

## A music-sharing model of crowdsourcing in museums

### ABSTRACT

This model originates from the multimedia platform<sup>1</sup> developed for the Mario Rimoldi Modern Art Museum in Cortina (<http://mquadro.regole.it>). The idea underlying this work is that social media platforms can upgrade the range of relational experiences in a museum, spreading and sharing the wealth of visitors' interpretations to a wider community.

MQUADRO platform included a participatory digital tool aimed to stimulate the creative ability of the users' imagination. The activity, called "musical paintings", was aimed to create a multimedia gallery based on the web users' associations between a work of art and music. From January to April 2015, the [Mario Rimoldi Modern Art museum's Facebook page](#) published the images of five paintings, inviting users to suggest a musical piece associated to it, posting a Youtube link. This initiative succeeded beyond any expectation in terms of number of participants, virality of musical sharing and engagement with museum content. Above all, it has broken down the intangible boundaries between virtual and physical world, becoming a real life and community experience. In fact, a local radio embraced the project, devoting an afternoon slot to the broadcast of the pieces suggested by the users, commenting on their pairings and offering in-depth analysis of the work of art. This experiment has demonstrated the huge potentiality of engagement digital tools to promote participation and increase the enjoyment of art.

One year later, **ADOMultimedia** - a digital heritage studio born to promote new digital tools for museums and cultural heritage - has developed the "musical paintings" activity into a new project<sup>2</sup>. Thanks to the collaboration with a scientific website dedicated to the dolomitic rocks, *Microcosmoart Listening* has extended both the subjects and the geographical locations of the museums. From January to March 2016 other museums are being involved to the digital participatory activity: among them a contemporary art museum - [MUSEION in Bozen](#) - that in February will publish a drawing by the contemporary artist Hubert Scheibe - and a Science Museum - [Vittorino Cazzetta in Selva di Cadore](#) (Belluno) - that has published a microscope photo of a thin section of a rock. Over the course of the project, ADOMultimedia will collect all the musical associations and the related comments posted on museums' Facebook pages. This significant body of data will be presented from a number of differing perspectives, analyzing how musical interpretations and associated descriptions add value to the museum content.



This model - that will be presented in the panel *Digital Cultural Heritage as Public Humanities Collaboration* at 104th [CAA Annual Conference](#) in Washington, video presentation [here](#) - can provide a deeper understanding in the context of ongoing scholarship in crowdsourcing. First of all because it investigates the contribution that **music sharing** make to on-line access to museum collections as a lifelong learning strategy. At the same time, this digital tool will allow an in-depth analysis of **the impact of the music sharing in the community development**, taking into account the ways that individuals express their interpretations and how they interact with each other. Ultimately, this research can contribute to include visitors' emotions and perceptions into the "museum content", thus creating a new kind of **emotional-based folksonomy**.

## BIOGRAPHIES

### **Stefania Zardini Lacedelli**

Graduated in Economics and Management of Art and Cultural Activities at Ca' Foscari University in Venice, she was Visiting Scholar at the department of *Media Arts and Sciences* at the Duke University, North Carolina, where she discovered digital heritage and she developed a multimedia platform aimed to improve accessibility and user-generated content strategy. She has been working in the museum field since 2011, when she created and directed the Educational Department at the Modern Art Museum, the Palaeontological Museum and the Ethnographic Museum in Cortina d'Ampezzo. She is the co-founder of ADOMultimedia, a digital heritage studio aimed to foster new practices in the cultural heritage field.

### **Giacomo Pompanin**

As professional photographer and curator, he has developed advanced skills in the multimedia exhibition design, editing several art catalogs and mobile applications. He joins a dynamic visual communication community by attending workshops, seminars and conferences about the future of photography in digital age and new technologies for museums, involving students in digital heritage projects. As co-founder of ADOMultimedia heritage Studio, he is in charge of designing multimedia exhibits, app multi-devices, digital publishing projects, as well as developing visual communication and social media strategies for museums and cultural institutions.

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<sup>1</sup> The [MUQUADRO project](#) was developed by Stefania Zardini Lacedelli within her master thesis *M.A.P. Museums Accessibility Platform* in Economics and Management of Art and Cultural Activities at Ca' Foscari University in Venice, in collaboration with Venice International University and Duke University (NC). The platform model was first applied to the Mario Rimoldi Modern Art in Cortina in 2015 within the program *Interreg IV I-A "AdMuseum"*.

<sup>2</sup> The Microcosmoart Listening project, promoted by the cultural association *GenerAzioni* in collaboration with *Microcosmoart* ([www.microcosmoart.it](http://www.microcosmoart.it)), was developed by ADOMultimedia Heritage Studio from January to March 2016.