

Event

Digital Storytelling in Museums

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Who we are

Eithne Owens
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The experience design agency.

Event is an international design agency dedicated to the planning, design and delivery of visitor experiences for the cultural and attractions sectors.

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From cherry to icing



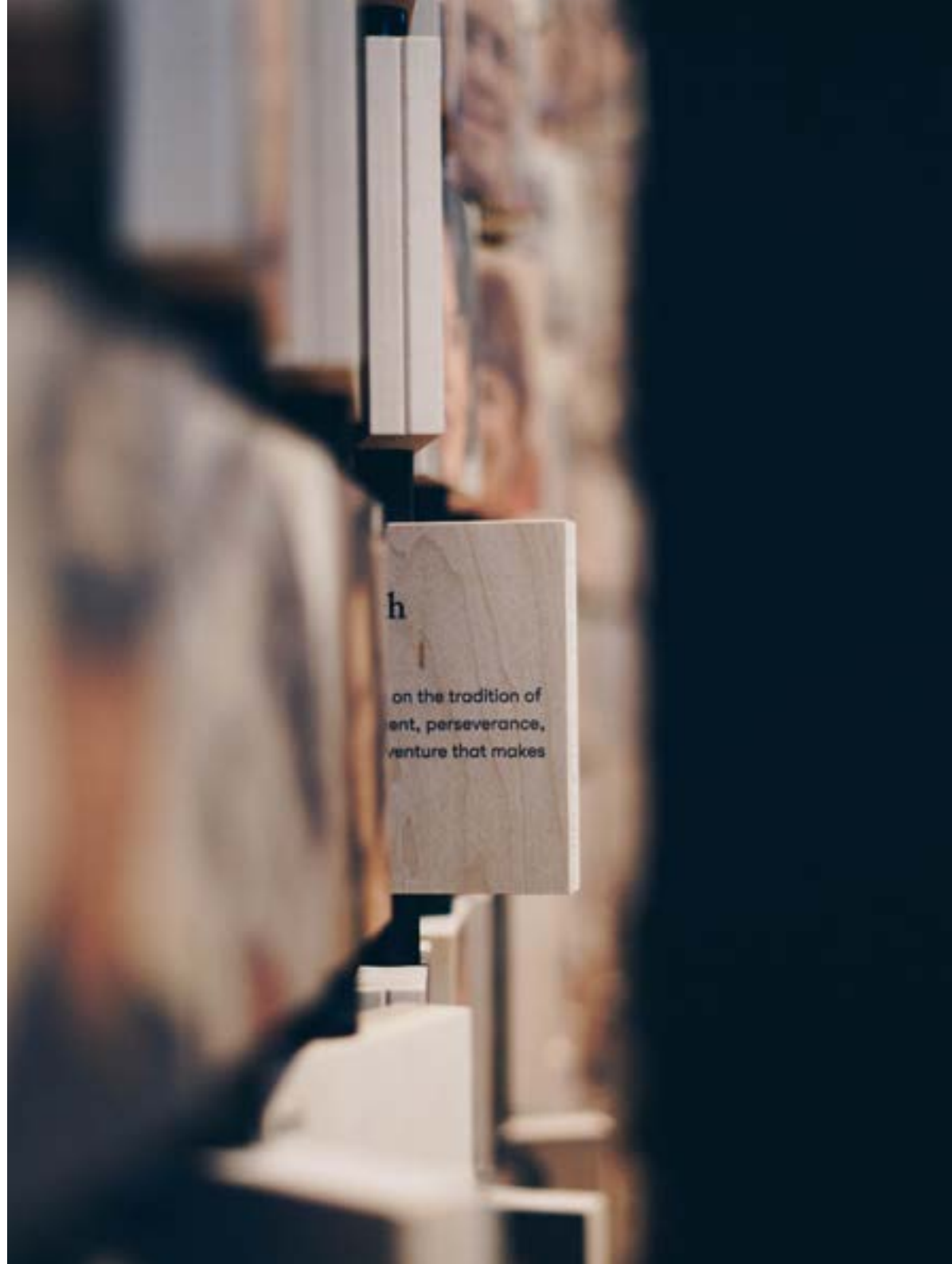
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Digital storytelling is
still storytelling



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Questions to ask



Questions to ask

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– How will it fit with the overall visitor experience?

Questions to ask

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– How will it advance the story?

Questions to ask

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– Who is the right partner to help us?

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Principles to apply



Principles to apply

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– Don't try this at home



Principles to apply

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- Don't try this at home
- Consider the social



Principles to apply

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- Don't try this at home
 - Consider the social
 - Keep it integrated



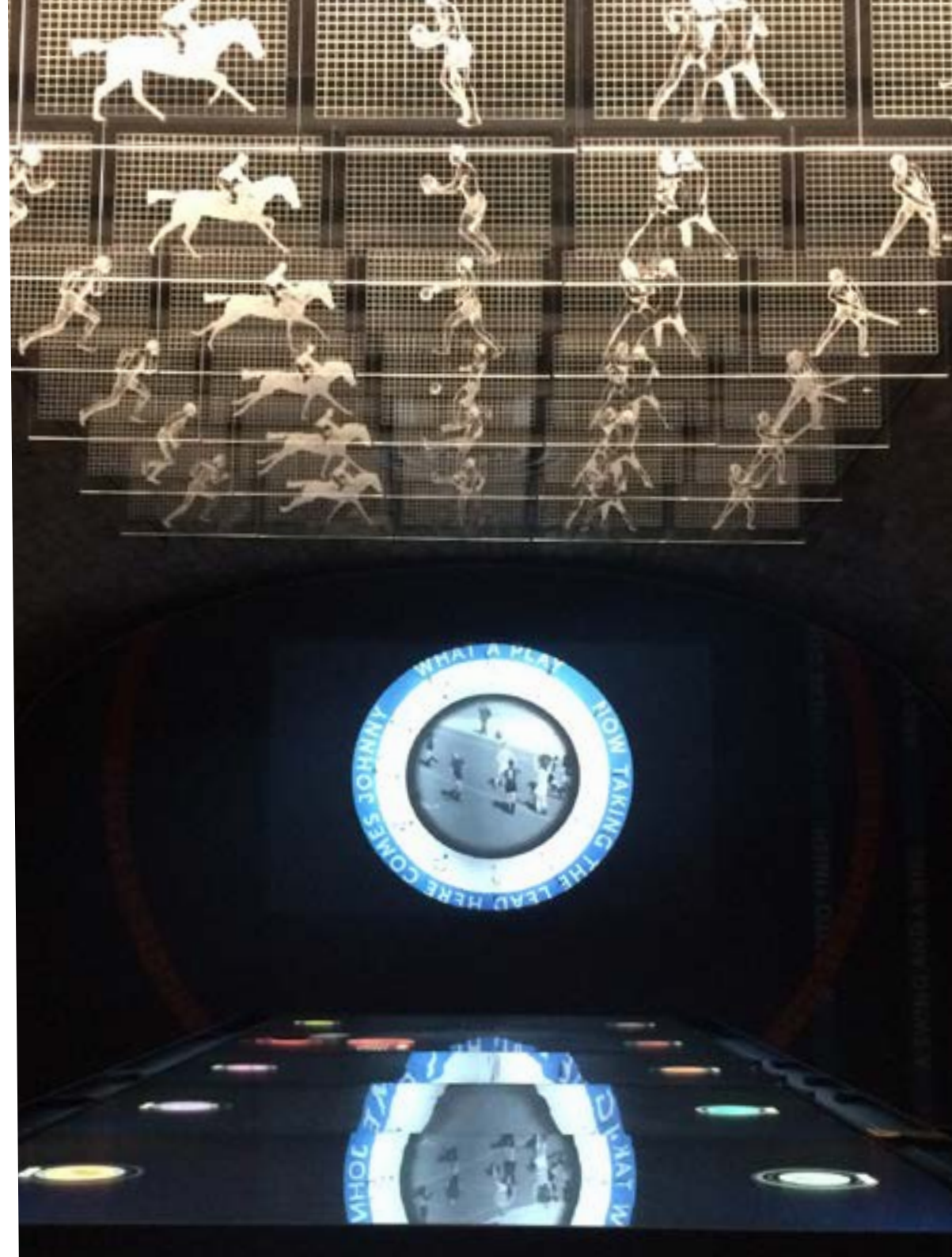
Principles to apply

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- Don't try this at home
- Consider the social
- Keep it integrated
- Make it sensory



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EPIC storytelling



EPIC storytelling

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- Social
- Tactile
- Responsive



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Fantastical
transformation



Fantastical
transformation

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‘Invisible digital’
Ephemeral
Quality of partners



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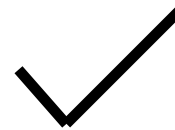
Final thought



Final thought



Content dump



Transcending boundaries

Find us

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