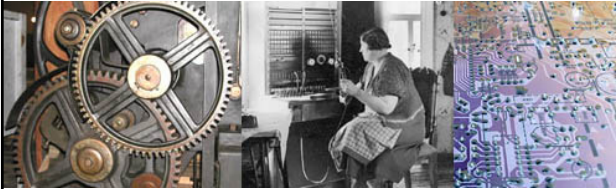


THE MACHINE AT THE MUSEUM
Attitudes and Expectations towards New Technology

ICOM-MPR, Market communications for the benefit of museum 29.8.2005

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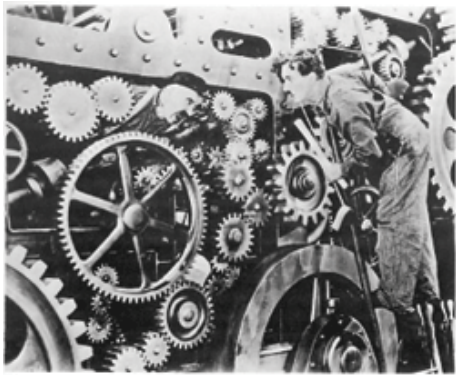


The Machine in The Garden (Leo Marx)
 Changing relationship between man and the environment ->changing relationship between the culture and industry



The Saimaa Canal 1856, Pastoral idyl and new technology

The Fear for the technology



Charles Chaplin,
 Modern Times 1936

Seeking for the harmony



Where the technology is taking us?

Rowing to the future...

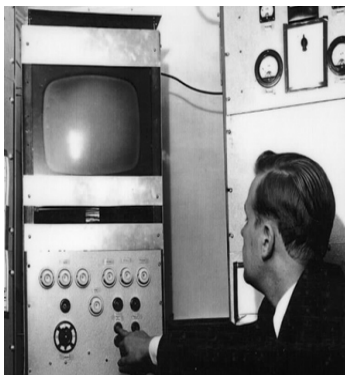
Who is steering the boat?

Technology?
 Human beings?

Technology is a very human activity
 -and so is the history of technology (Melvin Kranzberg)

Grandma reading newspaper
 Photo by Tampere Museums

Diffusion and appropriation of new technology



Technology encountering the museums

Making displays more attractive through technology

From diffusion to creative appropriation

Adopting technology?

Quest for the balance?



Case Steam Schooner Salama (The Lightning)

The ship sank to 30 meters in the 13 September 1898,
 73 years at the bottom of the lake Saimaa
 The vessel was raised in 1971
 Restored to the museum ship -> At the Riihisaari Harbour at Savonlinna

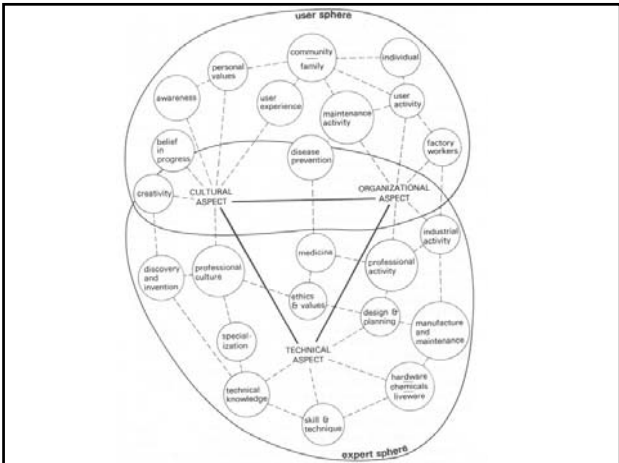
How to present the history of the ship?
 How to use new technology?
 How to combine it with the authentic vessel?

Multimedia with the sound
with the 3D animations

But above all:

Multimedia with **exciting story**
about sinking and salvation of the ship

Different customers: passive, active



Different types of consumers

Different reasons to adapt new technology

If grandma found it useful will her grandson also use it?

Future customers at the museums

- * Players (edutainment)
- * Explorers (anything new)
- * Conservatives (easy to use, nothing disturbing)
- * Families, elderly people, disabled people

→ **Usability and accessibility**

Challenges for the museums

Authenticity vs. virtuality

Making technology invisible?
Taming technology?

Appropriation of the new technology

Meeting the new types of customers

The prototype of the Fogscreen developed at the Digital Media Institute (Tampere University of Technology) in co-operation with Tampere Museums/Vapriikki

Thank you!

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