

# MUSEUM OF THE YEAR 2009



*In 2009, the Museum of World Culture in Göteborg was voted Swedish Museum of the Year by the International Council of Museums, ICOM, in collaboration with the Association of Swedish Museums. The award was given to the museum "For its purposeful endeavour to attract young adults and for its proactive effort to mirror public discussions of social issues."*

**THE MUSEUM OF WORLD CULTURE** opened its doors in Göteborg, Sweden, in 2004. Describing itself as historical, modern, unexpected, and provoking, the museum focuses on themes that reflect the breadth, variety and dynamism of world culture. The museum evolved from the city's Ethnographic Museum and is next-door neighbour to two of the city's other main tourist attractions: Liseberg amusement park and Universeum.

## WATCHOUT on three floors

The Museum of World Culture is home to a largescale, permanent installation of Dataton WATCHOUT,<sup>TM</sup> the multi-display production and presentation system. Twenty-five WATCHOUT sources are distributed across the three-floor exhibition.

The WATCHOUT software enables the various visuals to work in sync with other events, and each other. The Dataton system is used to create seamless panoramas and separate image areas, providing a flexible way to mix and control media across several image areas.

On the third floor, the imagery is handled with WATCHOUT, at the special request of the producer. This exhibition area also includes several interactive parts, triggered with motion detectors or buttons. Many children found their way to a particularly popular part of an exhibition where large pressure pads controlled a waterfall, projected across the wall with the panorama image created with WATCHOUT.

## Popular with visitors

At the museum, WATCHOUT proved to be a flexible way of synchronizing media, while offering the possibility of stunning widescreen projections. WATCHOUT is controlled by the museum's Medialon Manager show control system and overall installation was carried out by Primetec (now Mediatec).

With 218 000 visitors last year, the Museum of World Culture is the most frequented museum in Göteborg.

Visit the Museum of World Culture website:

[www.varldskulturmuseet.se](http://www.varldskulturmuseet.se)

