



## Museums & Technology: Everything Everywhere All at Once

### Introduction

[Now] Did you know that the movie, *Everything Everywhere All at Once*, was about museums? Yup, I knew right away, just from the title - *Everything Everywhere All at Once*. Because that's the *real challenge that every* museum faces every day. From my 30+ year perspective, museums, without exception, *\*simply\** try to do everything, everywhere and all at once. And that's too much. There may be lots of good and not so good reasons as to why museums relentlessly pursue everything everywhere all at once, but this approach is built upon old stuff - antiquated business models and less-than-ideal audience engagement strategies. But not all is lost, in fact, all of us already have the answer. We just need help seeing our alternate universe where we follow a strategic roadmap, a digital pathway.

## Everything

[In the future] *Everything* will be digital. Almost every museum department and every museum professional's work product will primarily digital. All internal operations and all core internal business will be technology created, supported, and integrated. Artificial intelligence and machine learning will help initiate and create significant content and museum audience interactions will be digital-first, interpretation-first experiences. The connect between physical and digital becomes seamless. Augmented media, digitized information, and interpretative materials will all be seen as equal assets to the collection objects themselves. And *everything* digital that is created, managed, and distributed by a museum will be readily, instantly available for use and re-use.

## Everywhere

[In the future] With *everything* being digital, that means museums and their collections, exhibitions, and experiences will be *everywhere*. Museums will provide in-depth uninterrupted streams of content all the time. Collection and exhibition information will be auto-generated, refined, and then curated by museum experts. Museums will leverage audience input, artificial intelligence, and data-driven curation to offer access to multiple perspectives and countless, insightful narratives. This creates an ever-growing content strategy that constantly informs and is informed by current societal themes and historical perspectives. These data-informed, content remixes become expressions that elevate in-person interactions with museum professionals, collections, and exhibition holdings. But still the transmedia experiences will be the overwhelming, predominant experience that is *everywhere*.

## All at once

[In the future] With *everything* digital and *everywhere*, all museum holdings become available *all at once*. Museums become ubiquitous, trusted content providers all the time and museums' core business models evolve and change. Museums embrace multiple experience-focused revenue streams that leverage an experience economy model. Internal governance, in-house museum expertise, and business operations follow a matrix management formula where traditional reporting structures are gone, and shared resources thrive. The core revenue model revolves around a subscription-based, NFT-like transaction. The museum experience is built upon an ROE (Return on Experience) value proposition where museums provide exceptional access to unique experiences, remarkable objects, and the highest quality products and services *all at once*.

## Conclusion

[Now] Everything about how a museum operates today and how it connects with society needs to become digital. How do we do this and what can we do today? Together, we can help museums define and refine their own unique digital roadmaps. We acknowledge that some museums might be further down this digital path than other museums. We don't all need to go at the same pace. We just need to get there together. Help yourself by helping a museum take its first digital step. Those first few steps might be awkward or not what we expect. That's ok. Embrace the digital pathway's awkwardness and oddities. Let our *Silly Walks* remind us that museums can begin to walk slightly differently today and by tomorrow they can transform how they do *everything, everywhere, all at once*.

