E-MODULE 3

Virtual visits and temporary digital exhibitions

REACT

RESOURCES FOR ACCESSIBLE CULTURAL TOURS

Lesson 2 – Grain 11

Audio and video tools for remote engagement: overview of podcasts and videos for off-site immersive, accessible experiences

Multimedia devices such as podcasts or videos can be converted into real cultural mediation tools. They have two main advantages:

1. They can be used outside the walls
=> makes the cultural offer accessible without having to go on-site

2. They promote different and innovative approaches to culture
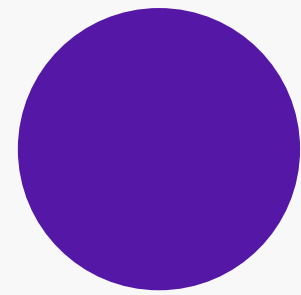=> helps cultural sites attract new audiences
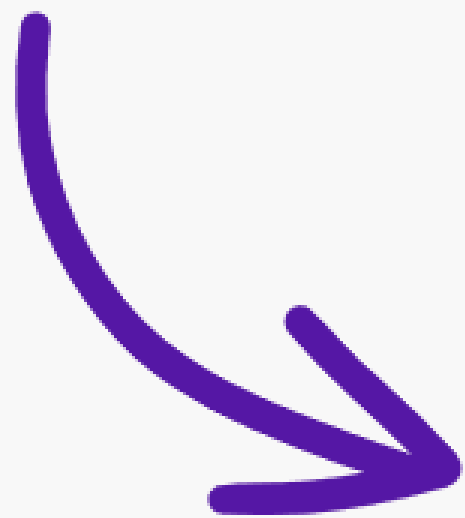
So here is an overview of existing solutions deployed by other cultural institutions, which can serve as models or sources of inspiration.
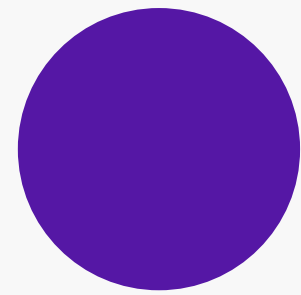
Cultural podcasts

- <u>Giverny podcast</u> (Museum of Impressionism): homemade, it is an extension of the theme of the current exhibition.

- <u>MUCEM podcast</u> (Museum of Museum of European and Mediterranean Civilisation): homemade, it aims to expand their cultural offer by dealing with current and local subjects.

- <u>Centre Pompidou podcast</u> (Centre for Modern and Contemporary Art): it aims to "replace" the classic audio guide by being accessible both on-site and outside.

Cultural podcasts

- <u>Les Enquêtes du Louvre</u> (the Louvre "investigations"): a more original approach that aims to discover the museum's works in a different way, by revisiting the 'detective series'.

- <u>National Museum of Natural History podcasts</u>: an abundant offer of podcasts on environmental themes. They are also banking on partnerships with well-known media outlets (France Inter.) to increase their audience and disseminate their content more widely (especially for youth podcasts).
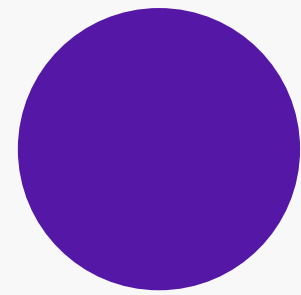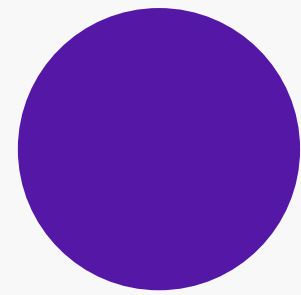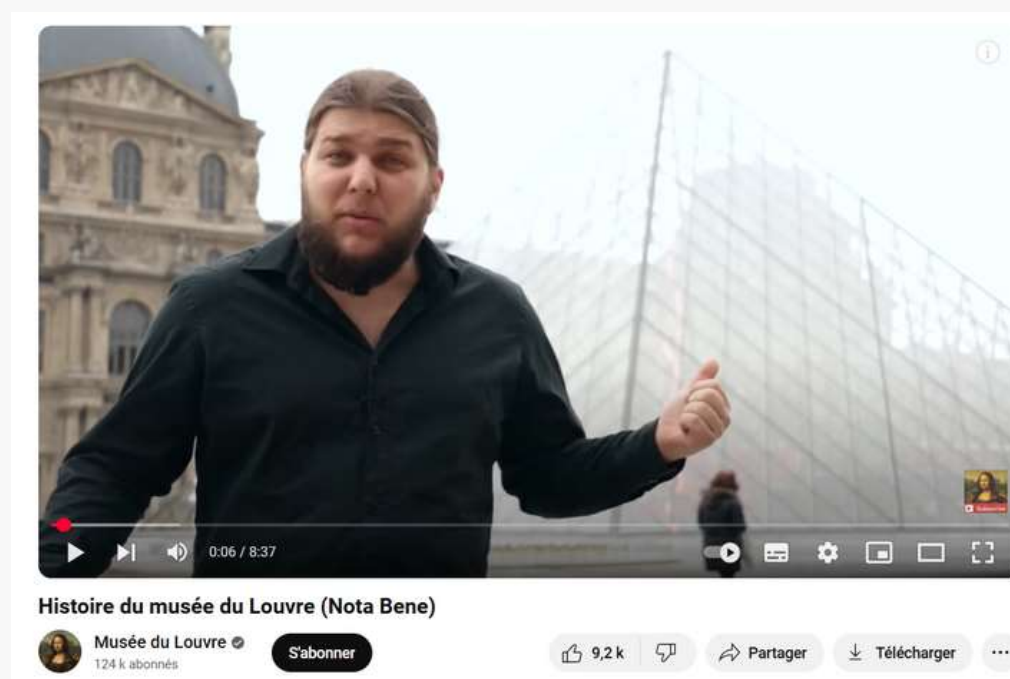
Partnership with content creators

Cultural sites are also developing partnerships with content creators on social media and on popular listening platforms such as YouTube.

This strategy is beneficial in several ways:

- Promotes the museum
- Popularises the content and makes it more accessible to the general audience
- Generates membership and creates communities around the site

Histoire du musée du Louvre (Nota Bene)

Musée du Louvre
124 k abonnés
S'abonner
9,2 k
Partager
Télécharger

@LA.MINUTE.CULTURE

THE GREAT WOMEN ARTISTS PODCAST WITH KATY HESSEL

Virtual tours

Virtual tours are also a good way of making a cultural site more accessible. They can take several forms depending on the objective and the budget: 360° views, videos or live formats (on Twitch), visual only or enhanced with sound content, etc. [link to grain 7]

[360° virtual tour of the Lascaux cave](#)
> enhanced with written content

[Online visit of the exhibition Rafaël at Château de Chantilly](#), guided tour by the curator