

MUSEUMS AFTER COVID

An international review of museum practice after the lockdown

PART 1

France / Pantin - 18 June 2020

A survey by:

 **tactilestudio**

In collaboration with:

 **MXE** Museum &
Exhibition
User Experience

Starting point

We want to stimulate exchange of practice and collective intelligence between institutions to promote a renewal of the visitor experience.

The pandemic of spring 2020 has undeniably set us on the road to new practices for visiting museums and cultural institutions.

A leader in inclusive design, Tactile Studio reaffirms its commitment to work with you for access to culture for all.

It's with great pleasure that we share with you the summary of 13 interviews carried out by our teams from 5 May to 2 June 2020. We hope that it will help to facilitate decision-making on your facilitation and accessibility arrangements.



Observations of museum practices from East to West

(USA)
Metropolitan Museum of Art

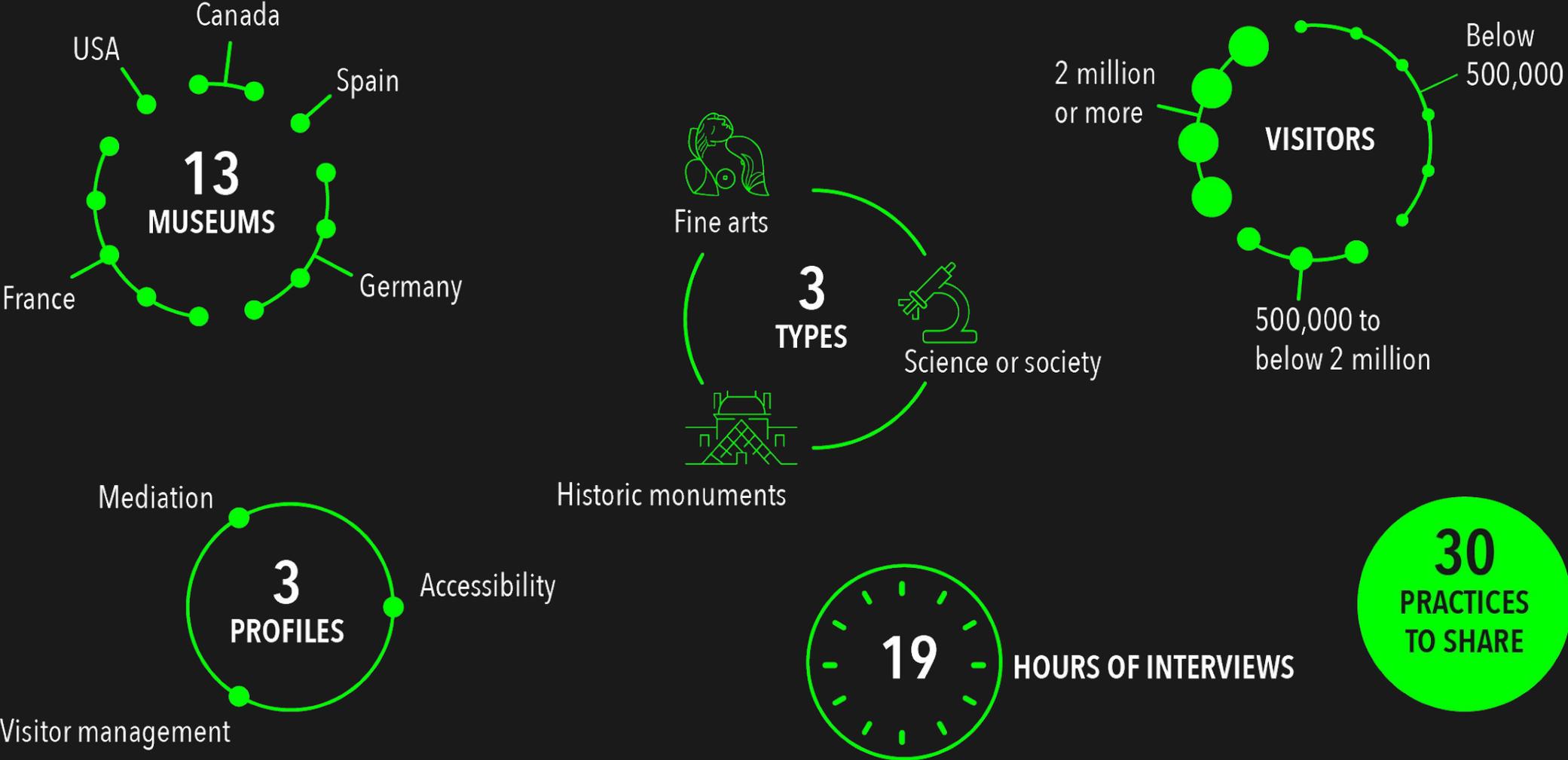
(Canada)
Musée national des Beaux Arts
du Québec
Musée de la Banque du Canada

(France)
Centre des monuments
nationaux
Cité des sciences et de l'industrie
Fondation Louis Vuitton
Mucem
La Villette

(Spain)
Museu Nacional d'Art de Catalunya

(Germany)
Portal der Industriekultur - Zollverein
Klassik Stiftung Weimar
Anne Frank Zentrum
Deutsches Hygiene-Museum

Collection of information from 13 museums



Summary

Our report presents 30 easy-to-copy key practices and ideas classified into 4 categories:

Introduction (general findings)

01. Information and welcome

02. Protection and maintenance

03. Accessibility

04. Facilitating access



Introduction: general findings



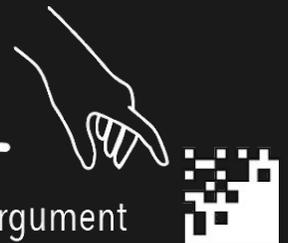
Crisis management teams, focused on hygiene and safety standards.



After the initial shock, many ideas arose on rethinking how to facilitate access.



The willingness of teams to increase cooperation, both internally and externally.



The need to make strong argument for maintaining sensory exploration.

01 Information / welcome

Practices and resources

General findings

- **Information on the welcome and hygiene facilities** available on the internet and on site, from entrance (sometimes even from the car park) to exit.
- **Reduced charges:** tickets at discounted prices and even free entry, to attract back the public.
- Timed entry tickets to **regulate flow of visitors** and to limit waiting time.

Ideas to consider

- Extension of opening hours to regulate flow of visitors, while maintaining maximum reception capacity (an initiative of the *Museu Nacional d'Art de Catalunya*)
- Think about the queue for entry as a time for help with the choice of exhibition and a chance to learn more about the subject (an initiative of the *Musée national des beaux-arts du Québec*)

Resources

International Council of Museums (ICOM):

recommendations on welcoming the public [link](#)

Museum professionals Covid-19 best practices: [Facebook](#)

For American museums: American Alliance of Museums: [AAM](#)

Tactile Studio's recommendations

- Even if the date for reopening hasn't yet been fixed, reassure the public in advance by communicating widely the measures planned for that day.
- Make the most of this strategic moment to analyse the itinerary of the visit and rethink the site's signage.

Case study: Recommended protocol in Canada

Reopening in three phases, with a progressive re-introduction of all tactile elements after six weeks

Phase 1 (two weeks): opening without access to interactive elements

- Traditional visit experience: reading of labels and viewing of artefacts
- Limited guided tours. School groups cancelled. Signage adapted.
- Deep cleaning. Hand gels available.
- Staff training and FAQs.

Phase 2 (three to four weeks): re-integration of easily-cleaned touchscreens. Extension of hours.

Phase 3: tactile and interactive elements re-integrated.



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Next...

Next...

In a few days, we will share with you
a new part of the study:

Protection and maintenance

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