



HYPERMEDIA AND TRANSMEDIA MUSEOGRAPHY

Description

The Museum Group I+D+C (Research + Development + Creation) of the Complutense University of Madrid has extensive experience in museum research and the creation of new museums and cultural projects. We conceived the museum as an interactive and transmedia communicational story. We include the Information and communication technologies perfectly amalgamated with the traditional exhibition elements to create museological and museographic projects more attractive and participative endorsed by a high scientific rigor.



Museum of Equestrian Art, Jerez, 2005

How does it work

It starts from a conception of the new museum as a communicational and interactive and transmedia story that encourages a participatory immersion of the visitors. The museum thus becomes a true hypermedia and transmedia paradigm in which the traditional expressive elements are amalgamated with the rich possibilities that facilitate information and communication technologies in the service of the pieces and/or the intangible processes presented the museum. By not being subject to the restrictions of mass dissemination interactive multimedia and multimedia systems are developed with much more freedom, creating innovative products applied to the service of museographic reporting. It escapes the common dynamics of creating multimedia support systems in parallel that, in many cases, are appendages detached from the overall project.



Museum Archaeological Park Cueva Pintada, Gáldar, Gran Canaria, 2005.

Our working methodology consists of studying each case and creating the complete museological and museographic project, having, logically, with designers and consultants of specific contents thinking about the type of museum, in the space in which it is framed (historical building, new building Construction, adaptation of other spaces ...), in the objectives that are pursued ... From the Museum Project, we provide the client with the corresponding specifications for the museography production competitions and we are responsible for supervising and directing the entire project, directly advising the Property and, occasionally, we respond creatively to the published specifications.

Customers benefit from our basic research (funded by the European Union Programs, the Community of Madrid, the Ministry of Economy and Competitiveness, the Complutense University ...) that allow us to be at the forefront of



treatment of the contents and the application of the necessary technologies to optimize the communication of the same ones.

In our projects we have used stereoscopic high definition, image storage in solid state hard drives to optimize quality, multipanoramic projection systems based on new screen fusion tools, constructive interactive systems that go beyond the typical selection attached to the Traditional indexes, plasma touch screens converted into dynamic panels, holographic systems in which glass is replaced by new, unbreakable lightweight materials, with no limitations of size, virtual developments of the Museum in virtual reality and augmented reality environments, new materials for Construction of showcases, special optical fiber illuminations and leds ...

Economically, the amount of the Direction, creation and advising of the projects is absolutely competitive, as well as the investment in the production emanated from the competitions, since the resources are optimized as they are perfectly measured. When carrying out projects applied to each case it is difficult to give guiding figures, so it is preferable to carry out concrete budget simulations according to the type of Museum Project or exhibition. We are also open to teaming with designers, museologists.



Carriage Museum, Jerez, 2002.

Advantages

- Conception of the Museum and cultural projects as participatory reports.
- Union of traditional techniques and expressive elements with the new technologies of information and communication always at the service of the pieces and / or the tangible or intangible processes presented.
- Customization of each of the projects.
- Technological innovation at the service of museological and museographic discourse.
- Quality accessibility so that all people can enjoy the contents regardless of their limitations.
- In short, participatory hypermedia and transmedia projects.

Where has it been developed

This line of research is being developed in the Department of Audiovisual Communication and Advertising II of the Faculty of Information Sciences.

Our experience in the creation of museums and exhibitions covers projects as significant as the first Museum of the Book of the National Library; The Carriage Museum and the Museum of Equestrian Art, both for the Royal Andalusian School of Equestrian Art Foundation of the Junta de Andalucía; The Museo Archaeological Park Cueva Pintada for the Cabildo Insular of Gran Canaria; The exhibition Dreaming of Cinema for the Spanish Filmoteca; The immersive multimedia system for the Museum of the Mystery of Elche (Masterpiece of the Oral and Intangible Heritage of Humanity) for the Diputación de Alicante and the City of Elche; The 125 year exhibition dreaming paths for Unicaja; Advice for the launching of the Cartujano brand of the Camper group; Catalog of the Royal Andalusian School of Equestrian Art.

And also

- Technological innovation at the service of museological and museographic discourse.
- Creation, research, development and totally independent consultancy in the service of the Project.
- Scientific rigor, experience and creativity widely demonstrated.
- Advantage of basic research and numerous applied research.
- Optimization of resources thanks to a perfect definition of museology and museography

Responsible Researcher

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