

## **PRESS SERVICE**

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### **INTERACTIVE ELEMENTS AT THE BERLIN GLOBAL EXHIBITION**

**Multiple participatory levels have broad appeal and invite visitor input.**

The interactive path, which visitors can log onto at the start of their tour, adds a personal dimension to the exhibition. One thing it does is ask for opinions on some of the issues addressed in BERLIN GLOBAL. At the end of their tour visitors receive a "networking ticket" with an individual summary of their input and decisions, enabling them to reflect and compare notes with other visitors.

For this purpose the IAMU interactive tracking and assistance system, which was developed by the agency facts and fiction and mguide, is used. In the "Thinking the World" room at the start of the exhibition, visitors receive a wristband with a chip. This connects them with the path and its features. The path registers their input at interactive stations – but once processed the data can no longer be traced to any individual. The wristband also prompts the stations to provide information in the language selected from the twelve BERLIN GLOBAL options in the Humboldt Forum's media guide. The media guide is an electronic device with information on all the museums in the Humboldt Forum, and can be rented in the foyer on the ground floor.

#### Individual visitor votes and decisions

Visitors start on the interactive path in the "Thinking the World" room, where they log on with their chip wristbands. As they proceed through the exhibition, they pass numerous stations that ask for their input. Wherever they cast a vote, a specific tone sounds that was assigned to them back at the check-in station. This same tone sounds after every vote they make.

A total of eleven votes are made throughout the exhibition. The first one consists of which door to walk through when entering the "Berlin Images" room. There are two doors, one marked with the statement "I want to help the world" and the other with "I want to help my community".

The dilemma here is that both are reasonable choices. The individual input arises from reflecting on locality and glocality, and the wristband registers which option is taken.

The "My revolution" station in the "Revolution" room invites visitors to reflect on their individual relationship to current global problems that can lead to political and social upheaval. They can select their own stance vis-à-vis revolutions by approaching one of multiple contact points.

Another stop on the interactive path is the "My talent" station in the "Entertainment" room. Its "phrase generator" lets visitors assemble statements from different elements, such as "I improvise / in the kitchen / with pleasure" or "I recite / poems / with others". This entertaining game takes the room's content to a personal and playful level.

In the "Fashion" room visitors are asked for their opinions at an interactive loom. The "My clothing" station creates a visual "pattern of opinions" in the form of a carpet made of coloured LEDs. Each of six video screens describes a different approach to addressing the injustice in the global garment production and disposal industries. Choosing one of these approaches adds an LED band in the colour of its respective screen. This yields an LED carpet of many colours. Visitors can influence the pattern with their own choice, and also see the positions other visitors hold as reflected in the coloured "threads" projected onto the wall.

#### Results and networking in the lounge

At the entrance to the lounge at the end of the tour, two large screens display the cumulative results of visitors' choices over the previous days. Visitors then receive their individual results at the check-out stations behind the screens. In return for their wristband they receive a "networking ticket".

The "networking ticket" invites them to enter the lounge where they can relax, discuss the exhibition with others, and perhaps leave an individual trace of their visit on the large network sculpture at the end of the room.

#### Explore more: visitor action required

BERLIN GLOBAL also encourages interaction above and beyond voting on specific issues. Numerous stations require visitors to take action. These include the "wheel of history" media table in the "Revolution" room. When the "wheel of history" is turned – which can only be done by multiple people pulling together – different historical periods can be selected which trigger audio-visual displays of revolutionary events in those years.

The more people pull, the faster the revolutions are unleashed. Striking immersive sets of projections appear on the wheel and surrounding walls, which evoke the revolutions and uprisings of 1848, 1918/19, 1953, 1967/68 and 1989.

BERLIN GLOBAL's interactive principle goes yet further. The walk-in disco sphere in the "Entertainment" room even encourages visitors to dance. Its interior is lined with mirrors, and different musical styles are available in this silent disco experience.

Another station in the "Entertainment" room, which focuses on the Carl Lindström AG company founded in Kreuzberg in 1904, shows the early worldwide reach of Berlin's music industry. Visitors can operate a converted portable gramophone to hear recordings produced by Lindström – from 1920s hits like *Bei mir bist Du schön* to music from India or Egypt.

The exhibition also features nine analogue interactive displays, namely the "Hands on!" stations that operate on a two-sense principle. Examples include a tactile quiz on the exhibition's contents in the "Berlin Images" room, and a fragrance station developed by Norwegian scent artist Sissel Tolaas whose exhibit lets visitors test their olfactory abilities on ten aromas of the city.

Information in compact form: The BERLIN GLOBAL app on the Humboldt Forum media guide

To make as much of the exhibition available to as many visitors as possible, the BERLIN GLOBAL app on the media guide has additional digital features. The app describes key room texts, main topics, and the content of digital media stations in twelve languages, including German Sign Language (DGS). The app also offers audio descriptions in German for vision-impaired visitors.

The other languages in the BERLIN GLOBAL app are French, Italian, Polish, Spanish, Russian, Turkish, Arabic, Chinese and Japanese. German and English texts at all the display and media stations mean visitors can also tour the exhibition without an audio/media guide.

Additional digital options beyond the exhibition space

Interactive elements are also on offer for those seeking information before their tour of the Berlin Exhibition. Visitors can explore the first room [online](#) as a "360° Thinking the World" experience – either in guided-tour format or independently by navigating the virtual "Thinking the World" room and finding background information at 16 points in its murals.

Kulturprojekte Berlin will also offer an augmented reality episode on the "Augmented Berlin" app, available free of charge for all AR-compatible mobile end devices. This episode functions like an interactive trailer for the exhibition. It highlights a small part of each room as a foretaste of the full exhibition. BERLIN GLOBAL's

AR episode is not locationally limited but instead can be explored at home, in public spaces like cafés or outside. Its 3D contents are designed to give users the sensation of actually being there – and having their living room morph into the exhibition.

## **BERLIN GLOBAL – A coproduction of Kulturprojekte Berlin and the Stadtmuseum Berlin**

*The BERLIN GLOBAL exhibition opened on July 20 on the first floor above ground of the Humboldt Forum. On around 4,000 square metres of space, it explores the complex web of relations between Berlin and the world. Immersive installations and atmospheric presentations lead visitors into theme-based rooms that reflect the many sides of the city.*

*The BERLIN GLOBAL exhibition at the Humboldt Forum is a coproduction of Kulturprojekte Berlin and the Stadtmuseum Berlin. Its design and contents were developed by a team led by Paul Spies, Chief Curator for the State of Berlin at the Humboldt Forum and Director of the Stadtmuseum Berlin. Kulturprojekte Berlin is responsible for the overall production, communications and – together with the Stadtmuseum Berlin – displays which are universally accessible and inclusive.*

*Major actors at the Humboldt Forum include the Ethnological Museum and the Museum of Asian Art (Staatliche Museen zu Berlin – Stiftung Preußischer Kulturbesitz), Kulturprojekte Berlin, the Stadtmuseum Berlin and the Humboldt-Universität zu Berlin, under the direction of the Stiftung Humboldt Forum im Berliner Schloss.*

## **More information**

[www.berlin-global-ausstellung.de](http://www.berlin-global-ausstellung.de)

[www.humboldtforum.org](http://www.humboldtforum.org)

[www.kulturprojekte.berlin](http://www.kulturprojekte.berlin)

[www.stadtmuseum.de](http://www.stadtmuseum.de)

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