



## "Reimagining Cultural Exhibits: Enhancing the Han Meilin Zodiac Art Exhibition with Interactive Multimedia Screens" - Palace Museum

### Introduction

In October 2020, the Palace Museum held the "Han Meilin Zodiac Art Exhibition," showcasing a series of works by renowned artist Han Meilin themed around the twelve Chinese zodiac animals. This exhibition aimed to promote traditional Chinese culture and reinterpret the cultural significance of the zodiac through a modern artistic perspective.

To enhance the visitor experience, the exhibition featured an interactive multimedia screen that used advanced technology to provide a more vivid and engaging way for visitors to appreciate Han Meilin's artworks.



## Challenges

### ★ Limited Display Space:

The physical exhibition space was limited, making it difficult to comprehensively showcase all of Han Meilin's zodiac artworks.

### ★ Artistic Detail Presentation:

The intricate details and artistic techniques of the works were challenging to fully present through conventional display methods, making it difficult for visitors to observe up close.

### ★ Lack of Visitor Interaction:

Traditional exhibition methods had low interactivity, resulting in low visitor engagement and potentially monotonous experiences.



## Product Description

The multimedia interactive large screen is a high-definition touch screen composed of 10 pieces of 55-inch high-definition display screens. It combines AR/VR technology and interactive educational content to enhance the audience's exhibition experience. The large screen displays high-definition images, 3D models, video explanations, etc., allowing the audience to understand Han Meilin's zodiac art works from all aspects and angles.



## Features and Functions

### High-Definition Image Display:

Displays high-definition images of Han Meilin's zodiac artworks, allowing visitors to zoom in and out by touching the screen to closely observe the texture and details of each piece.

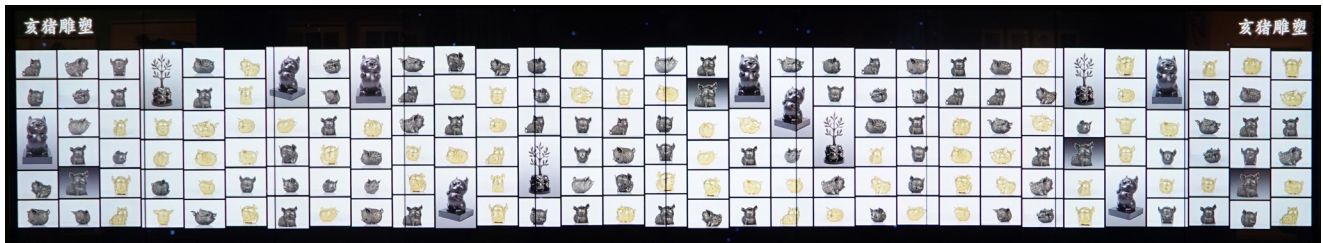
### 3D Virtual Display:

Utilizes 3D modeling technology to show three-dimensional images of the zodiac artworks, enabling visitors to rotate and zoom the models to view the artworks from various angles.



### Multilingual Support:

Provides information in multiple languages, allowing international visitors to deeply understand Han Meilin's artistic style and the cultural significance behind the works.



### Interactive Educational Content:

Offers detailed explanations about Han Meilin and his zodiac artworks, including background information, cultural significance, and stories behind the creation. This content is presented through videos, audio, and text, providing a comprehensive introduction to the works.

## Significant Achievements

### Increased Visitor Satisfaction:

The interactive multimedia screen significantly enhanced the visitor experience, greatly increasing satisfaction levels.

### Extended Viewing Time:

The rich interactive content led to a noticeable increase in the time visitors spent in the exhibition area.

### Remarkable Educational Impact:

The engaging educational content on the interactive screen provided visitors with a deeper understanding of Han Meilin's zodiac artworks, especially his creative process and artistic concepts.



## Conclusion

By introducing an interactive multimedia screen at the Han Meilin Zodiac Art Exhibition in October 2020, the Palace Museum significantly enhanced the visitor experience and educational effectiveness through advanced technology and rich interactive content.

This innovative initiative not only addressed the challenges of display space and artistic detail presentation but also increased the interactivity and attractiveness of the exhibition, achieving remarkable success.

In the future, the Palace Museum will continue to explore and apply more modern technologies to further enhance exhibition quality and visitor experience.

