

Barbara Thiele



Job title: Head of Digital & Publishing

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Abstract:

Title: User generated content in cultural institutions: opportunity or challenge?

The digital transformation of our society is in full swing. Museums are confronted with the question of how they remain relevant in a digital world. This involves more than expanding the exhibition on the net or digitizing the collection. Digital transformation is more profound, it affects all the core tasks of a museum: collecting, preserving, researching and exhibiting / conveying. Online, we have completely new possibilities at our disposal: Users can consume our offers independent of time, location and context, we reach new target groups via various channels, and by opening information we can work directly with interested parties. With the user-generated content platform Jewish Places (www.jewish-places.de) the Jewish Museum Berlin is breaking new ground. Together with top partners, like Wikimedia Germany, the Central Council of Jews in Germany, or the Moses Mendelssohn Center for European-Jewish Studies the museum is creating an interactive map application which provides comprehensive information on places of Jewish life in Germany. The innovative approach consists of asking users to complete incomplete and missing information by on-site research and to upload their own images, audios, films and texts directly and provide them with metadata. The presentation shows how sustainable solutions in the digital age of culture can be realized through agile methods and human-centered design processes.

Bio:

Together with her team, Barbara Thiele is responsible for the digital change and all digital projects in the Jewish Museum Berlin. Her department's focus is to convey current and historical German Jewish life in digital and print formats, including website, blog, and online collection as well as media installations and guides in the exhibitions, the museum's publications, and the overall digital strategy. She studied comparative literature, sociology and art history in Mainz, Lund, and Berlin, and started her career in the academic publishing sector, first at the Max Planck Institute for the History of Science in Berlin and then as an editor at the German Academic Publishing House Reimer. Before she joined the museum in 2016, Barbara Thiele was managing director of a digital start-up in the field of self-publishing.