

## ■ 論文摘要

# 數位之外： 烏菲茲美術館對存續於 第三個千禧年的因應對策

**Eike Schmidt 館長**

近二十年人們的溝通習慣、生活方式、對世界的認知，甚至思維架構等，均受數位革命而帶來全新的改變，亦對公共美術館相較年輕的機構，招致了獨一無二的挑戰。因應美術館個體與真品並存的特質，這份論文將探究烏菲茲美術館所籌措的兩項策略：

- A. Uffizi Live：藝術媒材與劇場的結合；
- B. 詮釋由新的物理呈現模式所展現的藝術媒材。

## ■ Abstracts

# Beyond Digital: Strategies of Presence in the Third Millennium Uffizi

**Eike Schmidt, Director**

The groundbreaking changes of our communication habits, lifestyles, perception of the world and even thought structures brought about by the digital revolution especially in the past two decades, poses unique challenges to the relatively young institution of the public art museum. The paper investigates two of the Uffizi's main strategies of dealing with the unique characteristic of art museums, which is the presence of individual and authentic artwork:

- A. The direct combination of artistic object, and theatrical presence in the format "Uffizi Live."
- B. The interpretation of the artistic object through new modes of physical presentation.

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