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BY JORDI BALTÀ PORTOLÉS
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We Are Museums: MuseumTrends 2016



In late 2016,

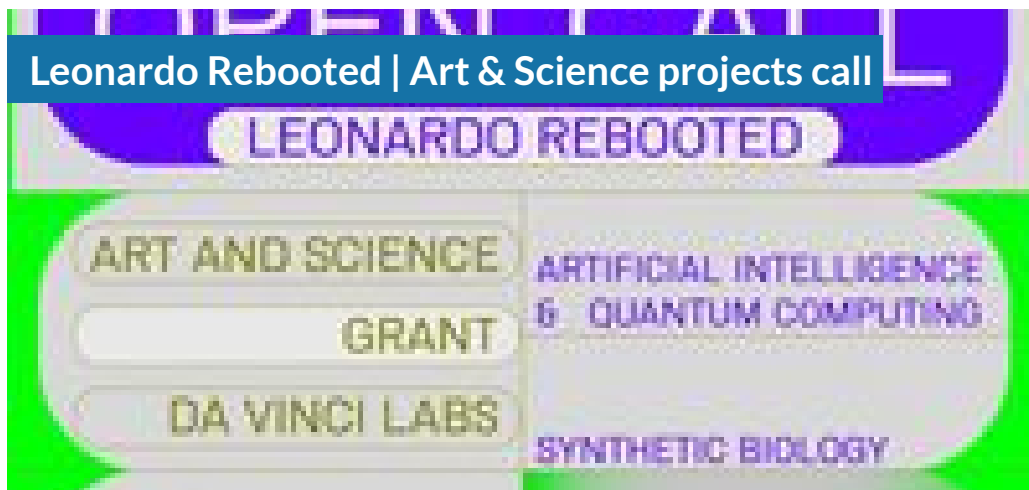
We Are Museums, an organisation which holds an annual event on museum innovation and fosters communication among museums, released an e-book covering the year's trends in the field of museums. Entitled *2016 through We Are Museums lenses: In the Museum and Innovation World*, the booklet collects some of the interviews and features presented in the We Are Museum website throughout the year. In their Foreword, editors Claire Solery and Diane Drubay describe the booklet as "a series of **snapshots, inspirations and tips which emphasize the continued mutations of the museum sector** from local to global, offline to digital, silo-minded to collaborative". Among the 10 interviews presented are experiences from **Australia, Denmark, France, the Netherlands, New Zealand, Sweden, and the UK**. Contents of the booklet include the following:

- "**Social Media Secrets**", an interview with Jonas Heide Smith, Head of Digital Communications at the National Gallery of Denmark (SMK)
- "How to Capture Headlines with 300-year-old History", an interview on **storytelling** with Maïte Labat, Digital Projects and Social Media Manager at the Palace of Versailles, France
- "Learn about Your Audience thanks to an In-House Lab", an interview on **museum labs** with Maren Siebert, Head of Education at the Fotografiemuseum (FOAM) in Amsterdam
- "Website Redesign: from one site to a galaxy of sites", an interview on **digital strategies** with Laure Pressac, Head of Strategy, Prospective and Digital at France's Centre des Monuments Nationaux (CMN)
- "From Harry Potter to Van Gogh Fans", an interview on the '**immersive museum**' with Axel Rüger, Director of the Van Gogh Museum in Amsterdam
- "Are You Ready to Invest in Startups?", an interview on **museum labs** with Tui Te Hau, General Manager of Mahuki, the innovation accelerator of the Museum of New Zealand Te Papa
- "When Artificial Intelligence Connects Tate's Collections to the World News", an interview on artificial intelligence with Tony Guillan, Multimedia Producer and Project Manager of the IK Prize established by Tate
- "Acclimatize, the Exhibition that Believes Art can be a **Climate Game-Changer**", an interview with Ylva Hillström, Curator for Education at the Moderna Museet in Stockholm
- "Sharing Offices with the Next Generation of Creatives", an interview on **creative spaces** with Katrina Sedgwick, CEO of the Australian Center of Moving Image, Melbourne
- "The Digital Lab of the Science Museum, powered by Samsung", an interview on **museum labs** with John Stack, Digital Director, and Dave Patten, Head of New Media, at the Science Museum Group in London

We Are Museums' MuseumTrends 2016 can be **obtained for free when registering** at <http://www.wearemuseums.com/trendsbook/>

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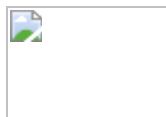


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30 OCT 2017 - 30 OCT 2017

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