

■ 論文摘要

## 博物館作為社會平台： 尋找類比與數位體驗的 互聯空間

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芝加哥藝術博物館內的跨學科合作，不僅為我們館藏帶來新發現，也為觀眾形塑出新奇的方式，以開啟這個世界的觀念、情感與創意。近年來，我們的整個博物館團隊，包括策展研究單位、教育推廣單位、數位體驗單位、行銷單位，均透過開放新穎的數位工具給所有使用者，搭起博物館與觀眾之間的對話。我們的數位展示板、語音導覽、新的影像手法，均利用故事敘述的方式，使藏品更人性化，為博物館帶來生命力，並培育出藝術的對話空間。

無論是透過我們的社群媒體接觸館藏、展覽與活動，或經由獲獎的數位互動科技 JourneyMaker，讓家庭可以創造出自己的博物館冒險之旅，在科技與體驗嶄新的結合下，讓所有觀眾重新看到、並認識我們的世界。

■ Abstracts

## The Museum as Social Platform: Finding the Connective Space between Analog and Digital Experience

James Rondeau, President and Eloise W. Martin Director

Interdisciplinary collaboration within the Art Institute not only leads to new discoveries about the artworks in our collection, it also generates new and engaging ways to open this world of ideas, emotions and creativity to our visitors. In recent years, our teams across the museum—including the curatorial departments, Learning and Public Engagement, Digital Experience, and Marketing—have catapulted the dialogue between museum and audience through innovative digital tools that create accessibility for all levels of users. Our digital labels, audio tours, and new approaches to video, humanize the collection through storytelling—bringing the museum to life and furthering the conversations fostered by art.

Whether it is our social media content opening entryways to the museum's collection, exhibitions, and programs, or the award-winning digital interactive JourneyMaker empowering families to create personalized museum adventures, new combinations of technology and experience make it possible for all visitors to see and understand our world anew.