



Project no. 727040

GIFT

Meaningful Personalization of Hybrid Virtual Museum Experiences Through Gifting and Appropriation

Understanding Europe – Promoting the European Public and Cultural Space
Horizon 2020

SC6-CULT-COOP-2016-2017

Start date: 1 January 2017. Duration: 36 months

D7.3
Project Website

Due date: 31 March 2017

Actual submission date: **01 March 2017**

Revised and resubmitted: 29 June 2018

Number of pages: 10

Lead beneficiary: ITU

Authors: Mace Ojala and 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

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

D7.3 Project Website

This deliverable presents the main project website for GIFT.

A website is normally not a static object. It develops through updates, revisions and redesign. This is also the case for GIFT. The main project website has been through three main versions, and a fourth version is currently under development. The first version of the website was a preliminary version that was set up in the preparatory stages of the project in the fall of 2016 in order to inform stakeholders in the project. The second version was a redesign of the first, and was presented in the original version of this report, submitted to the commission on 1 March 2017. This revised report presents the current and third version of the website, which introduces the project more clearly, disseminates academic publications and documents mentions at events and in various media. The report also outlines plans for the fourth version that will be implemented in the second half of 2018.

The current version of the website can be found at URL <http://gift.itu.dk>. The website serves as an information pool and a communication tool. In addition, social media are used for project status updates, promoting events and disseminating content from the website.

Organization and structure

While the outcomes from design and research work packages are taking shape, the website is maintained in a stable shape to clarify project communication. Its current structure, designed during M4, soon after first delivery of this Deliverable in M3, is quite simple.

In the current (June 2018) design, the frontpage (Appendix, Fig 1. and 2.) shortly presents the project, its aims, methodology and future outcomes. The About page (Fig. 5 and 6.) complements the frontpage with a motivated project description and with roster of contributing people. The Publications (Fig 3.) page is an up-to-date list of published academic work. The Media (Fig 4.) page is an updated list of public appearance in media, such as news, radio and TV.

Infrastructure and operations

The website and its content are managed by ITU staff contributing to GIFT, and falls under WP7.

The website has been operational and functioning since the beginning of the project. Technical hosting is provided by IT University of Copenhagen, using the reputable, stable and versatile content management system WordPress.

Website analytics are in place, and are used to monitor, guide and report communication efforts and exploitation of project outcomes.

Content

The website serves as a public repository for project outcomes. Non-public content regarding the project, including personal data not used in publications or communication material (see D8.1) will

not be on the website. Most of the content on the website is in English and is designed for clarity and ease of use.

Before results from the design, research and framework work packages of the GIFT project are available, the website provides basic information regarding the project aims, partners and staff. As preliminary and final results become available, they will be made available and findable via the website. The website exhibits press coverage about the project, related student projects and other reports. Note that the calendar only shows upcoming events, not past events. Information about past events can be found in the relevant project documentation (e.g. deliverable D1.4).

Next version of the website: gifting.digital

As set out in the DoA, the project website will also serve as the repository for the GIFT framework and the toolkit developed in the project. For this purpose we have secured the domain gifting.digital. We have set up a rudimentary website on this URL, to hold some preliminary material for the toolkit and framework. At the moment we are developing designs for a new website that contains both the project website (currently located at gift.itu.dk) as well as the framework and toolkit. This website will be implemented at gifting.digital during the second half of 2018, and will contain:

- All elements of the framework (tools, guidelines, reports etc.), including relevant documentation
- Resources, learning, case studies and evidence from the project duration
- Publication of interim results from the action research process
- Calendar of project events
- All deliverables that are public, as soon as they have been approved by REA and published in CORDIS
- All press releases, media mentions and other communication efforts
- All openly accessible research publications
- Basic information about the organizations and researchers participating the project, the partner museums and funding

Appendix 1. Website layout designs

My Sites The GIFT project Customize 0 + New Edit Home Page Live Editor Events Howdy, mace

GIFT Publications Media About

GIFT

GIFT is a research project funded by [Horizon 2020](#), exploring hybrid forms of virtual museum experiences. The project brings together artists, designers, museum professionals and computer scientists to help museums create personal encounters with cultural heritage, both in physical and digital realms.



Prototypes

How can gift giving be used to facilitate meaningful experiences in museums? How can museums help visitors appropriate and play with their (virtual and physical) spaces? The artist and creatives in [Blast Theory](#) and [NextGame](#) are exploring these ideas together with [The National Videogame Arcade](#) (UK), [Brighton Museum](#) (UK) and [Museum of Yugoslavia](#) (Serbia).

Steal From Us

Help yourself to our stuff! The GIFT framework will be published under an open source license which allows anyone to freely use and share the tools and materials in the framework, including in derivative work (remix) and commercial applications. Project outcomes will be made available on this website as soon as they are ready to be shared. An open source version of the gifting prototype developed by Blast Theory will also be made available.

Framework

How can museums create personal and compelling experiences with their digital collections? The GIFT project is developing a framework consisting of software tools, design guidelines, and design-relevant theory to help museums improve their personalisation and experience design. A central part of this work is an action research project with representatives from 10 prominent museums in Europe and the US. A first version of the framework will be published on this website in 2018.

Abstract

This paper presents Word by Word—a mobile game that allows visitors to personalise and share their experiences by allowing them to construct and continue each other's stories based on the objects that they observe within the museum. The objective of the game's concept and development is to contribute to the ongoing body of work in how mobile games could be used to support meaningful social experiences within museums. Through the use of humor, the game encourages visitors to socialise within the museum and provide unique personal interpretations of the artworks. Through a process of iterative design, our research provides insights into which mobile interface design factors could inhibit or enhance a collaborative storytelling experience, and how a mobile game could be used to support a meaningful social museum experience by encouraging visitors to construct their own personal interpretations of the artworks.

Keywords: mobile game, user testing, personalisation.

Tweets by @GIFT_itu

The GIFT project @GIFT_itu

Find [@linda_rogberg](#)'s recent [@ITUKbh](#) thesis titled "Engaging Young Adults to Read about Artworks. Rethinking Interpretive Text through User-centered Design" from the GIFT website at [gift.itu.dk/publications/](#) #giftEU #design #art #museum #ya

The GIFT project Meaningful Person... [gift.itu.dk](#)

Jun 20, 2018

The GIFT project @GIFT_itu

The [#MW18](#) paper "Word by Word: A mobile game to encourage collaborative storytelling within the museum" by [@timwray87](#), [Ingimundardottir](#), [Stanciauskaite](#) and [@alovlie](#) available here: [mw18.mwconf.org/paper/word-by-...](#) #museum #design #gamedev #giftEU

Apr 25, 2018

The GIFT project @GIFT_itu

"Digital experiences where people engage physically with each other to share playlists of their favourite museum exhibits" ... 'There is a need for digital curators within our museums' [@spescarin](#) said to [@HorizonMagEU](#). #giftEU #museums #design #h2020 [horizon-magazine.eu/article/digita...](#)

Academics: Check out our open access [publications](#).

Figure 1. Frontpage

Project Partners



Center for Computer Games Research at IT University of Copenhagen (Denmark)

Home of the some of the world's foremost researchers in computer games and playful design



Mixed Reality Laboratory at University of Nottingham (UK)

Home to the Mixed Reality Lab, longtime innovators in locative media and research collaborators with Blast Theory



Department of Informatics and Media at Uppsala University (Sweden)

Home to Annika Waern, pioneer and author of seminal works in pervasive games, game design and HCI



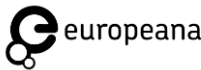
Blast Theory (UK)

An internationally renowned artist company with a history of groundbreaking work in new media, locative media and pervasive games since the 1990s



Next Game (Serbia)

An international startup advertising company in Belgrade, with a strong interest in pervasive games and performance art



Europeana Foundation (Netherlands)

The digital platform for European cultural heritage



Culture24 (UK)

British charity which publishes about visual culture and heritage in the UK

Participating Museums

[Arken Museum of Modern Art](#) (Denmark)

[CAOS Centro Arti Opificio Siri](#) (Italy)

[Center for Studies of Holocaust and Religious Minorities](#) (Norway)

[The Danish Museum of Science and Technology](#) (Denmark)

[Derby Silk Mill](#) (UK)

[The Munch Museum](#) (Norway)

[Royal Albert Memorial Museum & Art Gallery](#) (UK)

[Royal Pavilion & Museums](#) (UK)

[SFMOMA San Francisco Museum of Modern Art](#) (USA)

[Tyne & Wear Archives & Museums](#) (UK)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 727040



Figure 2. Frontpage, cont.

The GIFT project includes researchers from many different academic disciplines, such as design, art, computer science and media studies. Results from the project will be published as reports on the European Union's [CORDIS](#) website, and we will post links to the reports here as soon as they become available.

Furthermore, the project plans to publish a book on meaningful personalization of hybrid virtual museum experiences aimed at practitioners, educators and academics. Watch this space for updates.

All academic publications based on research in GIFT will be made available via open access and posted on this site.

Publications

- Timothy Wray, Elin Ingimundardottir, Greta Stančiauskaitė, Anders Sundnes Løvlie. 2018. [Word by Word: A mobile game to encourage collaborative storytelling within the museum](#). At *MW18: Museums and The Web 2018*. Published February 16, 2018.
- Karin Ryding, Anders Sundnes Løvlie. 2018. [Monuments for a departed future: Designing for critical engagement with an ideologically contested museum collection](#). At *MW18: Museums and The Web 2018*. Published January 10, 2018.
- Martin Pichlmair, Lena Mech, Miguel Sicart. 2017. [Designing for Immediate Play](#). FDG '17 Proceedings of the 12th International Conference on the Foundations of Digital Games. Uploaded March 26th, 2018.

Student Projects

In English

- Linda Rogberg. 2018. [Engaging Young Adults to Read about Artworks. Rethinking Interpretive Text through User-centered Design](#). Bachelor's Thesis. IT University of Copenhagen. Uploaded June 20th, 2018.
- Elin Ingimundarsóttir, Kristoffer Kjul Sachse, Greta Stančiauskaitė. 2017. [Designing a Mobile Game for Art Engagement. A Case Study on Exploring Meaning at Museums](#). Master's Thesis. IT University of Copenhagen. Uploaded September 8th, 2017.
- Marie Bryndum and Maria Muhandes. 2017. [Museum experience & Information Access. A service design approach](#). Master's thesis. IT University of Copenhagen. Uploaded June 21st, 2017.
- Anders Steen Mikkelsen. 2017. [Moesgaard Museum – a VR case study in visitor perception](#). For course *The GIFT Project: Brugen af VR til en digital museumsoplevelse*. IT University of Copenhagen. Uploaded April 26th, 2017.
- Malte Mulbjerg Rothgardt, Nick Glisbo, Kasper Brogård Kempf, Steffen Kjærgaard Nielsen, Michael Nørgaard Jørgensen. 2017. [Exploring Motivating Factors of Young Adults in a Museum Context Through Mixed Reality Games](#). Bachelor project. IT University of Copenhagen. Uploaded February 8th, 2017.

In Danish

- Thea Bryder Nielsen and Nadine Schmidt-Klieber Jacobsen. 2018. [En social og interaktiv museumsoplevelse for familier på SMK](#). For course *Speciale*, MSc in Digital Design and Communication. IT University of Copenhagen. Uploaded June 20th, 2018.
- Line Sun Mi Jensen and Cæcilie Marie Moustgaard Jensen. 2017. [Sticky art. Design af museumsoplevelser udenfor museet](#). Master's Thesis. IT University of Copenhagen. Uploaded September 8th, 2017.
- Ask Stig Kistvad and Stine Merrild. 2017. [Kunstværket under lup. En designundersøgelse af museumsoplevelsen i et brugerperspektiv](#). For course *Speciale*, MSc in Digital Design and Communication. IT University of Copenhagen. Uploaded June 21st, 2017.
- Per Lyhne Løkkegaard. 2017. [Augmented Reality. Hvorledes kan teknologien engagere brugere](#). For course *Meningsfuld HCI ved Museums Oplevelser*. 7.5 ECTS elective, MSc in Digital Design and Communication. IT University of Copenhagen. Uploaded January 11th, 2017.



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Abstract
This paper presents Word by Word—a mobile game that allows visitors to personalise and share their experience by allowing them to construct and maintain each other's stories based on the objects that they observe within the museum. The objective of the game's concept and development is to contribute to the ongoing body of work in how mobile games could be used to support meaningful social experiences within museums. Through the use of games, the game encourages visitors to socialise within the museum and provide unique personal interpretations of the artworks. Through a process of iterative design, our research provides insights into which mobile interface design features could inhibit or enhance a collaborative storytelling experience, and how a mobile game could be used to support a meaningful social museum experience by encouraging visitors to construct their own personal interpretations of the artworks.
Keywords: mobile games, user testing, personalisation

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Figure 3. Publications page

GIFT Press Release

[Meaningfully personalized museum experiences](#), November 2016

Media Mentions

[Kunstnere bruger augmented reality](#) DR1 TV AVISEN med Sporten, 16th May 2018 (Danish)

[Snapchat-teknik bliver til kunst](#) DR1 Kulturmagasinet Gejst, 16th May 2018 (Danish)

[Digital innovation can enhance cultural heritage, hears conference](#) Horizon, 21st April 2018

[Digitale museer](#) DR Kulturen på P1, 21st March 2018 (Danish)

[Ny kunstgenkendende app](#) DR P1 Eftermiddag, 10th October 2017 (Danish)

[Forskningsbevilling: Bingo efter 870 timer](#) FORSKERforum, January/February 2017 (Danish)

[IT-Universitetet vil give museumsgæster større digitale oplevelser](#) Ingeniøren, 26th November 2016 (Danish)

[ITU i spidsen for nyt EU-støttet forskningsprojekt](#) Altinget, 3rd Oktober 2016 (Danish)

[Museer skal udnytte teknologiens muligheder](#) DR P1 Eftermiddag, 29th September 2016 (Danish)



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Figure 4. Press page

GIFT is a three-year research project that started in January 2017. The project is funded by the European Union's [Horizon 2020](#) research and innovation programme under grant agreement no. 727040.

A main challenge with the development of virtual museums is establishing meaningful user experiences which allow for personal, complex and emotional encounters with art and cultural heritage. The GIFT project approaches this challenge through two suggestions for meaningful personalization through digital gifting and emotional appropriation: Technologies that accommodate the complex ways in which users may confront art and heritage content, and which engage users to participate and share experiences that are emotional and profound.

The GIFT project will achieve this through a practice-based research collaboration between prominent artists, museums and researchers, to develop, test and validate two ground-breaking prototypes that allow visitors to create and share highly personal encounters with digital cultural heritage. Drawing on learning from this process we will also develop a framework with theory, tools, design guidelines and best practice recommendations for creating meaningful personalization of hybrid virtual museum experiences.

The GIFT consortium includes leading artists and researchers with a long history of successful collaborations, who will be working with a panel of lead users from prominent European museums, to develop theoretical and practical advances with great impact for the cultural heritage sector and European society.

By enabling more engaging hybrid virtual/physical museum experiences, we will contribute to increasing citizens' curiosity and engagement. The hybrid format will also help making both virtual museum experiences as well as physical visits more engaging and attractive, thus contributing to economic growth through ticket sales as well as digital sales. By providing frameworks that help non-technical experts in the heritage sector to build and experiment with meaningful personalization of digital cultural heritage, the project gives the sector tools to build and innovate further.

Get in touch!



Project leads



Anders Sundnes Løvlie
(coordinator)

Associate Professor, Center for Computer Games Research at IT University of Copenhagen



Matt Adams

Artist, Blast Theory



Steve Benford

Professor, Mixed Reality Laboratory at University of Nottingham



Jane Finnis

Chief Executive, Culture24



Milena Popova

Business Development Manager, Europeana



Bogdan Spanjevic

General Manager, NextGame



Annika Waern

Professor, Department of Informatics and Media at Uppsala University



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Figure 5. About page



Ben Bedwell

Research Fellow, Mixed Reality



Sarah Brin

PhD Fellow, Department of Digital

Project staff



Ben Bedwell

Research Fellow, Mixed Reality Laboratory at University of Nottingham



Sarah Brin

PhD Fellow, Department of Digital Design and Communication at IT University of Copenhagen



Andrija Despotovic

Account Executive, NextGame



Ju Row Farr

Artist, Blast Theory



Pablo Uceda Gómez

Operations Officer, Europeana



Nanna Holdgaard

Postdoc, Department of Digital Design at IT University of Copenhagen



Kirsty Jennings

Business Director, Blast Theory



Dan Lamont

Company Manager, Blast Theory



Sejul Malde

Research Manager, Culture24



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Miguel Sicart

Associate Professor, Center for Computer Games Research at IT University of Copenhagen



Nick Tandavanitj

Artist, Blast Theory



Charlie Yetton

Artists' Assistant, Blast Theory



Tim Wray

Postdoc, Department of Computer Science at IT University of Copenhagen

Advisory Board



David Crombie

European Research Coordinator, HKU University of Arts Utrecht



Andrew D. Morrison

Head of Research, The Oslo School of Architecture and Design



Frans Mäyrä

Head of Game Research Lab and Vice Dean, University of Tampere

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Figure 6. About page, cont.