

01

MODULE 1

The challenges of digital
accessibility in the museum sector



Co-funded by
the **European Union**



Lesson 5

Reaching Everyone: Inclusive
Museum Experiences Across
Europe



Comparative analysis: A comparison of inclusion initiatives by small and medium-sized institutions that have adapted to the needs of remote audiences



Introduction

Technology can improve the link between cultural institutions and **audiences who are unable to visit**, whether due to disability or geographical remoteness.

Here are some digital strategies adopted by **small and medium-sized cultural institutions** to be more inclusive.



360° virtual museum tours : the example of the French association Musées en Centre Val de Loire

The French association Musées en Centre Val de Loire is a network of 60 museums, located in the Centre Val de Loire region in France.

In recent years, the association has called on public funding to create 360° virtual tours of its museums.



These 360° virtual tours are available:

- on the association's website
- 1 to 3 touch-screen tablets are also **available on site** for people with reduced mobility

They are accompanied by:

- videos with English **subtitles**, highlighting certain aspects of the building or collections

some museums also offer “**Easy-to-Read**” labels

Limitations:

- as permanent displays change more and more frequently, virtual tours can quickly become **obsolete**
- hiring a creative agency to film and edit virtual tours is **expensive** (10-15k€), so the association bought its own 360° camera...
- ... But **editing** takes a long time
- some museum teams have difficulty **managing the time** needed to provide additional content



The Virtual tour of the Balzac Museum

Improvements:

- The association has decided to **concentrate on temporary exhibitions**, as they are shorter to photograph and edit
- In future, the association hopes to **adapt to the specific needs** of each museum, rather than applying the same formula to all



Visitor profile:

- From January 1st to December 17th 2024, **19,193** virtual visits were recorded on the association's website.
- 33% of online visitors come from China
- 22% from the United States
- 17% from France
- 3% from Hungary
- For many local museums, this is an interesting form of **visibility**
- For some museums, it's a big coup: added to the number of on-site visitors, online visitors to the Musée de l'histoire du Perche in Nogent-le-Rotrou represent around **1 in 7 visitors!**

Mixing off-site and online visitors to broaden a museum's audience through a multi-digital strategy: the example of carton voyageur - musée de la carte postale

Le Carton voyageur is a museum with a collection of 120,000 postcards, located in Baud, Brittany. Since it opened in 1996, the museum's aim has been to make its vast collection accessible to all, and to prove that the postcard is not a boring subject, hence its desire to embrace modernity with the help of new technologies and pop-culture.



Online collections

- 1990s: digitization of the collection on CD-ROM
- 2000s: first online database
- Today: the [Cartolis](#) database is open to all
- Time required to add an artifact to the database: approximatively **7 minutes**
- Around **100 postcards** added every week
- No specific target groups. Users include postcard enthusiasts as well as documentalists and historians.

Digital partnerships at different levels to address different audiences

- On [Bretania](#), an **online platform** about cultural collections located in Brittany
- 2019 : partnership with [Google Arts and Culture](#)
- **13,000 postcards** downloaded on this platform
- The museum team regularly works on this platform to produce **new virtual exhibitions**

CARTOLIS

BASE DE DONNÉES DU MUSÉE DE LA CARTE POSTALE

 musée de France



Musée de la Carte postale

le CARTON VOYAGEUR

QUATRO

 Anglais ▼

SEARCH IN THE COLLECTIONS

Simple search

Advanced search

Search by notice

SPACE MEMBER

Your email address

Your password

Login >

Forgotten password

Sign up

107,760 postcards online!

Latest cataloged cards



Location: Douarnenez (Finistère)
Main caption: The old port, in the background the Plomarc'h

   



Location: Douarnenez (Finistère)
Main caption: Fishing boats in the port

   



Location: Douarnenez (Finistère)
Main caption: Sardine boats and malamoks in the port of Rozmeur

   

CARTOLIS

 Welcome

THE CARDBOARD TRAVELER

 Welcome

INFORMATION PRACTICES

Legal notices

General conditions of sale

Privacy Policy

User Guide

The Cartolis database

Innovative partnerships

- Le carton voyageur has joined creative agency AR[t] Studio's **application**, [BavAR\[t\]](#)
- This is an **augmented reality** platform based on the famous Pokemon'Go game
- During the **Paris Olympics (2024)**, users were able to access a [virtual exhibition on postcards and sport in the 1900s](#) by finding objects from the collections of the carton voyageur in augmented reality in Olympics sites

Limits and considerations

- It's **a lot of work** to regularly post new content on these platforms to keep them alive
- Ongoing projects such as applications involve **regular revisions** during the development process
- But in the end, museum staff are satisfied with these partnerships, which help to **build the institution's identity**
- As a result, **online visibility** has become a real concern when it comes to developing new partnerships



More on <https://react-culture.eu/>

