Storytelling with 3D

Europeana Digital Storytelling Festival, May 2024

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3D Cultural Heritage & Community

Now:

- Consultant, speaker, digital creative.
- Editor The Spatial Heritage Review.

- Advisory committee 2and3D Conference.
- Co-chair IIIF 3D Community Group.

Previously:

- Cultural Heritage Lead @ Sketchfab / Epic Games.
- Co-founder of Museum in a Box.
- 3D Digitisation @ British Museum.

The Gayer-Anderson Cat (Polycam) by Thomas Flynn is licensed under Creative Commons Attribution

The Spatial Heritage Review

nebulousflynn.substack.com

A small preview of a recent edition of The Spatial Heritage Review

The Spatial Heritage Review

Spatial Heritage Review Issue #5, March 2024

This month: surveys, arctic AR filters, crowdfunding Rodin, virtual impressionism, + so much more!

THOMAS FLYNN
APR 02, 2024

3 1 Share

I hope you had an excellent March!

Read on for the latest highlights of spatial heritage, and if you can't get enough then click through to this issue's Store Room for even more.

I've been keeping busy in March, too:

- I've agreed to run a roundtable at the 2and3D Conference in May | programme
- I introduced the AWSF USD Working group to the exciting world of cultural heritage and IIIF (slides)
- Got a VIP tour of the *Notre Dame de Paris, The Augmented Exhibition* at Westminster Abbey.
- I created a bunch of 3D content:
  - A Lewis Chess Set, free to download.
  - Scenes from the Natural History Museum London and Russell Cotes Museum,
  - A red fox's skull.
  - Some cat food from the 1970s.

Storytelling

Digital Storytelling

The Way We Consume Information is (Always) Changing

- Writing
- Books
- Radio
  […]
- Digital cameras
- The internet
- Blogging
- Mobile devices
- Social networks
- **3D digitisation**
- XR headsets
- Artificial Intelligence
- …?

TIME

https://upload.wikimedia.org/wikipedia/commons/5/5f/Girl_listening_to_radio.gif

But some things stay the same

Storyteller & Audience

- Dynamic
- Authority
- Authenticity
- Vitality

By John Everett Millais - Art UK, Public Domain, https://commons.wikimedia.org/w/index.php?curid=91860385

Together, Apart

Technology is not magic.

- Applicability
- Access & Accessibility
- Preference

Maurizio Pesce from Milan, Italia, CC BY 2.0 <https://creativecommons.org/licenses/by/2.0 via Wikimedia Commons

Just One Ingredient

Text

Spoken word

Audio

Images

Video

3D

Interaction

...?

Engaging,
Meaningful,
Articulate,
Vital,
Storytelling

Candy-covered cake draft by Rixael is licensed under Creative Commons Attribution

Online, Mobile First

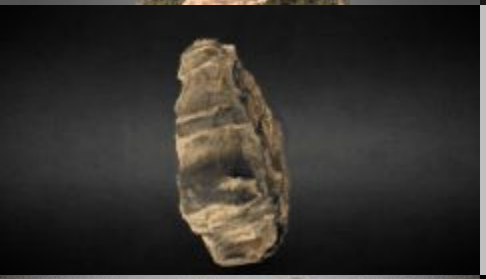
Optimise content to maximise accessibility and reach.

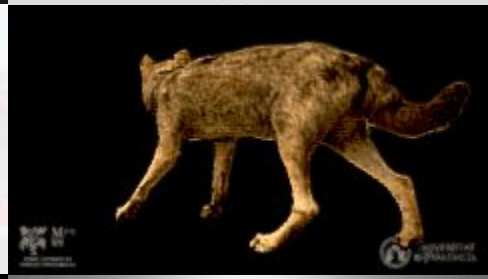
Make your 3D experiences FAIR(E):

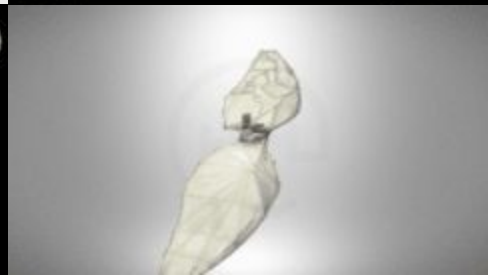
- **F**indable
- **A**ccessible
- **I**nteroperable
- **R**eusable
- (...and **Engaging**!)

Telephone, 1887 by Virtual Museums of Małopolska
Is dedicated to the Public Domain

GLAM Sector as a Factory for 3D ~~Data~~ Assets





GLOBAL DIGITAL
HERITAGE


European Initiatives

- European Shared Data Space
- Europeana TwinIt!
- Digital Heritage Research Lab
- Eureka3D
- 4D Research Lab
- 5D Culture
- ...

Belleek Candelabrum, Stags Head by The Hunt Museum is dedicated to the Public Domain

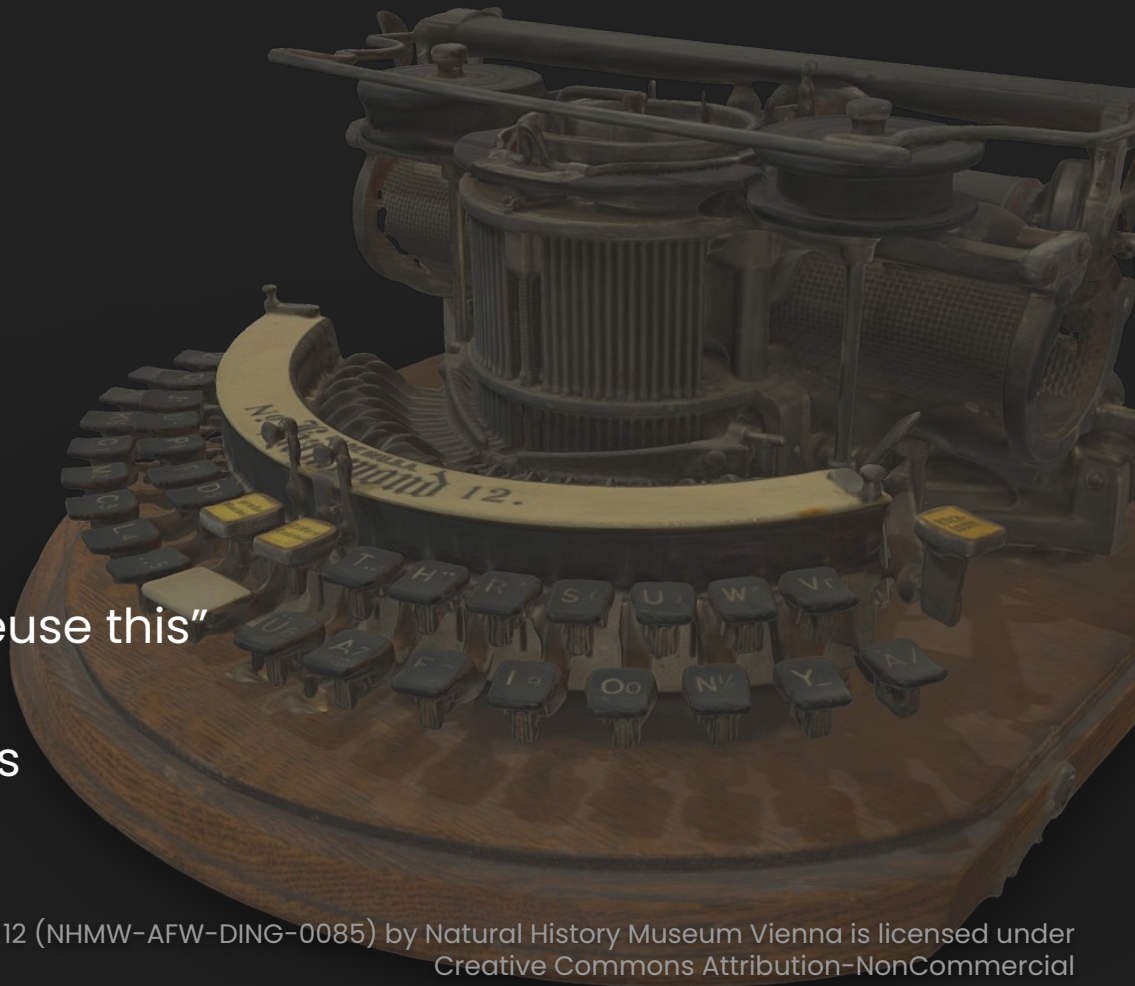
Content Licensing

Publishing

- “You can look at this”
- Retaining control
- Narrower perspectives

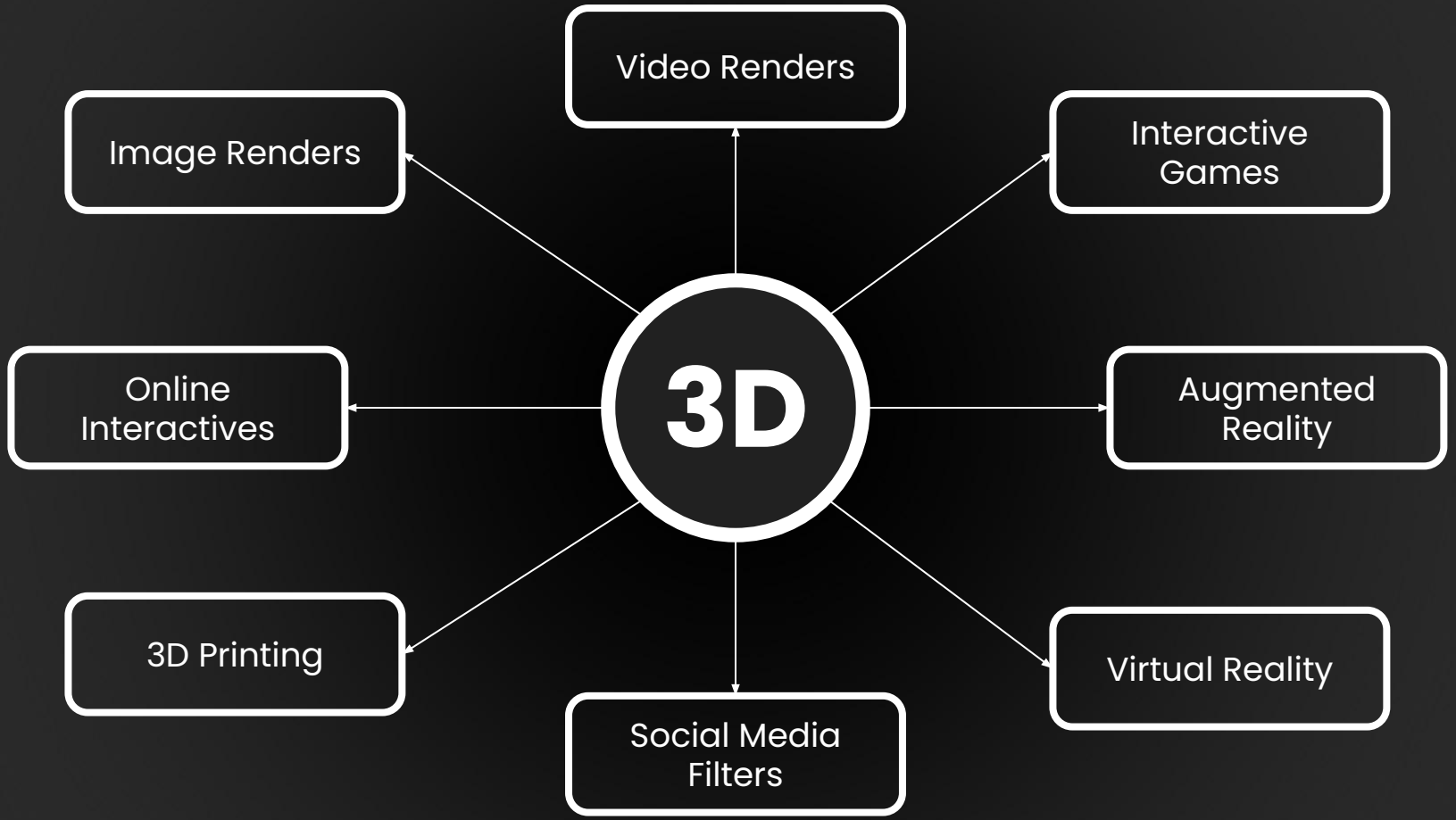
Releasing

- “You can own, use, and reuse this”
- Relinquishing control
- More diverse perspectives



Hammond typewriter No. 12 (NHMW-AFW-DING-0085) by Natural History Museum Vienna is licensed under Creative Commons Attribution-NonCommercial

Storytelling with 3D


Video Renders
Image Renders
Interactive Games
3D
Online Interactives
Augmented Reality
3D Printing
Virtual Reality
Social Media Filters

Museum of British Colonialism

“To raise more awareness on the presence of detention camps in Kenya and the brutal history of the colonial period”

museumofbritishcolonialism.org

Watchtower, trench & entrance -Aguthi Works Camp by AfricanDigitalHeritage | skfb.ly/6S8WS

“This 3D model depicts the entrance, trench and watchtower to Aguthi Works Camp in Nyeri, Kenya.”

Museum in a Box

A platform helping stories reach the right audiences.

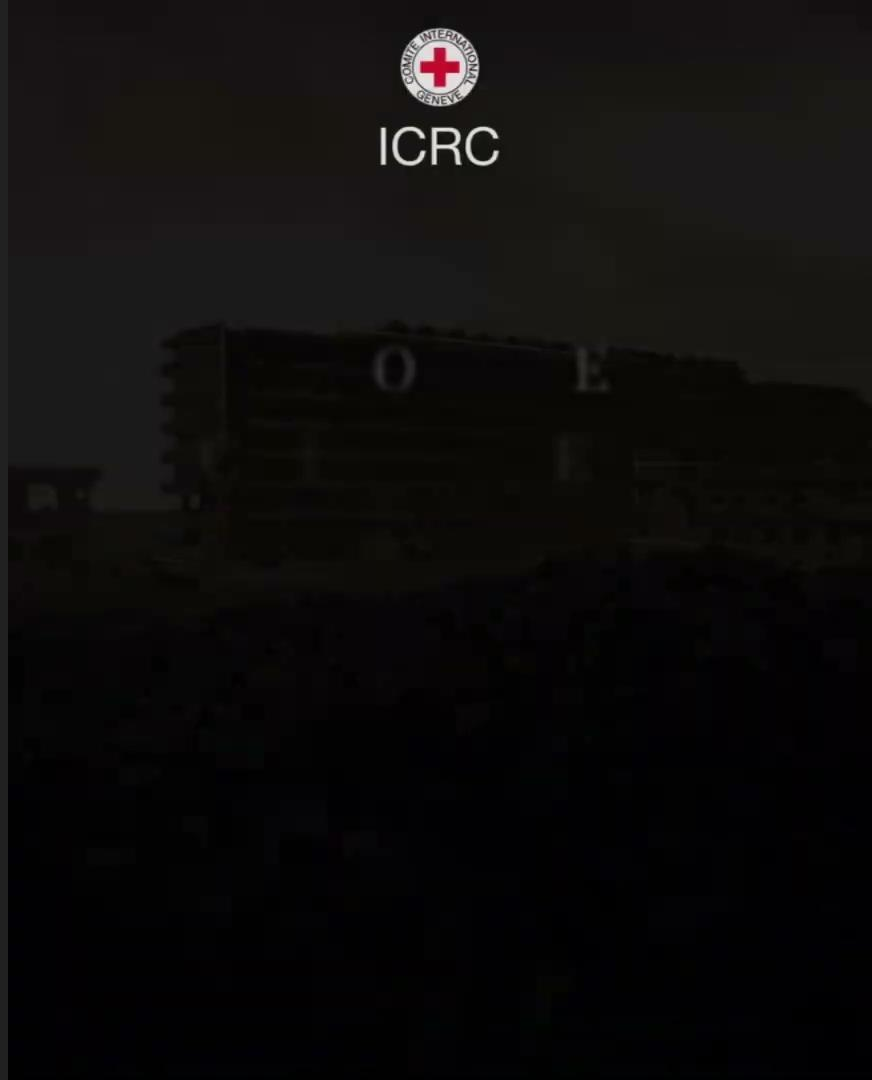
RFID enabled 3D prints (and other media) triggering audio only experiences.

Participatory creative processes.
museuminabox.org

International Committee of the Red Cross (ICRC)

“Explore the hidden cost of urban conflict in photogrammetric 3D.” Featuring stories from people in Syria, Iraq, and Gaza.”

broken-cities.icrc.org



Heritage & Climate Change

Annotated 3D model Skara Brae, Orkney,

by Historic Environment Scotland.

3D reconstructions

Museum of Natural History
University of Oxford

First Animals
www.oum.ox.ac.uk/firstanimals

Oxford University Museum of Natural History

oum.ox.ac.uk/firstanimals

Interactive Games

Wonders: Pyramids of Giza

By Preloaded & Epic Games.

Some links to explore...

The Spatial Heritage Review
A monthly roundup of what is happening at the intersection of 3D and cultural heritage.

Publishing & Re-use of Cultural Heritage 3D for Narrative Purposes
Webinar for Brighton University

glam3d.org
A white paper on 3D, copyright, and open access for cultural heritage professionals, written in collaboration with NYU.

Egyptian Avenue Entrance, Highgate Cemetery, UK by Thomas Flynn is licensed under Creative Commons Attribution

The Future

How to enable Storytelling with 3D?

- Prepare data for use and reuse.
- Engage with, with underrepresented voices, new types of storytelling, & new audiences.
- Partner with creators that know their platforms.
- Focus on experimentation, not perfection.
- Seek or provide funding.

1989.5 Tiered Food Box with Stand by Cleveland Museum of Art is licensed under Creative Commons Attribution

📚 Stories, stories, stories

- The reason cultural organisations exist, why they digitise.
- Stories as narrative, but also communication, education.

- Environment, lighting, animation give life and context to scan data.

- What stories to tell? For whom? By whom?
- Do the most powerful stories address big issues?
  e.g. climate change, conflict, decolonisation, & inequality.

- Holistic digitisation.
- Interactivity & agency.

Modern Bookend - Chimpanzee Reading Book by Global Digital Heritage and GDH-Afrika is licensed under Creative Commons Attribution

Thanks for listening!

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