

museummacam

#MuseumFromHome



**Digital Storytelling for
GLAM institutions**

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Museum



education

entertainment

story

good
design

culture



MACAN, a disruption

Art Turns. World Turns.

- Museum MACAN's first exhibition (2017)
- 90+ works from Museum MACAN collection
- Indonesia in the context of global art history
- Modern & contemporary artworks from 19th century to present
- Encountered by 120,000+ visitors
- In 3 years, the Museum has held 9 major exhibitions, highlighting the works of Indonesian and international artists

And then the global pandemic hits,
and forces us to redefine
museum-going and enjoying art.

MACAN at Home

See, listen, learn art from home

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**#Museum
From
Home**

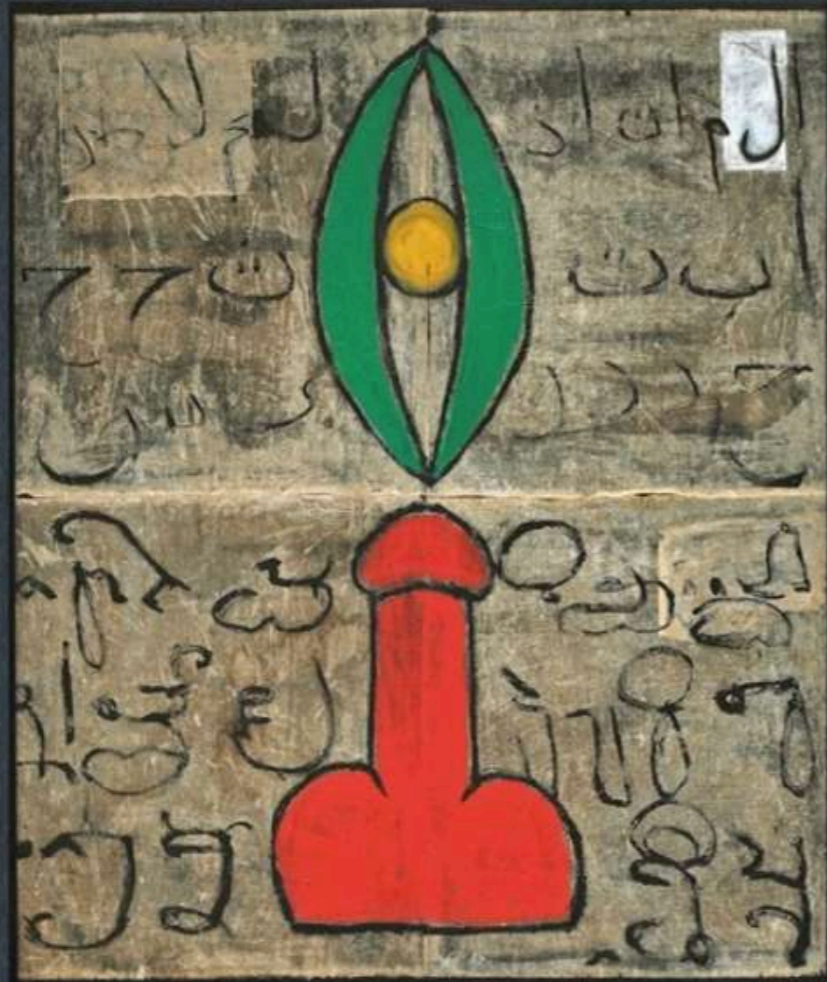


Taking MACAN Collection Digital

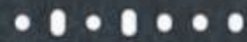
- ❖ Story
- ❖ Personification
- ❖ Rethinking context of the collection
- ❖ Encouraging audience to explore

museumacan
Collection

#MuseumFromHome

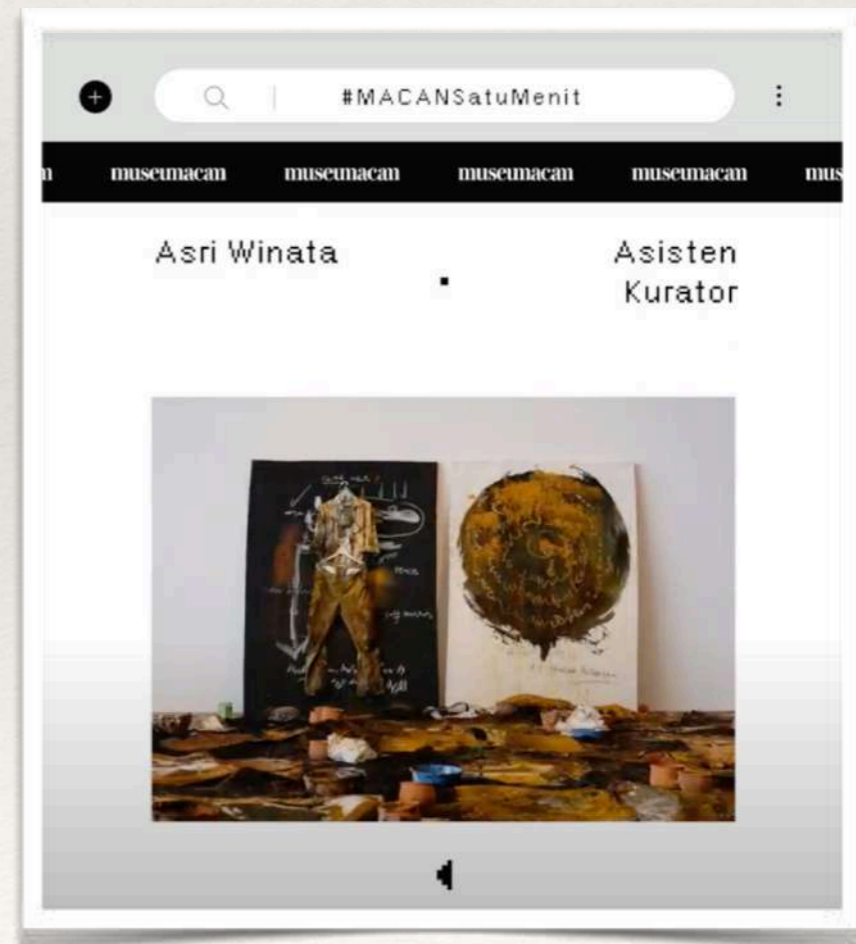


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Panduan Koleksi MACAN MACAN Collection Guide

01



How do we keep digital initiatives
exciting?

Keeping Digital Content Human

- ❖ Staying in tune with current issues
- ❖ Creating a good mix of “serious” and “casual” content
- ❖ Get the audience involved
- ❖ Providing behind-the-scenes access to the world of GLAM

Let's discuss!

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