Rise of Private Companies in Museum Education

Original report from the NMC Horizons Report on Museums
Summarized by Museum Hack
Recently, a number of private companies and startups have been working with or alongside museums on education-centric goals.
The private sector is progressively shaping the future of museums by deepening the public’s interest in cultural heritage.
Smartphones, apps, and social media networks are transforming education and interpretation by engaging visitors where they are.
Museums and for profit enterprises have parallel missions of leading people’s discovery and understanding of cultural heritage and art.
Museums are using educational products offered by private companies, adding them to the museums infrastructure, or using them for interpretation.
Some museums use the educational products a la carte, while others have been engaged with private companies on a much deeper level.
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