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Innovation  >  Nonprofit & Social Cause  >  Australian museum uses smartphones to bring artwork to life

# AUSTRALIAN MUSEUM USES SMARTPHONES TO BRING ARTWORK TO LIFE

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## Museum visitors will be able to experience a deeper history of exhibits, which otherwise would remain hidden

**Spotted:** Australian startup Sandbox has created a way for smartphones to trigger a virtual experience for museum visitors. The program, known as Cipher, will bring aboriginal cultural artefacts to life at the South Australian Museum in Adelaide.

By waving their phones over artefacts, visitors will be able to experience a deeper history of the exhibits. The first Cipher-enabled display will be Yuendumu School Doors, a set of 27 wooden doors decorated with Aboriginal Dreaming designs. Symbols on the door have been digitalised to interact with the Cipher program.

The Cipher project was financed by a $20,000 grant from Ignite SA's Gigabit Challenge. The digitally-enhanced Yuendumu School Doors exhibit will open as a pilot test this month.

5th April 2019
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**Takeaway:**

Sandpit's Cipher program is a continuation of a larger trend to use smartphones to encourage people to interact with their surroundings. It's also part of a larger effort to help museums use technology to promote their collections. Some museums struggle to share their collections with the wider public because of space restrictions. Cipher has the potential to unlock access to more of the South Australian Museum's 30,000 ethnographic indigenous objects. Springwise has spotted other ways museums and historic attractions are finding new ways to engage with the public, including an app that "wakes up" attractions in Belfast and Nexto, an app that encourages tourists to collect virtual souvenirs while sightseeing.