

## ■ 論文摘要

# AI 數位科技： 博物館的新挑戰與新策略

裴基同 館長

現今數位技術快速地邁向第四次工業革命發展，使博物館有更多新的方式將資訊傳遞給大眾。與此同時也面臨了新的挑戰，尤其是要追趕其發展速度與滿足大眾的需求。AI 與其他數位科技的發展，使博物館深賴以宣傳文化知識，與分享其經驗與記憶，以服務更多的群眾，甚至是全球公民。其中兩種視覺傳達的數位技術：高速運算系統、虛擬／擴增實境技術，使數位博物館更加發展，亦使網路上數位展覽的品質更為提升。近來，許多博物館籌備的高解析度圖像，可以提供肉眼所看不到的訊息。這些圖像也許會開創出嶄新的文物欣賞方式。對應用數位技術的全面認知，也成為現代博物館完成其使命最重要的能力之一。

博物館學者往往會提出兩個問題：未來實際參觀者將趨少，昂貴而無用的建築空間則日增。但是博物館的基本使命，不應該僅侷限於傳達數位知識以作為一種創意教育，更應該要能平衡社交與情緒消遣。後者將在未來隨著數位時代的深入，而更具批判性。博物館在現實生活中，作為透過社會溝通以達到社會和諧的文化場所，不應被數位系統的效能比較，而降低自己於社會中傳播知識的價值。我們可以預期在未來隨著數位科技的快速進步，人們將逐漸減少在實體空間相聚的機會，大眾會越來越需要像博物館這樣一個可以欣賞情緒，與分享個人記憶的公共場域。

為了使博物館能實際促使社會和諧，國際與國內的經營策略都需要被討論。由於社會給予博物館的資源相當有限，博物館與社會雙方，很快會面臨要在數位系統與實體建築之間，取得平衡發展的挑戰。各博物館為了要讓社會更有效地使用其資源，必要釐清自己博物館的定位與發展方向。

## ■ Abstracts

# AI digital Technology: New Challenges and Strategy for Museums

Kidong BAE, Director General

Rapid development of modern digital technology toward, so called, the 4<sup>th</sup> Industrial revolution, has brought to modern museums new opportunity for communication of museum contents to wide public, but also new challenges encountered by many museums, especially to follow up the speed of development and public demands. Clearly, development of AI and other digital technology provides indispensable and profound tools for museums to disseminate cultural knowledge and sharing museum experience and memory in wider communities, even to global community. Two digital technologies of visual communication enable digital museum much more advanced and upgrade quality of digital exhibition on internet: high performance computing system and VR/AR technology. Lately, many museums prepare high resolution images which can deliver exceptionally fine image not visible in ordinary eyes. These images may be able to create a new advanced way of appreciation of cultural objects. Comprehension of applicable digital technology becomes one of the most important ability for museum professional in modern days to accomplish its missions.

Two concerned questions are often raised among museum professionals: lesser physical visitors in future and uselessness of expensive architect and space in the end. However, general mission of museums should not be confined to conveying digitalized knowledge as creative education but should be balanced with social communication and emotional recreation. The latter will be more and more critical in future museums as deeper in Digital Age. Museums as cultural places for enhancing social harmony through social communication in Real Reality, should not be devaluate at all in comparison of efficiency of digital system in dissemination of knowledge in society. It is being expected emotional appreciation and sharing individual memory among public at museum space will be more and more demanded by public in responding that more rapid development of digital technology is going to be taken place in future and fewer chance for public to get together in physical place.

Global and national strategic plans should be discussed for improvement of museum practice in direction of enhancing social harmony. Because of relatively limited resources for museums in a society, it is immediate challenges faced by each society and also each museum to make balanced development of museums between for improvement in digital systems for better communication and for that in reality of architectural space. Mission of individual museums may need to be clarified in the sense for social efficiency of using resources for museums through selection of focused mission or both.