

Planning Exhibit and Publication from the First

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Art museums have always been educating institutions. The meaning of this concept has changed over time and increasingly has come to include the use of media both within the museum and beyond the museum walls. Interactive media are forms of publication that can significantly enhance the museum experience by making an exhibition more accessible both to those who visit the museum and to those who wish to learn and teach about the exhibition from published materials.

Museum exhibitions are the places where people make contact with the work itself. Exhibitions also communicate the point of view or vision of the people who put it together. Museums regard exhibitions as their primary way of making work available to the visitor, and design exhibitions to foster appreciation and education in audiences with widely different levels of understanding. Printed exhibition catalogues have been the principal means of extending the knowledge of the exhibition beyond the requisite reproductions, essays, checklists, interviews, and bibliographies.

Changes in technology make the extended museum concept increasingly viable and have a discernible impact on museum culture and exhibitions. At present, museums are using slides, film and video presentations, and computers to tie together interactive combinations of these media. It is the quality of this contact and experience which is most directly impacted by changing technologies and central to the extended museum concept. The task of producing media and designing for interactive museum environments presents some complex problems. Design parameters must include attention to details and issues of present environments both within and outside museum walls. The museum must remain committed to its original mission of preserving the experience of the original work of art and at the same time use the power of available technology to make the art experience as meaningful as possible.

Today many of the films, filmstrips, slide shows and video made to accompany exhibitions are released beyond the museum walls as films or videos, television broadcasts or materials distributed to schools. In addition to exhibition materials, museums and outside producers such as publishing companies release material for an increasingly hungry market eager to learn about art incorporating the use of interactive videodisc and CD-rom. The process of producing these materials both for internal exhibition and for external publication requires careful attention to production budgets and the amount of financial return, and the multitude of kinds and levels of use interactive materials will allow.

This talk will discuss traditional and new media methods for making art accessible both within the museum environment and outside the museum walls, as well as the design and production of a number of videodisc projects which were incorporated as elements in specific museum exhibitions and then published as interactive videodisc projects for the home market. Included will be explanations of how and why the videodiscs were designed and produced in their present form, how they can act as models, and a description of how they functioned in a specific museum context.

International Conference on
Hypermedia & Interactivity in Museums

Eadweard Muybridge: Motion Studies

30 Minutes, color, audio 1, CAV videodisc and Hypercard program

Produced and directed by James Sheldon

Eadweard Muybridge: Motion Studies videodisc and Hypercard stack

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This videodisc along with a catalogue was published in conjunction with the exhibition "Motion and Document - Sequence and Time: Eadweard Muybridge and Contemporary American Photography" produced by the Addison Gallery of American Art.

Harold Tovish: Sculptor

30 minutes, color, audio 1&2, CAV videodisc and Hypercard program

Produced and Directed by James Sheldon

Assisted by Shirley A. Veneema

Produced at Film/Video, The Media Lab, Massachusetts Institute of Technology.

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Ed Paschke: Pigmentata

30 minutes, color, audio 1&2, CAV videodisc and Hypercard program

Directed by James Sheldon

Produced by Alan B. Newman

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This videodisc along with a catalogue was published in conjunction with the exhibition "Ed Paschke: Paintings" produced by the Addison Gallery of American Art.