



Project no. 727040

GIFT

**Meaningful Personalization of Hybrid Virtual
Museum Experiences Through Gifting and
Appropriation**

Horizon 2020

SC6-CULT-COOP-2016-2017

CULT-COOP-08-2016

Virtual museums and social platform on European digital
heritage, memory, identity and cultural interaction.

Start date: 1 January 2017. Duration: 36 months

D7.5

Final Conference Report

Due date: December 31 2019

Actual submission date: December 20 2019

Number of pages: 10

Lead beneficiary: IT University Copenhagen

Author(s): Christian Hviid Mortensen & Anders Sundnes Løvlie

Project Consortium

Beneficiary no.	Beneficiary name	Short name
1 (Coordinator)	IT University of Copenhagen	ITU
2	Blast Theory	Blast Theory
3	Next Game	NextGame
4	University of Nottingham	UoN
5	Uppsala University	UU
6	Europeana Foundation	EF
7	Culture24	C24

Dissemination Level

PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	
EU-RES	Classified Information: RESTREINT UE (Commission Decision 2005/444/EC)	
EU-CON	Classified Information: CONFIDENTIEL UE (Commission Decision 2005/444/EC)	
EU-SEC	Classified Information: SECRET UE (Commission Decision 2005/444/EC)	

Type

R	Document, report	X
DEM	Demonstrator, pilot, prototype	
DEC	Websites, patent filling, videos, etc.	
O	Other	
ETHICS	Ethics requirement	

Table of contents

1. Introduction	3
2. Planning the final conference	3
3. GIFT @ Europeana 2019	3
4. Evaluation of the event	7
Appendix	9

1. Introduction

This deliverable presents the final conference in the GIFT Project. The aim of the conference was to showcase, discuss and disseminate outcomes from the project. The report will account for our considerations in planning the conference and give an evaluation of the actual conference.

2. Planning the final conference

The intention of the concluding GIFT conference was to reach representatives from both the cultural heritage sector, cultural and creative industries (CCIs) as well as academic researchers.

A central concern in planning the conference was how to make the conference relevant and appealing to the busy professionals in our target audience. Through initial discussions with partners and our broader networks, it became clear that it would be unlikely that a single standalone event organised only by the GIFT project would be able to attract a broad audience of museum professionals from institutions in different European countries.

For this reason we reached out to Europeana and proposed that the GIFT conference could be organized in conjunction with the main Europeana conference in November 2019. This would enable us to capitalize on Europeana's broad networks, in particular the Europeana Network Association, which is an active community of 2,500+ scholars and cultural heritage professionals committed "to making, sharing, promoting and repurposing Europe's digital cultural heritage" (<https://pro.europeana.eu/network-association/about-our-network>). Reaching out to this community would provide us with a unique opportunity to disseminate results from the project to a European-wide audience of museum professionals.

3. GIFT @ Europeana 2019

The *Europeana 2019: Connect Communities* took place at the National Library in Lisbon 27-29 November 2019. Europeana describes the event as follows:

"250 professionals with interests in tech, copyright, research, impact and communications will explore where those communities meet and how each specialist group can support the others." (pro.europeana.eu)

The GIFT conference was one of several events taking place on the day of November 27, before the official opening of the Europeana conference at 4 pm. 63 people attended the GIFT conference.

Our main goal in reaching out to the Europeana audience was that the participants would be inspired and act as champions of the tools and ways of working proposed by GIFT within their home organizations and local professional communities of practice. Therefore, we invested much time and effort to set up a "showcase" session, where attendees could try out several of the prototypes from the project in practice in the exhibition spaces of the National Library.

The program was structured around this showcase session, starting with a plenary session with overview presentations from project participants, and ending with another plenary session with ARM participants (see full program in appendix).

During the showcase the audience could try the following tools developed by GIFT:

- *The GIFT app*: Offering users the opportunity to give a museum experience to someone they love (developed by Blast Theory).
- *Sensitive pictures*: A prototype experience capturing and visualizing emotional inputs from the user during an exhibition (developed by NextGame).
- *Never let me go*: A two-player game designed for fostering deep and playful introspection within art exhibitions (developed by Karin Ryding, ITU).
- *One Minute*: An app that utilize image recognition to identify artworks and offer visitors short, bite-size reflections about them (developed by ITU).

For the practical demonstrations of the GIFT tools we set up two stalls in the National Library: One in the lobby next to the main exhibition spaces, and one in an adjacent hall where the main conference offered spaces for posters as well as food and drinks. In the lobby attendees were offered opportunities to try out the *GIFT app*, *Never let me go* or *One Minute* in the nearby exhibitions, either using their own devices or borrowing test devices from us. In the other hall NextGame had posted a number of reprinted works from the Munch Museum, where attendees could try out the *Sensitive pictures* prototype utilizing electroencephalography (EEG) enabled headphones for capturing the brain activity of the user during the experience.

The showcase was very well attended. It was scheduled to last an hour and the GIFT representatives manning the stalls were constantly busy lending out equipment, answering questions and discussing with interested cultural professionals. Many attendees expressed a concrete interest in continuing the dialogue with an aim to explore application in their home institutions.

After the showcase we did a panel session with panellists from our museum partners in the Action Research Module (ARM) of GIFT. The session was chaired by Jane Finnis, Culture24, who have been one of the workshop facilitators in ARM. The topic for discussion was: How might we create a bold and open culture within museums, including an acknowledgement that failure is part of innovation?

The day ended with an opportunity for the audience to ask questions and comment.



The GIFT Box showcase set up in the lobby of the National Library (Photo: Anne Rørbæk Olesen).



Europeana Conference attendees trying out the different GIFT Box tools in the exhibitions of the National Library (Photo: Anne Rørbæk Olesen).



Europeana conference attendees trying out The Sensitive Pictures prototype (Photo: Anne Rørbæk Olesen).



The final panel session with panelists from ARM. From the left: Rick Lawrence (RAMM), Sarah Younas (Tyne and Wear Archives and Museums), Kevin Bacon (Royal Pavilion and Museum), Nikita Mathias (Munch Museum), Dia Felix (SFMOMA) and Jacob Thorek Jensen (Danish Museum of Science and Technology) (Photo: Anne rørbæk Olesen).

4. Evaluation of the event

We conducted an exit survey at the GIFT @ Europeana event (see the survey form in the appendix). The survey took place after the final panel session and 18 attendees filled out our survey. People affiliated with GIFT did not fill out the survey. Several respondents wrote additional comments and several also wanted to get in touch with GIFT afterwards, providing us with their contact information.

We wanted to get feedback on whether our audience found attending the GIFT event valuable and the content of the event relevant for their professional work. The importance of fostering a bold and open organizational culture was one of the main take-aways from the ARM process, and therefore we also wanted to gauge whether our audience shared this opinion with our Lead User Panel. Finally, we wanted to know if they would consider using content from the GIFT Box at their home institution and if they would recommend the GIFT Box to people in their professional network.

The results of the exit survey is summarized in Figure 1:

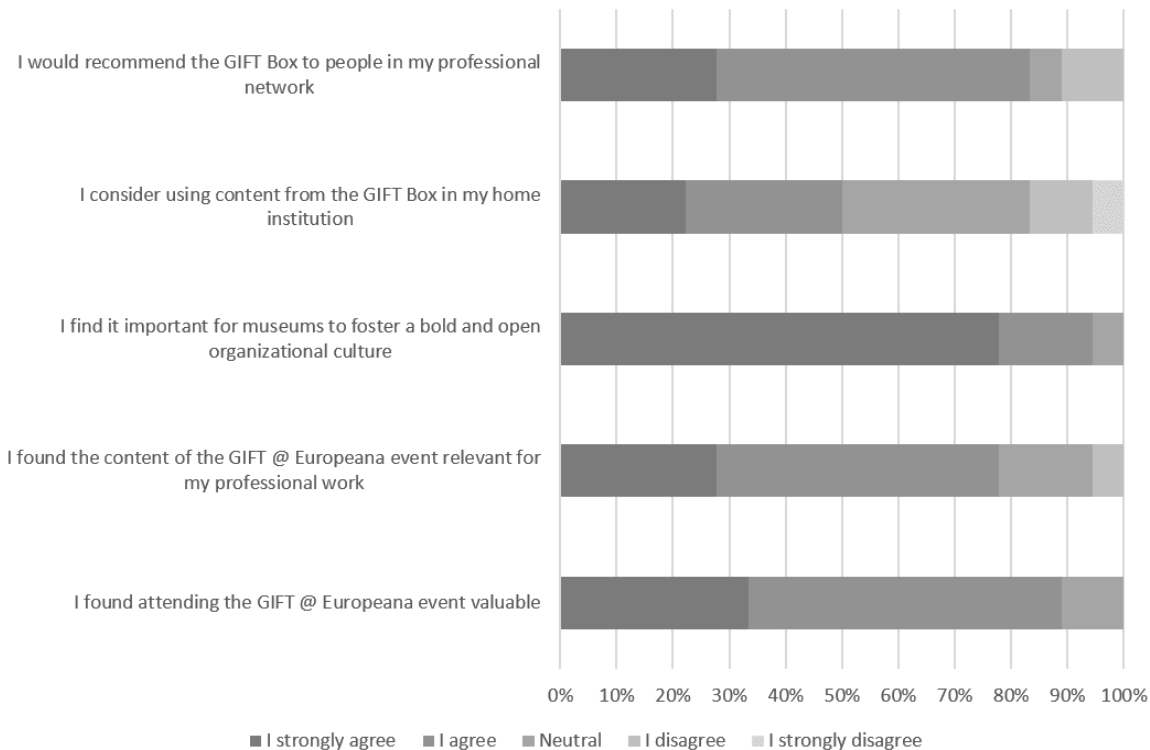


Figure 1: Summary of exit survey results.

Based on the results of the exit survey we conclude the following:

In relation to the GIFT @ Europeana event:

- 89% of respondents agree or strongly agree that attending the GIFT @ Europeana event was *valuable*.
- 78% of respondents agree or strongly agree that the content of the GIFT @ Europeana event was *relevant* for their professional work.

In relation to the importance of fostering a bold and open organizational culture:

- 94% of respondents agree or strongly agree with our Lead User Panel.

In relation to the GIFT Box:

- 50% of respondents agree or strongly agree that they would consider using content from the GIFT Box at their home institution.
- 83% of respondents agree or strongly agree that they would recommend the GIFT Box to people in their professional network.

Overall, attendees found the GIFT @ Europeana event both valuable and professionally relevant. This indicates that Europeana was a fitting venue to present the results and tools coming out of the GIFT project.

Further, attendees overwhelmingly agree with our Lead User Panel confirming that fostering a bold and open organizational culture is an important current issue for cultural heritage institutions to address.

Finally, the responses are comforting regarding the adoption of content from the GIFT Box and future awareness of the GIFT Box as a resource. Especially, that over 80% would recommend the GIFT Box to people in their professional network bodes well for the legacy of the GIFT project.

Appendix

Conference programme

Wednesday - 27 November - GIFT @ Europeana		
Time		Location: Auditorium
09:30 - 10:00	Arrival & Coffee	
10:00 - 10:15	Welcome	<i>Europeana and GIFT</i> Harry Verwayen, Europeana
10:15 - 11:45	Plenary session	<i>The GIFT box: tools and ways of working to help museums make richer digital experiences for their visitors</i> Anders Sundnes Løvlie, IT University of Copenhagen
		<i>Tools for Creating Hybrid Experiences</i> Steve Benford, University of Nottingham
		<i>What can you experience in the GIFT showcase?</i> Matt Adams, Blast Theory; Bogdan Spanjevic, Next Game; Karin Ryding, IT University of Copenhagen; Tim Wray, IT University of Copenhagen
11:45 - 12:00	Coffee break	
12:00 - 13:00	Parallel showcases	<i>The GIFT App</i> Blast Theory
		<i>Sensitive Pictures</i> NextGame
		<i>Never let me go</i> Karin Ryding, IT University of Copenhagen
		<i>The One minute</i> Tim Wray, IT University of Copenhagen
13:00 - 14:00	Lunch break	
14:00 - 15:00	Plenary panel session	<i>Creating a bold and open culture in museums</i> Chair: Jane Finnis, Culture24. Panelists: Kevin Bacon, Royal Pavilion and Museum; Nikita Mathias, Munch Museum; Jacob Thorek Jensen, Danish Museum of Science and Technology; Sarah Younas, Tyne & Wear Archives and Museums; Rick Lawrence, RAMM; Dia Felix, SFMOMA. How might we create a bold and open culture in museums, including an acknowledgement that failure is a part of innovation? Panelists will discuss this question and share their strategies on how they try to tackle it. The session will take the form of an informal, friendly and honest in-conversation including open questions and comments from the floor. The session draws on the learning from an intensive action research process carried out during the GIFT project where ten museums from EU and the US made experiments and reflected on digital design and change.
15:00 - 15:15	Wrap up	<i>Feedback and comments from the audience.</i> Anders Sundnes Løvlie, IT University of Copenhagen



Please take the time to provide some feedback on the event GIFT @ [Europeana](#) 2019. The feedback is intended for internal use only and will be used to strengthen our dissemination and to [report back](#) to our funders. The feedback form is anonymous and the forms [will be destroyed](#) after the information has been analyzed.

There is a space for free form comments at the bottom. We hope you will provide us with any further feedback that [is not covered](#) by the statements.

I found attending the GIFT @ [Europeana](#) event valuable:

I strongly disagree	I disagree	Neutral	I agree	I strongly agree

I found the content of the GIFT @ [Europeana](#) event relevant for my professional work:

I strongly disagree	I disagree	Neutral	I agree	I strongly agree

I find it important for museums to foster a bold and open organizational culture:

I strongly disagree	I disagree	Neutral	I agree	I strongly agree

I consider using content from the GIFT Box in my home institution:

I strongly disagree	I disagree	Neutral	I agree	I strongly agree

I would recommend the GIFT Box to people in my professional network:

I strongly disagree	I disagree	Neutral	I agree	I strongly agree

Any further comments?