

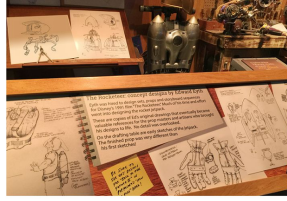
Tori Burrell  
LIS 258  
Interactive Technology Assignment

### **Exhibit**

The Ronald Reagan Presidential Foundation & Institute “is a non-profit, non-partisan organization dedicated to the promotion of individual liberty, economic opportunity, global democracy, and national pride” (About Us, n.d.). This institution also holds a library and museum that houses over 40,000 artifacts from Ronald and Nancy Reagan. While there are a variety of interactive exhibits, the most recent one is, “*Interactive! Exhibition- How Pop Culture Reshapes Technology*” going on now through the 16th of April, more can be found about it [here](#). I believe this example exhibit would be a great contribution to my object and help patrons get more of an experience with their museum visit.

### **Interactive Features**

This exhibition provides both hands on and digital interactivity for people of all ages. The purpose of the exhibit is to illustrate how modern day culture has affected technologies and changed the world we have come to know. Some of the activities include, virtual reality , interactive robots, remote control drones, gaming stations and more. Visitors can experience a 3D printed car by Local Motors and compose their own musical masterpieces. With the Oculus Rift virtual reality goggles, patrons can be immersed into games and animated environments (Interactive! The Exhibition, n.d.). The retractable robot arm allows patrons to put their cognitive skills to work as they try to build blocks by remotely guiding the arm. Although the activities are for all ages, the virtual reality experiences require a participant that is at least 10 years of age.



Inventors Studio



First ever 3D printed car by Local Motors



The cover from the hit film "The Martian"



Robotic arm interactive

Screenshot of some of the activities within *"Interactive! Exhibition- How Pop Culture Reshapes Technology"*

I think this institution provides such a variety of things to do so that there is something for everyone. This leading to the conclusion that the intended audience for this museum are families and anyone who is interested in obtaining a fun learning experience. Serrell (2015) states, "The overarching challenge is to encourage more visitors to sample more exhibits and sample them for longer times. Assume interest" (p. 63). This is evident with the wide range of things to do and experience at the Ronald Reagan Presidential Foundation & Institution.

### **My Object**

Falk (2006) states, "The best route to new information, more refined knowledge, and the need for relevant experience is learning. Messing about with ideas, above all, requires openness to new information and a commitment to learning all the time" (p.324). Providing patrons with more than one activity to do, will help enhance relevance and by doing this, the patron will take more away from their visit by it becoming an experience. While I am impressed with all the interactive activities and features the exhibit from the Ronald Reagan Foundation & Institution has, with my object, there would have to be some modifications. The Oculus Rift virtual reality goggles would be a great way and opportunity for patrons to 'step' into the life of Hablot Knight Browne- the creator of the piece- and see what it was like

in his era. The virtual reality would also assist them in attempting to make their own self portrait as the original drawing is self portrait as well. A 3D print out of my object would also give the patrons a different perspective of the piece and possible generate more interest in it.

### **Potential Audiences**

Serrell (2015) states, "By keeping in mind the commonalities that unite the way our multicultural, multigenerational audiences uses exhibitions, exhibit developers can have a more realistic basis for planning displays that will work for more people..." (p.54). The Morgan Library & Museum has many activities for a variety of visitors and I think this exhibition would be a great way to contribute to that spectrum. Considering the safety concerns with the virtual reality, the intended audience would be for families with older children, historians, students and artists. Families with older children would be able to recreate a drawing in its simplicity and add their own creativity to it, this fostering families expressing themselves together. Historians and students would also be entranced as they experienced the 19th century through the perspective of Hablot Knight Browne. For visitors who are not too enthralled with the digital technologies and artists , they would also have a chance to observe the 3D print out of the drawing this allowing them to also create their own perspective.

### **References**

About Us. (n.d.). Retrieved March 30, 2017, from <https://www.reaganfoundation.org/about-us/>

Falk, John H., Lynn D. Dierking, and Marianna Adams. "Living in a learning society: Museums and free-choice learning." In *A companion to museum studies*, edited by Sharon Macdonald, 323–339. Malden, MA: Blackwell, 2006

Interactive! The Exhibition. (n.d.). Retrieved March 30, 2017, from <https://www.reaganfoundation.org/library-museum/special-exhibits/interactive-the-exhibition/>

Serrell, Beverly. (2015). "Who is the audience (and what do they want)?" In *Exhibit labels: An interpretive approach*, 49-68. Walnut Creek, CA: AltaMira Press