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INNOVATION · CO-CREATION · CULTURE

Case Studies

Bridging Tradition and Technology: The Multimedia Transformation of the Shanghai Museum's Seal Pavilion

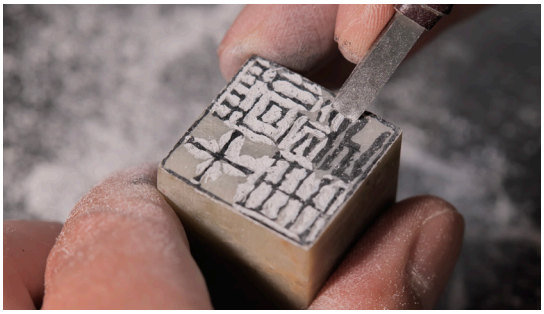
Introduction

On June 24, 2024, the East Wing of the Shanghai Museum officially opened, with the Seal and Seal Cutting Pavilion becoming one of its highlights. This pavilion is dedicated to showcasing the art of Chinese seals, both ancient and modern, covering the history, culture, and techniques of seal cutting. To enhance visitors' experience and educational impact, the pavilion introduced a large interactive multimedia display. Utilizing modern technological means, this screen offers a more vivid and interactive way to understand and appreciate the art of seal cutting.

Challenges

- **Limited Exhibition Space:**
  The physical exhibition space is limited, making it impossible to comprehensively display all the precious seals and seal cutting works.

- **Difficulty in Presenting Details:**
  The intricate and complex details of seal cutting works are hard to fully display through traditional methods, making it difficult for visitors to observe them up close.



- **Lack of Interactivity:**
  Traditional exhibition methods have low interactivity, resulting in a less engaging visitor experience.

Product Description

The multimedia interactive large screen is a high-definition touch screen composed of nine pieces of 65-inch 4K high-definition screens.
It combines AR/VR technology and interactive educational content to enhance the audience's viewing experience. The large screen displays high-definition images, 3D models, video explanations, etc. The new timeline function is not only different from the past in design, focusing on cultural relics and highlighting the details of the exhibits, but also can switch cultural relics on time, allowing the audience to understand the artistic charm of seal carving from all aspects and angles.

Features and Functions

High-definition Image Display:
Displays high-definition images of seal cutting works, allowing visitors to zoom in and out by touching the screen to observe the textures and details of each piece.

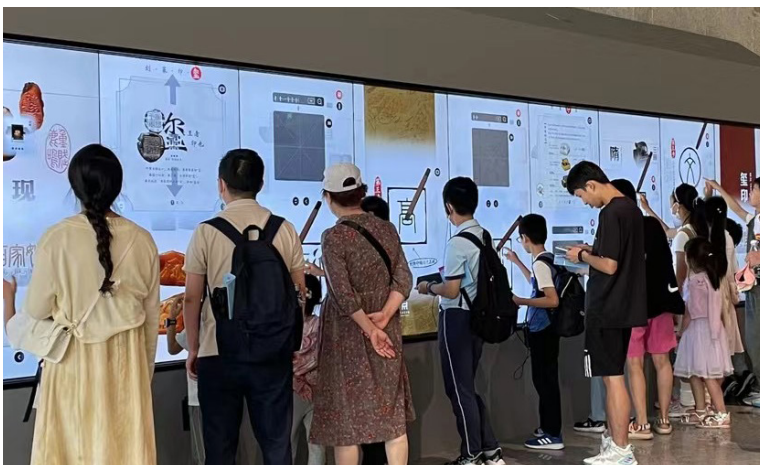
3D Virtual Display:
Utilizes 3D modeling technology to present full 3D images of the seal cutting works, enabling visitors to rotate and zoom in on the models to view the works from various angles.

Multilingual Support:
Provides information in multiple languages, including Chinese and English, so that international visitors can deeply understand the artistic styles and cultural connotations of seal cutting.

Interactive Educational Content:
Provide detailed explanations about the historical background, cultural significance, and production techniques of seal carving through videos, audio, and textual information, offering a comprehensive introduction to the art of seal engraving. A unique seal carving game also allows visitors to directly experience the joy of seal carving on the big screen, giving players a concrete understanding of this practice.

Significant Achievements

Increased Visitor Satisfaction:
The multimedia interactive large screen has significantly enhanced the visitor experience, greatly improving satisfaction.



Extended Visit Duration:
The rich interactive content has notably increased the time visitors spend in the exhibit area.

Remarkable Educational Impact:
The rich and vivid educational content on the interactive screen has provided visitors with a deeper understanding of the art of seal cutting, especially regarding its production techniques and cultural background.

Conclusion

On June 24, 2024, the Shanghai Museum East Pavilion introduced an interactive multimedia screen in the Seal Engraving Hall. Utilizing advanced technology and rich interactive content, this innovation significantly enhanced the visitor experience and educational outcomes.

This interactive screen features a seal engraving game and a new timeline design, allowing visitors to vividly experience the art of seal engraving and understand the historical development of seals.

This initiative not only addressed the challenges of display space and detailed presentation but also increased interactivity and the appeal of the exhibition, achieving remarkable success. In the future, the Shanghai Museum will continue to explore and apply more modern technologies to further improve exhibition quality and visitor experience.