

# Museo dell'Arte Classica



SAPIENZA  
UNIVERSITÀ DI ROMA



**I. Museums: needs and strategies**

**II. Museum of Classical Art - Sapienza**

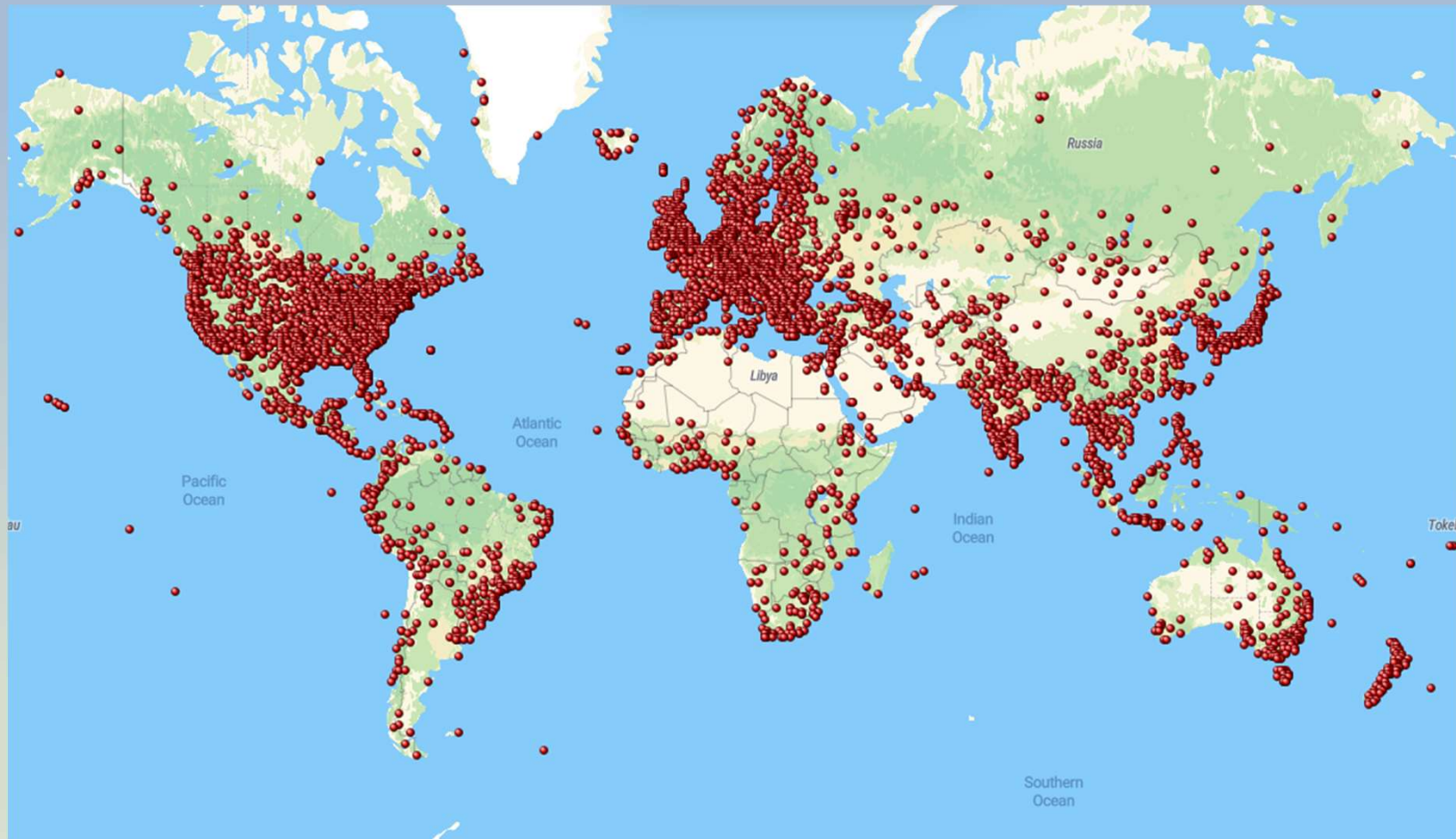
**III. Smart Museums**

# A museum as ICOM defines it now



A museum is a **non-profit, permanent institution** in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.

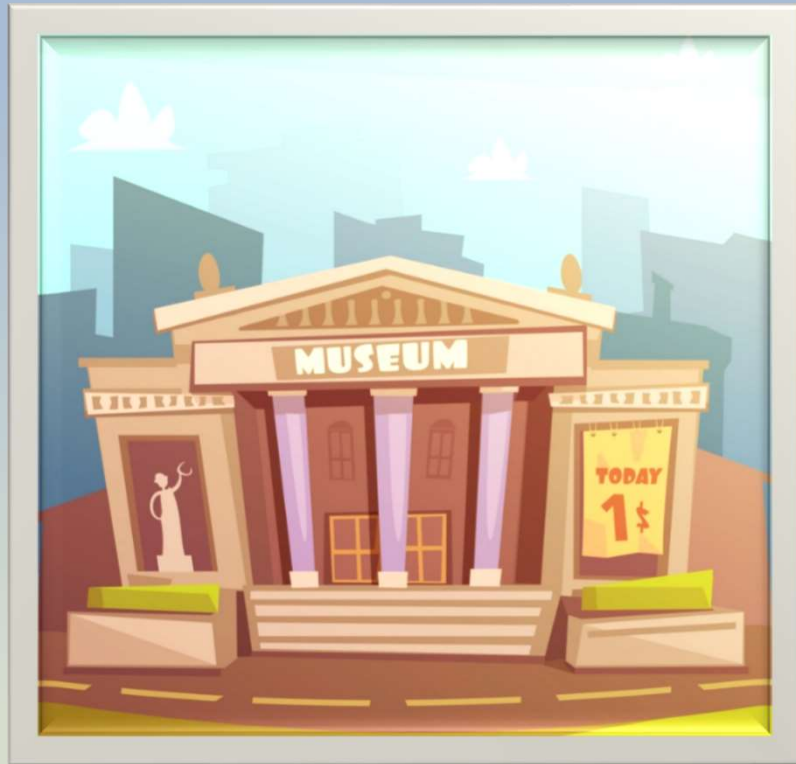
1. Art, archaeology and history; 2. Science and technology; 3. other museums



MAP OF MUSEUMS ALL OVER THE WORLD



**SUSTAINABILITY**



**MODERN  
COMMUNICATION**

**FOCUS on:**

- Communication
  - Enjoyment
  - Being social

**ATTRACTIVENESS**



- Narrative approach  
joint to ICT
- Social Dimension

# CURATOR



## DUTIES:

- Conservation
  - Display
- Communication
  - Exhibitions

Take care of:

- Scientific Quality of Digital content
- Communication channel

Take into account:

- ❖ Technological innovativeness

# VISITORS



## EXPECTATIONS:

- Learn cultural information
- Entertainment and satisfaction
- Inclusiveness and accessibility
- ❖ Interaction and Involvement



**Experience Seekers**

Want to see the most renowned pieces and make memories.



**Explorers**

Want to learn new information and understand new concepts.



**Facilitators**

Want to ensure that their companions meet their visit goals.



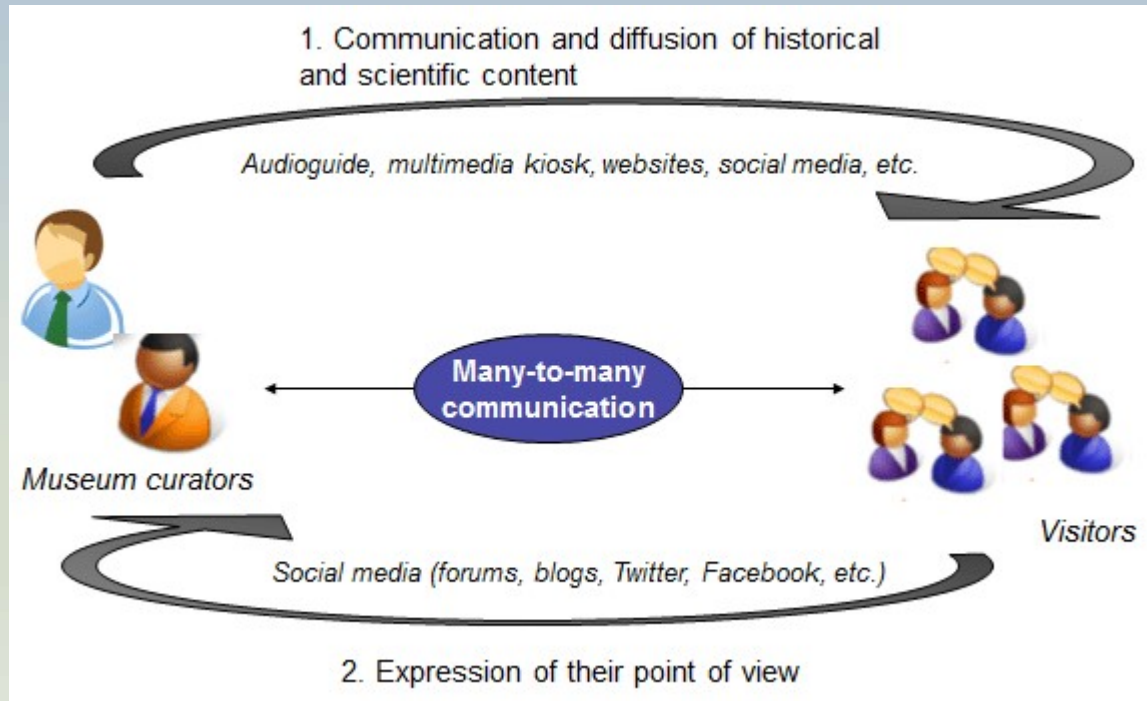
**Hobbyists & Professionals**

Want to see and study specific pieces or exhibits.



**Rechargers**

Want to relax in a peaceful atmosphere.





The role of museums in society is changing. Once static institutions, museums are reinventing themselves to become more interactive, audience focused, community oriented, flexible, adaptable and mobile. They have become **cultural hubs functioning as platforms** where creativity combines with knowledge and where **visitors can also co-create, share and interact.**

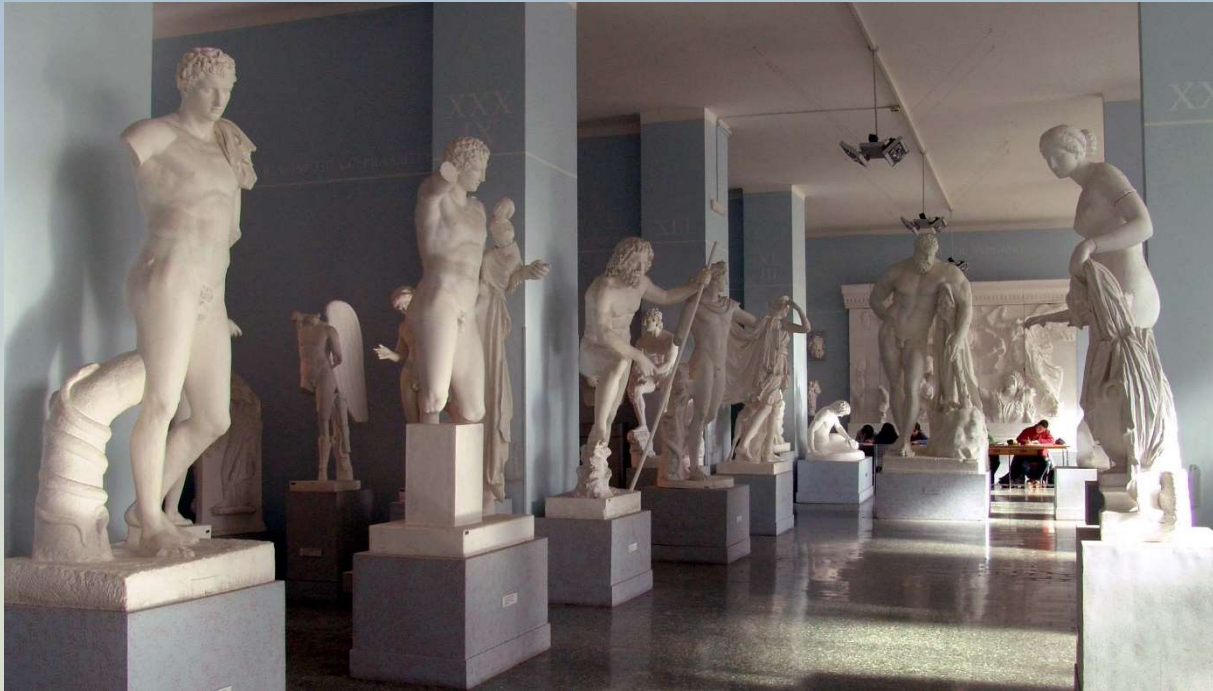
International Museum Day 2019 was “Museums as Cultural Hubs: The future of tradition”.



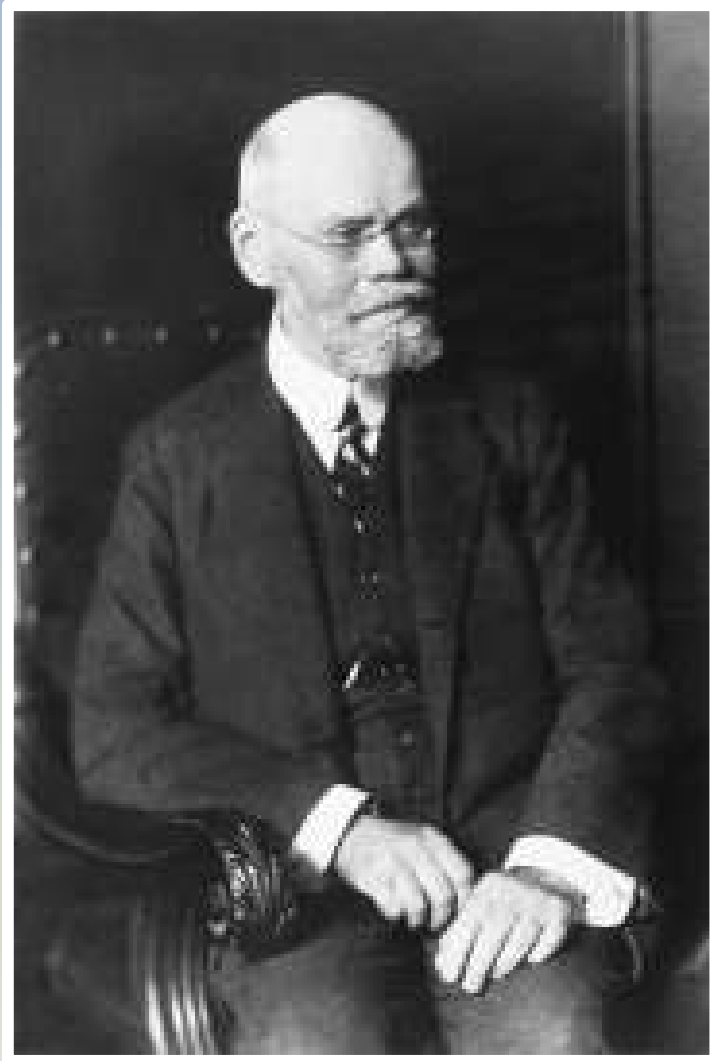
Museum accessibility, inclusion and usability (motor, sensory and cognitive disabilities, social frailty, etc.).



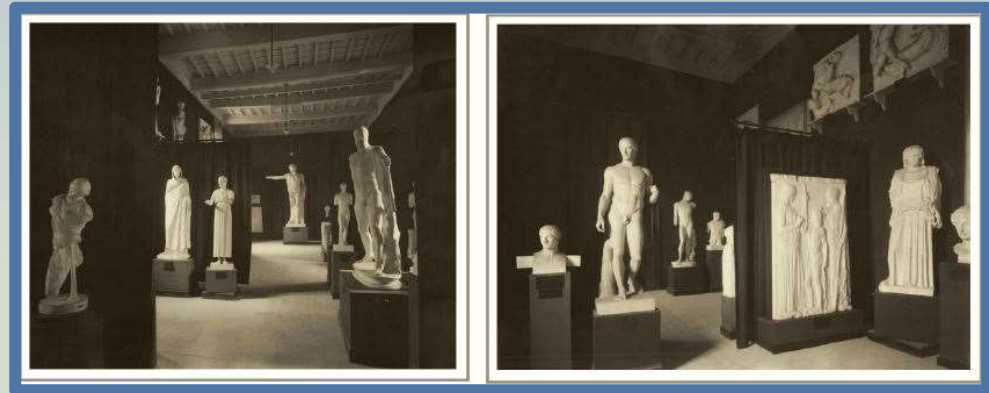
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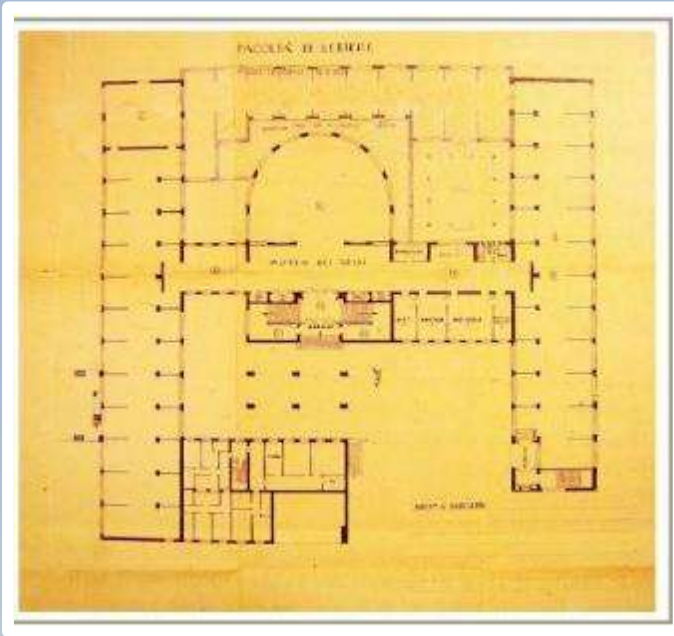
# Emanuel Löwy



Museum of Casts in Testaccio (19 th -early 20 th Cent.)



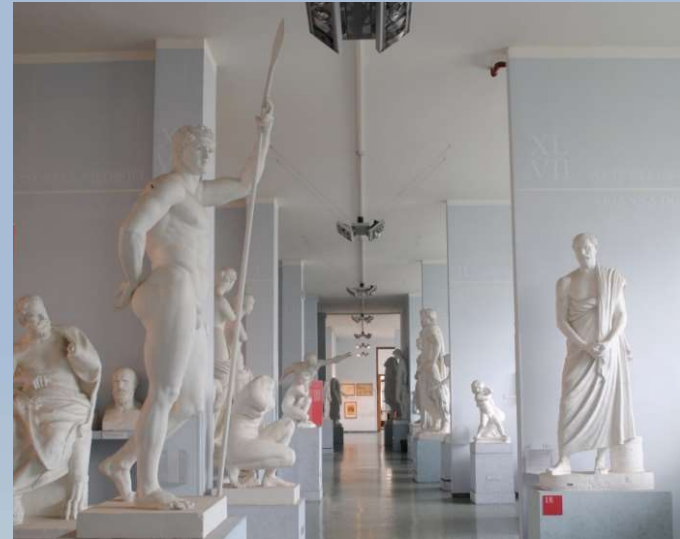
Museum of Casts in Trastevere (1925- 1935)



## Museum of Classical Art 1935 - Sapienza







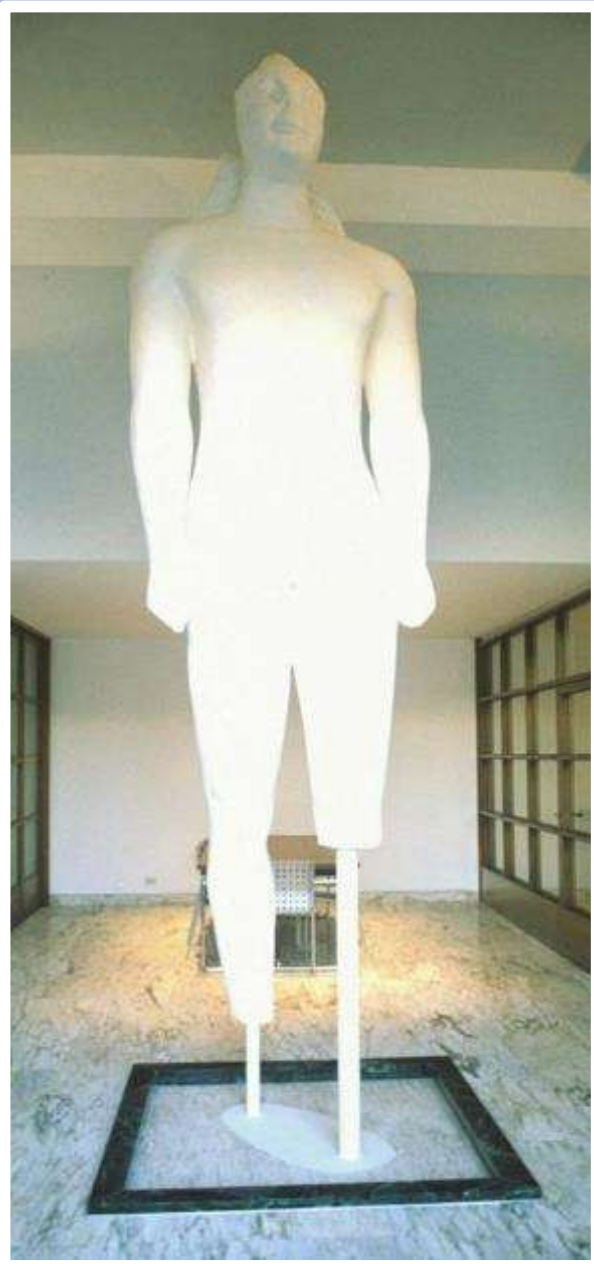


## Tyrant Slayers (Reconstruction)



## Discobolus (Reconstruction)

Kouros of Samos



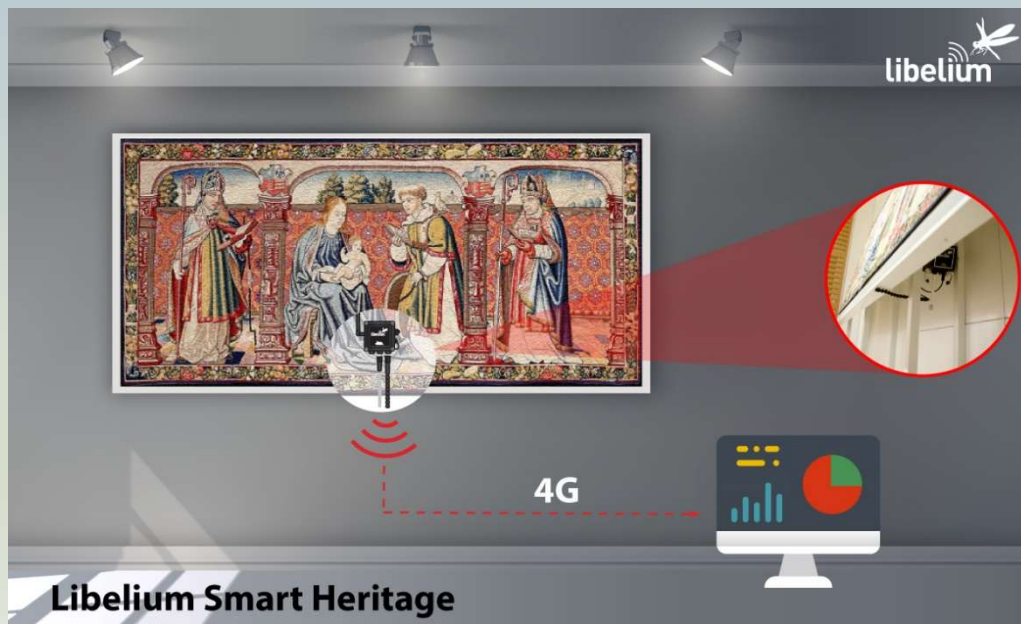
Nike of Samotracia







- **SECURITY** (Sensors → centralised system → specific alert → specific signals → specific action)
- **PREVENTION**  
(Monitored and maintained Temperature, Humidity and/or Light: Sensors along with controlling devices)



Huesca Museum  
(Aragona, Spain)



## Palazzo Barberini Smart Museum:



**Wi-fi sensors  
monitoring  
temperature,  
light, number of  
visitors →**

**Analysis of  
collected data  
create BEST  
conditions**

[https://www.avvenia.com/weact3-palazzo-barberini-diventa-museo-smart-con-  
tecnologia-di-avvenia/](https://www.avvenia.com/weact3-palazzo-barberini-diventa-museo-smart-con-<br/>tecnologia-di-avvenia/)

- **ARTEFACTS LOCATION**

[Update collection database]

- **POPULARITY**

[People Counter]



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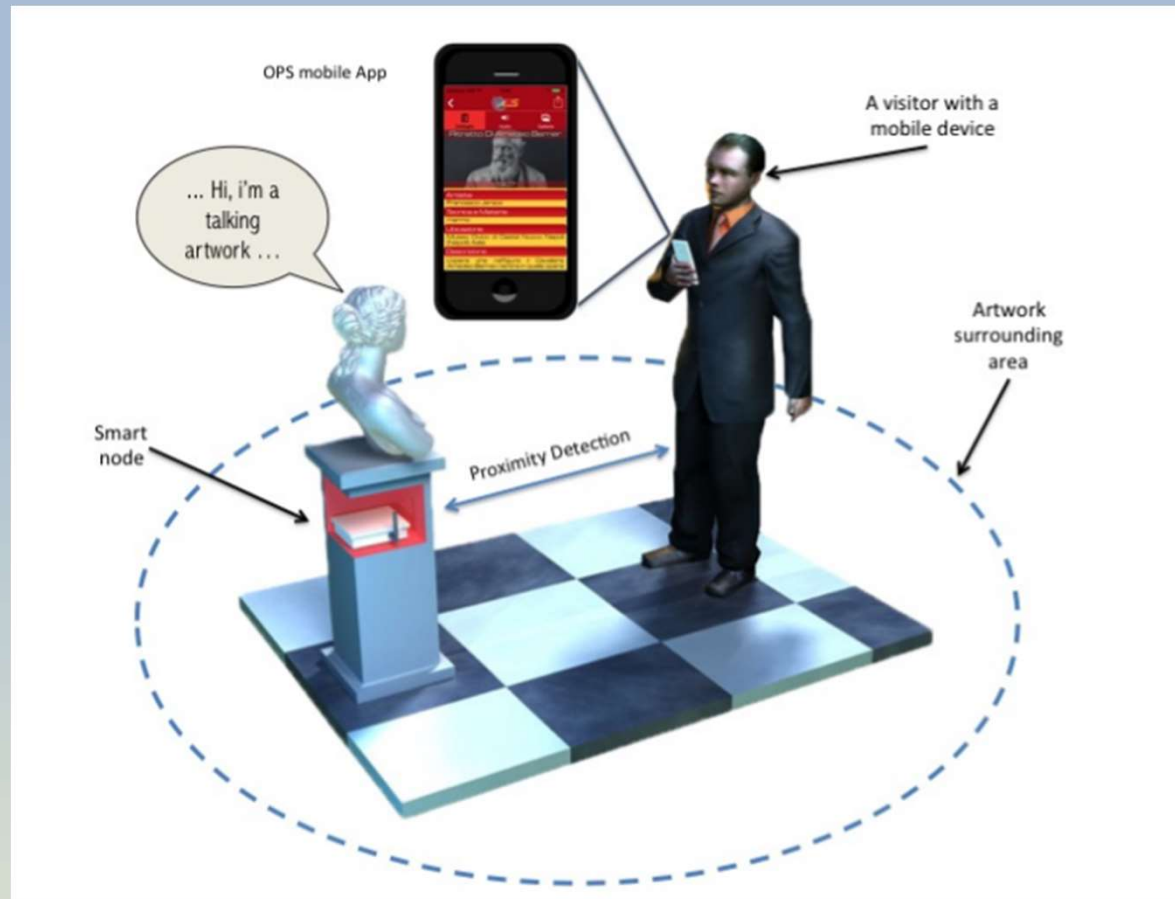


## **FACE RECOGNITION SYSTEMS**

[CAPTURE VISITOR'S FACE and ANALYSE it]



## **PERSONALIZED EXPERIENCE**

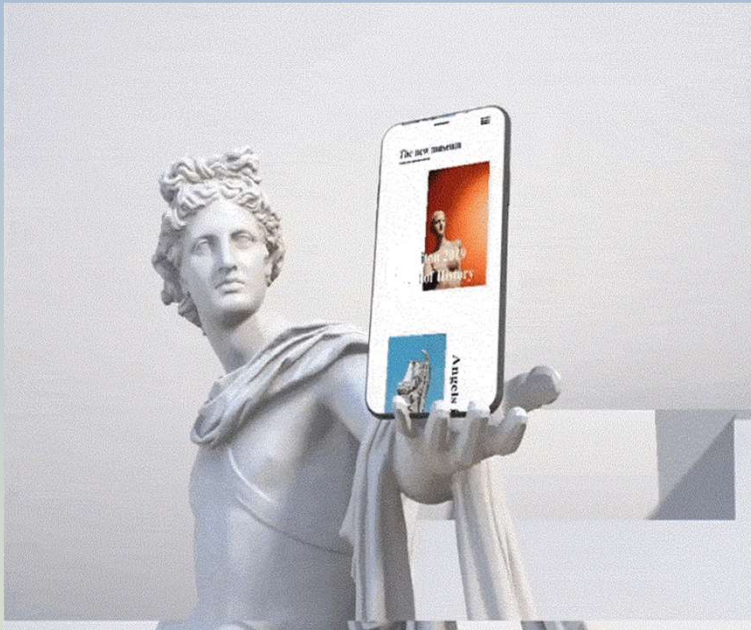


<http://www.databenc.it/wp/il-bello-o-il-vero/>

The Atlantik Wall Museon Aia (Holland)  
WAR MUSEUM

<https://youtu.be/sK3AdQU9kkc>

# The SMART Museum of Classical Art



- Prevention [Fragile Casts]
  - Location
- Popularity [create Tours]
- Talking Casts [Accessibility]