

CULTURE, TOURISM & EXPERIENCES

Designing Interactive Exhibits with XR and AI

Hands-on training for museum professionals: turn an idea into an exhibit concept that integrates extended reality and artificial intelligence into the visitor experience.

Learn to turn your collection into an experience visitors can explore.

When should you use immersive projections, 3D reconstructions, or augmented reality? How do you design a conversational avatar that answers visitors' questions using reliable sources?

This program helps museum professionals understand the possibilities and limitations of extended reality and artificial intelligence and translate them into informed design decisions. Through examples, demonstrations, and practical exercises, participants learn to connect collections, storytelling, space, and interaction while considering accessibility, day-to-day operations, and content quality.

No programming experience is required.

UNDERSTAND
The opportunities and limitations of XR and AI

DESIGN
Experiences grounded in collections and audience needs

EVALUATE
Usability, reliability, and visitor experience

THE SKILLS YOU WILL DEVELOP

01 — CHOOSE TECHNOLOGY TO SUPPORT THE EXPERIENCE

Where should you start, and which tools should you use?

Learn to define audiences, goals, and content before selecting equipment. Explore immersive projections, augmented reality, 3D reconstructions, and interactive interfaces, and assess their suitability for different museum settings.

02 — INTEGRATE AI WITH CURATORIAL OVERSIGHT

How can visitors ask their own questions while receiving trustworthy information?

Learn to plan conversational avatars and assistants, select sources, set response boundaries, and identify errors. Explore human oversight and ways to clearly communicate the role of AI to visitors.

03 — DESIGN FOR DIVERSE AUDIENCES

How do you make interactions clear, accessible, and engaging?

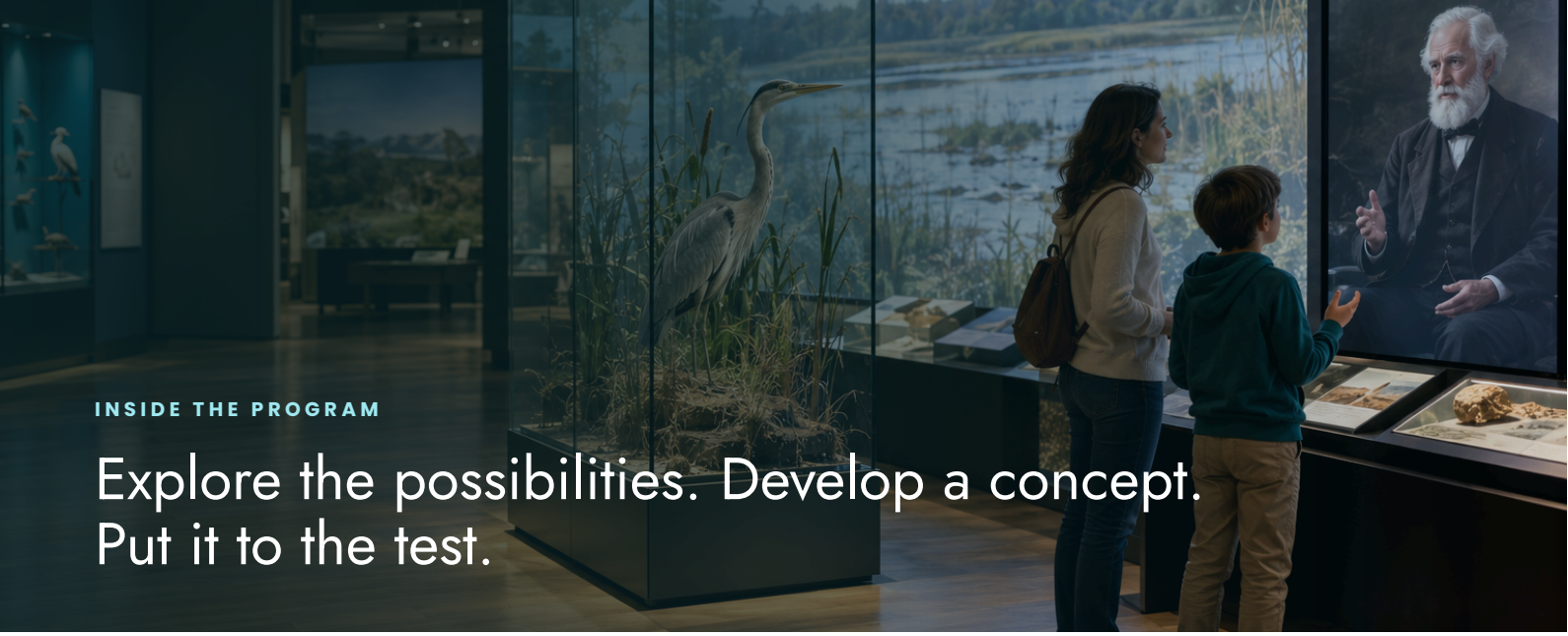
Work with attention, memory, readability, and wayfinding. Learn to establish a clear focus, introduce content progressively, and provide ways to engage that accommodate different visitor needs.

WHO IT'S FOR

Curators, collections care professionals, museum educators, interpreters, exhibit managers, digital engagement teams, and visitor services staff. The program also welcomes designers and other professionals working with museums, science centers, historic houses, and cultural institutions.

FORMAT

Half-day introductory workshops or one- to two-day hands-on programs, delivered on-site or online. Content can be tailored to participants' experience and institutional projects, combining case studies, demonstrations, and exercises based on a collection or space selected by the museum.



INSIDE THE PROGRAM

Explore the possibilities. Develop a concept. Put it to the test.

01 **Explore XR and AI in museums**

Understand the differences among virtual reality, augmented reality, mixed reality, and headset-free immersive environments. Examine how AI can support conversation, content exploration, and visitor guidance.

02 **Design the visitor experience**

Choose an object, story, or gallery. Define your audiences, learning and engagement goals, and interactions: what draws attention, what invites participation, and what supports understanding and recall.

03 **Develop content and interactions**

Create a storyboard and interaction outline. For avatars, define roles, reference sources, instructions, and how to handle questions for which reliable information is unavailable.

04 **Test and plan**

Use simple prototypes and practical exercises to test your concept. Assess accessibility, clarity, response reliability, and operational needs. Identify requirements to discuss with designers and vendors.

WHAT YOU TAKE AWAY

A design method

Practical worksheets that connect interpretive goals, content, space, and technology.

A concept for your museum

An initial proposal developed through the exercises, with a scope appropriate to the program's duration.

Evaluation tools

Checklists for reviewing interactions, accessibility, content, and AI responses.

A practical brief

An outline to guide conversations with curators, designers, and vendors as the exhibit develops.

Start with a challenge from your museum

Bring a collection, a gallery you want to rethink, or an early-stage idea. We build the training around your case and guide your team through developing a concept, outlining interactions, and defining evaluation criteria.

BUILD LASTING CAPACITY IN YOUR MUSEUM

The program helps staff write clearer briefs, assess vendor proposals, and contribute to exhibit development. Participants can reuse the method to plan new projects and improve experiences already open to the public.

e-REAL TRAINING FOR CULTURAL INSTITUTIONS

The program draws on e-REAL's design experience in immersive environments, conversational interactions, and learning spaces. It connects design principles, demonstrations, and hands-on activities to the needs of cultural institutions.

LET'S TALK

Request a training program for your museum at www.e-real.net, or email us with your intended participants, goals, and project.

CONTACT

Danils Vanags
danils@logosnet.org

e-REAL® by LOGOSNET