



Magic Wall Marvel: Transforming Visitor Experience at the Museum of Fine Arts, Budapest

Introduction / Background

Proudly boasting the longest Magic Wall in Europe, spanning an impressive 16 meters, our collaboration with the Museum of Fine Arts in Budapest signifies a partnership of significant magnitude. For over nearly five years, we have been actively involved in co-creating innovative solutions for this esteemed institution. This collaboration took shape in 2018, aligning with the extensive reconstruction works of the Fine Arts Museum. Matching the significance of the Museum of Fine Arts, we installed Europe's largest Magic Wall at the entrance hall to the exhibitions, the majestic Marble Hall.



Challenges

- ✦ Lack of engagement with young visitors
- ✦ A vast assortment of diverse artwork housed within an expansive building featuring numerous halls
- ✦ Low penetration of digitization on-site



Product Description

In co-creation with the museum's management and staff members, Back&Rosta custom-developed a 16-meter-long contiguous touchscreen display consisting of 21 screen units specifically for the Museum of Fine Arts, establishing the longest interactive wall in Europe. This spectacular display has been successfully used as a uniquely sophisticated marketing tool as well, generating revenue for the institution.

Upon purchasing tickets, visitors first enter the Marble Hall, where they encounter the colossal display offering access to most of the museum's giant digital database. This interactive showcase allows visitors to explore photos and descriptions of artworks, pinpoint their exact location within the museum, submit comments, and to also seamlessly continue their journey on the museum's official website using their mobile device's QR code scanning function.

Main highlights of features

Transforming the Traditional Museum Image:

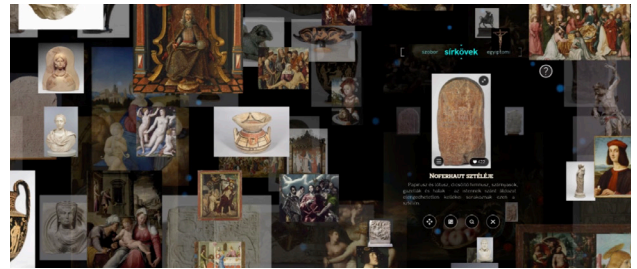
One of our primary challenges was how to rejuvenate the traditional image associated with museums. Through the implementation of cutting-edge technology, we aimed to redefine the visitor's perception of a museum visit, making it a dynamic and engaging experience.

Entertaining a Large Audience in a Limited Time:

Addressing the need to accommodate a significant number of visitors simultaneously within a constrained timeframe, our Magic Wall serves as a captivating focal point. This ensures that patrons can absorb the richness of the museum's collection efficiently during their visit.

Presenting the Representative Collection Briefly:

The Magic Wall's expansive display facilitates the showcasing of the museum's collection in a single space. This approach enables visitors to grasp the breadth and diversity of the exhibits, enhancing their overall museum experience.



Traditional Orientation Enhanced:

Through the Magic Wall, visitors gain a novel perspective on traditional orientation within the museum space. The museum map feature allows visitors to locate each art object and navigate the museum seamlessly, promoting a deeper engagement with the exhibits.

Utilizing the Magic Wall for Events:

The Marble Hall, where the Magic Wall is prominently showcased, is often chosen as a venue for high-profile events. Organizers can elevate their service offerings by employing the Magic Wall's spectacular presentation modes: the poster module and the full-screen video capabilities. This indirect, aesthetically pleasing and eye-catching technic allows the museum for renting out the interface, showcasing corporate and marketing messages, generating significant revenue for the institution. Additionally, by simply keeping the Magic Wall active, its grandiose display serves as a captivating and decorative backdrop, enhancing the ambiance of any event.



Results

The collaborative effort and the co-creation with the Museum of Fine Arts has yielded commendable outcomes, marking a successful integration of innovative solutions into the museum environment.



Increased Engagement of Young Visitors:

One of the primary challenges addressed was the limited presence of young visitors. The introduction of the Magic Wall, with its interactive and dynamic features, has successfully attracted a younger audience. The captivating display in the Marble Hall serves as an entry point, enticing visitors of all ages to explore the museum's treasures.

Enhanced Visitor Experience:

The Magic Wall has transformed the visitor experience by providing a comprehensive and efficient means of exploring the vast collection. Visitors can now maximize their time in a single location, accessing detailed information, and planning their museum journey more effectively. This has significantly improved overall satisfaction among visitors.

Efficient Exhibition Navigation:

The museum map feature on the Magic Wall offers streamlined exhibition navigation. Visitors can easily locate specific artworks, gaining a deeper understanding of the museum's layout. This enables a more organized

