EUROPEAN COMMISSION
European Research Area

SEVENTH FRAMEWORK PROGRAMME

Funded under Socio-economic Sciences & Humanities

MeLa*

European Museums
in an age of migrations

RF05 - Exhibition Design, Technology of Representation and Experimental Actions

POLITECNICO DI MILANO
CIID COPENHAGEN INSTITUTE OF INTERACTION DESIGN
Istituto di Tecnologie Industriali e Automazione
University of Glasgow
MACBA MUSEU D'ART CONTEMPORANI DE BARCELONA
MUSEUM NATIONAL D'HISTOIRE NATURELLE
Royal College of Art
Newcastle University

MeLa* Project

European Museums in an age of migrations

www-mela.project.eu

European Commission
European research Area, 7th Framework Programme
Funded under Socio-economic Sciences and Humanities
March 2011 – February 2015

Acronym	**MeLa***
Title	**European Museums in an age of migrations**
Short Description	Adopting the notion of 'migration' as a paradigm of the contemporary global and multicultural world, MeLa investigates the role of museums in the twenty-first century Europe. Through a focus on the transformation of museums, meant as cultural spaces, processes as well as physical places, MeLa aims at identifying innovative museum practices which respond to the challenges posed by an age characterized by intensive migration flows; fluid circulation of information, cultures and ideas, and by the political, economic and cultural process of creation and consolidation of the European Union. As people, objects, knowledge and information move at increasingly high rates, a sharper awareness of an inclusive European identity is necessary to facilitate mutual understanding and social cohesion: MeLa investigates museums and their role in building this identity. The expected outcomes of MeLa include a critic overview and a reflection on the role, mission, strategies, spaces and exhibition design for contemporary European museums. The findings of the research will coalesce into scientific publications and policies for the use of the European Union and the museum community.
Web site	www.mela-project.eu
Duration	March 2011-February 2015 (48 months)
Funding scheme	Collaborative Project (CP): small and medium scale research project
Grant Agreement	266757
EU contribution	2.699.880,00 €
Consortium	9 partners (5 countries)
Coordinator	Politecnico di Milano
Person Responsible	Prof. Luca Basso Peressut
EU Officer	Mr. Zoltán Krasznai

** Mela is a Sanskrit word meaning "gathering" or "to meet." Today is used for intercultural gatherings, intended as opportunities for community building that can perform a strong socially cohesive function.*

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Walkthrough fieldwork at Discovery Museum, Newcastle upon Tyne, United Kingdom (March 2014). Photo by Jakob Bak.

Executive Summary

MeLa Research Field 05 exploited a practice-based research methodology with the aim to explore and develop new museum practices, and to enhance and test the theoretical outcomes produced by other MeLa Research Fields.
The activities carried out by the researchers focused on multiple purposes. On the one hand, they investigated the potentialities of innovative curatorial approaches, exhibition design strategies and the use of Information and Communication Technologies for contemporary museums and exhibitions. On the other, they explored new forward-looking research tools for the Social Sciences and Humanities, intended to foster the coalescence of theory and practice, and to enable and nurture inter-disciplinary exchanges and collaborative models. Through the cooperation of scholars, practitioners, artists, designers and technologists, these tasks resulted in the implementation of several experimental actions, and in the design of different prototypes aimed at fostering and sharing the knowledge advancement promoted by the Project, eventually cohering in the MeLa Critical Archive.

The Brochure offers an overview of the wealthy set of activities developed within the Research Field 05, highlighting the emergence of new exhibition, representation and participation practices; bringing out the potentialities and the challenges ensuing from the experimentation with digital, computational and technological dimensions; and finally pointing out the need to engage with further exploration and exploitation of the potentialities of innovative and unconventional approaches and tools to support museums in this "age of migrations."

http://wp5.mela-project.eu/

Introduction

MeLa Research Field 05 aimed at exploring, testing and experimenting with new museum practices and research tools intended to enhance the role of museums towards present-day societies, to foster their ability to interact with new audiences, and to support them in questioning and representing the complexity of contemporary individual and collective identities.
Through a collaborative and inter-disciplinary work, the researchers exploited the combination of conventional and innovative practices and tools to investigate, envision and suggest directions on the following core issues:

→ What kind of communication, participation and exhibition strategies could support museums in developing an inter-cultural approach and unfolding plural perspectives on identity and memory representations?

→ Which are the opportunities offered by Information and Communication Technologies for museums and exhibition

→ How can the exploitation of Information and Communication Technologies lead to new forms of participatory practices and foster inter-cultural dialogue?

→ How do concepts and practices in the Digital Humanities impact on the receptive and interactive modes of meaning creation resulting from the museum experience?

→ How can museums enhance the relationship with new diversified audiences?

→ Which kind of user-centred research tools could facilitate a deeper understanding of the needs and values of the many users of the contemporary museum system?

In the framework of MeLa Research Field 05, these key questions were investigated through practice-based research activities, prototyping and cross-disciplinary experimental actions, aimed at expanding the perspectives on existing museum practices and frames of reference.

Approaches and Results

The MeLa Project developed its ambitious activity plan through the implementation of an innovative approach, based on the combination of conventional research procedures with experimental practices and tools. Within the MeLa research framework, Research Field 05 stood out as the testing ground where theoretical outcomes were undertaken, applied and prototyped through a practice-based research methodology, grounded on the intertwine between different disciplines, methods and means.
The development of Research Field 05 activities relied on the exploitation of two complementary phases, intended to foster the coalescence of theory and practice, and to enhance the production and sharing of the knowledge produced by the Project.

→ Phase 1 – Exploration and Setting of the Framework

In order to set the framework for an effective and compelling implementation of the practice-based activities, theoretical and field research was carried out with a particular focus on Digital Humanities concepts and practices pertaining to the museum sector. This effort resulted in extensive review of relevant critical literature, and in the selection of paradigmatic case studies individuated among the most innovative digital applications initiated by museums, galleries and cultural institutions in order to facilitate the development of new modes for exhibition, representation, collection, education and participation. Their analysis enabled the identification of trends, opportunities, research perspectives and critical insights concerning the actual and potential role of technologies within the contemporary museum culture.

The main outcomes of these research activities are reported in a publication incuded in the MeLa Book Series, available as open-access document on the MeLa website:

→ Allen, Jamie, and Eleonora Lupo, eds. 2012. *Representing Museum Technologies*. Milan: Politecnico di Milano.

→ Phase 2 – Experimentation

The investigations developed within the different Research Fields – including those promoted by Research Field 05, concerning the adoption of new technologies in museums

and their impact on the evolution of research conventions, archival and conservation activities, exhibition practices, educative and participation programmes – provided the framework for the development of a sequence of practice-based research actions. These initiatives were conceived as testing grounds for the evaluation of the findings' effectiveness, as well as additional research tools, drawing on the possibility to unfold new perspectives and directions for the production and sharing of the knowledge produced by the Project through the bidirectional exchange between theories and practices.

Research by Design – The verification of the knowledge advancement produced by the MeLa Project has been developed on different testing grounds, including exhibition design activities. The potentialities of the theoretical outcomes ensuing from the research work have been tested also in the framework of didactic activities, through the experimentation with groups of students attending Museographic Design Studios at the School of Architecture and Society of Politecnico di Milano. By addressing the main MeLa findings as part of the conceptual framework grounding the design programmes, the resulting proposals contributed in testing the Project outcomes and nourishing further research perspectives and activities.

The design proposals demonstrated the possibility to transform codified types of spaces into alluring and active places, where significant cultural and architectural features can support museums and cultural institutions in enhancing exhibition, education and participation practices.

Experimental Actions – The "Experimental Actions" implemented by the MeLa Project were conceived as part of the investigation on new practices and methodologies for the advancement of knowledge in the field of Social Sciences and Humanities. These actions are design-based research tools aimed to test the application of the Project theoretical outcomes, to measure their operational effectiveness, as well as to generate new stimuli for the research activities. The initiatives promoted by the researchers range within an heterogeneous array of actions – from curatorial and artistic practices concerning exhibitions, events and performances, to visitor studies, and the implementation of ICT and augmented reality. The innovative characters of MeLa "Experimental Actions" lay in the intertwining of several disciplines, methodologies and means, as well as in the cross-reference between theories and practices to provide new perspectives and ideas on the complex dynamics characterising the evolution of contemporary museums.

The main outcomes of these research activities have been presented in the MeLa Exhibition "Envisioning 21st Century Museums" (held at the School of Architecture and Society, Politecnico di Milano, Italy, from 21 January to 6 February 2015), and are reported in two publications incuded in the MeLa Book Series, available as open-access documents on the MeLa website:

→ Museu d'Art Contemporani de Barcelona, ed. 2013. *Redefining the Lobby of MACBA Study Center. Selection of Proposals*. Barcelona: MACBA.

→ Basso Peressut, Luca, Cristina F. Colombo, and Gennaro Postiglione, eds. 2014. *Museum Multiplicities: Field Actions and Research by Design.* Milan: Politecnico di Milano.

MeLa Experimental Actions

→ Questioning Ethnography Through Artistic Actions

Building up a critical approach to the stereotyped and rhetorical visions which usually characterise the study and representation of contemporary migrations and cultural identities, the two events "Crossing Bodies" and "Impressions d'Afrique" intended to investigate and unfold postcolonial perspectives on these issues. Through the setting of a series of artistic actions – videos and photos exhibition, contemporary dance performances, relational artworks – within the spaces of the Ethnographic Prehistoric Museum "Luigi Pigorini" in Rome, the projects were aimed at re-narrating the tale of the past, of history and of memories in the light of the challenges and the voices of a present radically imbued with "otherness." By highlighting the need to "awake" the repressed shared memory and challenge the consolidated view of a European identity, these experimentations intended to demonstrate that museums can play an active role in fostering such process of reappraisal of the collective vision.

Crossing Bodies - Postcolonial Visions

Museo Nazionale Preistorico Etnografico "Luigi Pigorini", Rome, Italy
1 - 15 December 2012

Impressions d'Afrique - Performing the Ethnographic Museum

Museo Nazionale Preistorico Etnografico "Luigi Pigorini", Rome, Italy
24 - 25 May 2013

Experimental Action curated by Giulia Grechi and Viviana Gravano (Università degli Studi di Napoli "L'Orientale" and Routes Agency) in the framework of the MeLa Project.

→ Experimenting with ICT to Foster Inter-Cultural Dialogue Around Religion Representations

The on-site action promoted at Museo Diocesano in Milan was intended to test the potentialities of digital and mobile technologies in supporting the disclosure of multi-cultural perspectives on religious assets, and fostering dialogue between people with diverse cultural roots. The initiative was based on the intertwining of video narrations, performative interaction practices and 3D visualisations with the contents conveyed by five paintings selected within the museum's permanent collection; this strategy allowed for the transformation of a contemplative visit into an interactive and contributory experience. The action aimed at involving the users in the design process and interrogating the function of religious art in the contemporary multi-cultural society, triggering an inter-religious debate building on issues of identity and diversity, and testing the role of the museum as inclusive social agent.

Re-thinking Religion Representation in Museums

Museo Diocesano, Milan, Italy
15 October 2013 - 12 June 2014

Experimental Action curated by Rita Capurro, Sara Chiesa, Eleonora Lupo, Davide Spallazzo, Raffaella Trocchianesi (Design Department, Politecnico di Milano) with the contribution of Luca Greci and Claudia Redaelli (ITIA, Consiglio Nazionale delle Ricerche) in the framework of the MeLa Project.

→ Broadening Perspectives on Mediterranean Migrations Through a Travelling Exhibition

The travelling exhibition "The Memory of the Sea" presented the Sea Memory Museum in Zarzis through the work of photographers Alessandro Brasile and Mattia Insolera, with the aim to participate in the current debate about the representation of contemporary migrations, and to widen the perspective on the southern border of the Mediterranean Sea – as well as beyond the traditional museum networks. The project offered the opportunity to reflect on crucial issues related to collecting and exhibiting ongoing phenomena, and to the use of the material traces and "sites of conscience" to bequeath migrants' stories. By complementing images and videos through seminars, guided tours and mediation activities, the action intended to verify the potentialities of temporary exhibitions in enhancing participation, inter-cultural dialogue and awareness about current societal issues.

The Memory of the Sea

Museo Nazionale Preistorico Etnografico "Luigi Pigorini", Rome, Italy
1 - 15 December 2012

Galata Museo del Mare, Genoa, Italy
6 - 28 February 2013

GAMeC - Galleria di Arte Moderna e Contemporanea di Bergamo, Italy
3 - 7 July 2013

Centre de Documentation sur les Migrations Humaines, Dudelange, Luxembourg
8 May - 27 July 2014

Istituto Italiano di Cultura, Marseille, France
3 - 30 October 2014

Experimental Action curated by Anna Chiara Cimoli (Department of Architecture and Urban Studies, Politecnico di Milano) in the framework of the MeLa Project.

→ Envisioning New Spaces for Museums and Cultural Institutions

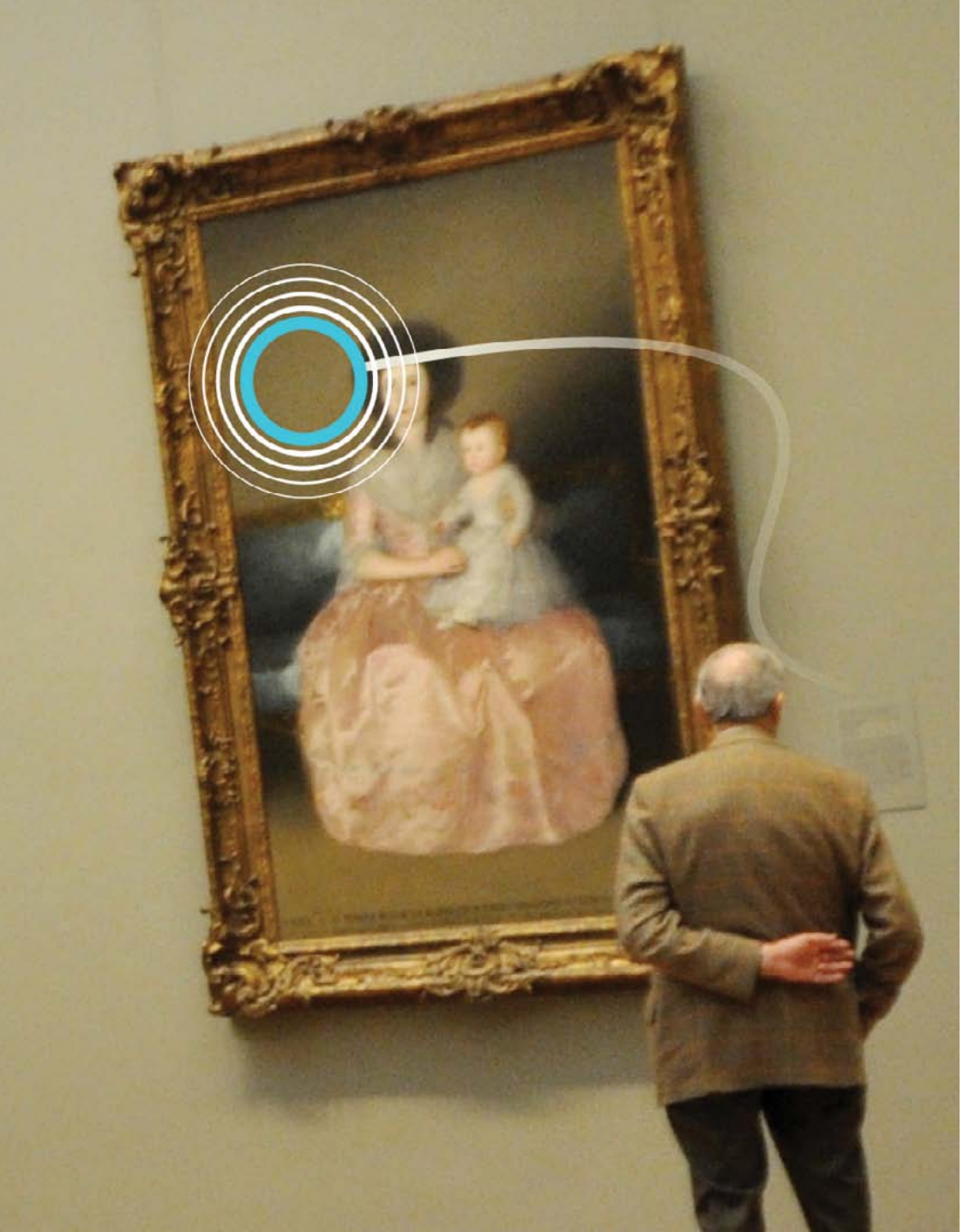
The action aimed to reflect on the potentialities of architectural design to effectively support museums, archives and libraries in enhancing their functions and roles, by verifying how the setting of innovative types of spaces can facilitate the access and the transmission of the knowledge contained in documentary collections to the public at large. The experimentation exploited the in-progress definition of the lobby of the MACBA Study Center as an ideal testing-ground. The ground floor of the institution was conceived as a "friction zone," which shares features with museum exhibition areas, library reading rooms and public spaces. The Call for Proposal allowed for the production of several experimental projects from design and architecture students, which were able to advance innovative solutions for reshaping the formal and functional programme and the visibility of the area beyond conventional modes, and to envision a new concept of multi-purpose, flexible, open space fostering interactions with the public inside and outside the building.

Redefining the Lobby of the MACBA Study Center

MACBA Study Center, Museu d'Art Contemporani de Barcelona, Spain
June 2011 - March 2012

Experimental Action promoted by Bartomeu Marí, Isabel Bachs, Mela Dávila Freire, Maite Muñoz Iglesias, Eric Jiménez (MACBA) and Gennaro Postiglione (Department of Architecture and Urban Studies, Politecnico di Milano) in the framework of the MeLa Project.

The main outcomes of this action are reported in a publication incuded in the MeLa Book Series, available as open-access document on the MeLa website:
→ Museu d'Art Contemporani de Barcelona, ed. 2013. *Redefining the Lobby of MACBA Study Center. Selection of Proposals*. Barcelona: MACBA.



→ Exploring New Approaches for Visitors Studies

Combined with visitors' expectations, movement through a museum space is a usefully restricted laboratory of human experience, allowing for the deeper examination of relationships between subjective perspective and objects within a designed environment. The "Walkthrough Studies" investigated the potential of head-mounted video cameras as a technique for analysing behaviours, physical movements, meanings and memories in exhibition contexts. The experimental actions carried out in different European museums were aimed at highlighting the possible gaps existing between the display "maps" intended by the curators and visitors' own re-mappings, and thus at examining how multimedia technology can foster the design of exhibition settings and spaces.

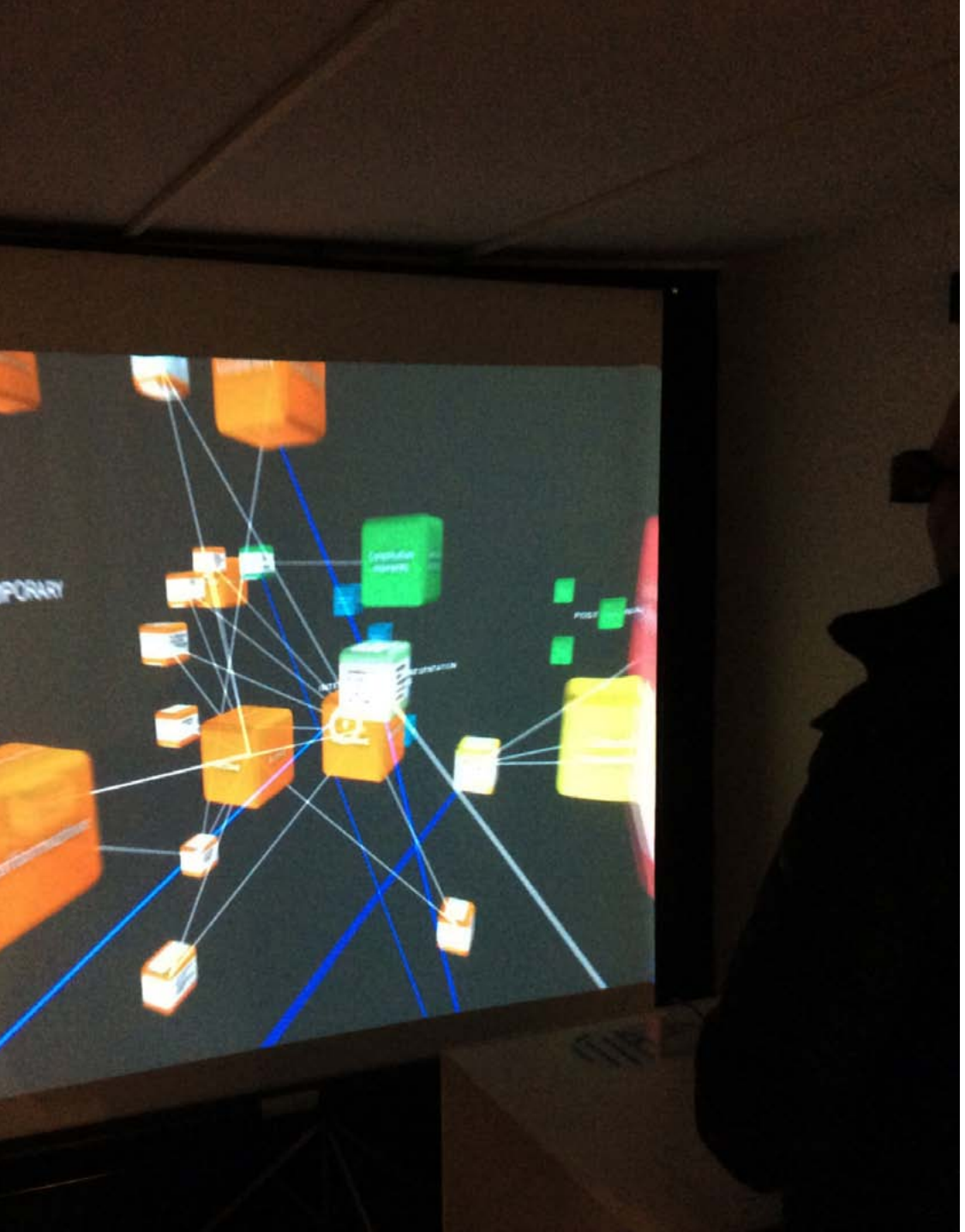
Walkthrough Studies

Copenhagen City Museum, Copenhagen, Denmark
March 2012

Statens Museum for Kunst, Copenhagen, Denmark
March - May 2012, June 2013

Discovery Museum, Newcastle upon Tyne, United Kingdom
March 2014

Experimental Action curated by Jamie Allen, Jakob Bak, David Gauthier and Dionisio Soares Paiva (Copenhagen Institute of Interaction Design) and Chris Whitehead (ICCHS, Newcastle University) in the framework of the MeLa Project.



→ Testing Augmented Reality for Knowledge Representation

The 3D prototype of the MeLa Critical Archive has been implemented by ITIA, the Institute for Industrial Technologies and Automation of the National Research Council, building on the longstanding expertise of the researchers in the field of Virtual and Augmented Reality. The project was meant to test and explore the possibilities of virtual technologies towards knowledge production and communication. By exploiting the possibility of Augmented Reality to enhance the perception of the real world, this experimentation was conceived to offer the user a more immersive and meaningful ride in the space of the Archive. The different maps of contents and resources can be visualised and navigated in a complex structure, with the aim to create the context for a democratic and "ubiquitous" learning.

3D MeLa Critical Archive

Spazio Tunnel, School of Architecture and Society, Politecnico di Milano, Italy
21 January - 6 February 2015

Experimental Action curated by Marco Sacco, Luca Greci and Claudia Redaelli (ITIA, Consiglio Nazionale delle Ricerche) in the framework of the MeLa Project.

MeLa Critical Archive

The activities developed within MeLa Research Field 05 contributed to the design of the MeLa Critical Archive, a digital platform aimed at collecting, conveying and sharing the main investigations developed within the MeLa Project through a critical post-reflection. Far from been a mere repository of the research outcomes, it was conceived as a multipurpose tool. As a communicative project, it aims at representing the complexity of the approaches developed by MeLa, and illustrating its findings as a unitary jet multifarious cultural proposal. As a research instrument, it has been implemented in order to enhance inter-disciplinary synergies among the different research fields and open further perspectives. As a dissemination device, it exploits a democratic, open-ended, flexible and multi-layered representation model, which guarantees a high level of open access for the wide-open circulation of the Project outcomes.

The scientific project of the Critical Archive was implemented through an experimental and collaborative process, resulting from the joint and inter-disciplinary work of several MeLa Partners. It entailed the coalescence of different research fields and expertise, which was made possible through the cooperation among ICT consultants and interaction designers (Copenhagen Institute of Interaction Design), archivists (MACBA - Museu d'Art Contemporani de Barcelona), architects and graphic designers (Politecnico di Milano).

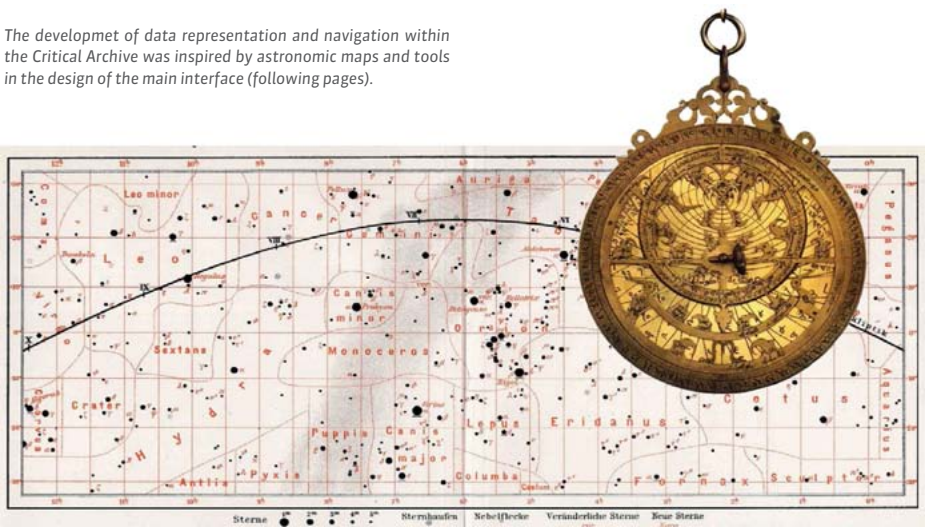
Within the Critical Archive, the findings produced by the MeLa Project have been organised according to six "Themes," which depict the different fields of investigation that have structured the research activities. The contents included in each "Theme" are organised according to a set of "Clues," which convey the main findings and represent the key issues at the core of the evolution of 21st century museums. All the "Clues" are supported and illustrated by a number of "Dossier," using images, essays, interviews or critical readings of paradigmatic museums, artworks or exhibitions to exemplify, explain and validate the Project results.

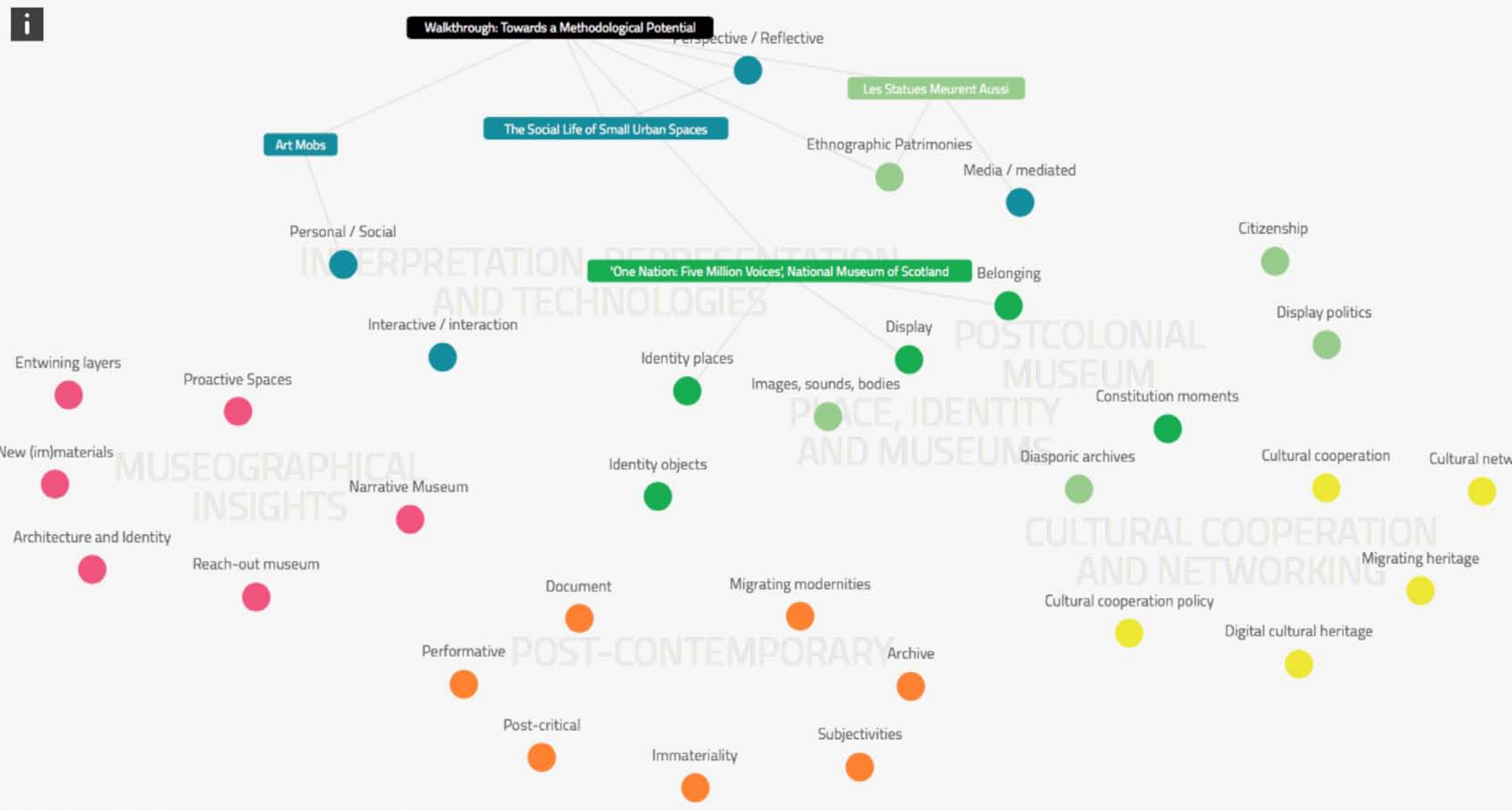
The design of the digital platform was developed to provide multiple possibilities in accessing its contents; this task resulted in the implementation of two complementary interfaces, offering different navigation options. The main interface exploits the metaphor of a sky map; it was conceived to offer an open and unstructured navigation of the contents, which can be reorganized and reconfigured according to the individual explorative experience of each user. The "Map Version" of the Critical Archive portrays a galaxy populated by clusters of stars; these constellations represent the "Themes" and the "Clues" floating around according to thematic proximity rules, or moving according to the connections they develop with other elements of the sky.

In order to allow for a streamlined exploration of the contents, the Critical Archive can also be navigated through an "Index Version," which offers the possibility to browse the resources by organising and filtering them according to thematic or analytic categories.

Due to its experimental nature, the Critical Archive is an in-progress tool which is supposed to continuously grow and evolve beyond the conclusion of the MeLa Project.

The developmet of data representation and navigation within the Critical Archive was inspired by astronomic maps and tools in the design of the main interface (following pages).




Walkthrough: Towards a Methodological Potential
Perspective / Reflective
Les Statues Meurent Aussi
The Social Life of Small Urban Spaces
Art Mobs
Ethnographic Patrimonies
Media / mediated
Personal / Social
Citizenship
'One Nation: Five Million Voices', National Museum of Scotland
Belonging
Display politics
Interactive / interaction
Display
Entwining layers
Identity places
Proactive Spaces
Images, sounds, bodies
Constitution moments
New (im)materials
Diasporic archives
Cultural cooperation
Cultural netw
Identity objects
Narrative Museum
Architecture and Identity
Migrating heritage
Reach-out museum
Document
Migrating modernities
Cultural cooperation policy
Digital cultural heritage
Performative
Archive
Post-critical
Subjectivities
Immateriality
INTERPRETATION, REPRESENTATION AND TECHNOLOGIES
POSTCOLONIAL MUSEUM
PLACE, IDENTITY AND MUSEUMS
MUSEOGRAPHICAL INSIGHTS
CULTURAL COOPERATION AND NETWORKING
POST-CONTEMPORARY

Implications and Recommendations

The theoretical and practice-based research activities developed within MeLa Research Field 05 highlighted some critical implications, allowing for the drawing of a set of suggestions and recommendations addressed to the scientific community, museum professionals, policymakers and the European Commission.

→ Pointing to New Approaches and Tools for the Production and Sharing of Knowledge

The present age of physical, social and communicative mobility is questioning the effectiveness of the conventional practices for the production and sharing of knowledge. In order to upgrade their role, cultural institutions should dare to experiment with new approaches, strategies and tools. The overcoming of existing research practices and frames of reference should be based on further exploitation of inter-disciplinary models and experimental actions; the intertwining between theoretical and practice-based methodologies; the implementation of innovative prototyping and more creative experimentation with Information and Communication Technologies.

→ Envisioning a New Technological Landscape for 21st Century Museums

Computational digital technologies have played a crucial role in driving the cultural, social and economic upheavals which characterise the present age. The pervasive disposition of contemporary media – based on networked electronic tools, Internet services and ubiquitous mobile devices – is having a profound impact on all aspects of everyday life, and is restructuring concepts and practices of memory, heritage and culture. This context is soliciting a transformation of the relationships that cultural institutions develop with technologies, drawing on the increasingly substantial contribution their bear in upgrading the ways contents are now produced, collected, shared, conveyed and displayed. As far as concern museums, technological sciences and tools can no longer be considered simply as a set of material practices to be "brought into" the exhibition spaces – but rather they should be assimilated and intertwined with conventional practices and means. The engagement with technological domains and devices must find its way into the intellectual speculations, practices and research methodologies of museum practitioners.

→ Fostering a More Critical and Creative Exploitation of ICT in Museums and Cultural Institutions

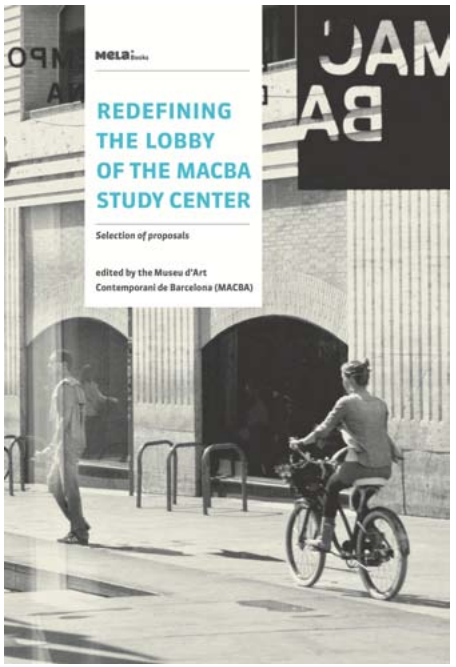
The exploitation of Information and Communication Technologies in museum practices should be further explored in order to unfold, test and implement a broader array of opportunities.
A more experimental and creative integration of ICT could bring on significant impacts on different activities and fields. It could improve the museum experience, by offering multi-layered access to the conveyed contents, providing multiple entry points, opening multi-vocal and cross-cultural perspectives, transforming the contemplative visit into an interactive and contributory experience, and eventually fostering inter-cultural dialogue. It could enhance acquisition, collection and research practices, since the use of networked and on-line tools may enable the sharing and reframing of collections in trans-national terms, as well as allow for the pragmatic articulation of inter-disciplinary projects. It could foster cultural networking among different cultural institutions and operators, and thus allow them to breakdown political and cultural barriers, and to work across European borders, generations and cultures. Eventually, it could expand the access to cultural engagement, and foster experimentation with creative ways for developing cooperation, co-creating culture and improving the participation of new difersified audiences in the production and sharing of knowledge.

Public Awareness

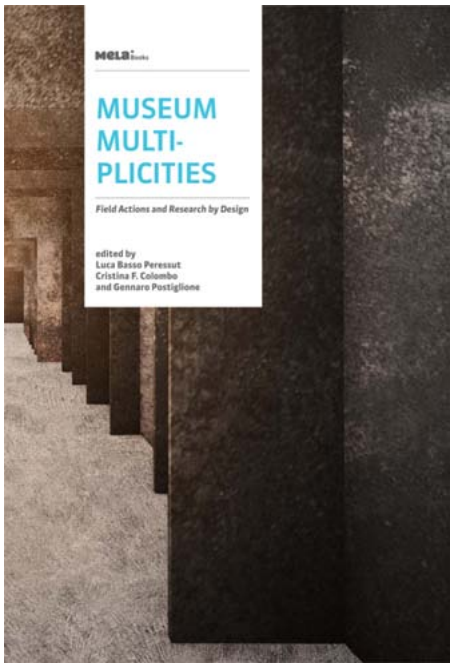
→ RF05 Publications

→ Allen, Jamie, and Eleonora Lupo, eds. 2012. *Representing Museum Technologies*. Milan: Politecnico di Milano.

→ Museu d'Art Contemporani de Barcelona, ed. 2013. *Redefining the Lobby of MACBA Study Center. Selection of Proposals*. Barcelona: MACBA.



→ Basso Peressut, Luca, Cristina F. Colombo, and Gennaro Postiglione, eds. 2014. *Museum Multiplicities: Field Actions and Research by Design*. Milan: Politecnico di Milano.



→ RF05 Online Resources

→ RF05 Website: www.wp5.mela-project.eu

→ MeLa Critical Archive: www.mela-archive.polimi.it

→ RF05 Contributions to Other Publications

→ Gauthier, David, and Erin La Cour. 2014. "Coding/Decoding the Archive." In *The Postcolonial Museum: The Arts of Memory and the Pressures of History*, edited by Iain Chambers et al, 229-239. Farnham: Ashgate.

→ Gauthier, David, Jakob Bak and Jamie Allen. 2014. "Visualising interdisciplinary research: algorithmic treatment of museum case-study information sets." In *Migrating Heritage: Experiences of Cultural Networks and Cultural Dialogue in Europe*, edited by Perla Innocenti, Farnham: Ashgate.

→ Lupo, Eleonora, and Ece Özdil. 2014. "Towards a Smart Heritage as Future Diffused Museums: Design and Communication Technologies to Innovate the Experience of the Cultural Patrimonyin the Smart Cities." In *The International*

Journal of the Inclusive Museum 6 (1): 159-169.

→ Radice, Sara. 2012. "Media Enhanced Curation of Heritage in Mixed Urban Environments. Design for Audience Participation between Actual and Virtual Spaces." In *Ecomuseums 2012. Proceedings of the 1st International Conference on Ecomuseums, Community Museums and Living Communities*, edited by Sérgio Lira, Cristina Pinheiro, Peter Davis, Michelle Stefano, and Gerard Corsane, 311–317. Barcelos: Green Lines Institute.

→ Radice, Sara. 2015. "Design and Participatory Practices Enhancing the Visitor Experience of Heritage." *ICOFOM Study Series* (ISS) 44.

→ RFo5-Led Events

→ Seminar: *Use of ICT in the Communication of Cultural Heritage*. Copenhagen, Denmark | Copenhagen Institute of Interaction Design. October 27, 2011.

→ *Unfolding the MeLa Critical Archive*. Venice, Italy | Biennale di Architettura 14th, Padiglione Centrale, Sala F. November 22-23, 2014.

→ *"Envisioing 21st Century Museums" MeLa Exhibition*. Milan, Italy | School of Architecture and Society, Politecnico di Milano. January 21 - February 6, 2015.

→ RFo5 Contributions to External Events

→ Gauthier, David, Jakob Bak and Jamie Allen. "Visualising interdisciplinary research: algorithmic treatment of museum case-study information sets." Poster presented at the conference *Migrating heritage: networks and collaborations across European museums, libraries and public cultural institutions*, December 2012, Glasgow, Scotland

→ Jamie Allen & David Gauthier. "Materiality: The Radical Reveal." Paper presented at the conference *NordiChi 2012*, October 2012, University of Copenhagen, Copenhagen, Denmark.

→ Gauthier, David. "Aesthetics of Errors." Paper presented at the conference *Aesthetics Re-loaded*, December 2012, Aarhus University, Aarhus, Denmark.

→ Gauthier, David, and Erin La Cour, "Coding/Decoding the Archive." Paper presented at the conference workshop *ASCA International Workshop: Dislocating Agency - Moving Objects*, April 2013, School of Cultural Analysis, Amsterdam, The Netherlands.

→ Capurro, Rita, Sara Chiesa, Eleonora Lupo, Davide Spallazzo, and Raffaella Trocchianesi. "Technologies for Supporting Inter-religious and Inter-cultural Dialogue at Religious Museums: The on-Field Experimental Action of Museo Diocesano, Milan." Paper presented at the Conference *NODEM 2013*, 1-3 December 2013, Stockholm, Sweden.

→ Chiesa, Sara, and Davide Spallazzo. "Strategies for Connecting Religious Cultural Heritage: The Role of Technologies in an on Field Experimental Action of Museo Diocesano, Milan." Paper presented at the Conference Museum and the Web Florence, 18-21 February 2014, Palazzo Vecchio, Firenze, Italy.

→ Allen, Jamie, Dionísio Soares Paiva, Catherine Descure, Chris Whitehead, Jakob Bak. "Walkthrough Research: Methodological Potentials for Head-mounted Cameras as Reflexive Tools in Museum Contexts." Paper presented at the conference *Ubicomp 2014,* September 2014, Seattle, USA.

→ Lanz, Francesca. "The MeLa* Critical Archive." Poster presented at the conference *Cultural Heritage: Recalibrating Relationships*, 4-5 December 2014, Museum of Graphics, Palazzo Lanfranchi, Pisa, Italy.

POLIMI – **Politecnico di Milano,** Italy (Coordinator)
Department of Architectural Project (DPA): New Museography.
Department of Industrial Design, Arts, Communication and Fashion (INDACO): DeCH-Design for Cultural Heritage
Major Competences: Museography & Exhibition Design
Key Members: Luca Basso Peressut, Gennaro Postiglione

CIID – **Copenhagen Institute of Interaction Design,** Denmark
Major Competences: ICT for Interaction Design
Key Member: Jamie Allen, Jacob Bak

CNR – **Consiglio Nazionale delle Ricerche,** Italy
Institute for Industrial Technologies and Automation (ITIA)
Major Competences: ICT for Design & Research Management
Key Member: Marco Sacco

GU – **University of Glasgow,** United Kingdom
History of Art, School of Culture and Creative Arts (HOA)
Major Competences: Cultural Heritage Informatics, Museum and Art History Studies
Key Member: Perla Innocenti

MACBA – **Museu d'Art Contemporani de Barcelona,** Spain
Major Competences: Museum
Key Members: Bartomeu Marí, Maite Muñoz Iglesias

MNHN – **Muséum National d'Histoire Naturelle,** France
Musée de l'Homme, Department «Homme, nature, société» (DHNS)
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Key Member: Fabienne Galangau Quérat

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Key Members: Chris Whitehead, Rhiannon Mason

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→ RCA – The Royal College of Art, United Kingdom
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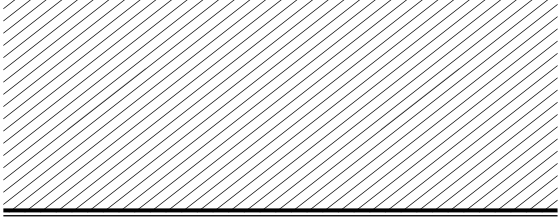
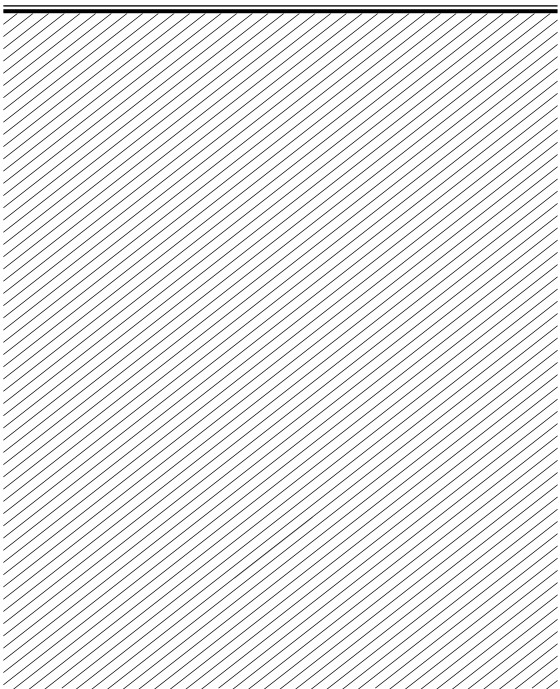


MeLa RF05 – Exhibition Design, Technology of Representation and Experimental Actions

MeLa Research Field 05 exploited a design-based research methodology with the aim to develop new museum practices, and test the theoretical outcomes produced by other MeLa Research Fields. On the one hand, it investigated the potentialities of innovative curatorial approaches and the role of Information and Communication Technologies for contemporary museums and exhibitions. On the other, it explored new research tools for the Social Sciences and Humanities, intended to foster the coalescence of theory and practice, enable inter-disciplinary exchanges and nurture collaborative models.

These tasks resulted in the implementation of several experimental actions, and in the design of different prototypes for the production and sharing of the knowledge produced by the Project, eventually ensuing in the MeLa Critical Archive.

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