PRESS RELEASE

ZKM | Beyond Matter Exhibition Platform
Digital exhibitions in virtual space
Free offer to all museums and curators

Within the international research project »Beyond Matter« (2019-2023), an open-source platform was developed at the ZKM | Center for Art and Media Karlsruhe, Germany, that makes it possible to re-experience past exhibitions in digital space. The new ZKM | Beyond Matter exhibition platform offers an AI-based software tool for creating hybrid exhibition experiences free of charge. Museums and curators can use this software to create their own digital exhibitions in virtual space, without any complex programming being necessary.

To create an exhibition, digital objects (3D assets) are uploaded into the content management system together with basic information (author, title, description, etc.), supplemented by tags (keywords). An algorithm determines the position of the 3D objects within the virtual exhibition space.

In addition to the art exhibit, the users play a special role. Through their behavior in the digital space, a user profile is defined in correlation to time spent and exhibit. Based on this, further exhibits will be suggested to the users. The suggested exhibits move towards the user, while the unrelated ones slowly drift away. The objects in the virtual exhibition is thus constantly rearranged.

The generic exhibition platform is browser-based. Whether on smartphone, tablet, or desktop, users navigate through the exhibition space via arrows and by scrolling (mouse or touchpad). By clicking on the map icon, the user switches to a bird's eye view, which makes it possible to navigate more quickly to new exhibits. The exhibition visit is a personalized experience, interaction between simultaneous visitors is not possible.

The software was developed as part of the Beyond Matter project (2019–2023). The project, initiated by ZKM | Karlsruhe, explores the question of how iconic exhibitions can be digitally staged today and how digital spaces can be used for art exhibitions and their communication.

Generic exhibition platform on the GitHub account of the ZKM:
https://git.zkm.de/Hertz-Lab/beyond-matter/generic-exhibition-platform

Examplary platform:
https://genericexhibitionplatform.beyondmatter.eu/

Beyond Matter project website:
https://beyondmatter.eu/

Beyond Matter online exhibition platform:
https://beyondmatter.eu/projects

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