

Time required - 20 minutes

Resources required - projector

'Artcasting: digital and mobile cultural heritage evaluation'

Understanding cultural value in its various forms is an issue of global contemporary interest. This paper discusses some of the tensions around contemporary evaluation practice in museums and galleries, and explores how the AHRC-funded 'artcasting' project addresses some of these challenges through the development of a digital and mobile form of evaluation for use in the cultural heritage sector.

Artcasting is primarily an innovative approach to evaluating visitor experience. At the same time, underpinned by mobilities theory, artcasting offers visitors new ways to engage with collections in the context of real and imagined journeys, extending engagement with artworks (both imaginatively and literally) through space and time. Visitors engage with the artcasting platform by selecting an artwork (or object) and digitally 'casting' it to a place or sending it on a journey. Artcasting engages playfully with the histories, futures and imaginations of gallery visitors (through beacon and geofencing technology) while also producing collated data enabling cultural heritage organisations to articulate the richness and complexity of the visitor experience.

Artcasting pushes the boundaries of existing evaluations in innovative and creative ways. Moving against the over privileging of economic measures of cultural value, artcasting contributes to contemporary debates by embracing the challenges and possibilities of seeking to understand cultural engagement as imaginative and generative encounters.

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