

## The 'Making Sense' documentary

What's next in the journey to unlock the hidden treasures of museums? Many museums today are facing some complex questions. Questions in need of answers for museums to stay relevant and adaptable in a rapidly changing world.

This 'Making Sense' documentary will attempt to find answers. We will approach such questions from two different perspectives. One regarding 'knowledge' and one involving the 'sensory rich' experiences that are quickly transforming the 'visitor experiences' of modern museums of today.

### *Making sense of changes and developments*

Visitor's experiences and expectations of museums and exhibitions are evolving. Given the fast changes in how museums are being experienced, how can museums engage, capture and sustain visitors' attention? How can museums make sense of the fast changing political, technological, and social developments to remain culturally relevant? What are current visitors looking for? This documentary will offer a deeper understanding of visitor's changing behaviour and preferences. But also a deeper understanding of forward-looking curators, fundraisers, marketers and museum managers. Answering the question: 'What can be done to keep museum attendance, relevance and satisfaction high now and into the future?'

### *Making sensory rich experiences*

Certain trends are shaping the future of museum experiences. In the forefront of all modern museum trends we can find the important role of new media and virtual reality components in communicating an understanding of and facilitating interaction with the displayed object. Words such as 'algorithms' and 'network communications' are deeply impacting what it means to visit modern museums making visits more engaging and personal than ever before. There is no way around it; digital culture is transforming museums in the 21st century. In a world where life in code and digits has redefined human information behaviour and dominates daily activity and communication, ubiquitous use of digital tools and technology is radically changing the social contexts and purposes of museum exhibitions and the way we interact with collections.

We believe that museums also have to deepen their knowledge about what is happening inside the brains of visitors when they encounter exhibits, buildings, and programs. The fast array of new technological developments also provide museums opportunities to offer a much more sensory rich experience to visitors. With the help of psychologists, neuroscientists, architects and other specialists we examine how physical interactions influence visitors' understanding of objects, stories and exhibitions.

In short; In the 'making sense' documentary, we will answer how the 'museum visiting' experience has changed in recent years, and how will they change in the near future.

People contribute to museums in all kinds of ways. Some volunteer, others help with fundraising. We decided to support museums by producing this documentary where we provide to museums an easy and digestible way to absorb modern research into museum studies and solutions and insight to impactful industry complexities and developments.

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