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CD-ETA- Collaborative Digitization of Natural and Cultural Heritage

SECOND THEMATIC SEMINAR

Examples of good practices of digitization of natural and cultural heritage as anti-pandemic measures

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Online - Alzira
28/6/2022

Introduction

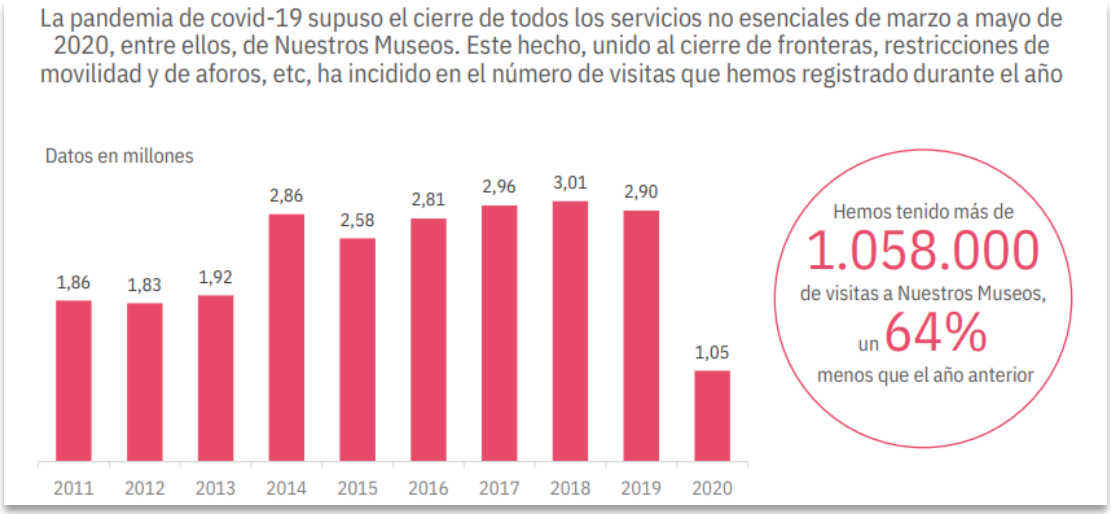
The COVID-19 pandemic has disrupted the activities of museums around the world, threatening their financial survival as well as the livelihoods of thousands of museum professionals.

International Council of Museums (ICOM): During the closure, many museums increased their digital activities. Although almost half of the respondents answered that their museum was already present on social media or shared its collections online before the closures, the digital communication activities analyzed by the ICOM survey increased for at least 15% of the museums and, in particular, social media activities increased for more than half of them.

Introduction

According to the ICOM, almost all museums reduced their activities due to the consequences of the COVID-19 pandemic.

In our country, as well as in many others, an important number of museums reduced their staff and many of them may have been forced to close permanently.



The number of visits to museums fell by 64% during the first year of the pandemic.

Introduction

During the first year of closure, certain lines of work were prioritized, including the reinforcement of their **digital activity** to maintain contact between the museums and their public.

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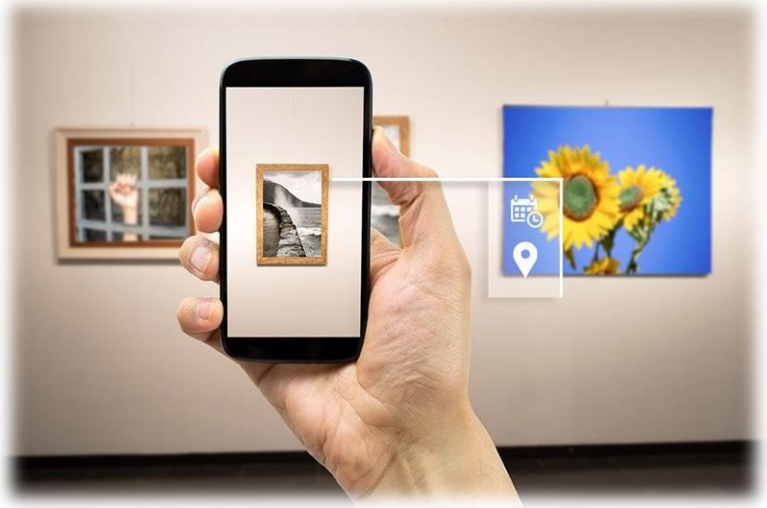
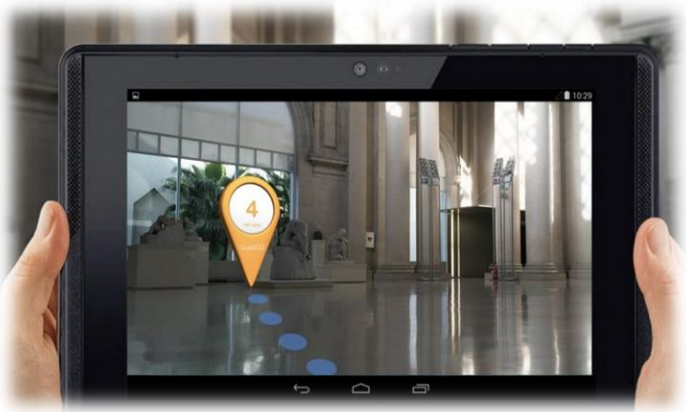
How did the Covid-19 crisis affect cultural institutions' usual work with visitors?

Some brief examples of 'good practices' linked in particular to the digitization of museums



Vincent Willem Van Gogh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Municipal Museum of Alzira (MUMA)

The Alzira Town Council, together with the Mancomunitat de la Ribera Alta (MANRA), presented the digitization project of the MUMA. It is the creation of interactive virtual visits that allow visitors to view all its facilities in full.

The project was launched in February 2020, just before the pandemic's start, to reinvent the museum as a tool for cultural exchange.

Divendres 23, Octubre 2020

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Alzira llança un nou projecte de visita virtual del Museu Municipal

Per Ribera Televisió el 22 Octubre, 2020 · No Comment

Alzira llança un nou projecte de visita virtual del Museu Municipal

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MÁS VÍDEOS

Txema Peláez

President Mancomunitat Ribera Alta

0:59 / 3:07 YouTube

Es tracta d'una iniciativa del consistori i la Mancomunitat de la Ribera Alta

L'Ajuntament d'Alzira juntament amb la Mancomunitat de la Ribera Alta ha presentat un nou projecte en el Muma, el seu Museu Municipal. Es tracta de la creació de visites virtuals i interactives que permeten visionar totes les seues instal·lacions al complet.

Es tracta d'una visita virtual que està integrada dins de Riberana, la plataforma digital de la Mancomunitat que ofereix un ampli catàleg virtual del patrimoni de la comarca.

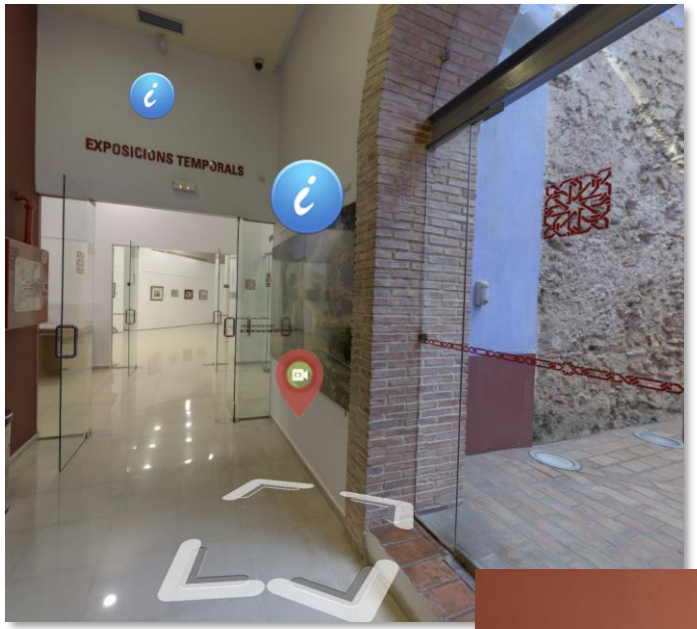
El projecte es va iniciar en febrer, just abans de començar la pandèmia del coronavirus amb l'objectiu de reinventar-se i conscienciar sobre el fet de que els museus són un important mitjà per a l'intercanvi cultural.

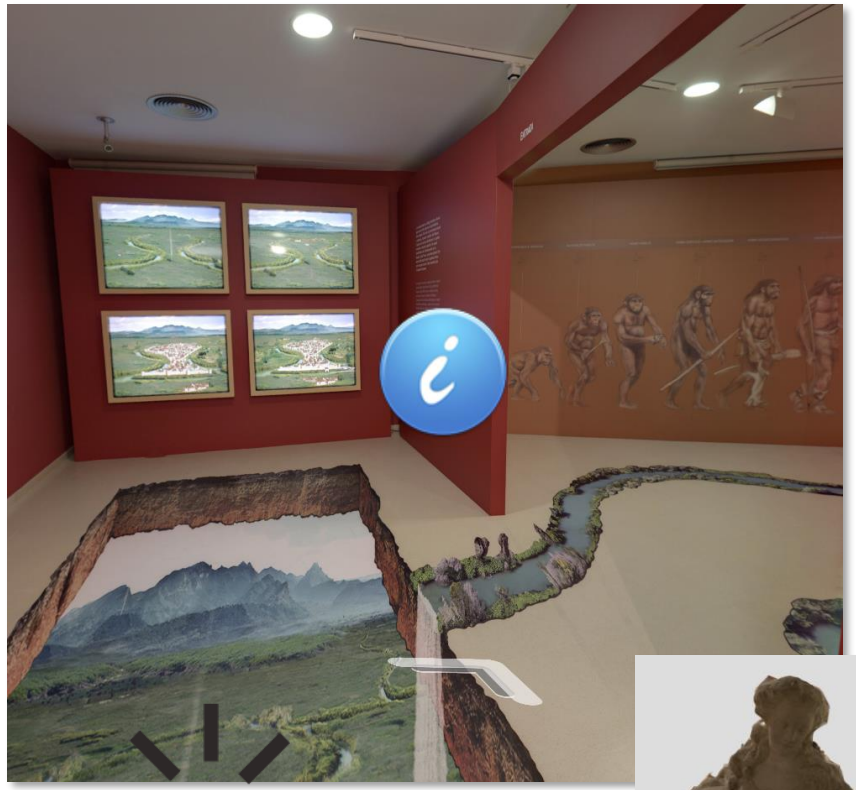
Encara que ha sigut una iniciativa que ha portat mesos de feina i esforç, la idea és continuar renovant les exposicions que es poden visitar.

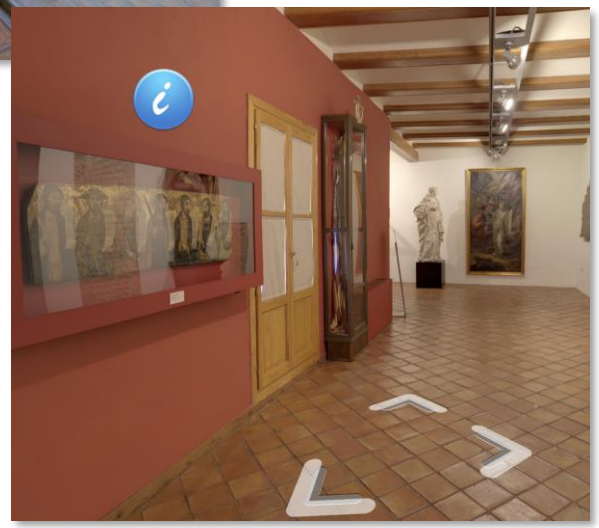
El que es vol aconseguir és que totes aquelles persones que no poden eixir de les seues cases no es

Municipal Museum of Alzira (MUMA)

The virtual tour, available in 3 languages, included 80 textual information points, a dozen 3D elements, 200 detailed photographs, and several videos provided by the City Council itself.







MUMA Museum (Alzira).

Museu Valencià de la Festa (Algemesí)

As we mentioned in a previous presentation, the Museu de la Festa of Algemesí tripled the number of virtual visits during the confinement thanks to the work of digitalization of its spaces carried out by 'Riberana':

- ***Panoramic views***
- ***360-degree videos***
- ***Photographs***
- ***Contextual information***
- ***3D models***

El Museu de la Festa recibe el triple de visitas virtuales

El número de visitantes online aumenta un 228 % respecto al año pasado en Algemesí - Se han interesado ciudadanos de Alemania, México, Reino Unido, Argentina, Brasil, Suiza, Uruguay, Francia, Perú o Libia

R. A.

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El Museu de la Festa de Algemesí. / VICENT M. PASTOR

El Museu Valencià de la Festa de Algemesí ha abierto durante el mes de abril a través de las pantallas, gracias a la visita virtual elaborada por la Mancomunidad de municipios de la Ribera Alta. Unos 3.152 usuarios pasearon por las salas del museo durante el mes de abril, un aumento del 228% respecto al mes anterior. En marzo, pasaron por la versión digital del Museu de la Festa unos 1.382 visitantes.

La visita virtual se puede hacer a través del enlace bit.ly/VRMuseuFestaVAL, la web "Riberana" del departamento de Digitalización de la Mancomunidad, la página del Museo de la Fiesta y las redes sociales. Permite conocer las estancias del museo a través de vistas panorámicas, y cuenta con videos en 360 grados de las diferentes danzas de la Festa (grabadas en la calle Berca) con fotografías e información contextual.

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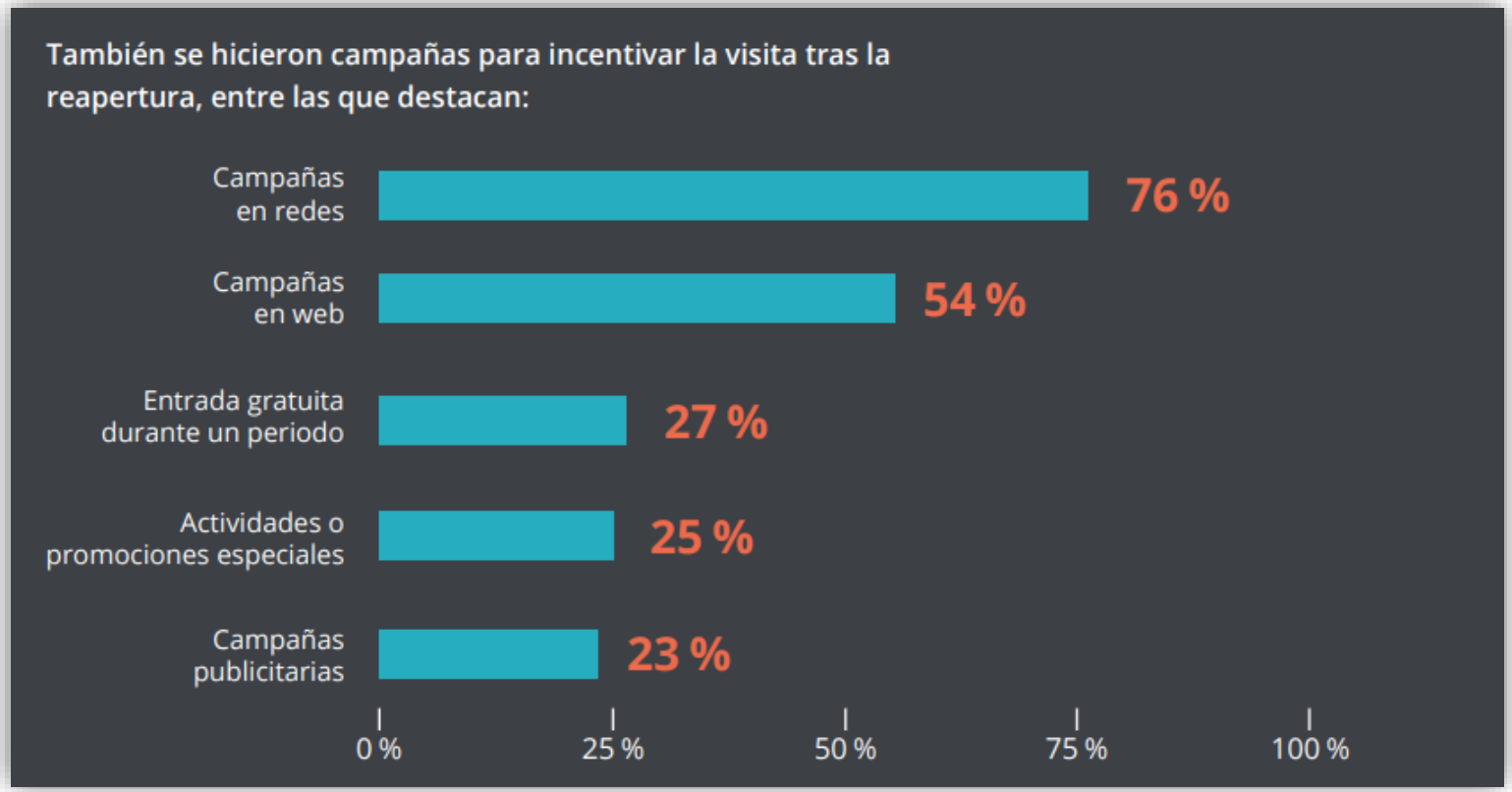
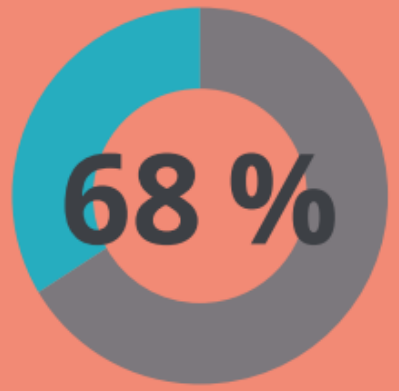
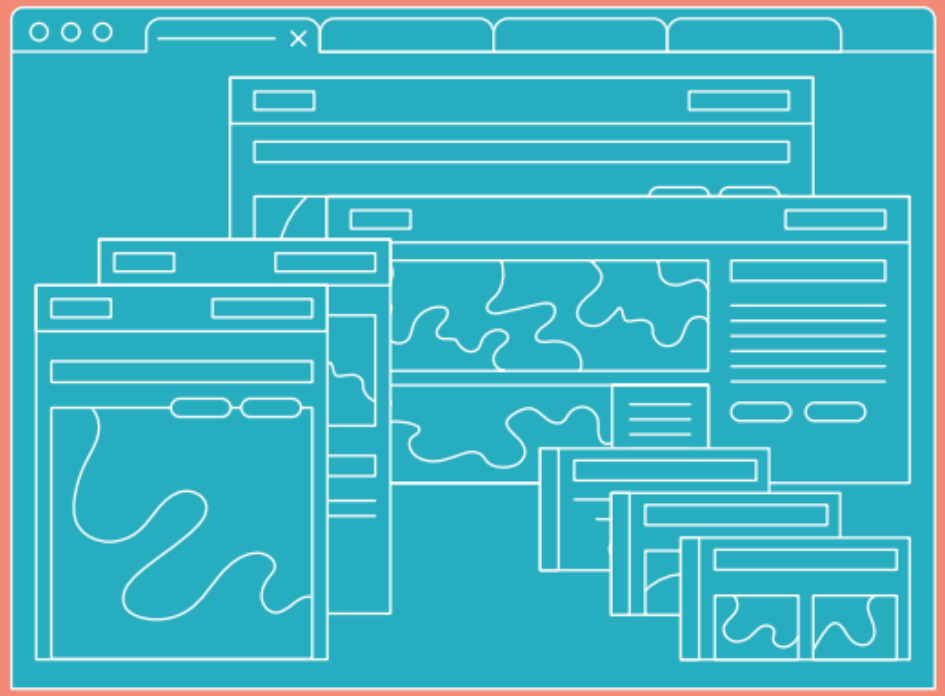


Following the reopening of the museums, campaigns were carried out to reactivate visits, especially on social networks (76%) and web portals (54%).

La actividad digital ha sido una línea de trabajo importante, tanto durante el cierre, cuando los museos la han utilizado como herramienta para mantener el contacto con el público, como para favorecer la reapertura, a través de campañas en su web o redes sociales, así como con el museo nuevamente abierto.

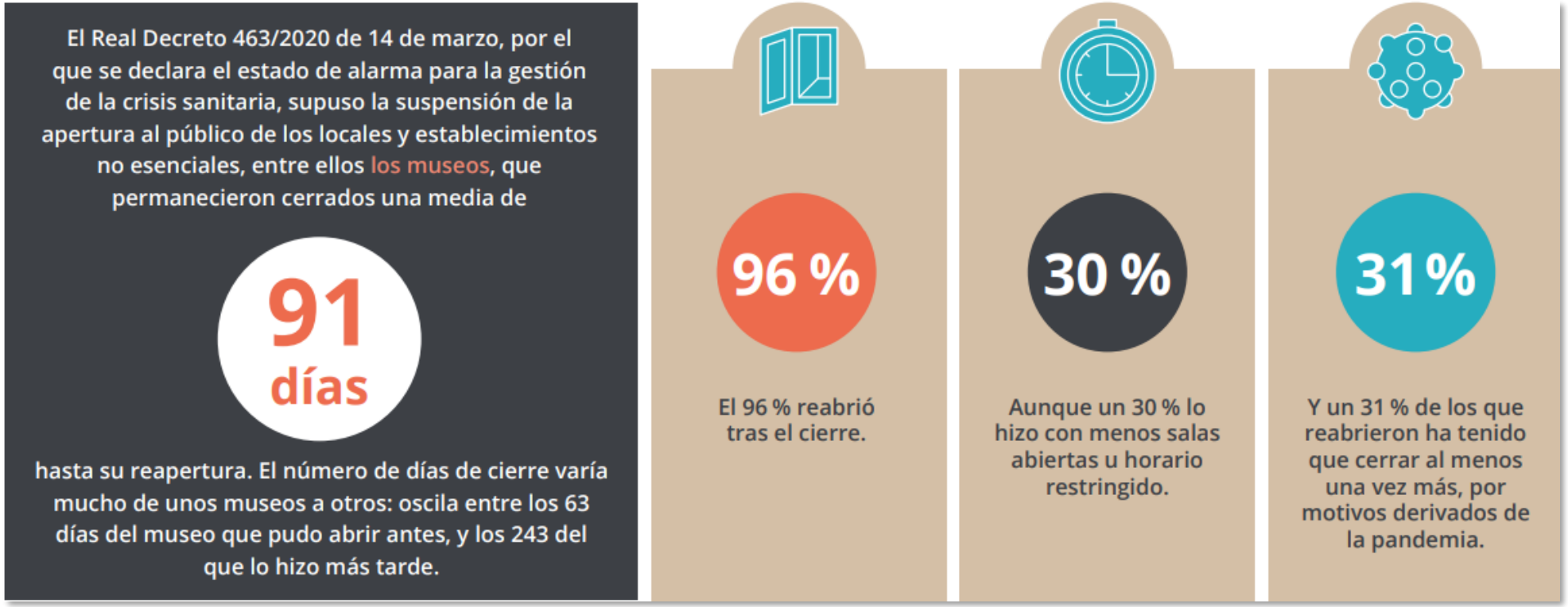
El 68 % de los museos ha aumentado la puesta a disposición de materiales en su web, sus redes u otras plataformas. Las redes sociales han sido las elegidas mayoritariamente.





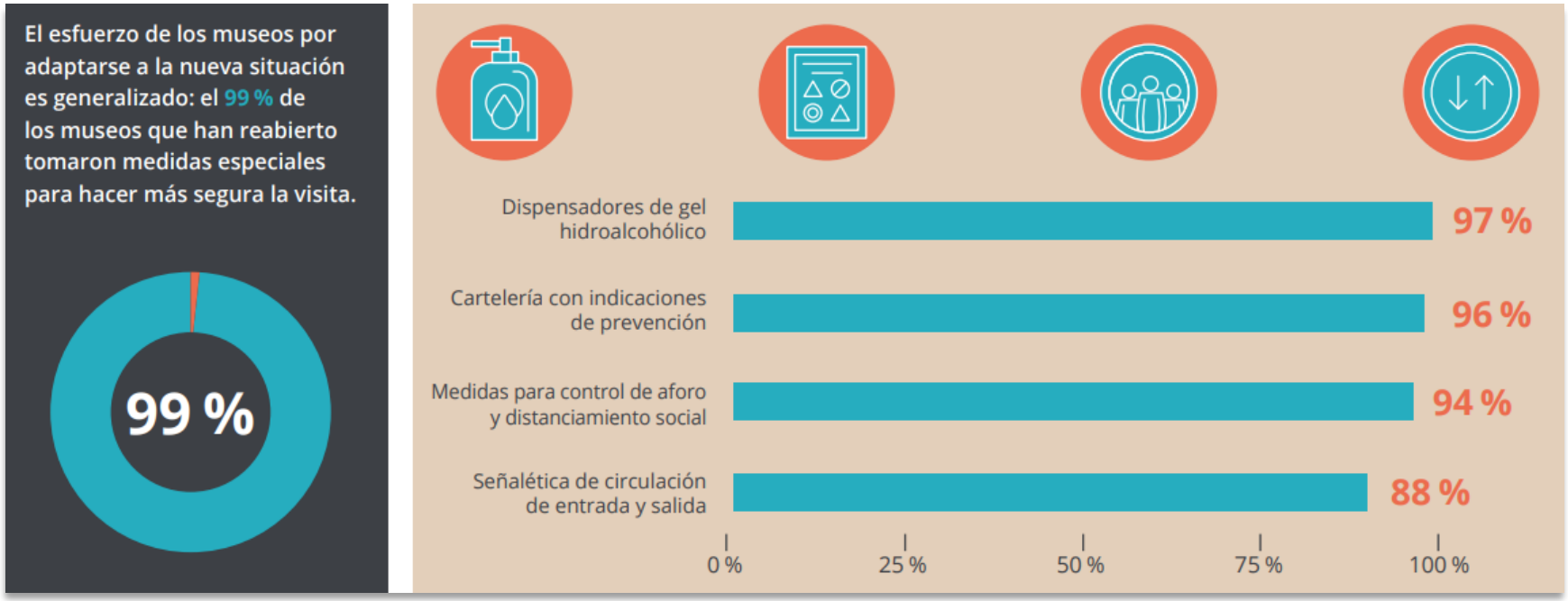
Digital activity has been an important line of work both during the closure and after the reopening to maintain contact and interaction with the public. 68% of the museums have increased the materials available online, where social networks have been the main protagonists. Many campaigns for citizen interaction have been launched (Example: Museu de la Festa, Algemesí).

Social media campaigns



- **Museums were closed for an average of 91 days.**
- **96% reopened after closure, although 30% reopened with restrictions.**
- **31% of the museums that reopened had to close again for reasons related to the pandemic.**

Further measures



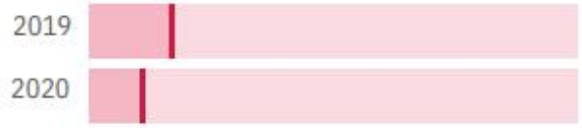
After the closure, almost all museums that reopened took special measures to make visits safer: capacity control and social distancing, bubble groups, use of disinfectants, posters with prevention signs, differentiation between the entrance and exit route, audio-visual materials (audioguides, QR codes, etc.).

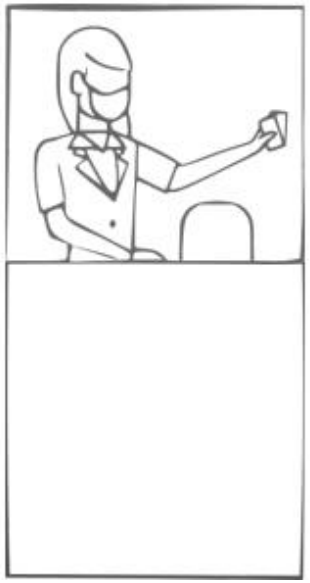
Further measures

Tras la reapertura de la mayoría de museos en el mes de junio, se tomaron medidas para garantizar la seguridad de la visita y para fomentarla

Aumentó el porcentaje de público que entraba gratuitamente

	2019	2020
Entrada general	16,5%	11%
Entrada reducida	1,5%	1%
Entrada gratuita	82%	88%



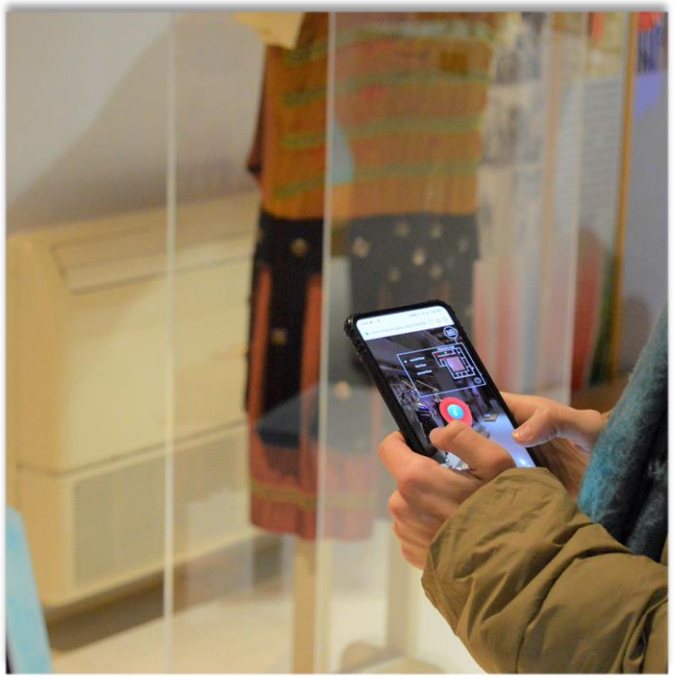


La mayor parte de los visitantes fueron locales.

Datos recabados en taquilla

After the reopening of the museums and the implementation of measures to encourage visits and their security, the percentage of the public entering free of charge increased. Most of the visitors were from the local area (60%).

Some thoughts



Museu de la Festa (Algemesí)

► In general, the security and conservation of museum heritage continued during the pandemic.

► The forced closure of museums and the impossibility of accommodating their audiences during the confinement suddenly brought digital communication activities to the forefront. We witnessed a surge of virtual visits, social media postings, interactions with the public at a distance, and much more. Museums highlighted campaigns and actions carried out through social media.

► While these demonstrations show the reactivity and creativity that characterize the sector and its capacity to adapt to crises, they also reveal some structural weaknesses affecting cultural institutions in terms of resources and staff dedicated to digital communication and in the level of maturity of the content produced.

► Museums support the need for governments to provide a strong response to secure the future of museums and the invaluable cultural heritage they hold, which is an essential part of the identity of peoples and nations and a vital element of the communities they serve.

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Thank you very much for your attention.