



# Emmanouil in the age of the COVID-19 pandemic

Myrsini Pichou, Athens University History Museum



HELLENIC REPUBLIC

**National and Kapodistrian  
University of Athens**

— EST. 1837 —



Digital Initiatives Workshop, UNIVERSEUM, 24-6-2020

# “What should I study?”

## digital storytelling application for android devices



-Who is Emmanouil ? A perspective student, who doesn't know what to study. Law or Pharmacology, as his father?

### -THE STORY

-Set in 1840

- in the Museum's building, when it served as the first home of the University of Athens

Objective = to enhance the visitor experience **IN the museum** and encourage him/her to discover the exhibits / **NOT** to replace the interaction of the visitor with the exhibits



*The digital application was created by the Museum for its young and adult audience in collaboration with the Department of Informatics and Telecommunications of the (research group of Professor Yannis Ioannidis), the "Athena" Research and Innovation Centre and the illustrator Petros Christoulas.*



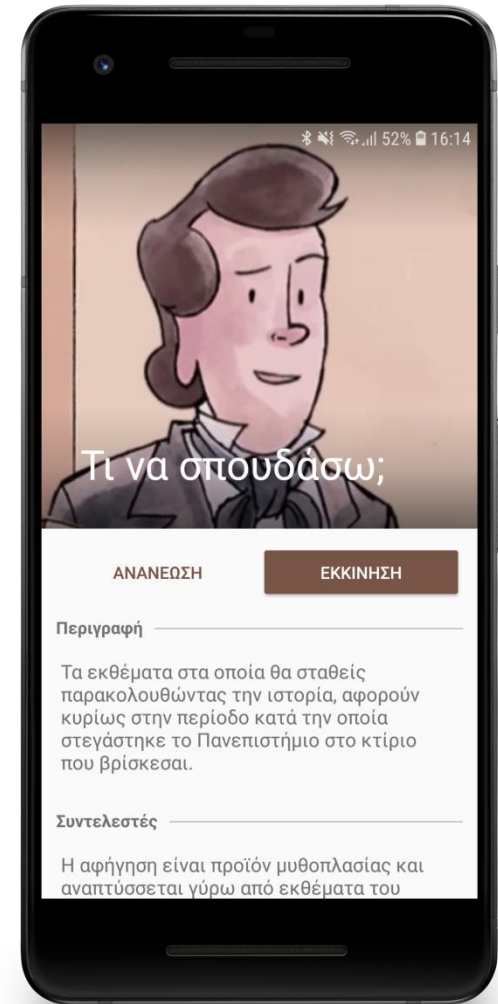
<http://en.historymuseum.uoa.gr/>



# Just before lockdown



Development of marketing strategy in order to launch the app as a product and to add to our profit – Emmanouil was ready to conquer the world!



From March 23 to ???



# During lockdown good things happened to Emmanouil

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Visual Computing for Cultural Heritage

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## Exploring the Potential of Visually-Rich Animated Digital Storytelling for Cultural Heritage

The Mobile Experience of the Athens University History Museum

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Chapter

First Online: 08 April 2020

108

Downloads

Part of the [Springer Series on Cultural Computing](#) book series (SSCC)

### Abstract

Digital storytelling in cultural heritage has been recognized as an effective technique for communicating heritage interpretation to the public. This chapter reports on the iterative design, development, and evaluation of a mobile digital storytelling experience for the Athens University History Museum. The experience combines a visually rich, illustrated and animated story of a fictional character, an aspiring young student of the University in 1840, with informational content about the museum's exhibits. The chapter discusses the insights gained from the composition and integration of the visual form, the design of the story and overall

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*“Stay Safe” official logo of the Greek State*

Many museums and cultural institutions offered digital activities to remain “alive” and to connect with the public

en.historymuseum.uoa.gr

# History Museum

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The Museum Collections Events Schools Museum Shop Networks - Collaborations News Athens University's Museums

**ATTENTION**

Our website is being re-designed at the moment! Thank you for your patience!

9/6/2020

**SPACE DISPOSAL**

[pot\\_room\\_disposal.pdf](#)

**ANNOUNCEMENT**

"Stay home" and "Stay safe" could initiate the activation of digital tools in order to educate and entertain our younger friends, their parents and those who would like to learn about university heritage.

What could be studied in the newly founded University of Athens in 1840? What did the first textbooks look like? How was Athens as the new capital of the country? What was the life of a young man of the period like? Who is Emmanouil and what should he do in order to be able to write his name in the Student Registry of the first University?

We invite you to embark upon a digital journey to the 19th century with the storytelling application "What should I study?" and to discover the exhibits of the History Museum of the National and Kapodistrian University of Athens. In this journey, you will also be able to visit one of the oldest residential buildings in the area of Plaka, just beneath the Acropolis, where in 1837 the University was inaugurated.

To "meet" Emmanouil:

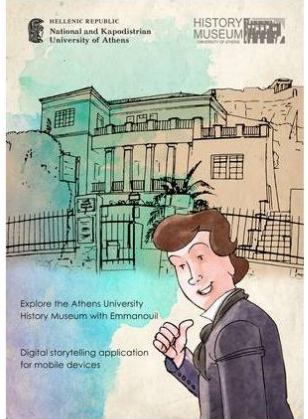
- Download from Google Play Store the Android application "[What should I study?](#)"
- Take a glimpse of the exhibits that Emmanouil sees in the [Virtual exhibition \(http://exhibition.historymuseum.uoa.gr/museum-en/stories\)](#)

We hope that you will be soon able to meet Emmanouil in the Museum!

The digital application was created by the Museum for its young and adult audience in collaboration with the Department of Informatics and Telecommunications of the N.K.U.A. (research group of Professor Yannis Ioannidis) and the "Athena" Research and Innovation Centre.

[en.historymuseum.uoa.gr](#)

#stayhome #staysafe



Explore the Athens University History Museum with Emmanouil

Digital storytelling application for mobile devices

In accordance with the preventive measures taken by the Greek Government against the coronavirus spread, the National and Kapodistrian University of Athens has decided to close its premises to the public and to offer digital activities to remain "alive" and to connect with the public.

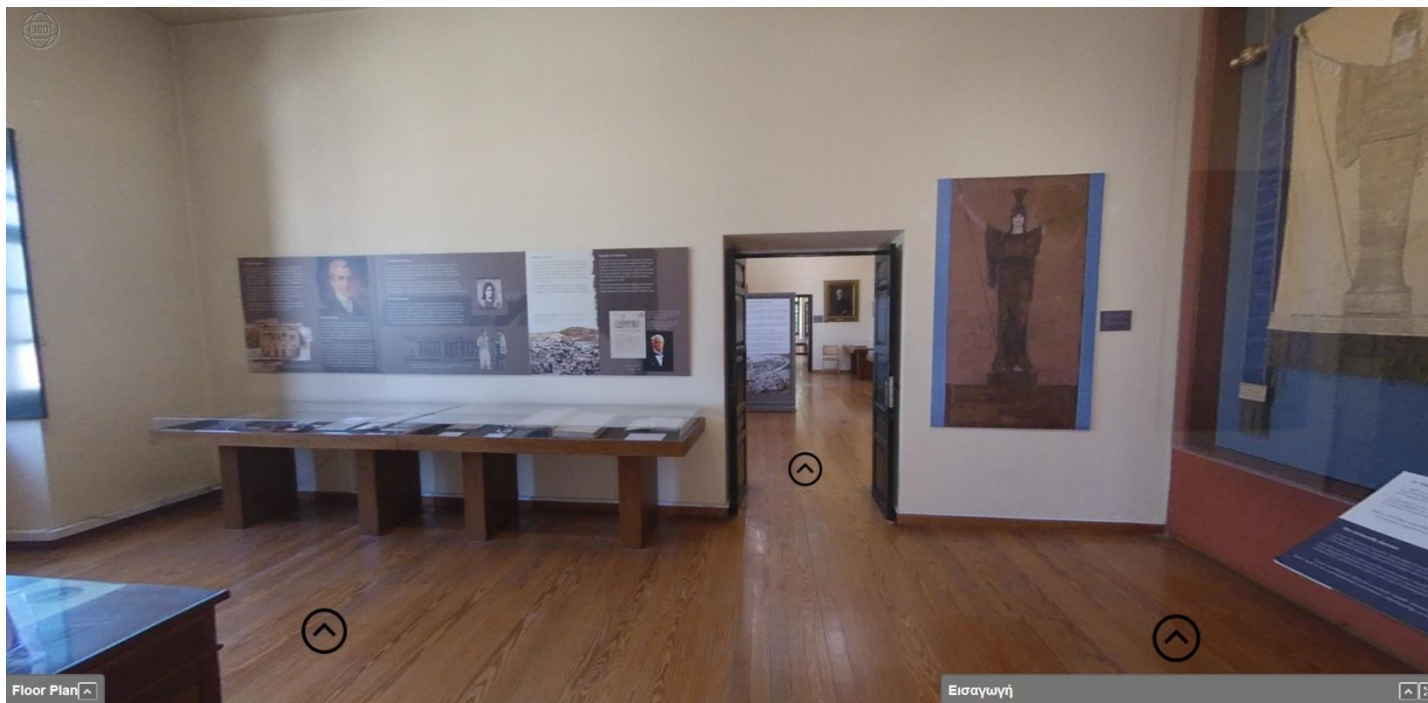
Προβολή σε

# Emmanouil becomes 100% digital for free

## Challenges and goals

- reach its public digitally
- adjust the application for remote users, a long distance audience (create a virtual exhibition, present specific exhibits more efficiently)
- promote the venture
- intrigue the public to visit the museum in person, when it would open

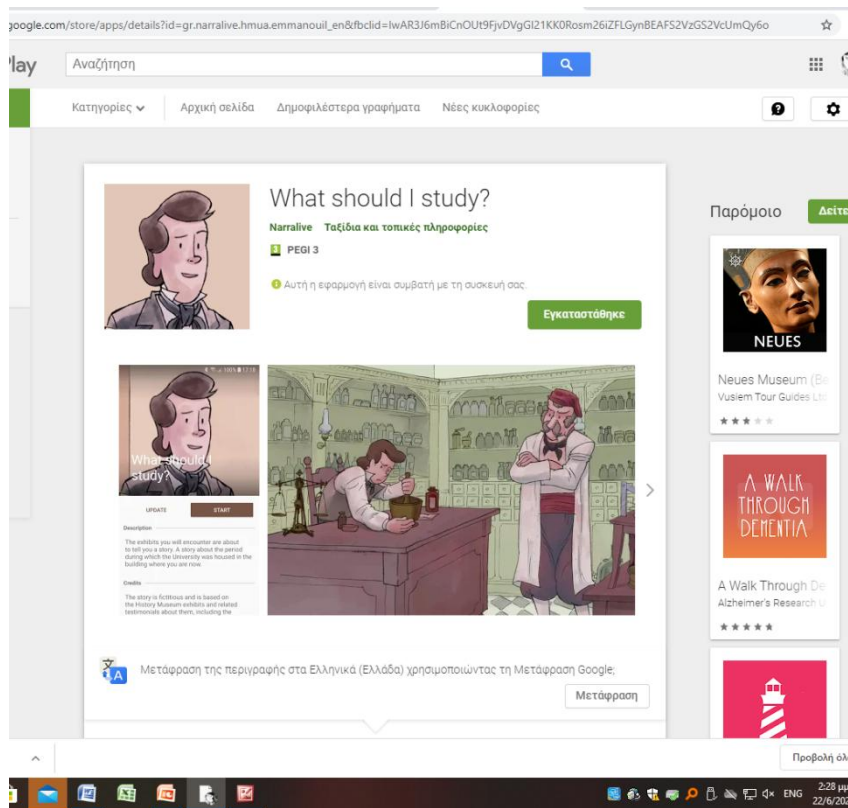




360 degrees  
photography  
presented safety  
and technical  
issues

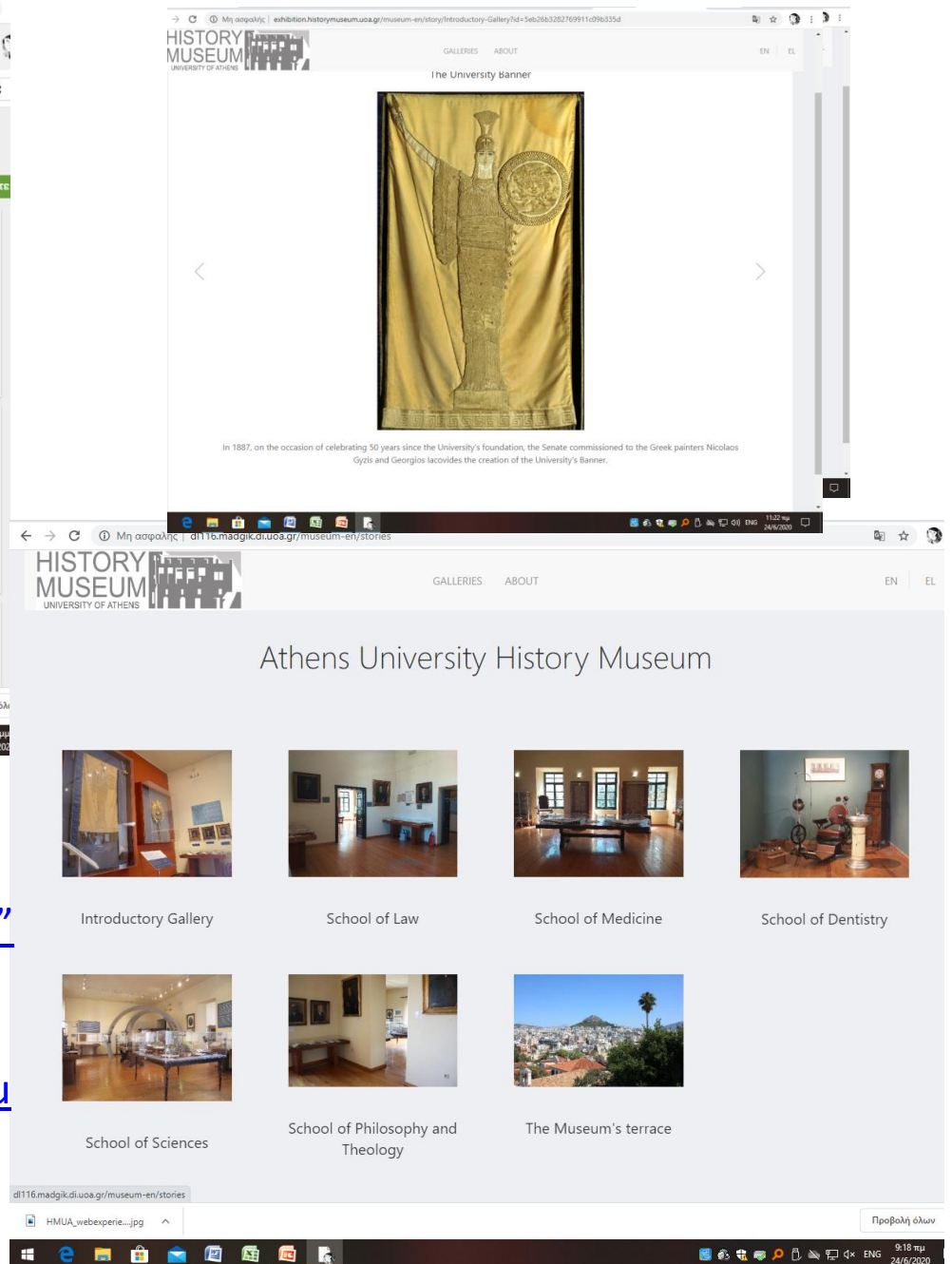
**UNFORTUNATELY**  
it could not be  
applied and  
become available  
digitally





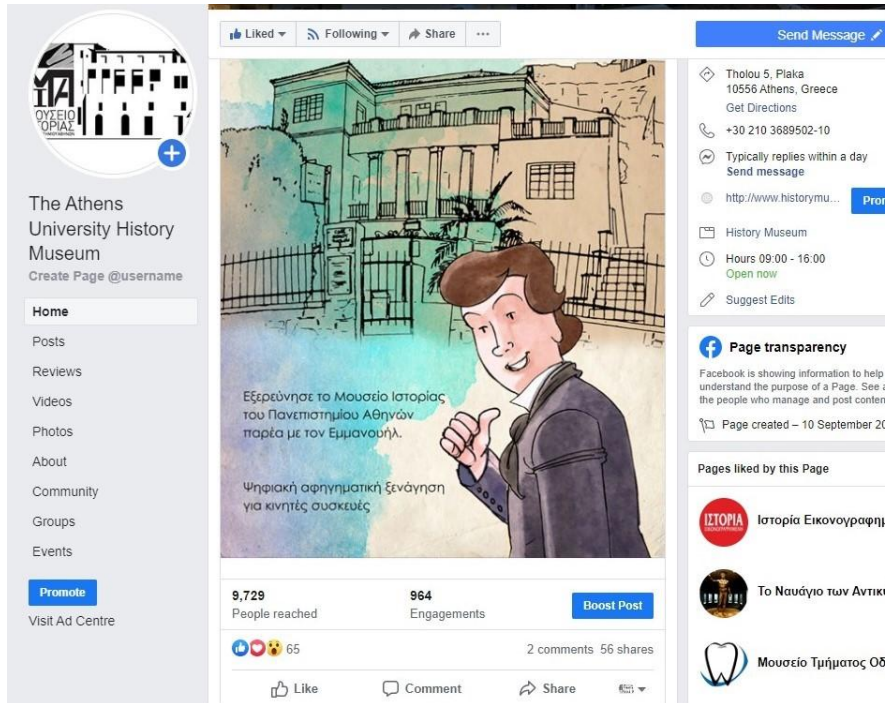
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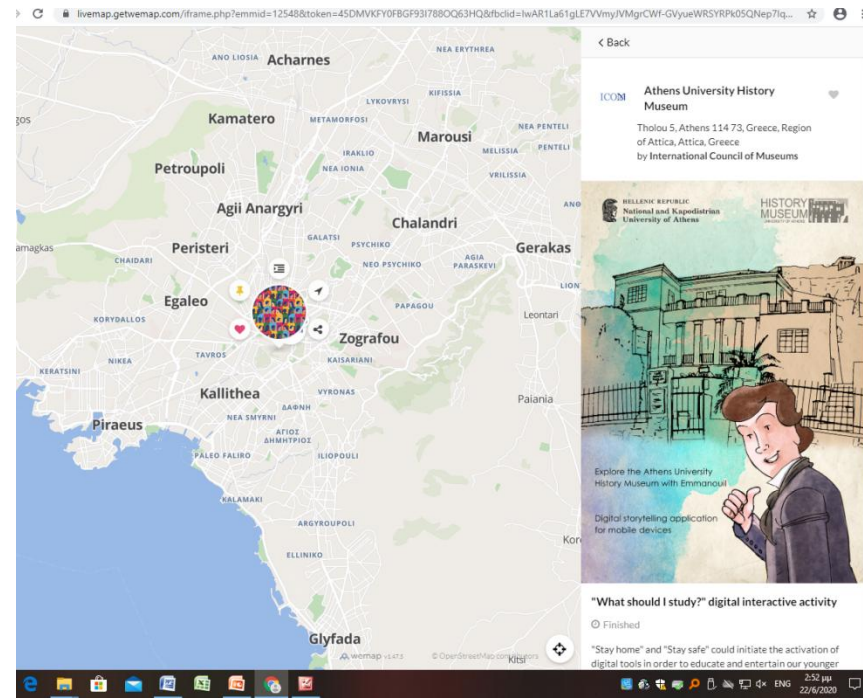
# Promoting the venture



**April 30<sup>th</sup>**

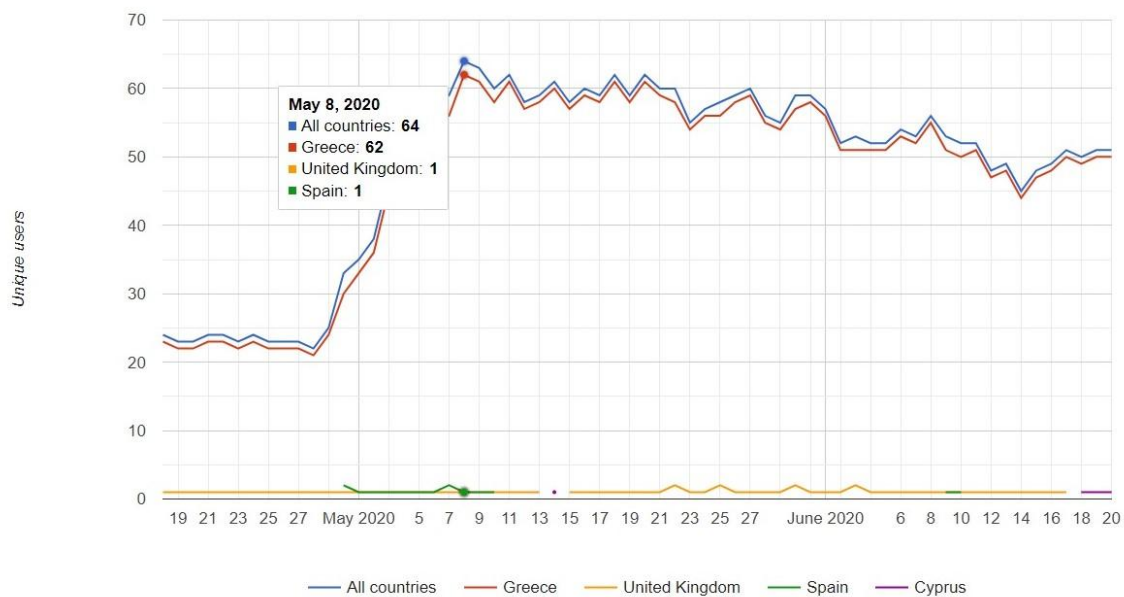
- FB announcement
  - website
  - E-mail to our mailing list
  - E-mail to the University community
- May 18<sup>th</sup>**
- ICOM IMD 2020

Museums opened on June 15<sup>th</sup>





Τί να σπουδάσω; - Unique users count (18/4/2020 - 20/6/2020)



# To wrap it up!

## Challenges – to discuss

- adjust the application to serve the lockdown reality
- to see, in the future, how many future visitors were intrigued to visit the Museum from learning about the app

[museum@uoa.gr](mailto:museum@uoa.gr)

<http://en.historymuseum.uoa.gr/>

Thank you!

