

A photograph of the MAXXI museum building in Rome, featuring a prominent cantilevered concrete structure. The building is modern with large glass windows and a curved facade. In the foreground, there is a paved plaza with a red fire hydrant and a few people walking. In the background, there are traditional Italian buildings.

MAXXI

DIGITAL ENGAGEMENT: THE MAXXI EXPERIENCE

Rome, 13 July 2017
Prisca Cupellini

MA XXI

The first Italian national museum dedicated to contemporary creativity.

MAXXI initiated its digital communications activities well before its opening in 2010.

2007 saw the launch of an internet site, a newsletter and profiles on YouTube and Flickr that helped us report on progress at the museum site with videos and photographs.

Over the years, particularly since the opening of the museum, the objectives and strategies have changed and the activities have multiplied.



DIGITAL COMMUNICATION/ GOALS

The audiences at the centre of our goals

- promoting the activities of the museum
- providing easy access to information
- encouraging the public to explore the themes proposed
- provoking the thinking of the public and stimulating involvement
- encouraging the public to support MAXXI
involving the public in the shared creation of contents

MAXXI has always placed at the centre of its objectives the public, or rather the publics: the real, the virtual and the potential, but also the so-called non-public.

This is equally true of our museum's digital communication policy. This means that all digital projects and online activities have been conceived around those who will use them.



DIGITAL COMMUNICATION/ ACTION FIELDS

- web site
- social networks
- newsletters
- online advertising
- special digital projects associated with the museum activities
- mobile and web apps
- digitization of the museum collections and archives (in collaboration with art and architecture departments)





CALLS TO ACTION

*In order to involve our publics, a passible way is the launch of calls to action.
In this way we promoting creativity and creation of new contents.*



#yourXXI

The social generation invents a century!

For the launch of our new brand identity in 2015 a series of communications and promotional events was organized to help us explain the concept through sharing with and the involvement of the public.

One of these was the CALL TO ACTION #yourXXI The social generation invents a century!

We decided to actively involve our community in an initiative that would transmit the values of the new logo while at the same time giving free rein to the creativity of the users. The question we asked was: How do you see/experience/imagine/perceive the XXI Century?

We then organized a closing event that we called #YOURXXIPARTY, which was attended by around 1,000 participants, with a DJset and an exhibition of the most original contributions.

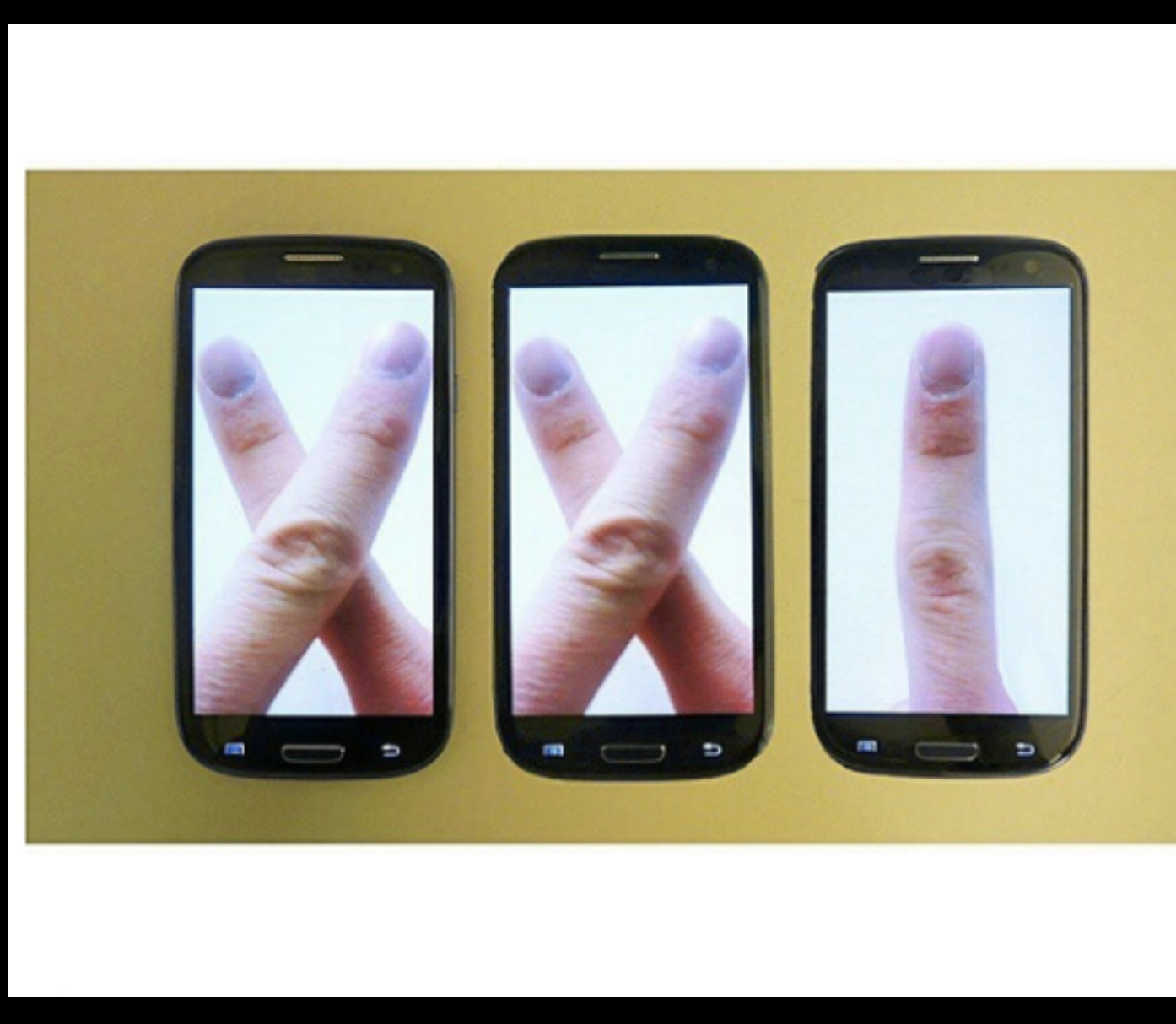
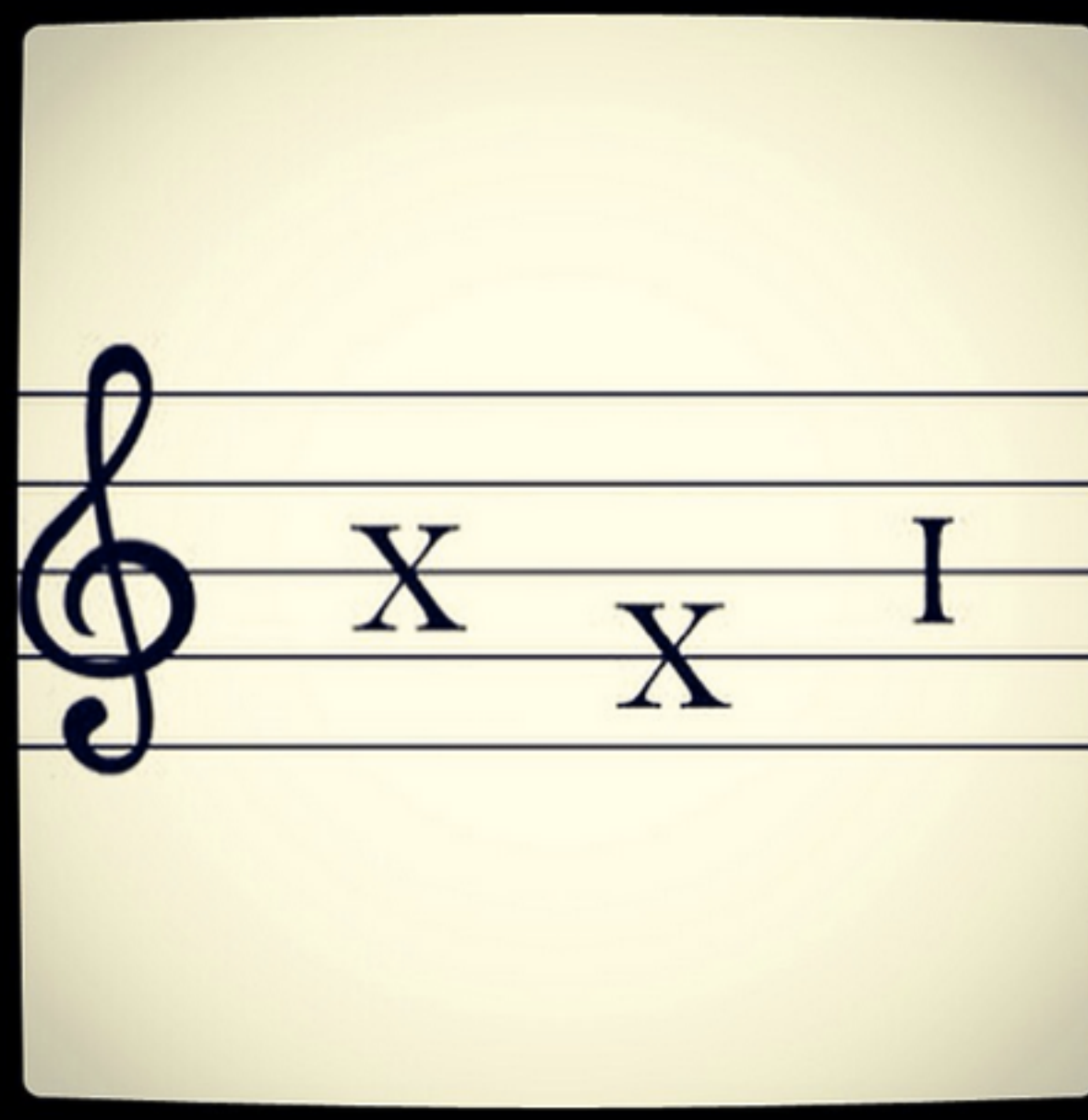
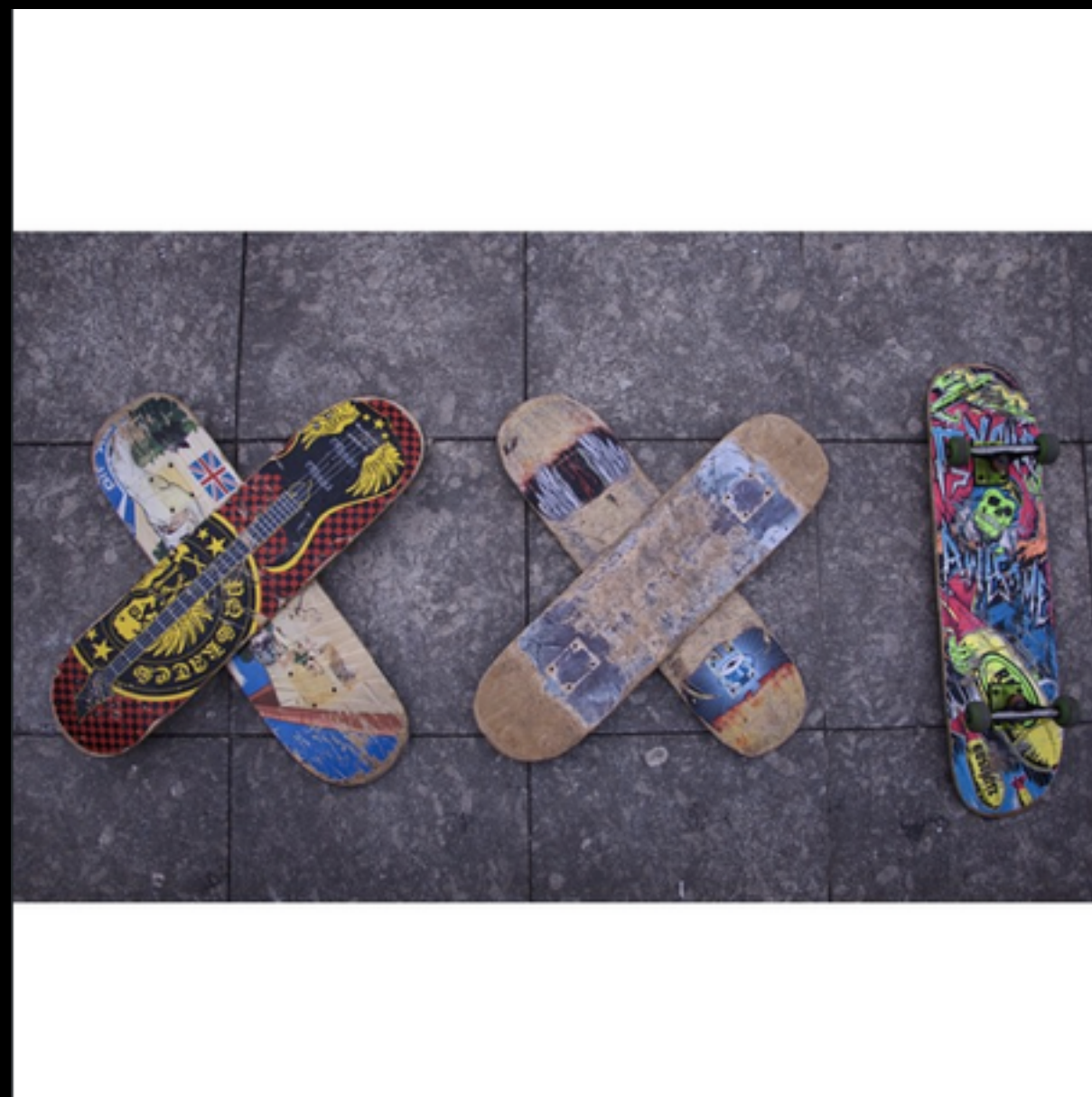
MA XXI



Call to action

#yourXXI

>> <https://www.youtube.com/watch?v=vojbQNpi1jl>





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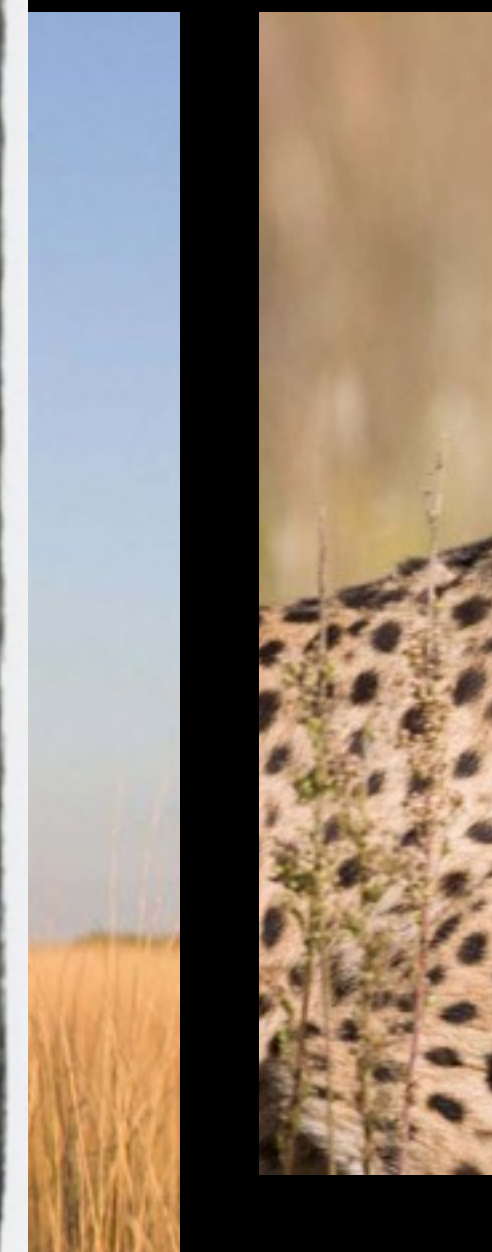
Marzia Migliora

Capienza massima meno uno

Marzia Migliora's project is born out of her reflection on the word OCCUPY, understood in all its facets and connotations. To achieve the artist's performance, we needed 1000 people. An open call was organized on Facebook and we asked them to write on a t-shirt their own meaning of the word "to occupy".









The website

www.maxxi.art



+ + + STIAMO LAVORANDO A:

WE'RE WORKING ON

IL SITO WEB
THE WEBSITE

L'APPLICAZIONE MOBILE
THE MOBILE APP

IL BLOG
THE BLOG



COME LI VORRESTI?

HOW WOULD YOU LIKE THEM? +
+
+





Ci piacerebbe conoscere i tuoi suggerimenti e le tue idee su come migliorarlo. Ci dedichi 3 minuti?

Quanto ti soddisfano queste sezioni del sito? Votale da 1 a 5!

L'homepage * 1 2 3 4 5

Gli approfondimenti dedicati alle mostre * 1 2 3 4 5

La sezione dedicata agli eventi * 1 2 3 4 5

La sezione con le informazioni generali (orari, biglietteria, ecc.) * 1 2 3 4 5

Trovi sempre le informazioni che cerchi? *

Sì, sempre

Qualche volta

Raramente

No, mai

Cosa cambieresti del sito? *

L'aspetto (grafica, foto, ecc.)

L'organizzazione dei contenuti

Lo stile della comunicazione

Altro

Cosa non dovrebbe assolutamente mancare sul sito? *

Un calendario con tutti gli appuntamenti

La possibilità di acquistare i biglietti online

La possibilità di commentare e condividere i contenuti

Contenuti multimediali

Un blog

Altro

Lo sapevi che sul nostro sito puoi...

Consultare le opere in collezione? * sì no

Acquistare i biglietti online? * sì no

Scoprire in anteprima le prossime mostre? * sì no

Trovi i contenuti abbastanza chiari e completi? Dacci un voto da 1 a 5!

* 1 2 3 4 5

Come valuti il nostro sito? Dacci un voto da 1 a 5! *

1 2 3 4 5

Altri commenti o idee? Lasciali qui!

FOOD DAL CUCCHIAIO AL MONDO

29 MAGGIO - 8 NOVEMBRE 2015



TODAY 22 MAY 2015
11:00 - 19:00
[Useful information for visitors](#)

A video player interface with a dark background. On the left, there is text indicating the date and time: 'TODAY 22 MAY 2015' and '11:00 - 19:00', along with a link for 'Useful information for visitors'. The main area shows a video player with a progress bar at 0:03 / 1:16. The video content consists of four panels: a black and white graphic of four overlapping circles, a gallery space with a circular display case, a hallway with a large framed artwork, and a room with a blue carpet and several chairs.



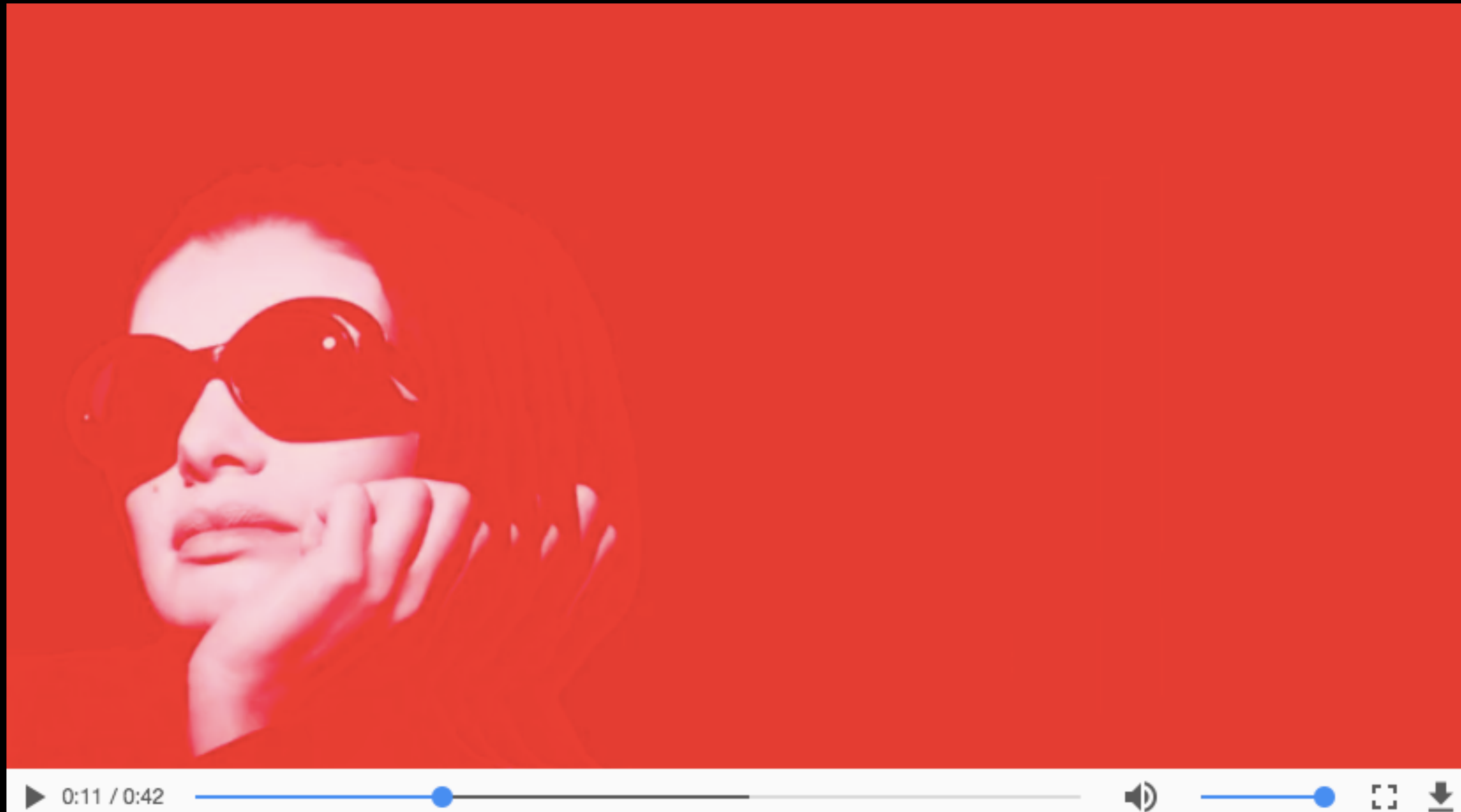
JACK

CONTEMPORARY ARTS TV

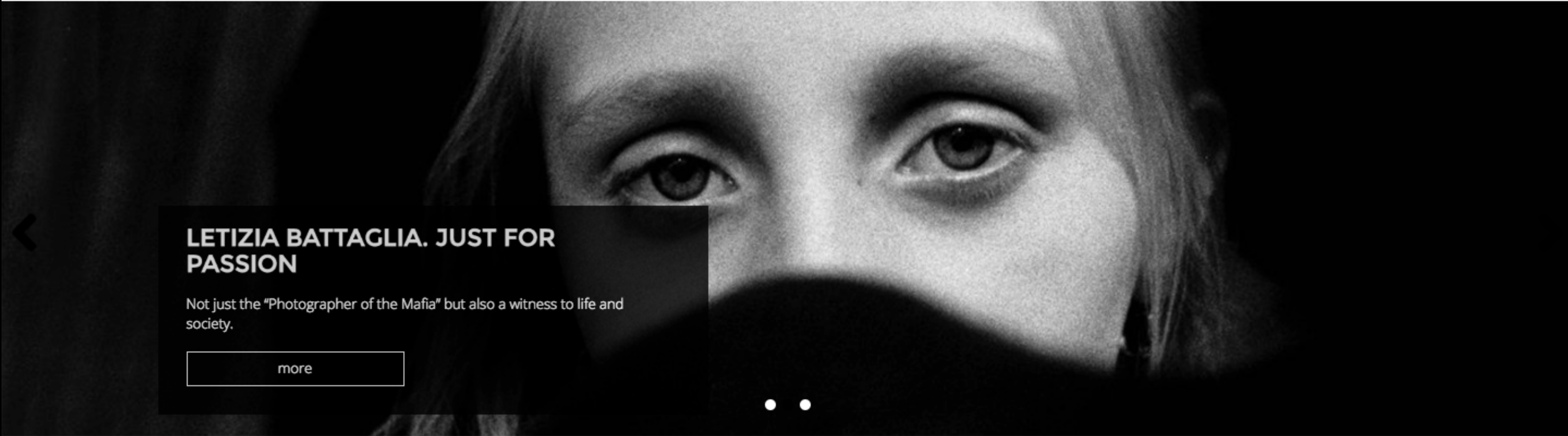
JACK is a new web television platform dedicated to the contemporary arts and their protagonists, conceived and promoted by MAXXI and bringing together numerous international museums and institutions. The goals of the JACK

- The creation of a network of international institutions in the field of the contemporary arts to provide information of a high quality;*
- To unite the impact of television with the interactivity of Internet;*
- To focus on an “on demand” logic offering users the flexibility to be able to decide what kind of information they would like to access as well as how and when*
- To involve a broad and diversified public, creating an international community*

MAXXI



>> <http://www.jackarts.tv/video/JACK/4dd80b70eab6a403fc4053fd3ec1c1ca>



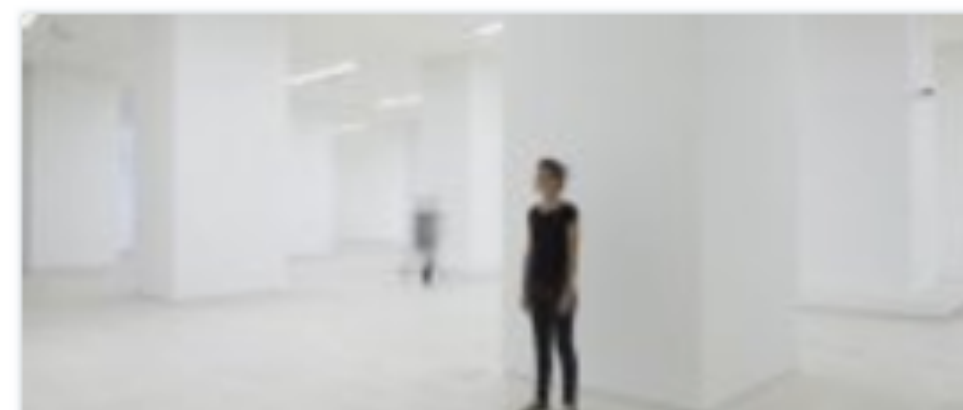
LETIZIA BATTAGLIA. JUST FOR PASSION

Not just the "Photographer of the Mafia" but also a witness to life and society.

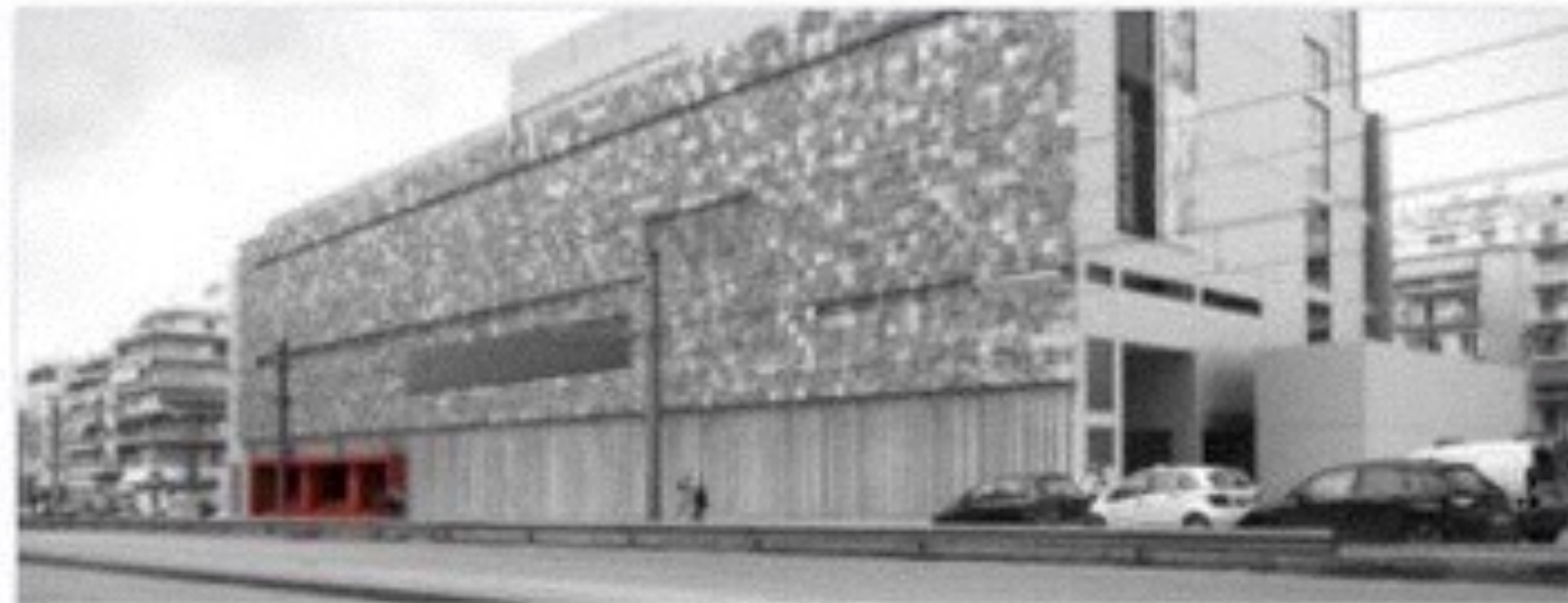
[more](#)



NEWEST MEDIA



CHANNELS OVERVIEW



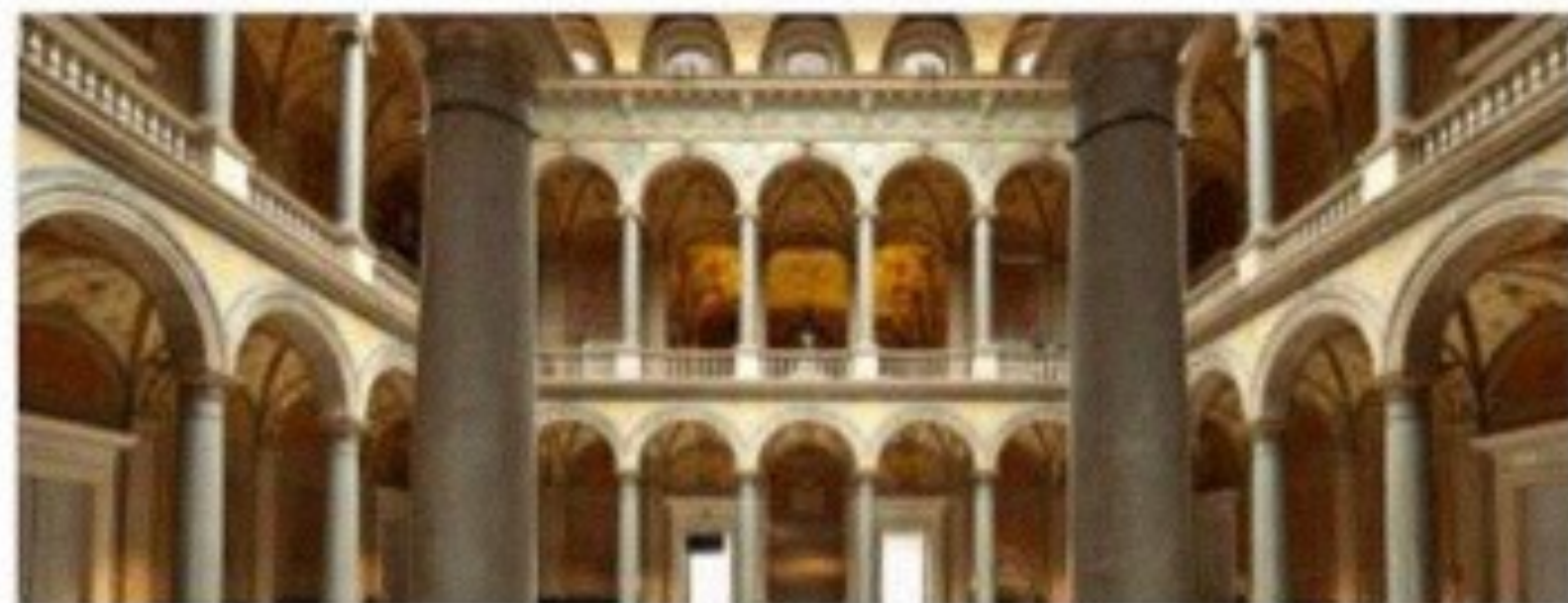
EMST



TRIENAL DE ARQUITECTURA DE LISBOA



ISTANBUL MUSEUM OF MODERN ART



MAK - AUSTRIAN MUSEUM OF APPLIED ARTS



FOAM FOTOGRAFIEMUSEUM AMSTERDAM



MADRE · MUSEO D'ARTE CONTEMPORANEA DONNAREGINA



You can find

- an archive of videos uploaded or embedded by partners (talks, conference, exhibitions, etc)
- a programme of live streaming broadcasts
- space for users' comments
- a section dedicated to video in sign languages
- contributions from art bloggers (this section is under construction)



MEDIA OVERVIEW

ALL MEDIA

All Featured **Most viewed**



Museo MA00

LETIZIA BATTAGLIA. JUST FOR PASSION

Not just the "Photographer of the Mafia" but also a witness to life...



Museo MA00

and centres of cultural production.

WELCOME TO JACK

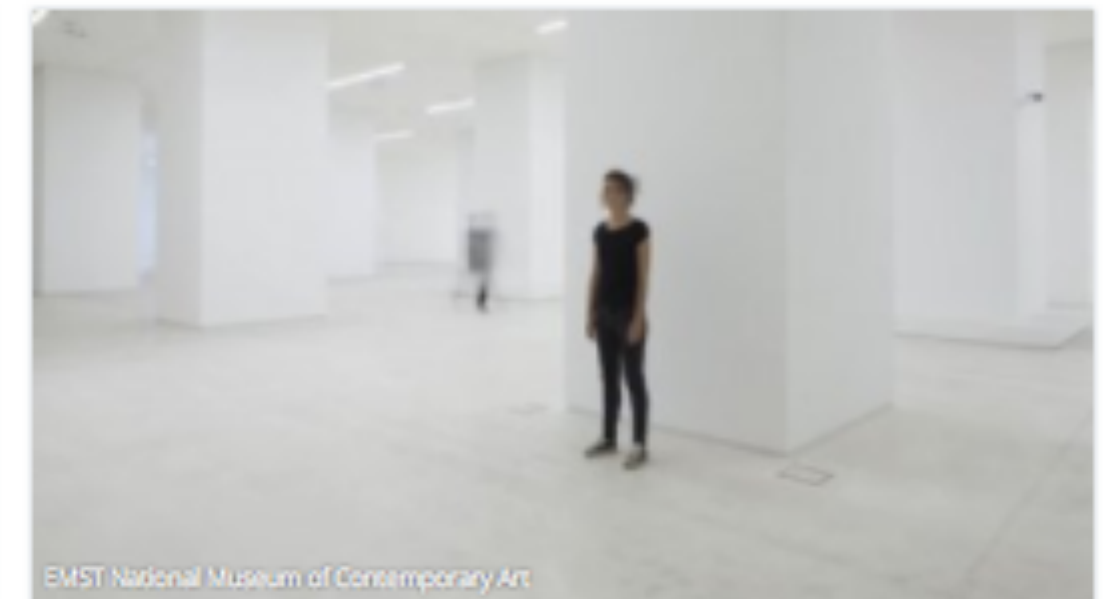
A video platform devoted to the contemporary creativity and its...



MADRE

FABIO MAURI. RETROSPETTIVA A LUCE SOLIDA

"Retrospectiva a luce solida" (Retrospective in solid light) is the...



EMST National Museum of Contemporary Art

INSIDE EMST BY THE PHOTOGRAPHY GROUP 18 ANO

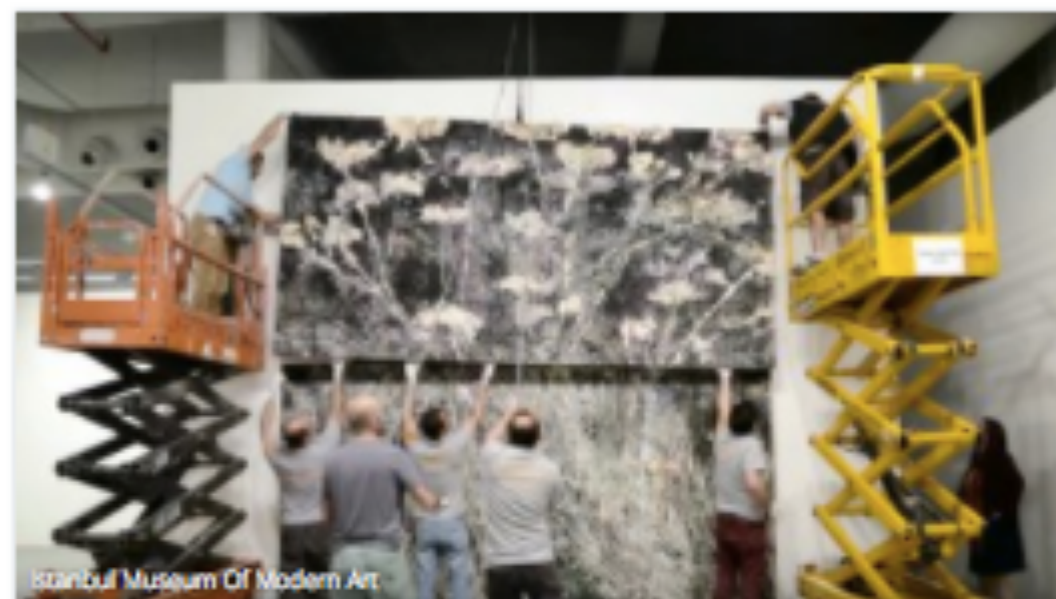
Paths of exploration of the new EMST building by the Photography Group...



MADRE

GIAN MARIA TOSATTI. SETTE STAGIONI DELLO SPIRITO

From 2013 to 2016 the city of Naples has been involved in the...



Istanbul Museum Of Modern Art

ARTISTS IN THEIR TIME

Istanbul Modern's collection exhibition, titled 'Artists in Their...



Museion

THE FORCE OF PHOTOGRAPHY. WORKS FROM THE MUSEION C.

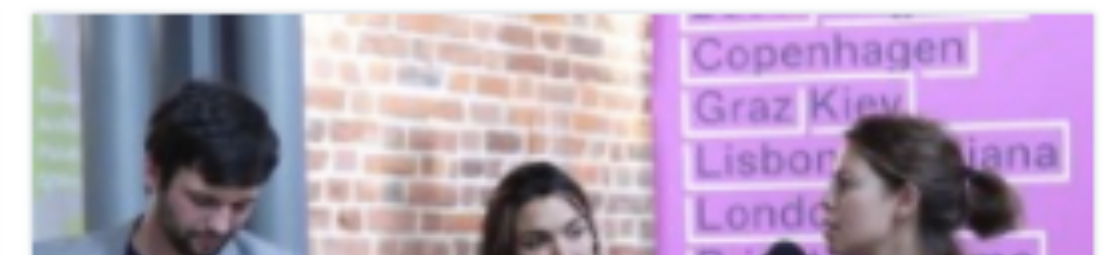
25/11 - 17/09/2017 The exhibition explores the photographic works in...



MAK - Austrian Museum of Applied Arts /

ROBERT LA ROCHE: PERSONAL VIEW

WED, 4.5.-SUN, 25.09.2016 On display was an autobiographical...

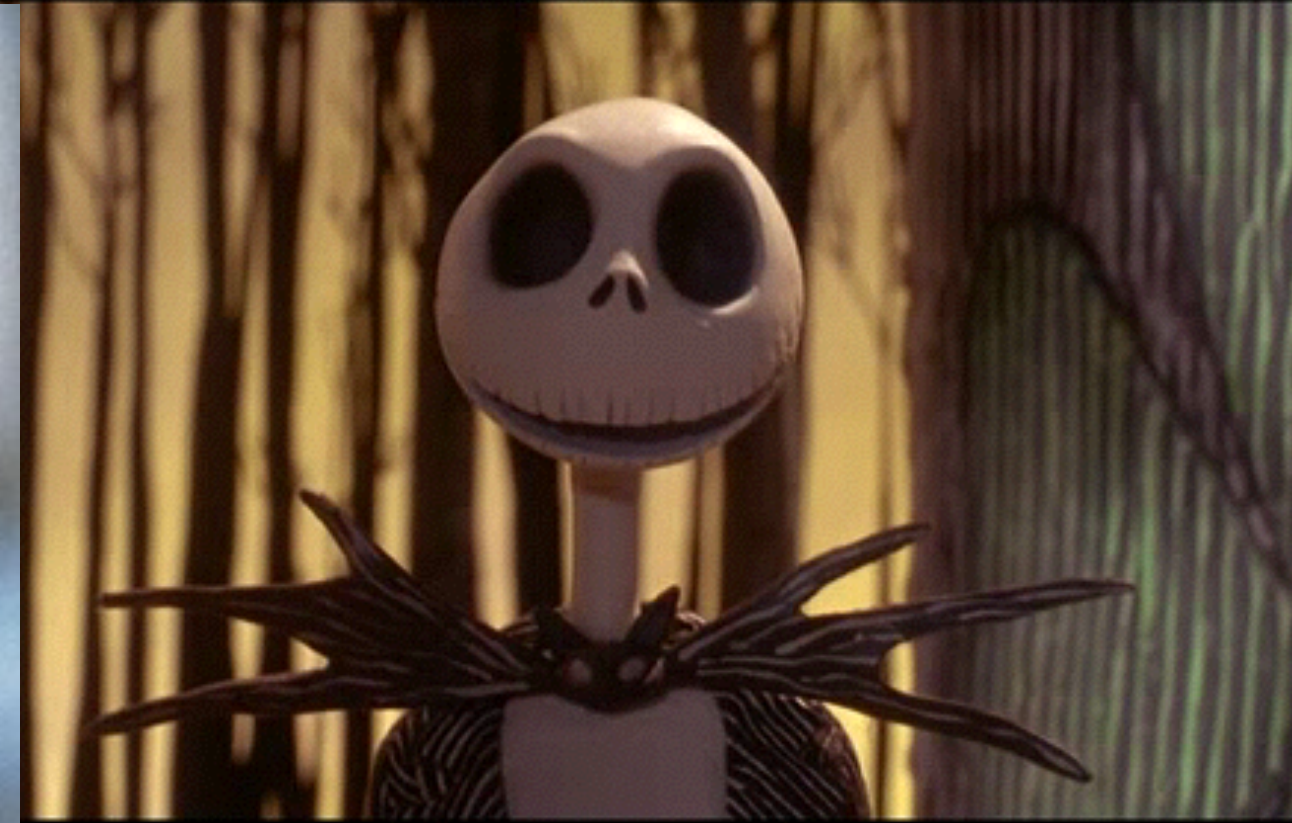


NAMING



WHY THIS NAME?

The contemporary arts are considered by most to be hermetic and frequently generate a sense of diffidence on the part of the general public. Jack is a name universal and familiar, with multiple meanings. Jack is an electrical connector, a fruit (i discovered!) but is also the name of numerous people and characters belonging to mass culture.



MA XXI

VIRTUAL MAXXI

VIR MA XXI XXI

V/M

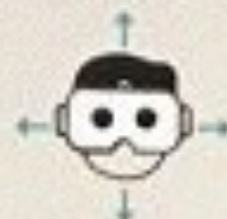
VIRTUALMAXXI

Oltre lo spazio fisico: la Collezione MAXXI è anche virtuale! Con pochi e semplici gesti vivi un'esperienza unica e immersiva. Osserva sin nei minimi dettagli alcuni dei più interessanti modelli di architettura attualmente non esposti e scopri il pensiero dei grandi Maestri attraverso i loro progetti.

Beyond the physical space: the MAXXI Collection is also virtual! With just a few simple gestures you can enjoy a unique and immersive experience. Observe in the most minute detail some of the most interesting architectural models not currently on display and explore the thinking of the great masters through their projects.

#VirtualMAXXI
#CollezioneMAXXI

5 SEMPLICI GESTI



ESPLORA
Spostati nello spazio virtuale muovendo la testa

EXPLORE
Explore the virtual space by moving your head



SELEZIONA
Tocca il touchpad sul lato destro del visore

SELECT
Touch the touchpad on the right-hand side of the visor

5 SIMPLE GESTURES



INGRANDISCI
Muovi avanti e indietro la mano sul touchpad

ENLARGE
Move your hand backwards and forwards on the touchpad



METTI A FUOCO
Innanzitutto muovi la rotellina sulla parte superiore del visore

FOCUS
First move the wheel on top of the visor



TORMA INDIETRO
Premi l'apposito tasto sul lato destro del visore

RETURN
Press the button on the right-hand side of the visor





–Prisca Cupellini

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MAXXI Museo nazionale delle arti del XXI secolo

@priscacpl