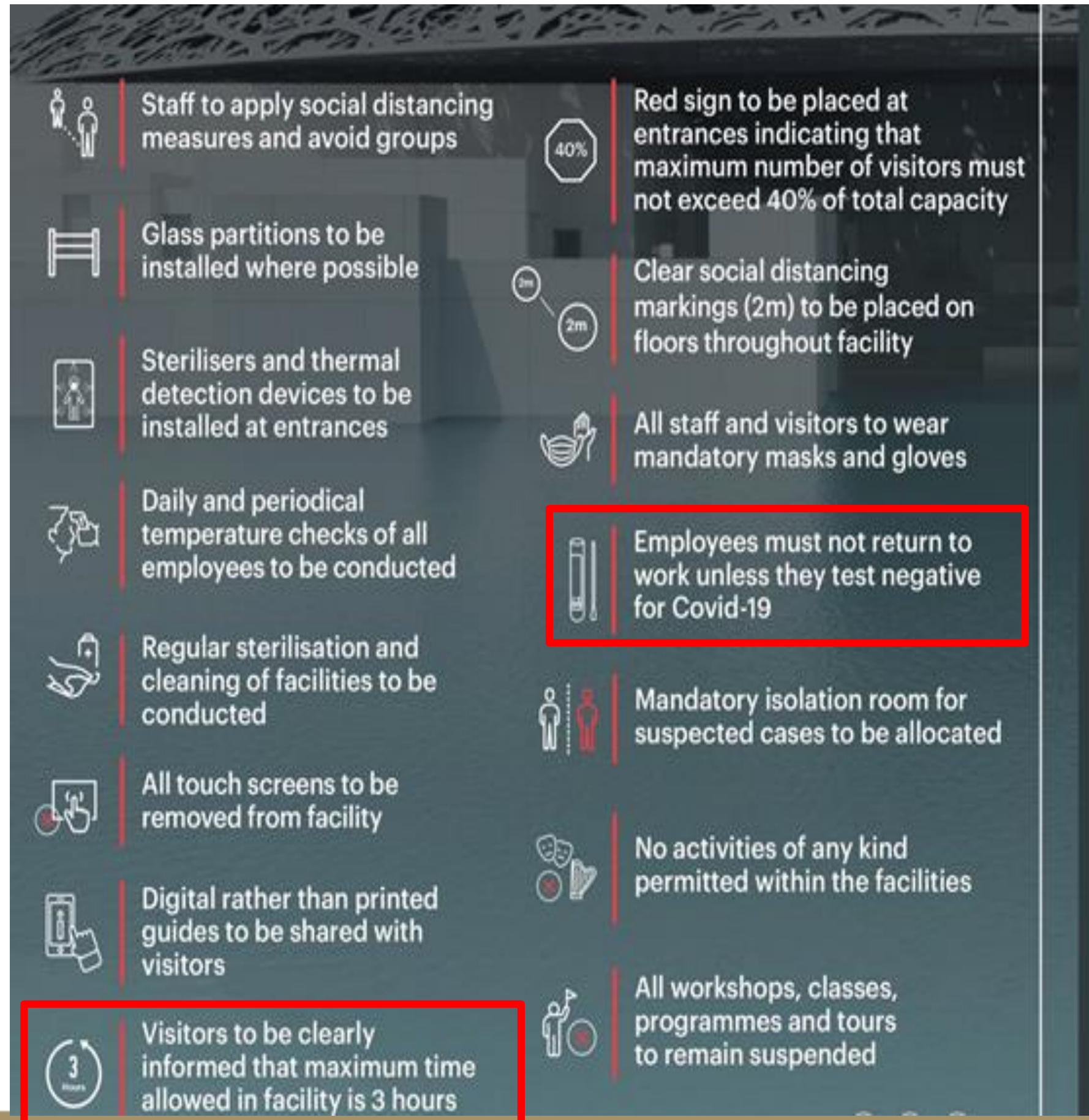
Coronavirus: Abu Dhabi museums to reopen to visitors amid strict guidelines

► The maximum time allowed for visitors has been limited to three hours



Louvre Abu Dhabi is set to reopen amid the coronavirus outbreak.
Courtesy: Hufton + Crow

- According to its Department of Culture and Tourism, these strict guidelines include each site having a **visitor capacity of 40%**, and the limitation of **maximum time per visitor to 3 hours**.



Museum Re-Openings: NHB's Updated Operation Guidance

National Heritage Board of Singapore
Issued in June 2020

- NHB issued an updated operational guidance on 19 June 2020 with a **detailed checklist of mandatory and best practice** safe management measures for museum stakeholders.
- The detailed checklist comprises guidelines in key areas such as how to prepare staff and facilities for re-opening. It also includes guidelines for visitor management during pre-arrival, at the museum entrance, at the admission counter, in the galleries and at the exit.
- In addition, the checklist also offers guidelines for museum retail shops and F&B outlets; lifts, escalators and common areas; and restrooms.



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CHECKLIST OF SAFE MANAGEMENT MEASURES FOR MUSEUM STAKEHOLDERS (PHASE 2)

ANNEX A

Please note that mandatory safe management measures have been highlighted in bold.

GENERAL OPERATIONAL GUIDELINES

1. PREPARING STAFF

- ☐ Adhere to MOM's safe management measures of workplaces for all NHB staff and vendors.
- ☐ Only workplace activities allowed in museum venues.
- ☐ Staff to wear face masks at all times and wash hands regularly. Please note that the wearing of face mask is mandatory.
- ☐ A face shield may be worn on top of a mask to provide additional protection. The wearing of face shields without face masks are allowed for the following exempt groups only:

- (a) Children 12 years and below who may have difficulty wearing a mask;
- (b) Persons with health conditions causing medical difficulties when masks are worn; and/or
- (c) Persons speaking in classroom/lecture-style settings.

Please refer to MOH guidelines for further details on the [use of face masks and face shields](#).

- ☐ Staff to use SafeEntry for checking in and out of premises, and are encouraged to download Trace Together app.
- ☐ Museum staff and vendors to wear "I'm Ok" stickers after temperature-taking.
- ☐ Prior to re-opening, all staff are to be briefed and trained on SOPs.
- ☐ Conduct daily briefing and check-in with staff (including vendors) on duty on safe management SOPs, personal responsibilities, and SOP for management of unwell and noncompliant visitors if necessary.

2. PREPARING FACILITIES: SAFE MANAGEMENT

- ☐ Limit visitorship to 25% of operating capacity. For all museums and institutions, apply the following formula to calculate visitorship capacity: Usable space (70% of GFA)/2 sqm/pax x 25%
For example, Museum A has a total of 1,500 sqm of Gross Floor Area (GFA)
Usable space = 70% of 1,500 sqm GFA = 1,050 sqm
Visitor limit = (Usable space/2 sqm/pax) x 25% = (1,050/2) x 25% = 525 x 25% = 131 pax
Museum A can allow up to 131 visitors into its premises at any point in time.
- ☐ Put up notices in both front and back of premises to remind visitors and employees of prevailing safe management measures and encourage them to observe social norms such as:
 - Observe good personal hygiene (e.g. regular hand washing, refrain from touching face, etc);
 - Avoid handshakes; and
 - Avoid speaking loudly to reduce risk of transmission through droplets.

Museum Re-Openings:

Key Learning Points

- Museums that have re-open and/or are re-opening have to **walk a fine line** balancing public safety with welcoming visitors back.
- In general, international organisations and museum associations have asked museums to be **guided by or comply with national health guidelines and use national and regional data as helpful signals**.
- Some associations such as AAM have advocated for museums to develop a **phased timeline with a gradual approach** that will allow them to prioritise safety while taking progressive steps to restore regular operations.
- Most re-opening guidelines have emphasised the importance of “**pre-arrival,**” “**upon arrival**” and “**in gallery**” safe management measures and the communication of these measures.
- Having said that, no one museum or museum professional will be expected to come up with all of the answers but museums worldwide should **create and contribute to an environment of sharing and support**.

Is this the end of touchscreens in museums?

Bethan Ross, *AV Magazine*, 19 June 2020

No Touch, No Hands-On Learning,
for Now, as Museums Try to Reopen

Science and children's museums are studying how to rethink their many tactile exhibits to keep people safe.

Julia Jacobs, *New York Times*, 29 May 2020

From Zoom to Minecraft, what will the 'new normal' for Australian museums look like?

Walter Marsh, *Adelaide Review*, 25 March 2020

Entertainment & Life

Hands-free history: Pilgrim Hall Museum in Plymouth rethinking tactile exhibits

Rich Harbert, *Patriot Ledger*, 8 June 2020


“New Normal” for Museums: Time for Exhibitions Reset?

The end of the blockbuster? Museums in a post-pandemic world

Plus, Turner Prize-winning artist Mark Wallinger explores Jackson Pollock's *Autumn Rhythm (Number 30)*. Produced in association with Christie's

Hosted by BEN LUKK. Produced by JULIA KICHALSKA, DAVID CLACK and KIRIE DANSON
24th April 2020 09:03 BST

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Bye bye, blockbusters: can the art world adapt to Covid-19?
The glitzy fairs and crowded shows are history, replaced with Zoom studio...

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After Covid-19, museums need to plan ‘must see’ exhibitions instead of blockbusters

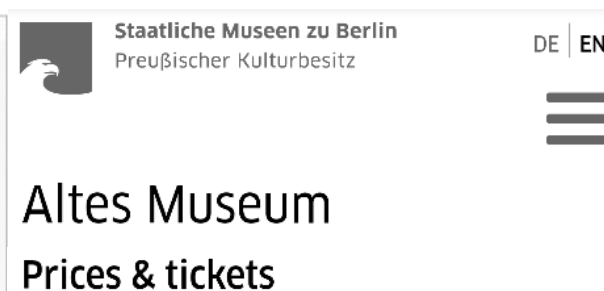
The Brooklyn Museum’s director of exhibitions explains how institutions can rethink their offerings going forward



Visitors attend the opening of JR: Chronicles at the Brooklyn Museum on 2 October 2019 Photo: Gonzalo Marroquin/PMC

According to Andras Szanto, a strategic advisor to museums, the business model relying on temporary **blockbuster exhibitions involving international loans is likely to recede and be replaced by** fewer exhibitions, but with better story-telling around the core permanent collection and attainably-priced exhibitions on timely topics ;

“New Normal” for Museums: Contactless Ticketing & Payment

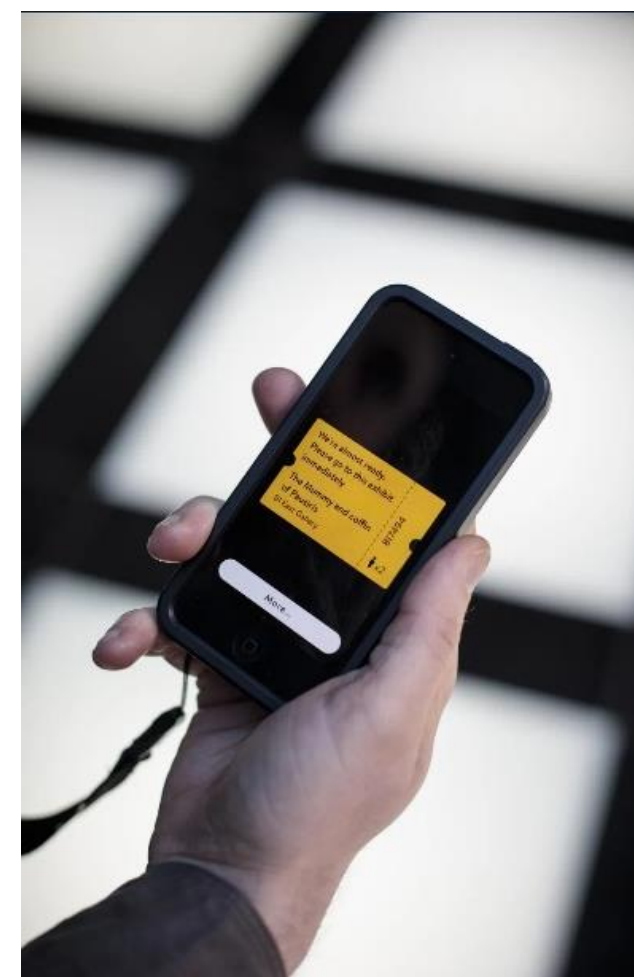


Online Time-Slot Tickets

From Tuesday, 12 May 2020, visits are only possible with a time-slot ticket. These tickets can currently be booked until the end of May 2020. It is strongly recommended that visitors buy their tickets online, in advance, to avoid lines forming at the ticket counters and entrances.

Time-slot tickets can also be purchased on site at the ticket counters, subject to their availability. Holders of annual membership passes, as well as press, ICOM or DMB passes; children and young people under 18; members of Friends or Supporter Associations of the Staatliche Museen zu Berlin; and persons accompanying severely disabled people are requested to book a gratis time-slot online or at the ticket counter and to present corresponding ID upon admission without being asked.

Participating Chinese museums are listed on a WeChat mini programme, “Culture and Tourism Green Code”. Visitors apply for entry online by selecting the date and time of intended visit and entering in their personal information. Once entry slot has been successfully secured, the user receives a QR Code, which they scan to enter the museum.

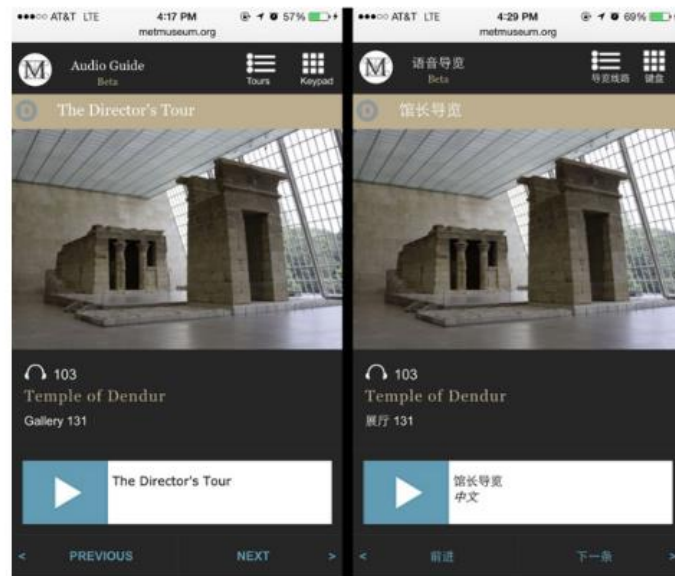


Queuing technology at Hobart’s Museum of Old and New Art (MONA) allows visitors to join a virtual queue for special exhibitions. Visitors received a notification when it’s their turn to enter the gallery.

“New Normal” for Museums: Mobile Digital Docents & Resource Guides

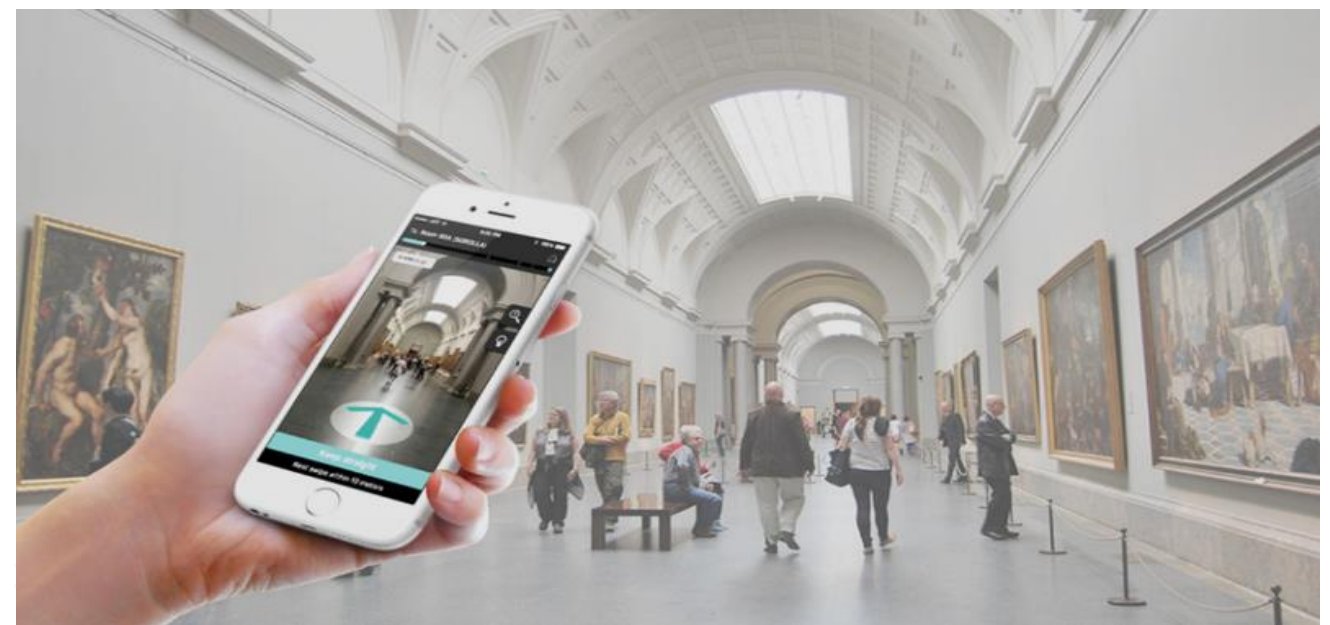


LACMA is considering removing wall labels so that visitors do not cluster around them, and will instead direct them to a mobile app.



Select Audio Guide content is available in ten languages.

The Temple of Dendur, a popular destination on the Director's Tour, is shown above in English and Mandarin.



“New Normal” for Museums: New Tactile Experiences

Switch Mats



06-16-20 | WORLD CHANGING IDEAS

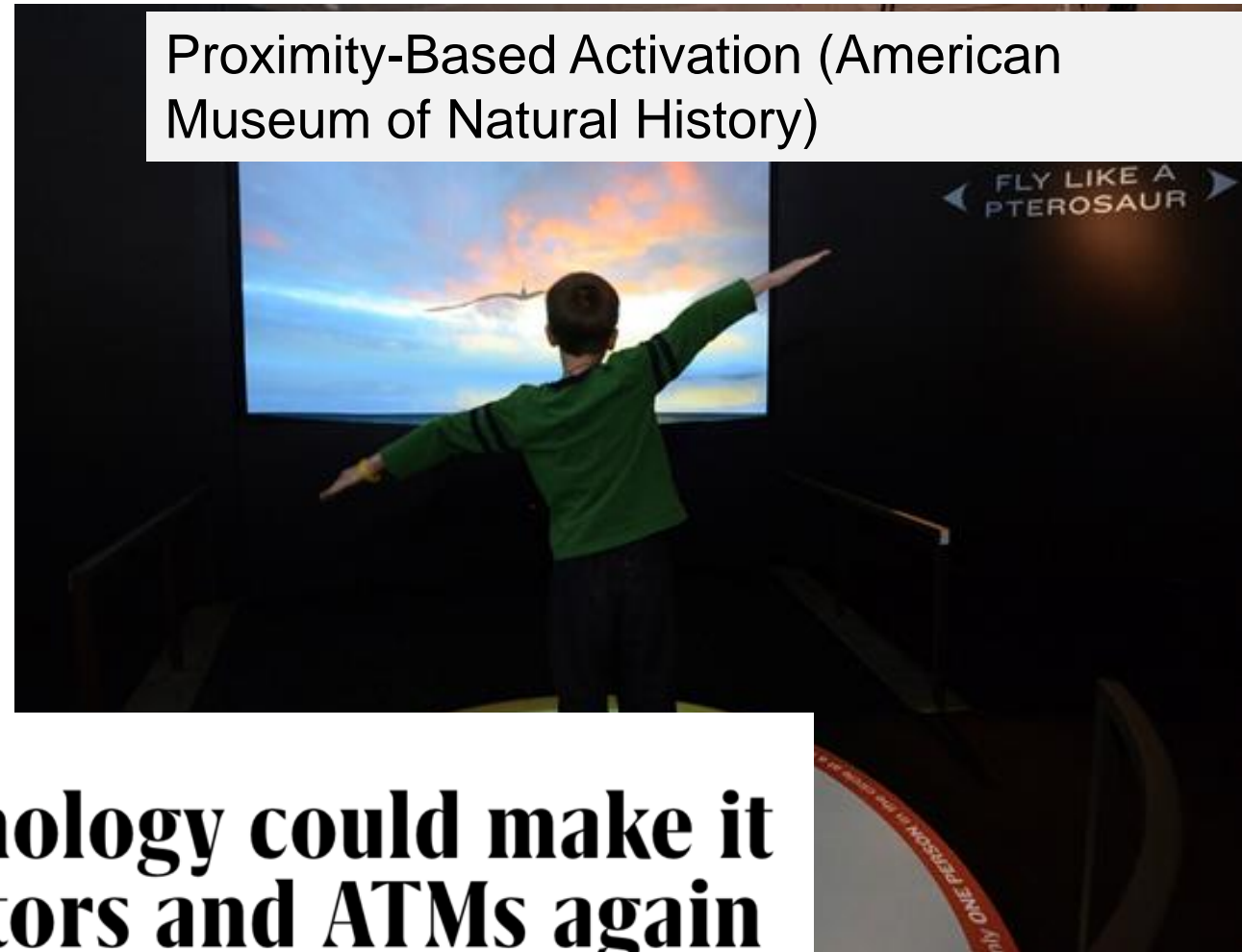
Zero-touch technology could make it safe to use elevators and ATMs again

So much of our life involves buttons and touchscreens, but what if you didn't need to touch them?



Floor Projections
(Horniman Museum)

Proximity-Based Activation (American Museum of Natural History)



Visitors 'mould' on-screen clay by moving their hands in mid-air, above a gesture-sensing potter's wheel (Mississippi Arts + Entertainment Experience)



“New Normal” for Museums: New Social Distancing Innovations

34

Art World

Italy's Museums Reopen, Offering Vibrating Social-Distancing Necklaces and a New Chance to See Rome's Once-in-a-Lifetime Raphael Show

Financial recovery from the lockdown is complicated by the need for social distancing, which necessitates limited visitors.

Kate Brown, May 19, 2020



The Tag EGOpro is being piloted for museums by cathedral of Santa Maria del Fiore in Florence. Courtesy Advanced Microwave Engineering S.r.l.



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Q & A Session
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