



>>The Louvre multimedia guide that you can see on the screen was launched in October 2007 It was conceived over 9 months of planning and developed in 6 months.

But it is still a work in progress since the Louvre and our provider Antenna Audio are still increasing the number of commentaries and improving the interface design.

I will present the way the Louvre organized the project doing some tasks in house and outsourcing others.

The first stage we worked on was to design the visitor experience.>>

## Getting it done

- Audio tour outcomes
  - Tailor content for audio tour
  - Offer more than random access tour
  - Provide commentaries also on the Palace
- New responses
  - In situ interviews
  - Random access and themed tours for different audiences
  - Commentaries on the building too

>> The Louvre hired a researcher to lead the definition phase.

•She collected information from various people from the Museum

•In the mean time the researcher analyzed the audio tour with the help of the interpretation service. We listened to the 1 thousand commentaries available at the time.

The main outcomes were:

1.The commentaries weren't tailored for an audio tour. Some commentaries came from written text (mostly from a DVD about the Louvre collections) and were too complicated to be understood in a limited time.

2.A lot of visitors were happy with the possibility to be free to go in any part of the Museum and listen to commentaries but others wanted to be guided through the Collections according to their interest, the time they had and their capacity to walk a long way or not. They wanted to be led to the essential.

3.The Louvre has a double role: it is both a Museum and also a historic site, so visitors wanted to hear about the palace and not only about the works of art.

•After this the researcher helped the Museum to define the new project

•To respond to the first observation the Louvre decided to interview curators and lecturers in front of the works of art. The journalists that conduct the interviews are not specialized in art history so they can ask the questions that visitors would have asked.

•To respond to the 2nd observation the Louvre decided to build themed tours and to take into account the visitor's circumstances: the available time, the physical condition.

We also decided to offer content for different audiences: adults, children, people with reduced mobility, deaf people and visually impaired people. We use a separate device, an audio guide, for visually impaired people.

•To respond to the concern of visitors about the historic site there is an Architectural Tour and some architectural commentaries are displayed in the Masterpieces Tour>>

## Getting it done

- In-house

- Visitor experience design
- Sponsor search

- Outsourced

- Technical development
- Communication
- Rental service

- Content production

>> So the Museum designed the visitor experience.

The Louvre had also to find sponsors for the content production that cost around 1.7 million euros for 1 thousand commentaries in 7 languages.

The Museum outsources the technical development, communication and rental services as it has always done. The provider Antenna Audio assumes all the costs and gets revenue from the rental over 3 years.

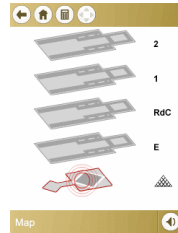
As for the content production I would say that it is partly outsourced and partly in-housed.

Antenna Audio's journalists interviewed the Louvre's curators and lecturers, edited the interviews, mixed them with music, translated them into 6 languages and recorded the translation.

On the other hand the Museum wanted to keep a strong control over the content and had it double - checked by the interpretation and curatorial teams. It also had all the translation reviewed by translators specialized in art history.

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# How to guide visitors?



LOUVRE Multimedia Guide

>>What is new in this project is the strong concern of the Museum for the visitor experience.

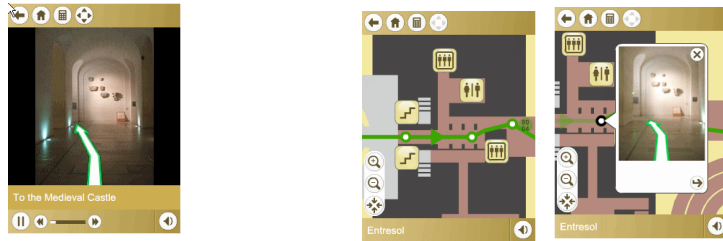
Even the choice of a multimedia guide is the result of what we wished the visitor to experience.

As we wanted to provide themed tours we needed a screen to allow people to choose the route they wanted and to display maps and pictures.

I would like to focus on a crucial point of the Louvre project and get your point of view on it. This point is: how to guide visitors in such a huge museum.

As you can see on this map the Louvre is composed of 5 floors[: under the Pyramid, lower ground level, ground floor, first floor, second floor] and 3 Wings [Richelieu, Sully, Denon]. There are many stairs and rooms. >>

## How to guide visitors?



Using audio directions or a map?

LOUVRE Multimedia Guide

>> The Museum's first idea was to include audio directions but Antenna advised us against that solution on the bases of a pilot at the MET: they don't always work and they are expensive to change in 7 languages.

We finally adopted a mixed solution: some tours provide audio directions and pictures (here you can see the Masterpieces tour) and others use maps and pictures (here you can see the Antiquities Tour).

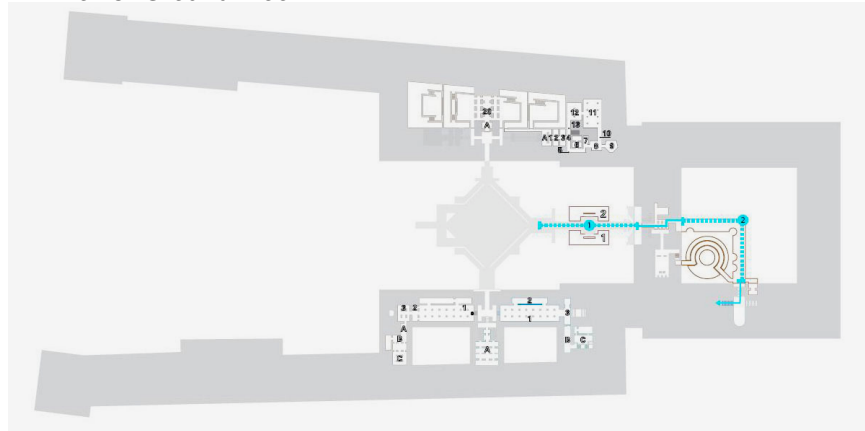
Before launching the guide we conducted tests that confirmed Antenna's advice.

On the other hand the multimedia evaluation shows that a lot of visitors appreciate the audio directions and get lost while using the map.

The answer to this apparent paradox may lie in the complexity of the routes drawn on the maps. >>

# Masterpieces Tour

Lower Ground Floor



LOUVRE Multimedia Guide

>> Here is the Masterpieces tour.

It starts on the lower ground floor. The visitor has to follow long corridors>>

# Masterpieces Tour

Ground Floor

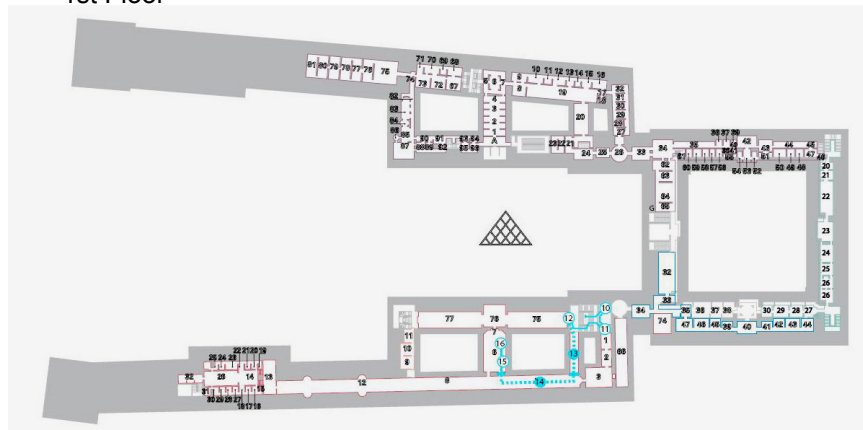


LOUVRE Multimedia Guide

>> Then he goes onto the ground floor. He has to turn on the left then follow a succession of rooms, turn right, go back and go straight>>

# Masterpieces Tour

1st Floor



LOUVRE Multimedia Guide

>> On the 1st floor the visitor has to go to the left and turn right twice>>



# Antiquities Tour

Ground Floor



LOUVRE Multimedia Guide

>> I hope you can see the Antiquities Tour in yellow. It starts on the ground floor.

The visitor has to go straight, turn left, turn right, then pass through 3 rooms, turn left, go back and follow the rooms orders. Then he goes upstairs to the first floor [upper right corner] >>>



# Antiquities Tour

Ground Floor



>> ....and so on.

As you can see this route is far more complicated than the Masterpieces Tour.

The question is: should we design the tour according to the organization of the space or according to interpretation concerns?

As we use a handheld device we are tempted to propose another organization of the contents but we have to be very careful about this and never forget the physical display. >>>

- To learn more about the Louvre multimedia guide please see our web site

– <http://monguide.louvre.fr>

LOUVRE Multimedia Guide

>> To conclude I would say that having an external provider enables rich exchanges : Antenna brings its expertise on designing audio and multimedia tours and the Louvre its knowledge of its visitors. >>

**[Infos en +]**

•6 languages: English, Spanish, Italian, German, Japanese and Korean.

•Prices

Full price: €6

Under 18s: €2

18-25s on Friday evenings after 6pm : hire one, get one free

Disabled users, jobseekers and recipients of social security: €4

•Over 3 years the Louvre team includes 6 full time positions + 3 part time, 75 curators and lecturers were interviewed.

•Themed tours

Masterpieces

Antiquities

French

Italian

Architectural X2

-> Let's listen to a commentary to be more concrete (the Venus of Milo n°3024)