

WHAT IS GIFT?

We are all used to taking photos and sharing them wherever we go. And museums are no different, with visitors sharing tens of millions of photos every year. Blast Theory invite the public to try a new, digital museum experience.

How does it work?

With Gift, you can use your smart phone to create a digital gift for someone you love. You choose objects from around the museum that they would love and then record messages for them. Gift then wraps it all up and sends it to the person you've chosen.

If you've ever made a playlist or a mixtape for someone, this is the same, except with objects from a museum. What you choose to include is totally up to you. You might choose a picture that triggers a memory of a time you spent together, or just features their favourite colour. It's a personal gift which will speak directly to the person you send it to.

About the artists

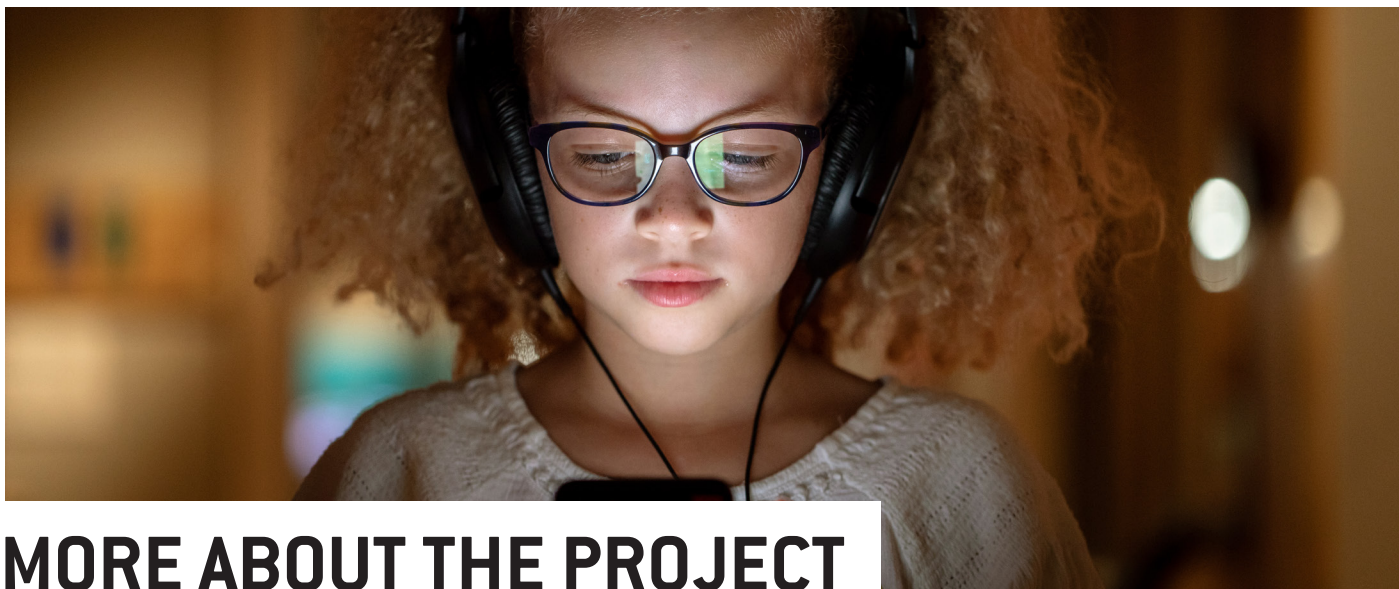
Blast Theory is renowned internationally as one of the most adventurous artists' groups creating groundbreaking new forms of performance and interactive art.

The group is based in Brighton and has created work for the Venice Biennale and Sundance Film Festival.

Led by Matt Adams, Ju Row Farr and Nick Tandavanitj, the group's work explores the social and political aspects of technology. Drawing on popular culture and games, the work often blurs the boundaries between the real and the fictional.

www.blasttheory.co.uk

@blasttheory



MORE ABOUT THE PROJECT

What do visitors do?

The experience starts with a gift *from* the museum: three objects chosen from the museum's collection by one of the museum team. It acts as a uniquely personal introduction to the museum and as an introduction to creating and opening gifts using your phone.

To begin, pick up a postcard at the museum ticket desk and open a link on your phone. A narrator then guides you to look for the objects in the gift from the museum, giving a clue to find each one. When you find an object, you hear a message explaining why this particular object was chosen for you. Once you have found all three, you're invited to make a gift of your own for someone you love.

Guided by a narrator, choose up to three objects from the collection with a person you love in mind. Take a photo and record an audio message for each before sending the completed gift to them.

Why have Gift at a museum?

"The beauty of Gift is that it gives you a new pathway through the museum, one that takes you off the beaten track onto a pathway of your own," Kevin Bacon, Digital Manager at Brighton Museum.

Many museum visitors already use social media when they visit; sharing photos and comments. However, Gift invites a deep engagement that is personal and focused on the museum collection. The visitor chooses one specific person to send objects to which encourages engagement that is personal, thoughtful and sophisticated.

"I thought that's exactly what my mum would like, and so reading information about it made it feel more close to me or to my mum. So I connected my mum with this item and I think that helps remembering information better." Angela, Gift tester from Brighton Museum.

How to bring Gift to your museum

The software platform for Gift is open-source and can be deployed by museums for free, or with technical support from Blast Theory. Blast Theory also provide hosted solutions including all technical set-up and maintenance of the platform. In addition, Blast Theory can provide staff training, content development, customisations to tailor the experience to your museum.

Contact: gift@blasttheory.co.uk to learn more

FAQ

About phones and devices

What do I need to experience Gift?

You will need a smart phone or tablet to take part in the museum.

How do I get Gift on my phone/tablet?

Just enter a short URL in your device's web browser.

Do I need to install an app?

No. Gift runs entirely in your phone's web browser so there's no need to download an app.

What devices can I use?

Gift is designed to run on most modern smart phones. It has been tested on devices running **Android 6.0 or newer** and in **Safari on iOS11 or newer**.

What devices and browsers are not supported?

Chrome on iOS is not currently supported. Older budget Android devices may also have problems loading Gift.

Do I need to use headphones?

No. You should feel free to use your phone speaker to listen to Gift while in the museum. You cannot use wireless headphones.

Do I need to use Wifi?

You will need an internet connection on your phone to use Gift. This can use either WiFi or mobile data.

About making gifts

Who can do this?

Visitors aged as young as 8 and over 75 have created gifts. Those aged 10 or under may need assistance from someone they're with.

Can I make a gift as a group or with someone?

Yes. You can collaborate with other people to make a gift on a single phone.

Can I do this while wandering around doing other things?

Yes, it works well like this.

What's involved in making a gift?

You explore the museum with a person you love or who is special in mind. An audio narrator guides you in choosing up to three objects from the collection. You take a photo of each object, record an audio message about why you chose it and enter a written clue to explain how to find the object in the museum.

Who can I make gifts for?

You can choose anyone. Someone you wish could be with you at the museum today. Or someone who's right next to you now.

Do I have to choose three objects?

No. You can create gifts with one, two or three parts.

How long does it take to make a gift?

It's up to you. It will take between 2 and 20 minutes.

How do I send my gifts?

To send gifts, you'll need the email or mobile number of the person you've chosen or have them as a contact in WhatsApp or Facebook Messenger.

Can I make gifts when not at a museum?

No, the experience is designed for creating gifts at the museum only.

Can I open gifts I've made myself?

Yes. You can view gifts you've sent by opening the link in your sent messages.

FAQ CONTINUED

About receiving gifts

Can someone without a smart phone open gifts?

Yes, recipients can open your gifts on a desktop computer, laptop or tablet.

Do recipients need to come to the museum?

No, recipients are encouraged to open the gifts they receive at the museum, but you can open them anywhere if they choose to.

I've lost the gift someone sent me. How can I find it?

If you've lost the link for your gift please ask the sender to resend it. Gifts are sent as public links.

About privacy and data

Are the gifts that I make private?

No, gifts are shared using public links and can be opened by anyone that the creators give the link to. Please note that these links can be passed on or shared publicly.

Who has my data? Is it shared with anyone?

Data for gifts is stored by Blast Theory. To read our terms of use & privacy policy choose 'Privacy' in the main menu of the web app.

Blast Theory will never share personal information with third parties without visitors consent. However, Blast Theory does gather anonymised usage data from use of the website to help improve its service. In order to share gifts, visitors also give Blast Theory a license to publish contributions; including photos and audio messages on visitors' behalf. Under this license, these contributions may also be used - in an anonymised form - to document the project and to study how the website is used.

How can I report abuse or delete my data / a gift?

Please contact Blast Theory at gift@blasttheory.co.uk or choose 'Feedback' from the main menu.

Why does Gift need access to my camera and microphone?

We need your permission to allow the app to work. You will take photos and record voice messages during the experience.

More / Accessibility

How much data do gifts use?

Gifts are generally less than 10MB each.

Does Gift have sound?

Yes. Gifts you receive include audio messages from the sender. The website also has a narrator that guides you through creating and opening gifts.

I have a hearing impairment. Can I still use Gift?

Yes, gifts contain audio messages that you will need to listen to when they open gifts. When creating gifts you record audio messages to accompany each object using your phone. The narrator's audio throughout the experience can be skipped. Transcripts of the narrator's audio are available at the front desk.

I have a vision impairment. Can I still use Gift?

Yes, photos are used in the interface to identify the objects in gifts. These are shown alongside text clues to help locate the objects. You are advised in the interface to ask a member of staff if you cannot find an object in your gift. When creating gifts, you are also asked to take photos of the objects you would like to choose.

Who made the work and why?

Who made Gift?

Gift is made by the artist group Blast Theory in collaboration with the Mixed Reality Lab at the University of Nottingham and with the support of Brighton Museum and Art Gallery as part of a three year research project funded by the European Union's Horizon 2020 research and innovation programme under grant agreement No 727040. It is a collaboration with IT University Copenhagen, University of Nottingham, University of Uppsala, Blast Theory, Next Game, the Europeana Foundation and Culture24.

Visit the project website for more information:

www.gifting.digital

Visit the Blast Theory website:

www.blasttheory.co.uk

Deployment options	Option 1 Free** self-hosted	Option 2 Hosting & training by Blast Theory	Option 3 Complete hosting & content by Blast Theory
Getting started, training and documentation			
Information pack introducing Gift covering how the experience works, marketing and front-of-house briefings and FAQ.	*	*	*
Training at the museum to introduce Gift to staff in the curatorial, marketing and front-of-house teams.		*	*
Workshop for creative and curatorial staff to develop ideas for linking gifts for visitors to the exhibition programme and introduce the process of self-producing a gift for museum visitors. Also covers all related travel and accommodation.		*	
Additional documentation and remote liaison for self-producing assets for a museum gift for visitors.		*	
Content development			
A museum gift for visitors in the voice of a museum curator or staff member, produced by Blast Theory. Includes creative development with the museum's curatorial team, audio recording, photography, editing, testing and review.			*
Production of copy, marketing images, digital and print materials customised for the museum.			*
Deployment and support			
Open source platform available to branch, customise and deploy	*		
Technical consultation on platform deployment **	*		
Museum profile added to the Gifting platform and a customised home screen for your museum.		*	*
Addition of museum's gift for visitors to the hosted Gifting platform.		*	*
12 months of hosting for museum profile and gifts from up to 500,000 museum visitors.		*	*
Service agreement including 12 months support.		*	*
Monthly reporting usage statistics for 12 months.			

** Technical consultation offered as a chargeable service.