MINUTES OF THE MULTIPLIER EVENT

NATIONAL GALLERY OF SLOVENIA

LJUBLJANA, SLOVENIA

Time and place: 7 June 2022, National Gallery of Slovenia, Prešernova 24, 1000 Ljubljana

The programme lasted from 9.00–15.00

Note-taker: Michel Mohor, Senior Curator at the National Gallery of Slovenia

Agenda:

- introduction of the Smartdema Erasmus+ project;

- testing the Smartema App;

- testing the NGS app; synergy discussion;

- presentation of the development of education programming for digital destination operations;

- presentation of the Gallery's digital badge and its development.

Lead by: Michel Mohor, Tjaša Debeljak Duranović, National Gallery of Slovenia

Introduction of the Smartdema Erasmus+ project (9.15-10.00)

Michel Mohor explained to the participants the goals and objectives of the Smartdema project, especially as they relate to cultural institutions; the participants discussed their own experiences with European projects and how to best ensure the long-term effects. The proposed solutions were: project's content is available on the institution's website; the team that participated in the project integrates part of it in their institution's regular programming; continuing with education events that disseminate the know-how of the project; presenting the administration of the institution with practical solutions on the synergy between the project's products and other institution's undertakings.

Testing the Smartdema App (10.05-11.30)

Michel Mohor presented the workings of the app and how one can post on it. The participants then registered and spread through the museum to test the app and create stories. They then completed a survey about the technical aspects of the app. Most noted that the registration form went to spam, that it took a bit long to log in, that upload of pictures was not always successful and that there was no preview of the uploaded picture/video.

Break (11.30-12.00)

Testing the NGS app; synergy discussion; (12.05–13.15)

The users then tested the already existing NGS app to give suggestions on how to achieve synergy between the Gallery's digital products, thus ensuring middle-term sustainability. They noted some of the features of the app and completed another survey. Among their suggestions regarding the two platforms: have Smartdema app upgraded with interactive content; keep the identities of the apps separate and use them with different goals in mind; have the NGS app development team test the Smartdema app and vice versa; change the purpose of the Smartdema app. The last suggestion was most intriguing: the NGS team has noted that people do not feel as comfortable using the Smartdema app as they do Facebook, Instagram, etc.; this is generally not a problem since the app is not competing with them but is meant for a subsection of the general population, mainly interested in cultural heritage and gastro-tourism. Developing a distinct separate identity, maybe even as a survey tool that collects content that can then be either analysed or used on other platforms was one of the options.

Presentation of development of education programming for digital destination operations (13.20–14.00)

Tjaša Debeljak Duranović presented the digital education programming of the Gallery and how the Smartdema app and the digital badge fit into the vision of the National Gallery of Slovenia. The Gallery, influenced by the pandemic and the direction of the Ministry of Culture of the Republic of Slovenia, has for the past three years been expanding its digital presence, which was considered even before 2020. The Gallery has prepared a range of material for schools, available online is systematically adding content to its online permanent collection of art, launched its own app with interactive games, produced videos introducing different art styles, enhanced its online creative workshops (like Manga workshops for teenagers), built Facebook and Instagram presence and for the past several years prepared an art quiz on Instagram every Friday. The Gallery added the Smartdema app and the digital badge to its digital products, building on key aspects: dealing with visual cultural heritage, presenting the Gallery's collection, building a community of users, and gamifying the experience. With all of the above-mentioned products, the Gallery is turning into a digital destination, available for an experience both online and in real life inside the museum.

Presentation of the Gallery's digital badge and its development (14.05–15.00)

The digital badge, in basic form ideated at the LTTR meeting in Paris, was presented by Tjaša Debeljak Duranović, who led its preparation with Michel Mohor and Nataša Braunsberger (now on maternity leave). The main aspects of the Gallery's digital badge are its automated nature (users may access the material and the quizzes needed for the certificate online, from anywhere at any time) and gamification aspects (to earn the badge, a user must solve 6 quizzes and pass each with an 85% mark). The participants at the multiplier event were shown the platforms used for the digital badge (H5P and ProProfs) and how the team used them to platform the content. Participants then discussed how similar tools could be used at their institution, what our staff and financial requirements and what the museum's experiences with marketing these products had been.