

# Museum in a Box

A 21<sup>st</sup> Century Handling Collection

George Oates, Founder

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Cambridge, 3 June 2019



- 1. How did the company come about?**
- 2. How does the business work?**
- 3. How are people are using it?**



**Company  
background**

# The Small Museum

March 2015

Somerset House, London

Hello.  
This is a live experiment.  
You're welcome to enter...





Company  
background





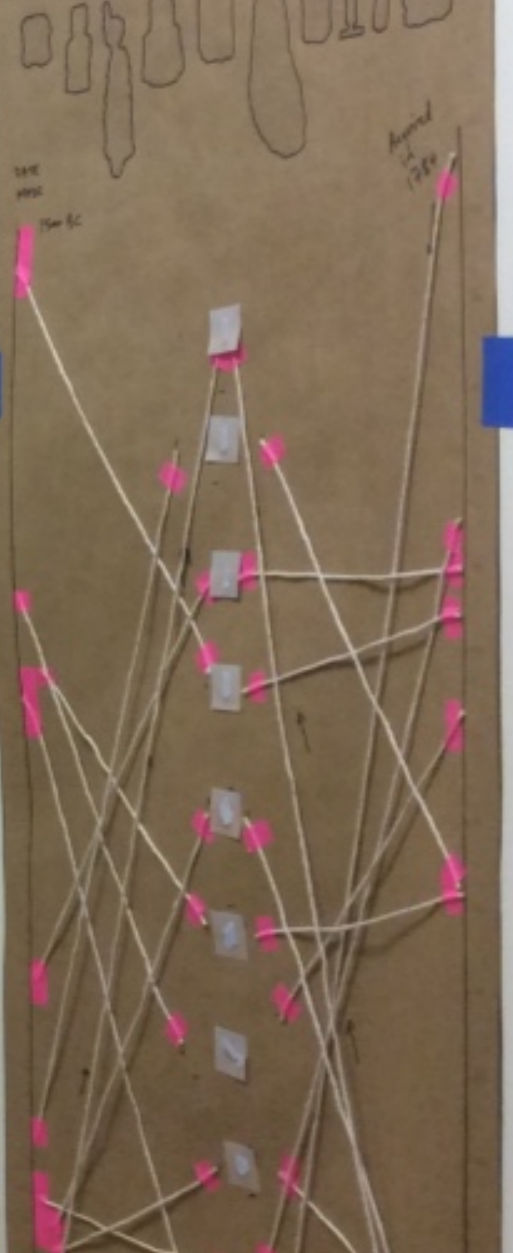
# Company background

This panel contains several small diagrams and notes. At the top, there is a diagram with a central blue node and several lines radiating outwards. Below it are three pink circles, each with a small note underneath. Further down, there are several horizontal strips of text, some with pink dots. At the bottom, there is a small wooden structure with a blue cup on top, and some other small items.

This panel features a photograph of a white, fluffy object, possibly a sculpture or a piece of art, mounted in the upper center. Below the photo is a large block of handwritten text in Arabic, which appears to be a description or a list of items. The text is written in a cursive style and is somewhat dense.

This panel is filled with various visual elements. At the top, there is a grid of small portraits. Below that is a photograph of an interior space, possibly a hallway or a room. To the right of the photo is a map of a region with a pink 'X' and the label 'THE METROPOLIS'. Below this is another map, possibly of the Middle East, with labels 'SHARJAH' and 'DUBAI'. Further down is a map of a region with a pink 'X' and the label 'DUBAI'. At the bottom, there is a photograph of a Buddha statue and a map of a region with a pink 'X' and the label 'DUBAI'. There are also some small photos and labels scattered throughout.

This panel contains a floor plan of a building with a pink circle around a specific area. Below the floor plan is a world map with a pink circle around a specific location. To the left of the world map are two small photographs of ships. At the bottom, there is a map of a region with a pink 'X' and the label 'DUBAI'. There are also some other small photos and labels.





Company  
background



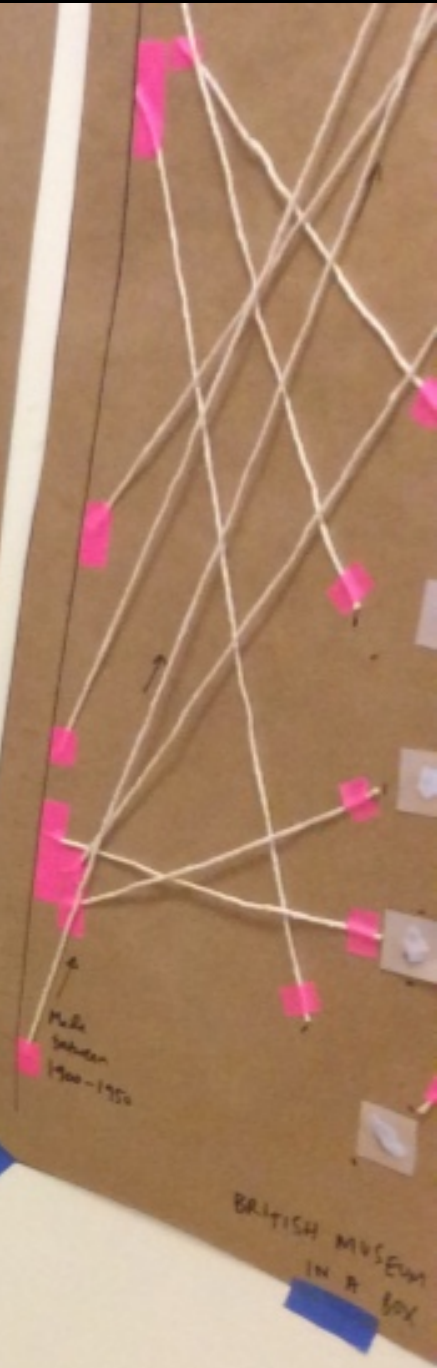
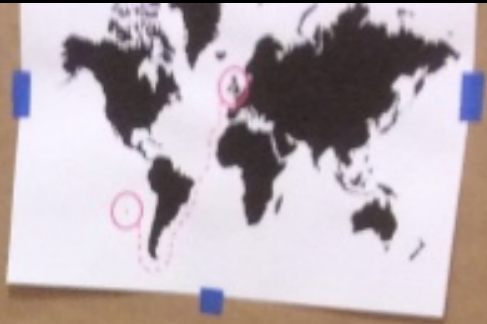
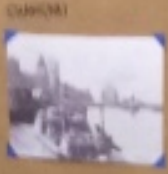
COLOSSAL  
FOOT

Company background





**Company background**



BRITISH MUSEUM  
IN A BOX

Company background

Wednesday MAR 18 	Thursday MAR 19     	Friday MAR 20         	
Monday MAR 23         	Tuesday MAR 24         	Wednesday MAR 25         	
Thursday MAR 26         	Friday MAR 27         	Monday MAR 30                     	Tuesday MAR 31         

THIS IS A LIVE EXPERIMENT.  
You're welcome!



Company  
background

Great experience  
**THANK YOU**  
Lys

Handwritten notes on the left page:  
Tobino  
wait to see  
FUTURES  
heart

I learnt more here than  
I have in the British Museum

Alan Jones

**Touch, see, listen, exchange,  
laugh, describe, explore,  
question**

**Copy, distribute, reinterpret,  
decontextualize, deconstruct,  
reconstruct**



**Company  
background**



**November 2015  
Newington Green, London**



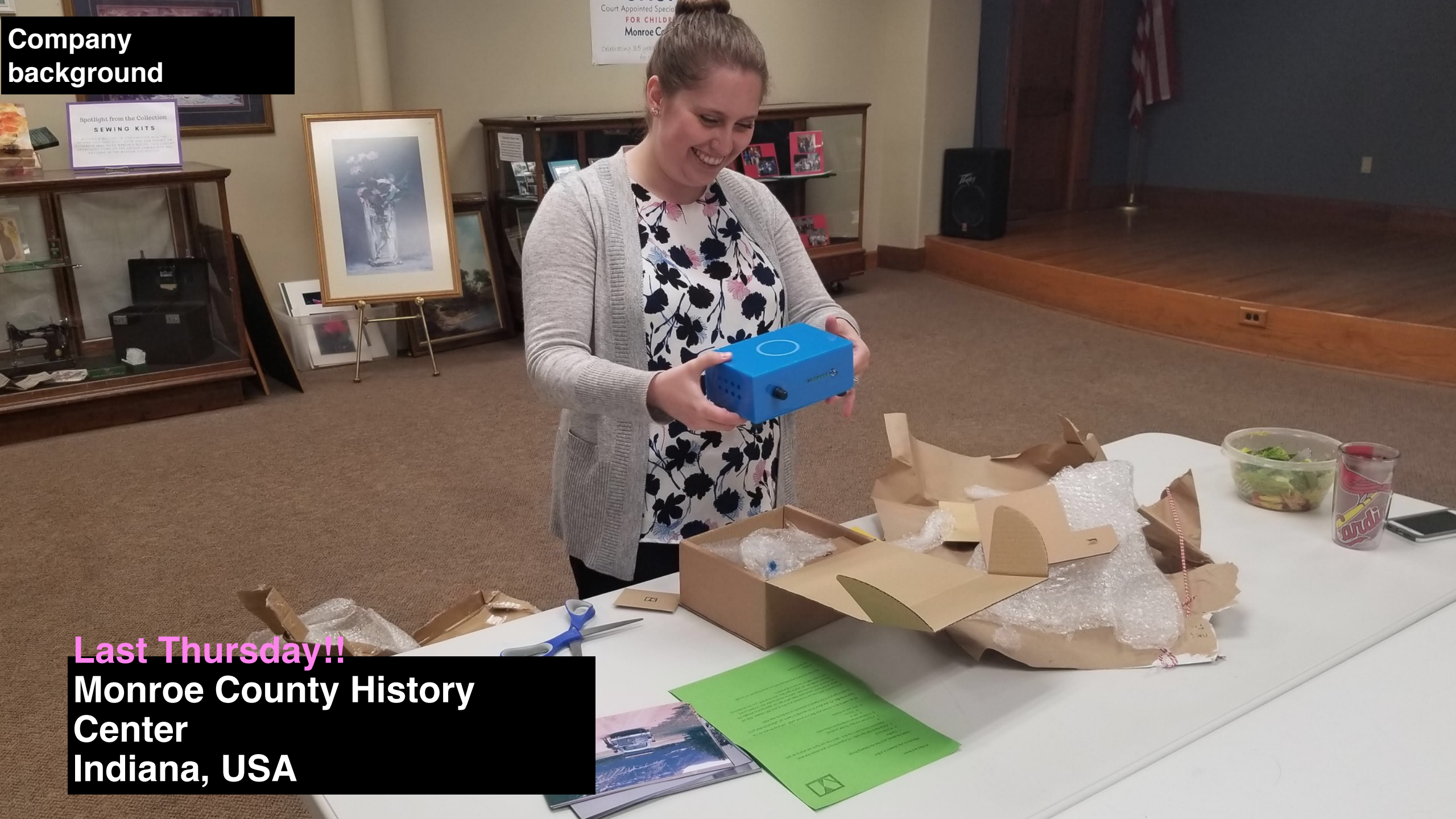
**Company  
background**

**November 2015  
Newington Green, London**

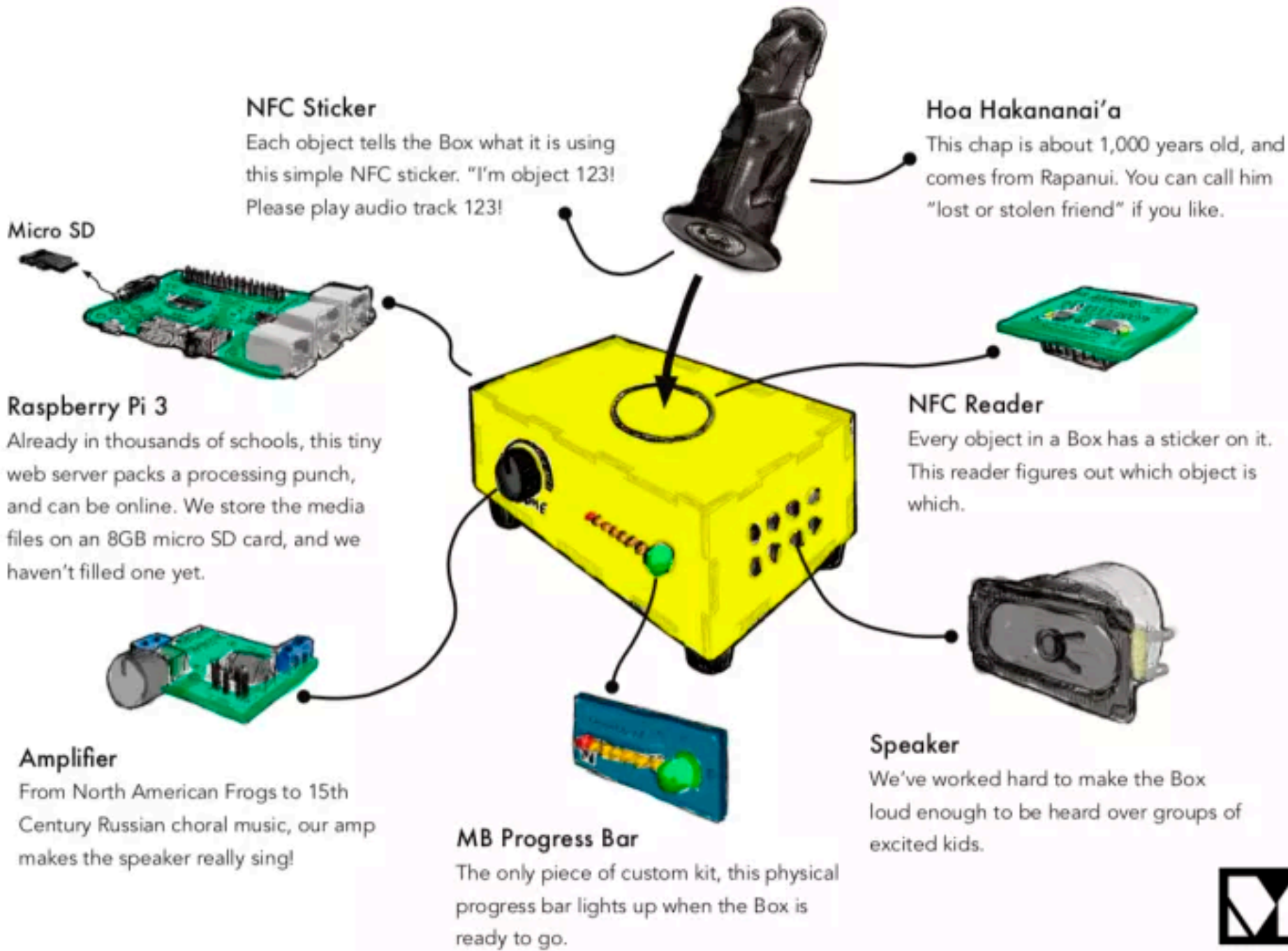




**Company  
background**



**Last Thursday!!  
Monroe County History  
Center  
Indiana, USA**



### NFC Sticker

Each object tells the Box what it is using this simple NFC sticker. "I'm object 123! Please play audio track 123!"

### Hoa Hakananai'a

This chap is about 1,000 years old, and comes from Rapanui. You can call him "lost or stolen friend" if you like.

### Micro SD

### Raspberry Pi 3

Already in thousands of schools, this tiny web server packs a processing punch, and can be online. We store the media files on an 8GB micro SD card, and we haven't filled one yet.

### NFC Reader

Every object in a Box has a sticker on it. This reader figures out which object is which.

### Amplifier

From North American Frogs to 15th Century Russian choral music, our amp makes the speaker really sing!

### MB Progress Bar

The only piece of custom kit, this physical progress bar lights up when the Box is ready to go.

### Speaker

We've worked hard to make the Box loud enough to be heard over groups of excited kids.





- 1. Bespoke commissions**
- 2. “Make Your Own”**
- 3. Subscriptions**

# The business

The British  
Museum



Smithsonian  
Libraries

V&A



SWEDISH NATIONAL HERITAGE BOARD  
RIKSANTIKVARIEÄMBETET



THE UNIVERSITY OF  
MELBOURNE

The  
Fitzwilliam  
Museum  
CAMBRIDGE

National Museums Liverpool  
Museums Liverpool  
Liverpool National M

National  
Museums  
Liverpool



LOVE CAMDEN

JEWISH  
MUSEUM  
LONDON

*Bata*



UNIVERSITY OF  
LEICESTER

BARNSLEY MUSEUMS

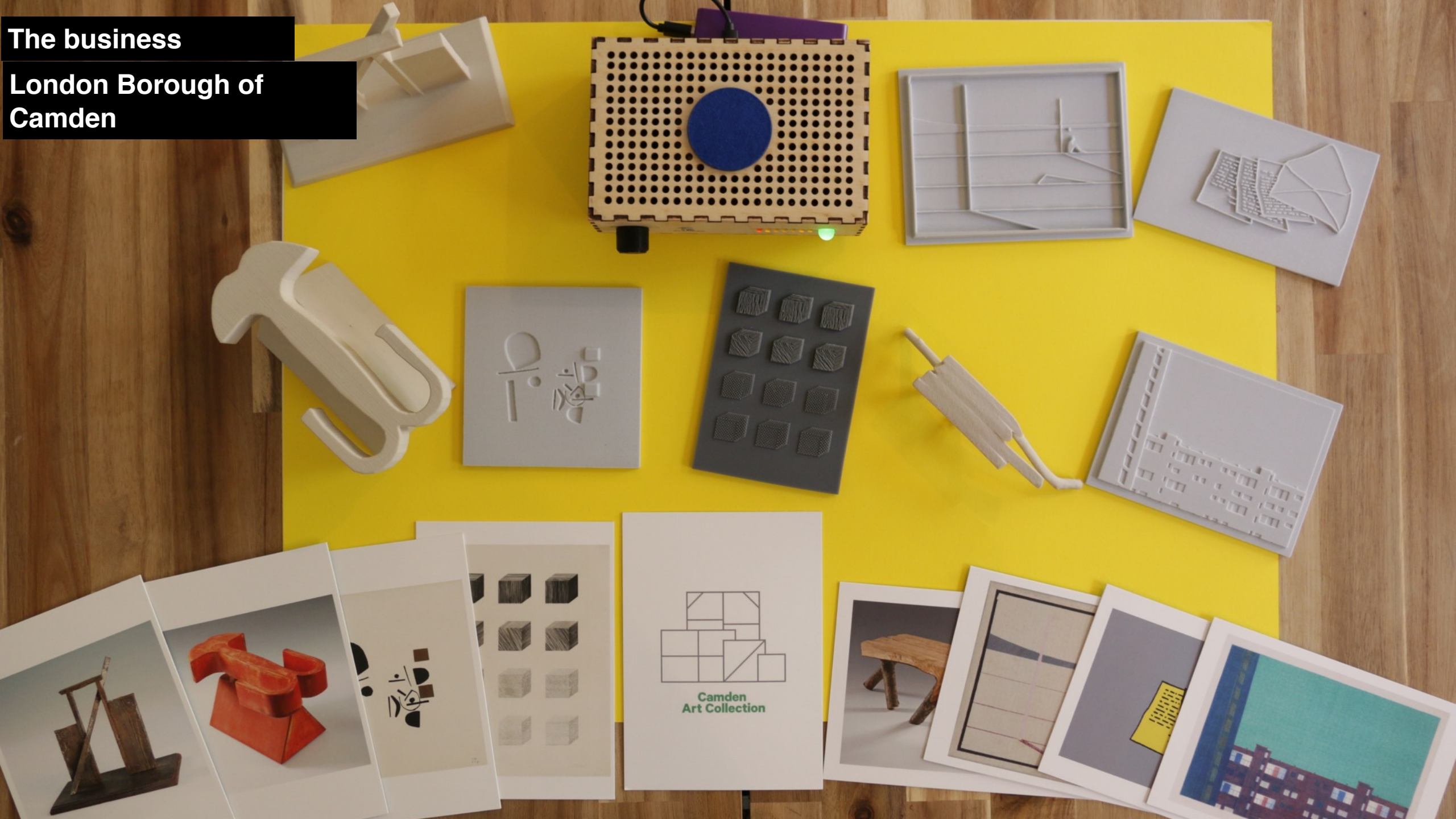


Monroe County  
HISTORY  
CENTER



# The business

## London Borough of Camden





The business

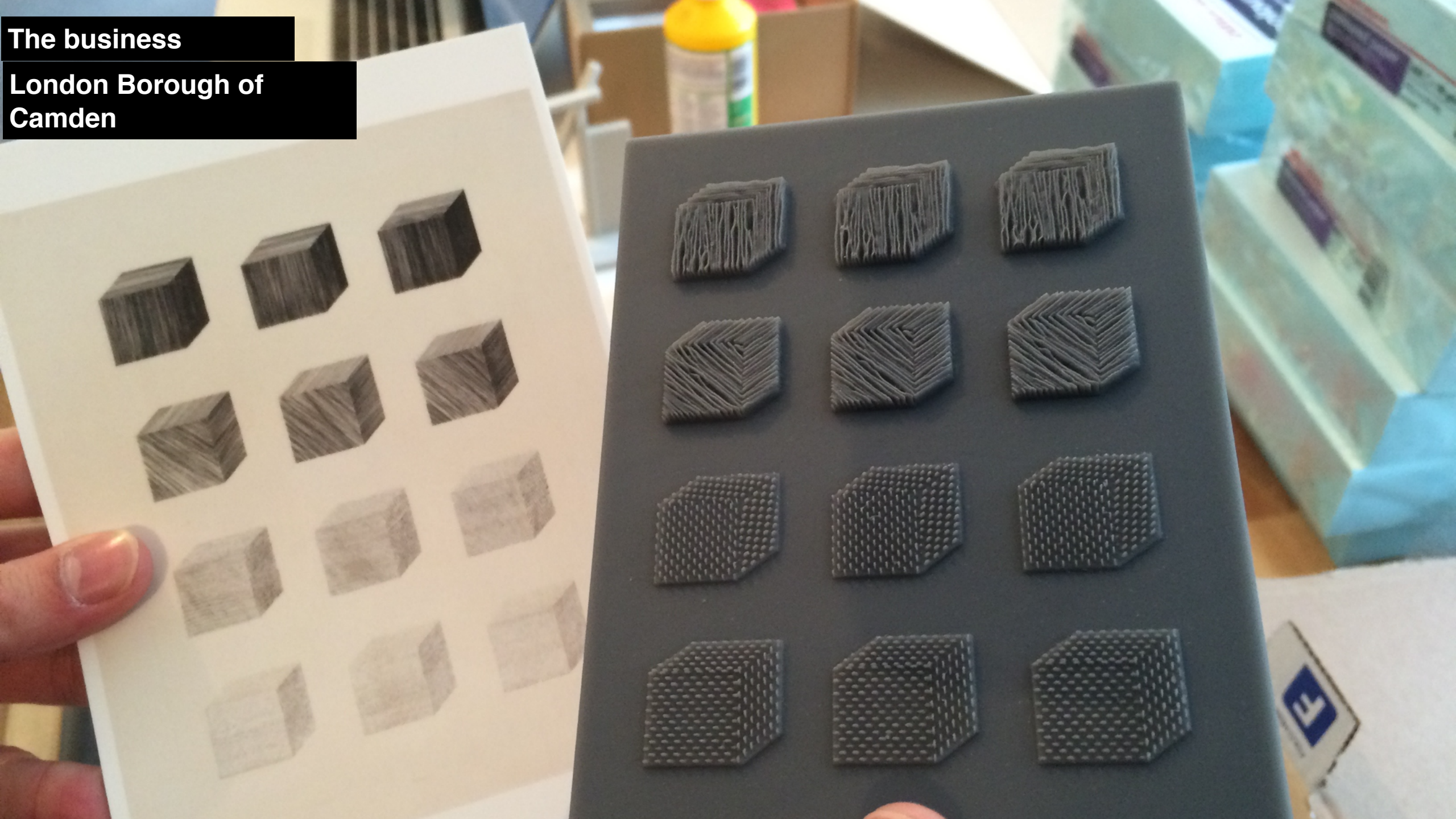
London Borough of  
Camden





The business

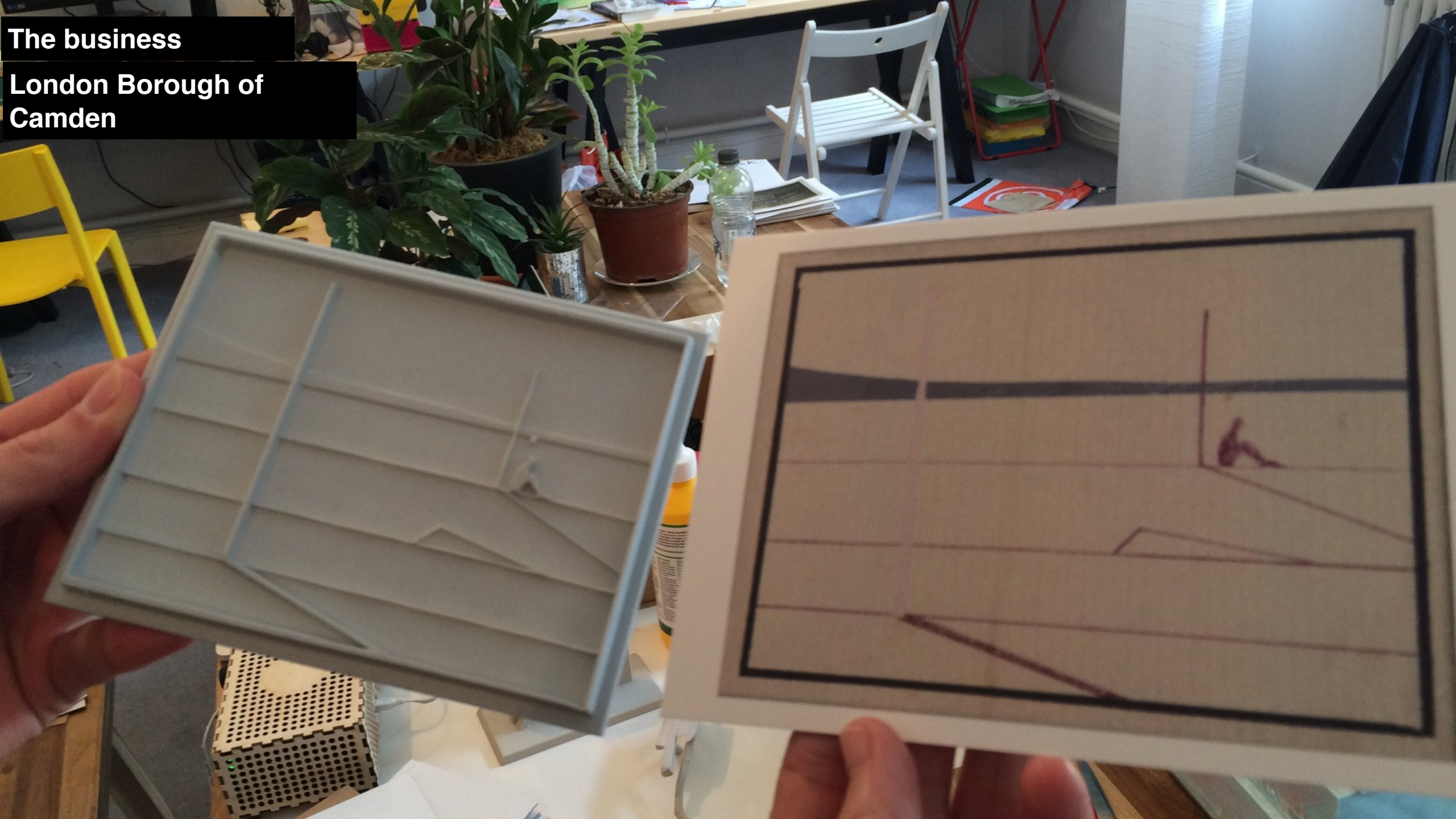
London Borough of  
Camden





The business

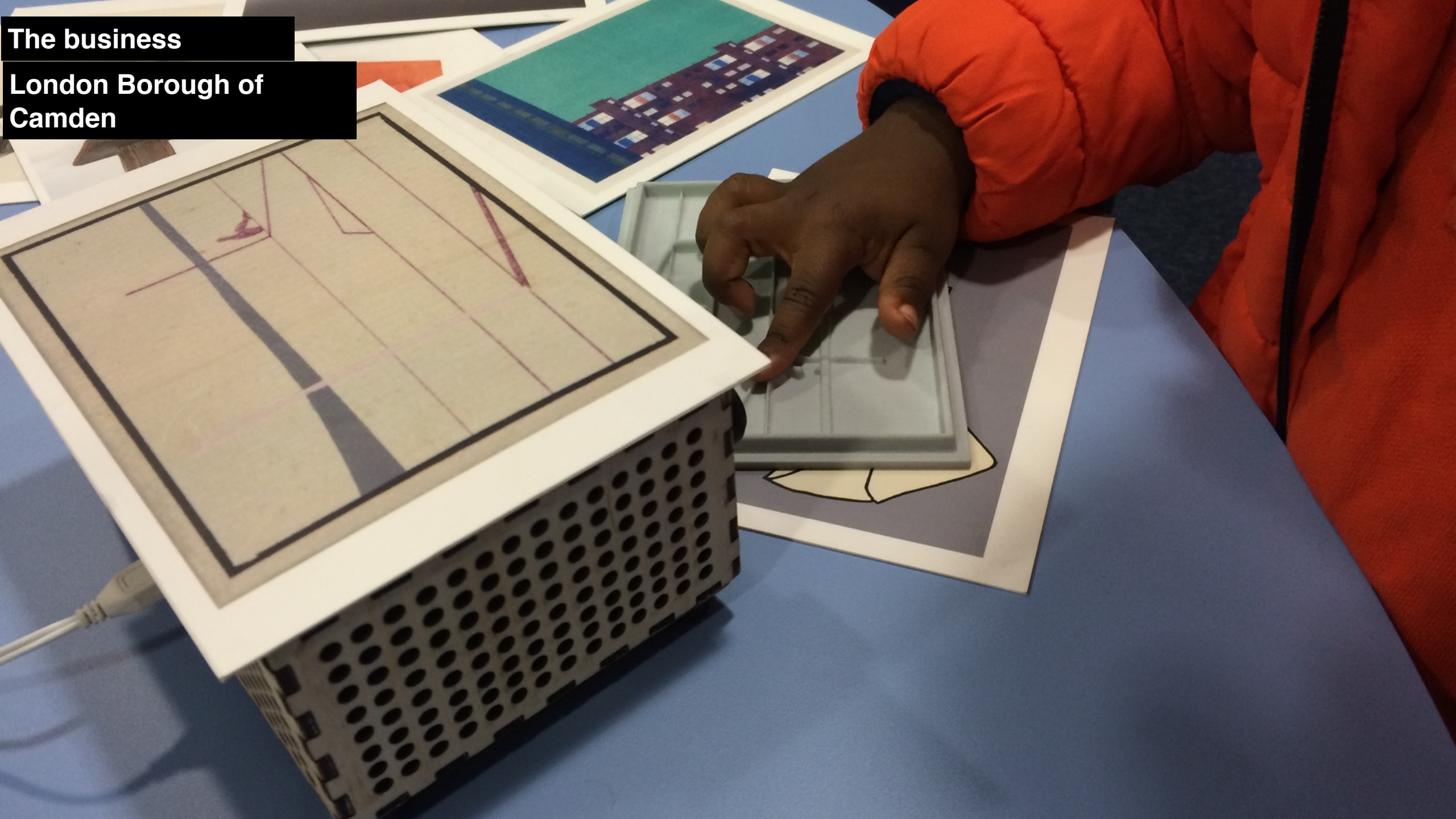
London Borough of  
Camden





**The business**

**London Borough of  
Camden**





The business

London Borough of  
Camden



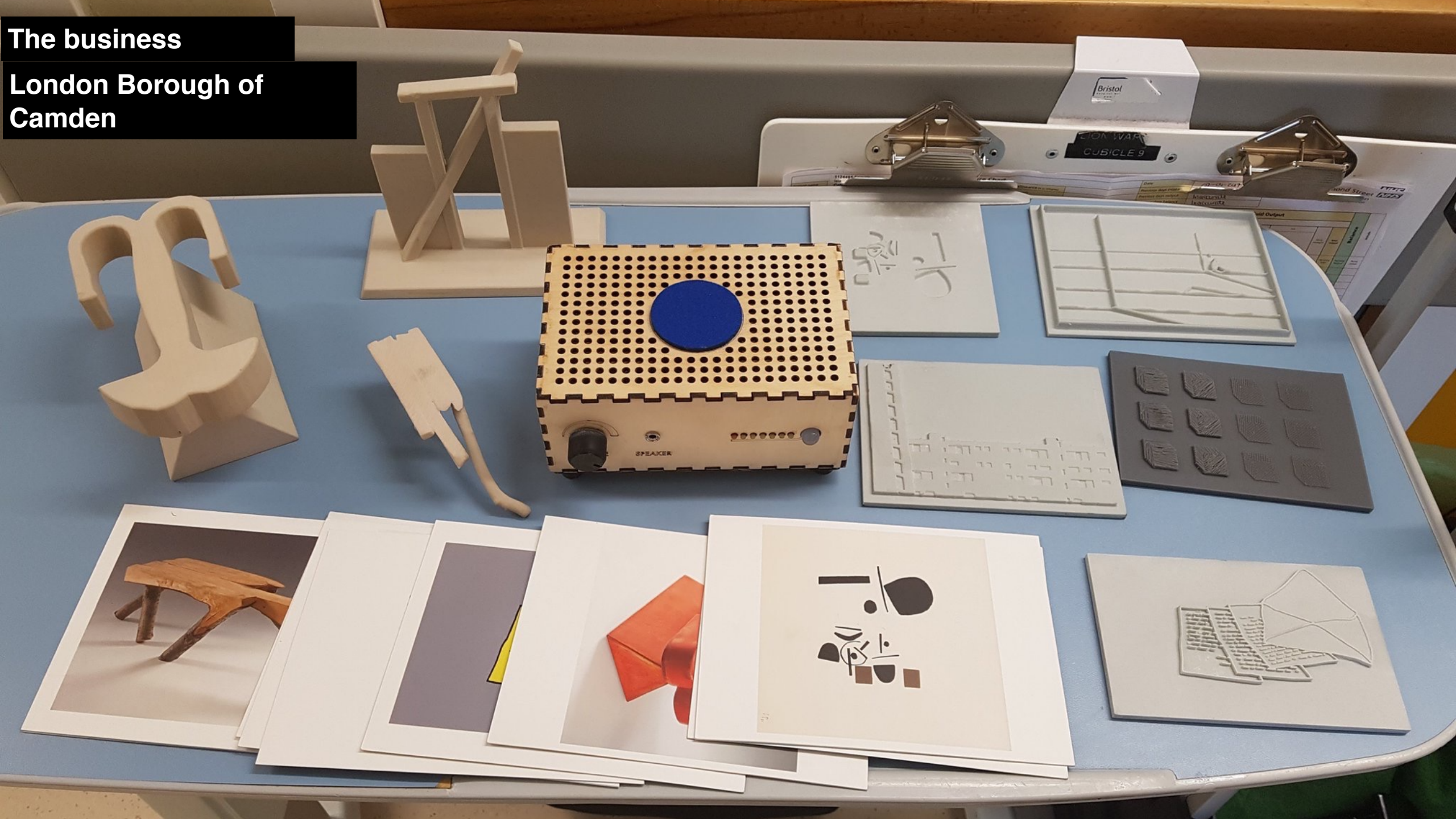
Tony Mott  
Barred Portal  
early 1970s

Running Table  
David Nash



# The business

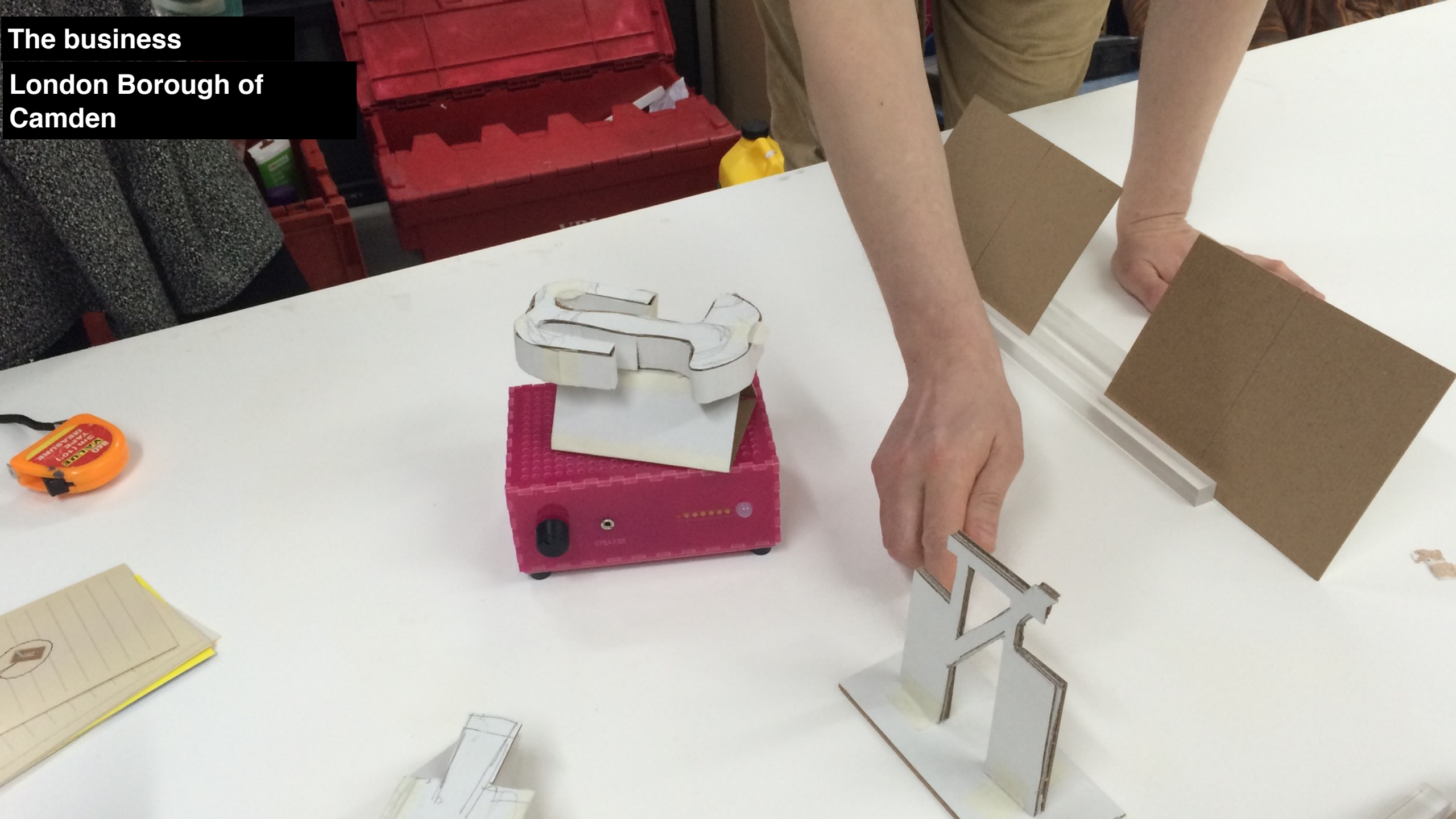
## London Borough of Camden





The business

London Borough of  
Camden





# The business

## London Borough of Camden



**The business**

**Make Your  
Own**





# The business

## Make Your Own



SCHOOL  
UNIVERSITY  
EDUCATION ORGANISATION

CULTURAL ORGANISATION  
LIBRARY  
ARTIST

MEETING TIMES (HQ)  
MORNING  
AFTERNOON  
NIGHT  
ANYTIME

The business

Make Your Own

SCHOOL

UNIVERSITY

EDUCATION  
ORGANISATION

FARMERS

CULTURAL  
ORGANISATION

LIBRARY

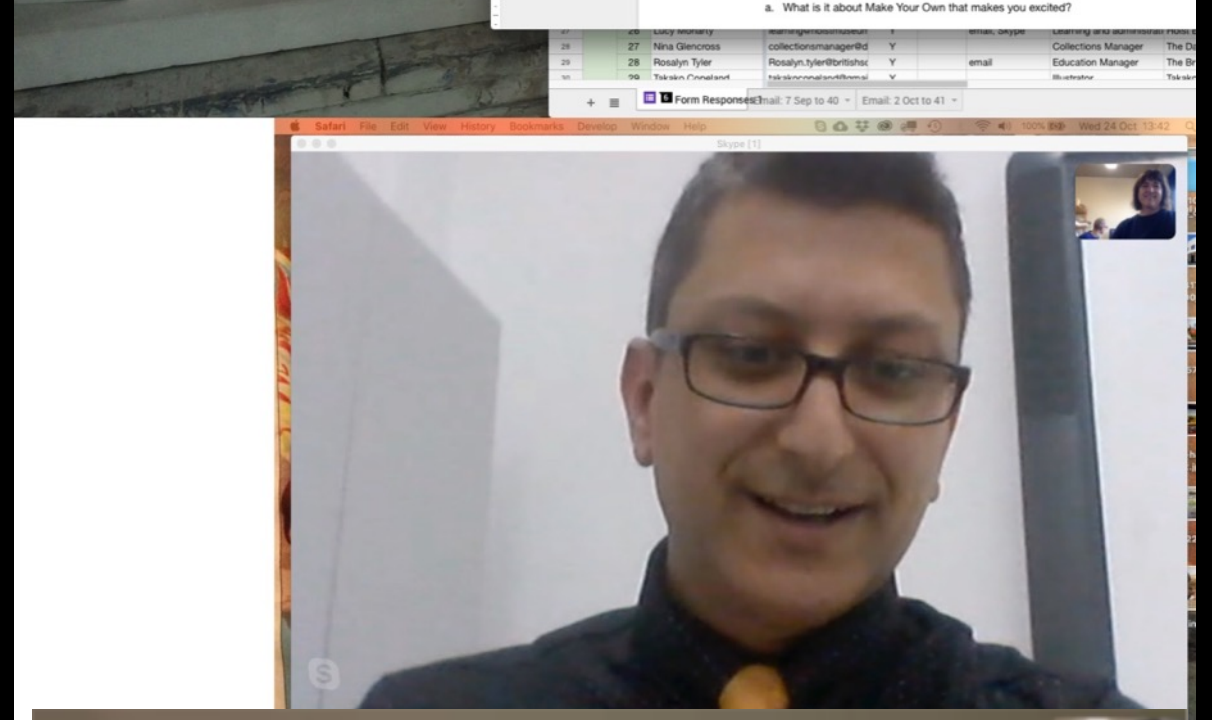
ARTIST

MUSEUM



# The business

## Make Your Own





The business

Make Your Own





# The business

## Make Your Own



**The business**

**Make Your Own**





**The business**

**Make Your Own**





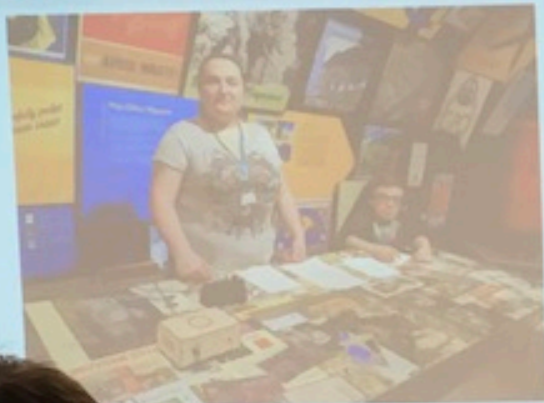
# The business

## Make Your Own





# MiaB Demonstration



on and Bundle

13





# The business

## Make Your Own







SAM 11970

ZULU<sup>A</sup> 1.3

Hlazagazi<sup>A</sup> KwaZulu

Medicine flask

isigubu

Obtained from a medicine man, Nyanga

Kingsley-Holgate Coll., purch.

B27/d contd.

April 1981

**Take your  
museum  
*anywhere?***



**Make** new  
museums  
*everywhere?*

# Museum in a Box

A 21<sup>st</sup> Century Handling Collection

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