



## MISSIONE CULTURA

Pubblico e Privato per l'attuazione del  
PNRR tra innovazione e competitività

Real Collegio di Lucca  
6 - 7 ottobre



INTERNATIONAL  
SUMMIT OF  
IMMERSIVE  
EXPERIENCE

SECONDA EDIZIONE

MUSEI DEL  
FUTURO

# Immersive storytelling in heritage museums:

## bringing the past to life

Lieven Bertels, Barco

LuBeC è un evento di



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## The opportunity

A recent survey showed that 79% of Italian museums do not have a strategic plan for digital investment.

Museum teams around the world witness the success of immersive video experiences outside the sector.

Immersive storytelling has come of age, and has shown to be a great tool to grow audience engagement across all age groups, to create memorable visits, to instil pride among locals and to attract people who are currently not visiting museums\*.

As we recover steadily from the Covid pandemic, now is a good time to consider what digital investments can have the biggest impact on our visitor experience.

*(\*Research shows that 60% of Italians visit museums and heritage sites less than once a year)*

## What is immersive storytelling / the immersive museum experience?

- A time-based experience using multiple senses through sound/light/video...
- An abstract scenography or a scripted narrative to tell the story of an exhibit or site
- Use of animation, 3D, AR, VR, digital image tools etc. to highlight and explain story elements
- The use of image technology to create a sense of being “inside” the story, to immerse the viewer in the topic.

## Examples of successful immersive experiences in museums

- Van Gogh Museum, Amsterdam: Meet Vincent Van Gogh (<https://youtu.be/YsWwwSy9CoU>)
- Casa Batlló, Barcelona: a journey into Gaudí's brilliance (<https://youtu.be/LDVgzuBfBpA> )
- “1302”, Kortrijk - Belgium in a 12th century heritage church ([https://youtu.be/EI3UuXA\\_kgc](https://youtu.be/EI3UuXA_kgc) )

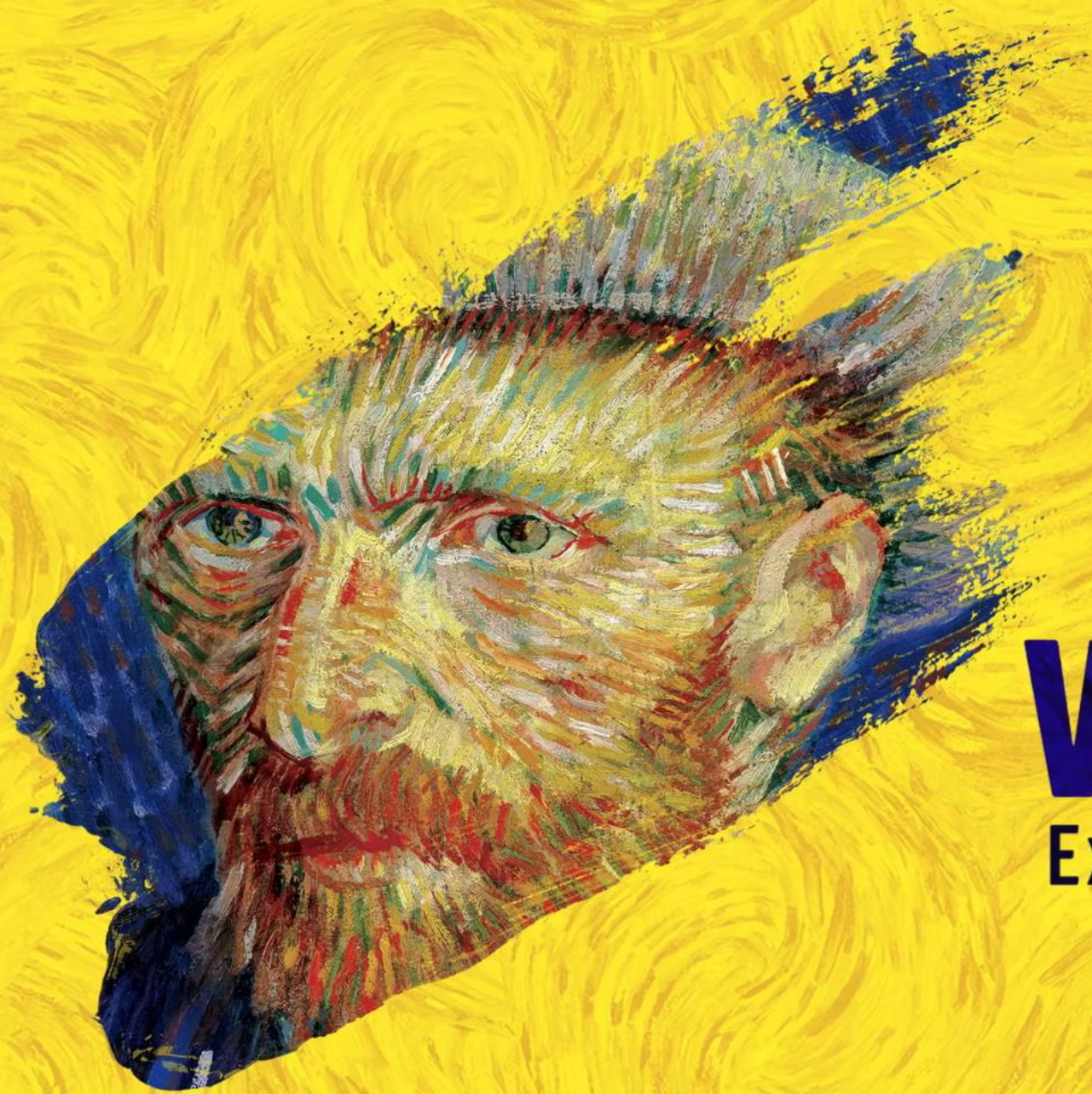




## Meet Vincent Van Gogh

- Combination of set pieces, immersive video, interactive digital tools and creative activities
- Travelling exhibition which started in Amsterdam in 2019
- Dedicated production manager at Van Gogh Museum to help the distribution of this project





**MEET**

created by the  
Van Gogh Museum

**VINCENT**

**VAN GOGH**

Experience a journey  
through his life





## Casa Batlló, Barcelona: a journey into Gaudi's brilliance

- Part of an “up-sell” from silver to gold tickets
- Mixture of audio guide, augmented reality, immersive rooms, digital art LED cube
- Respectful of the heritage site with no visible changes to the artifacts
- Inviting a world-famous digital artist, Refik Anadol, to add a digital layer

**CASA BATLLÓ**  
GAUDÍ BARCELONA

VISIT ▾

DISCOVER ▾

GAUDÍ ▾

SHOP

TICKETS

EN ▾

**BLUE**

- ✓ Audioguide
- ✓ Gaudí Cube (360°)
- ✗ Gaudí Dôme (immersive)
- ✗ Virtual Reality Tablet
- ✗ Original Concierge Room
- ✗ Private residence of the Batllós
- ✗ FastPass
- ✗ Flexible date change
- ✗ Free cancellation

GENERAL PRICE  
**35€**

Children  
Free  
**-12**

Special discounts

SELECT BLUE

**SILVER**

- ✓ Audioguide
- ✓ Gaudí Cube (360°)
- ✓ Gaudí Dôme (immersive)
- ✓ Virtual Reality Tablet
- ✓ Original Concierge Room
- ✗ Private residence of the Batllós
- ✗ FastPass
- ✗ Flexible date change
- ✗ Free cancellation

GENERAL PRICE  
**43€**

Children  
Free  
**-12**

Special discounts

SELECT SILVER

**GOLD**

ALL  
INCLUSIVE

- ✓ Audioguide
- ✓ Gaudí Cube (360°)
- ✓ Gaudí Dôme (immersive)
- ✓ Virtual Reality Tablet
- ✓ Original Concierge Room
- ✓ Private residence of the Batllós
- ✓ FastPass
- ✓ Flexible date change
- ✓ Free cancellation

GENERAL PRICE  
**45€**

Children  
Free  
**-12**

Special discounts

SELECT GOLD









## 1302 museum, Kortrijk (Belgium)

- Interactive and immersive exhibition about a local military conflict
- The museum site is a functioning 12th century church
- Reference to mediaeval “immersive technology”: stained-glass windows
- Mixture of artifacts, reproductions, audio and video elements to tell the story

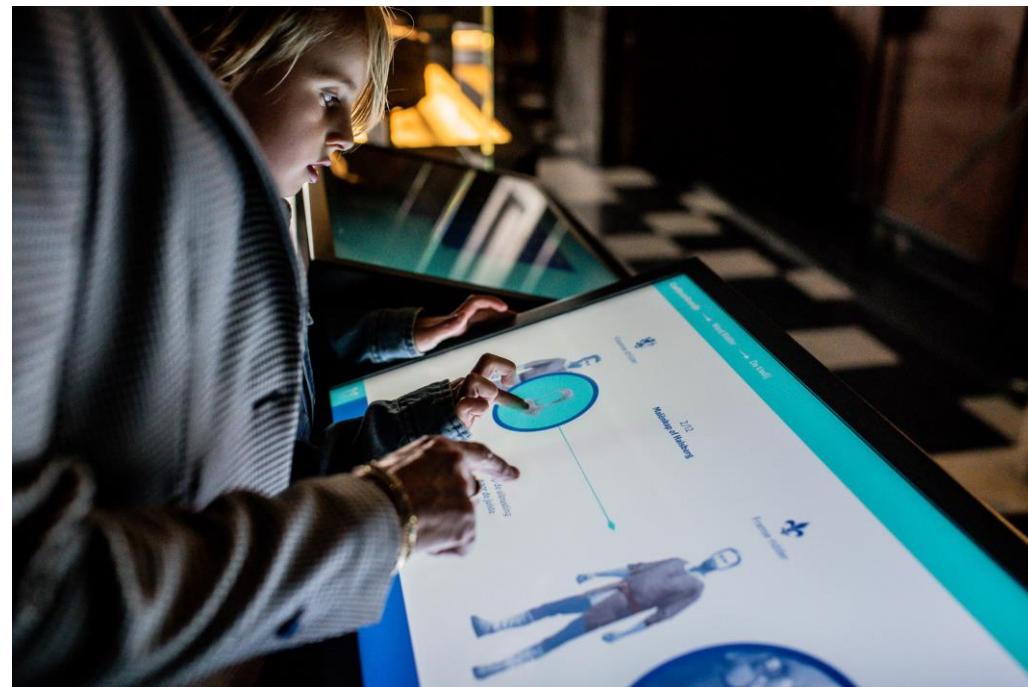




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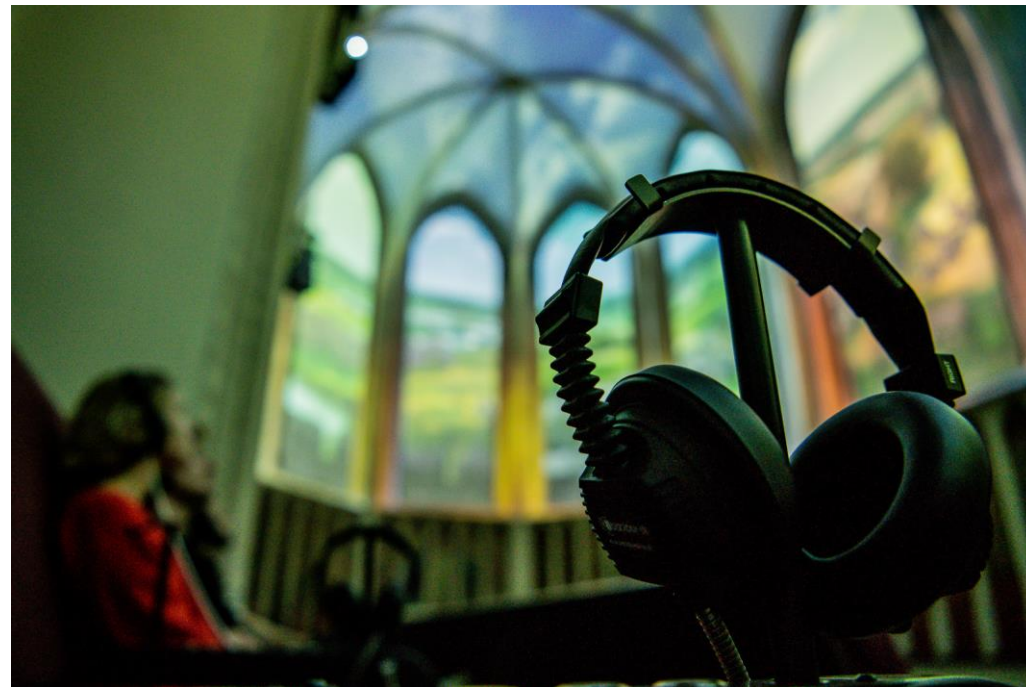


1302  
Museum  
Kortrijk





1302  
Museum  
Kortrijk



## 1302 museum, Kortrijk (Belgium)

- Newly built exhibition without any permanent changes to the heritage-listed site
- Mixture of artifacts, reproductions, audio and video elements to tell the story
- Multilingual immersive experience, audio guides and museum panels (Dutch, French, English)
- Total budget €1.900.000 including museum scenography, exhibits, creative work, immersive projection

Realised by *Create* (Ghent, Belgium) with Barco projection technology

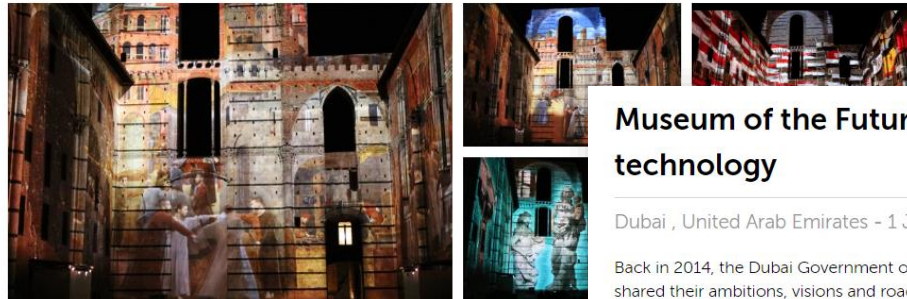


# BARCO Technology around the world

## Historic Tuscany shines in dazzling projection mapping

Siena , Italy - 1 March 2017

The city of Siena is one of Italy's Tuscan gems. With a city center that is a UNESCO World Heritage Site – featuring a Gothic town hall, 14th century tower, amazing vistas and medieval ambiance –, Siena was deemed the perfect place to combine ancient with novel... In the form of a projection mapping that stunned every spectator, taking them on a trip through the history of the city.



## Museum of the Future: an architectural wonder and a great feat of technology

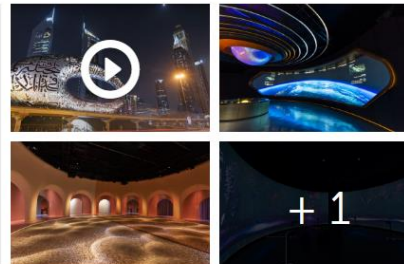
Dubai , United Arab Emirates - 1 June 2022

Back in 2014, the Dubai Government organized a summit with small temporary exhibits in which they shared their ambitions, visions and roadmap for the future. The initiative grew and turned into a permanent installation, and so the Museum of the Future was born. With its never-before-seen architecture and innovative use of technology, the new landmark exhibition space, which opened February 2022, offers visitors a unique peek into the future through an exceptional experience.

Barco engineering stepped in and stopped at nothing to ensure perfection.

— Phil Marlowe  
Managing Director Middle East at AVI-SPL

“



## Barco inspires digital artist Franz Cerami to brighten the city of Naples

Naples , Italy - 1 March 2021

Throughout the 2020 Christmas period, for eleven consecutive days, the façade of the iconic Castel dell'Ovo in Naples was animated with a series of projected artistic works created by digital artist Franz Cerami commissioned by Voiello/Barilla, the famous Italian food company. The internationally renowned artist used two Barco UDX-32k4K projectors for a wonderful homage to the values and traditions of Naples.

Thanks to Barco projection technology, we can bring something innovative that hasn't been seen before.

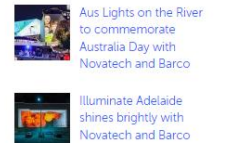
— Franz Cerami  
Digital Artist



### Barco Social



### Related customer stories



### Barco Social



### Related customer stories



## BARCO Technology in your museum

### Immersive Video Mappings



Projectors, LED-walls,  
Rigiflex custom screens

### Domes & Caves



Projectors in immersive  
and blended setups

### Lobby & Foyer



TruePix LED  
Unisee displays  
PDS-4K image processing





**With 47% of the market,  
Barco is the global leader in  
4K projection**