

## WHAT IS GIFT?

- > Are you looking for ways for visitors bring their own stories to your museum?
- > Are you keen to give young people confidence to explore your collection?
- > Do you want to deepen your digital offer and extend your reach online?

**Gift is an easy to implement web app that allows visitors to deepen their engagement with your collection.**

### How does it work?

We are all used to taking photos and sharing them wherever we go. And museums are no different, with visitors sharing tens of millions of photos every year.

With Gift, you use your smart phone to take photos and create a digital gift for someone you love. You choose objects from around the museum to give and then record messages. Gift then wraps it all up and sends your gift to the person you've chosen.

If you've ever made a playlist or a mixtape for someone, this is the same, except with objects from a museum. What you choose to include is totally up to you. You might choose a picture that triggers a memory of a time you spent together, or just features their favourite colour. It's a personal gift which will speak directly to the person you send it to.

Developed over three years with partner museums across the EU, Gift provides a lightweight digital offer using visitors' smartphones to deepen engagement with your collection and share this online.

### About the artists

Blast Theory is renowned internationally as one of the most adventurous artists' groups creating groundbreaking new forms of performance and interactive art.

The group is based in Brighton and has created work for the Venice Biennale and Sundance Film Festival.

[www.blasttheory.co.uk](http://www.blasttheory.co.uk)  
[@blasttheory](https://twitter.com/blasttheory)



## MORE ABOUT THE PROJECT

### What do visitors do?

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The experience starts with a gift *from* the museum: three objects chosen from the museum's collection by one of the museum team. It acts as a uniquely personal introduction to the museum and as an introduction to creating and opening gifts using your phone.

To begin, pick up a postcard at the museum ticket desk and open a link on your phone. A narrator then guides you to look for the objects in the gift from the museum, giving a clue to find each one. When you find an object, you hear a message explaining why this particular object was chosen for you. Once you have found all three, you're invited to make a gift of your own for someone you love.

Guided by a narrator, choose up to three objects from the collection with a person you love in mind. Take a photo and record an audio message for each before sending the completed gift to them.

### Why have Gift at a museum?

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**"The beauty of Gift is that it gives you a new pathway through the museum, one that takes you off the beaten track onto a pathway of your own,"** Kevin Bacon, Digital Manager at Brighton Museum.

Many museum visitors already use social media when they visit; sharing photos and comments. However, Gift invites a deep engagement that is personal and focused on the museum collection. The visitor chooses one specific person to send objects to which encourages engagement that is personal, thoughtful and sophisticated.

**"I thought that's exactly what my mum would like, and so reading information about it made it feel more close to me or to my mum. So I connected my mum with this item and I think that helps remembering information better."** Angela, Gift tester from Brighton Museum.

### How to bring Gift to your museum

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The software platform for Gift is open-source and can be deployed by museums for free, or with technical support from Blast Theory. Blast Theory also provide hosted solutions including all technical set-up and maintenance of the platform. In addition, Blast Theory can provide staff training, content development, customisations to tailor the experience to your museum.

Contact: [info@blasttheory.co.uk](mailto:info@blasttheory.co.uk) to learn more

# FAQ

## About phones and devices

### What do I need to experience Gift?

You will need a smart phone or tablet to take part in the museum.

### How do I get Gift on my phone/tablet?

Just enter a short URL in your device's web browser.

### Do I need to install an app?

No. Gift runs entirely in your phone's web browser so there's no need to download an app.

### What devices can I use?

Gift is designed to run on most modern smart phones. It has been tested on devices running **Android 6.0 or newer** and in **Safari on iOS11 or newer**.

### What devices and browsers are not supported?

Chrome on iOS is not currently supported. Older budget Android devices may also have problems loading Gift.

### Do I need to use headphones?

No. You should feel free to use your phone speaker to listen to Gift while in the museum. You cannot use wireless headphones.

### Do I need to use Wifi?

You will need an internet connection on your phone to use Gift. This can use either WiFi or mobile data.

## About making gifts

### Who can do this?

Visitors aged as young as 8 and over 75 have created gifts. Those aged 10 or under may need assistance from someone they're with.

### Can I make a gift as a group or with someone?

Yes. You can collaborate with other people to make a gift on a single phone.

### Can I do this while wandering around doing other things?

Yes, it works well like this.

### What's involved in making a gift?

You explore the museum with a person you love or who is special in mind. An audio narrator guides you in choosing up to three objects from the collection. You take a photo of each object, record an audio message about why you chose it and enter a written clue to explain how to find the object in the museum.

### Who can I make gifts for?

You can choose anyone. Someone you wish could be with you at the museum today. Or someone who's right next to you now.

### Do I have to choose three objects?

No. You can create gifts with one, two or three parts.

### How long does it take to make a gift?

It's up to you. It will take between 2 and 20 minutes.

### How do I send my gifts?

To send gifts, you'll need the email or mobile number of the person you've chosen or have them as a contact in WhatsApp or Facebook Messenger.

### Can I make gifts when not at a museum?

No, the experience is designed for creating gifts at the museum only.

### Can I open gifts I've made myself?

Yes. You can view gifts you've sent by opening the link in your sent messages.

# FAQ CONTINUED

## About receiving gifts

### **Can someone without a smart phone open gifts?**

Yes, recipients can open your gifts on a desktop computer, laptop or tablet.

### **Do recipients need to come to the museum?**

No, recipients are encouraged to open the gifts they receive at the museum, but you can open them anywhere if they choose to.

### **I've lost the gift someone sent me. How can I find it?**

If you've lost the link for your gift please ask the sender to resend it. Gifts are sent as public links.

## About privacy and data

### **Are the gifts that I make private?**

No, gifts are shared using public links and can be opened by anyone that the creators give the link to. Please note that these links can be passed on or shared publicly.

### **Who has my data? Is it shared with anyone?**

Data for gifts is stored by Blast Theory. To read our terms of use & privacy policy choose 'Privacy' in the main menu of the web app.

Blast Theory will never share personal information with third parties without visitors consent. However, Blast Theory does gather anonymised usage data from use of the website to help improve its service. In order to share gifts, visitors also give Blast Theory a license to publish contributions; including photos and audio messages on visitors' behalf. Under this license, these contributions may also be used - in an anonymised form - to document the project and to study how the website is used.

### **How can I report abuse or delete my data / a gift?**

Please contact Blast Theory at [info@blasttheory.co.uk](mailto:info@blasttheory.co.uk) or choose 'Feedback' from the main menu.

### **Why does Gift need access to my camera and microphone?**

We need your permission to allow the app to work. You will take photos and record voice messages during the experience.

## More / Accessibility

### **How much data do gifts use?**

Gifts are generally less than 10MB each.

### **Does Gift have sound?**

Yes. Gifts you receive include audio messages from the sender. The website also has a narrator that guides you through creating and opening gifts.

### **I have a hearing impairment. Can I still use Gift?**

Yes, gifts contain audio messages that you will need to listen to when they open gifts. When creating gifts you record audio messages to accompany each object using your phone. The narrator's audio throughout the experience can be skipped. Transcripts of the narrator's audio are available at the front desk.

### **I have a vision impairment. Can I still use Gift?**

Yes, photos are used in the interface to identify the objects in gifts. These are shown alongside text clues to help locate the objects. You are advised in the interface to ask a member of staff if you cannot find an object in your gift. When creating gifts, you are also asked to take photos of the objects you would like to choose.

## Who made the work and why?

### **Who made Gift?**

Gift is made by the artist group Blast Theory in collaboration with the Mixed Reality Lab at the University of Nottingham and with the support of Brighton Museum and Art Gallery as part of a three year research project funded by the European Union's Horizon 2020 research and innovation programme under grant agreement No 727040. It is a collaboration with IT University Copenhagen, University of Nottingham, University of Uppsala, Blast Theory, Next Game, the Europeana Foundation and Culture24.

### **Visit the project website for more information:**

[www.gifting.digital](http://www.gifting.digital)

### **Visit the Blast Theory website:**

[www.blasttheory.co.uk](http://www.blasttheory.co.uk)



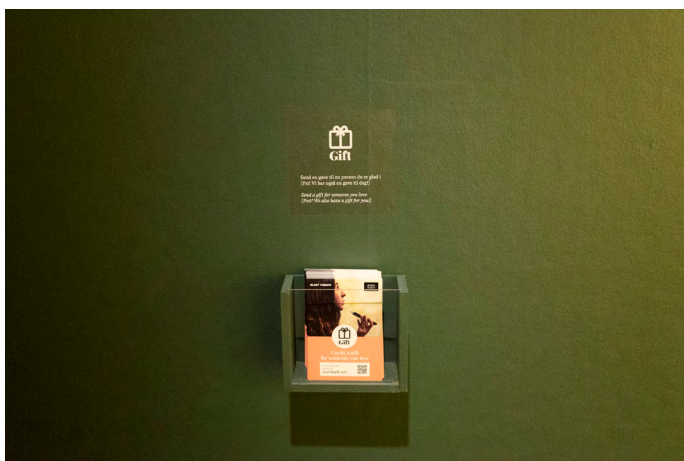


## CASE STUDIES

### Munch Museum, Oslo

Munch Museum chose to present Gift as a free mobile audio offer for visitors instead of providing a traditional exhibition audio guide. Blast Theory worked with the museum's curators to select work and record interviews with the curators. This audio was edited by Blast Theory to create a gift from the museum to visitors.

Gift appears as a free option on the price list at the ticket desk, and is offered as an alternative to those asking for an audio guide, while promotional postcards for visitors to take are displayed at the entrance to each gallery.



**BLAST THEORY**

MUNCH  
MUSEET

  
**Gift**

Create a gift  
for someone you love

SCAN THE CODE  
OR ENTER:  
**munchgift.com**



# Brighton Museum, Brighton

Brighton Museum has a diverse collection and chose to use Gift as a way to prompt exploration. In this case, a museum gift was created through a workshop with museum staff, some of whom worked on the ticket desk. Blast Theory also provided training for a number of museum staff to act as ambassadors for Gift within the museum and agree a manageable procedure for the front of house team: giving a postcard with each ticket purchase alongside a simple one line introduction.

The postcard design features a sticker which reveals one of the objects chosen by museum staff and the URL for the web app with additional information on the back. Postcards were also displayed within the museum galleries for visitors to take alongside a roller banner and posters near the main entrance.

## Extract from staff info pack:

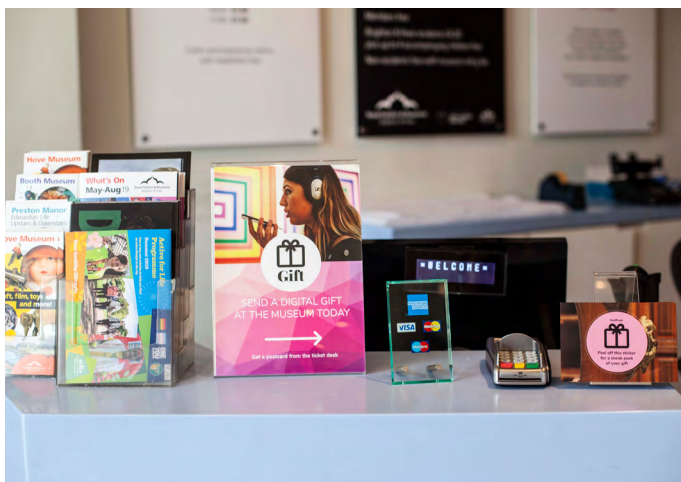
**When visitors first arrive** please give a postcard to each visitor on purchasing/collecting entry for the museum. When you hand over the postcard:

*"These are instructions for an experience at the museum today.  
You use your smart phone to make a gift for someone you love/for someone special."*


**If visitors ask "What is it?"** You can direct them to read the postcard:


*"It tells you all about it on the postcard."  
Or, "It is a new way to explore the museum on your smart phone."*


**If visitors have further questions or need help** please refer to our printed FAQ.



 thegift.app

**1** Peel off the sticker on this postcard 

**2** Open thegift.app in your phone browser 

**3** Playback your gift from the museum\* 

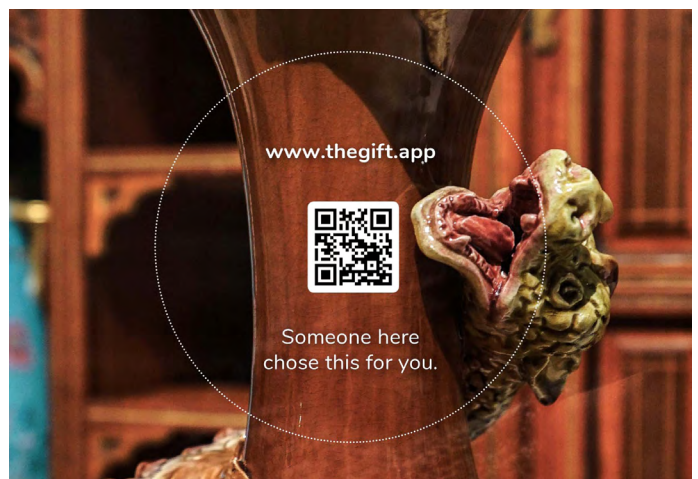
**Ever made someone a playlist?  
How about with objects from a museum?**

Once you've opened your gift from the museum why not create your own.

Pick someone you care about and create a unique digital gift on your phone.

Explore the museum to find the perfect objects, wrap them up, and send them your gift to enjoy.

\* Feel free to use either your phone's speaker or headphones around the museum.



Design by Blast Theory

**BLAST THEORY**

 Brighton Museum  
Brighton & Hove

 The University of  
Nottingham

 Gift



 LOTTERY FUNDED

 ARTS COUNCIL  
ENGLAND





## VISITOR FEEDBACK

A selection of feedback from museum visitors and Gift testers:

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*"The example gift was a wonderful, unobtrusive way to provide more information in the gallery space."*

*"I like that it was on a website instead of a downloaded application"*

*"I thought that as a method to get people to enjoy objects that they see in a gallery that was quite extraordinary to engage people into wandering through the museum"*

*"Loved the content and loved the style."*

*"I felt good, having invested time and energy into the app. Yeah, that was really interesting, looking for a nice gift"*

*"I felt intrigued. It felt new and it felt creative as well."*

*"I think it made you focus more on what you were looking at, what it was, so you took in more detail, I would say"*

*"It was a cool idea getting some curated objects selected by the museum."*

Deployment options	Option 1 Free** self-hosted	Option 2 Hosting & training by Blast Theory	Option 3 Complete hosting & content by Blast Theory
<b>Getting started, training and documentation</b>			
Information pack introducing Gift covering how the experience works, marketing and front-of-house briefings and FAQ.	*	*	*
Training at the museum to introduce Gift to staff in the curatorial, marketing and front-of-house teams.		*	*
Workshop for creative and curatorial staff to develop ideas for linking gifts for visitors to the exhibition programme and introduce the process of self-producing a gift for museum visitors. Also covers all related travel and accommodation.		*	
Additional documentation and remote liaison for self-producing assets for a museum gift for visitors.		*	
<b>Content development</b>			
A museum gift for visitors in the voice of a museum curator or staff member, produced by Blast Theory. Includes creative development with the museum's curatorial team, audio recording, photography, editing, testing and review.			*
Production of copy, marketing images, digital and print materials customised for the museum.			*
<b>Deployment and support</b>			
Open source platform available to branch, customise and deploy	*		
Technical consultation on platform deployment **	*		
Museum profile added to the Gifting platform and a customised home screen for your museum.		*	*
Addition of museum's gift for visitors to the hosted Gifting platform.		*	*
12 months of hosting for museum profile and gifts from up to 500,000 museum visitors.		*	*
Service agreement including 12 months support. Monthly reporting usage statistics for 12 months.		*	*

\*\* Technical consultation offered as a chargeable service.