About the Authors

Dana Allen-Greil is Account Director and Digital Strategist in the Social Marketing Practice at Ogilvy Public Relations Worldwide. Prior to her work at Ogilvy she managed social media and digital projects for the Smithsonian's National Museum of American History for eight years. She is the former Treasurer of the Board of the Mid-Atlantic Association of Museums. She teaches graduate museum studies classes on the topic of digital technologies at The George Washington University and Johns Hopkins University. Dana holds a B.A. in English from St. Mary's College of Maryland, an M.A. in Museum Studies from The George Washington University, and was a 2011 participant in the Getty Leadership Institute's NextGen Program.

Steve Bull founded Cutlass, an award-winning locative media studio, after graduating from NYU's Interactive Telecommunications Program. Since 2001, Cutlass' mobile tour guides have been available in Canada, the UK, and the US, including niche versions Quirky World and Hollywood-USA. The *New York Times* lauded the launch of the first tour in Greenport, NY. The New-York Historical Society commissioned *Slavery In New York*, a series of mobile tours that were sponsored by the Verizon

Foundation and the US Department of Education in order to extend the museum's physical reach and attract new audiences. Hollywood-USA received a finalist award for TeleAtlas: Maps in Apps in 2007 and was a finalist at the 2009 NAVTEQ Global LBS Challenge. With Hana Iverson, Steve designed *Neighborhood Narratives* for Temple University, and the mobile phone experience for Iverson's Cross/Walks. He also worked in development at Interval Research and designed user action and the prototype for the Experience Museum in Seattle.

Louise Downe is a business designer, futurist and Senior Service Design Consultant at Seren. She has a track record of leading innovation in the public sector, and before joining Seren was cross-platform producer at Tate, where she designed award-winning games, films, and interactive installations.

Susan Foutz is a Senior Research Associate at the USA Institute for Learning Innovation. Since joining the Institute in 2003, Susan has co-edited the books *In Principle, In Practice* and *Free-Choice Learning and the Environment* and coordinated the related conferences. Her research interests include Positive Youth Development, family learning in museum exhibitions

and programs, and the use of technology and media in the pursuit of free-choice learning. She holds an M.A. in Museum Studies from the University of Nebraska and a BA in Sociology/Anthropology from Ohio Wesleyan University.

Isabel Froes teaches Interactivity in the Museum Space, The Culture of Play, and Understanding Interaction Design at Copenhagen University, Kolding Design School and IT University, in Denmark. She holds a Masters in Interactive Telecommunications from New York University, and a B.S. in Psychology from PUC-Rio, where she also worked as a researcher for the National Research Centre for more than five years; the findings of one of the research groups in which she took part were published in 1997 as a book about the impact of the Internet in Brazil.

Jeff Gates is Lead Producer, New Media Initiatives at the Smithsonian American Art Museum. Jeff helped start the Smithsonian's very first blog back in 2004 for American Art: *Eye Level* (http://eyelevel.si.edu) and is now its managing editor.

Kate Haley Goldman recently joined the senior staff of the Center for Interactive Learning, a non-profit

founded by the Space Science Institute. Prior to taking this position as Director of Learning Research and Evaluation, she was a Senior Research Associate at the Institute for Learning Innovation since 2000. Her work concentrates on furthering theory and practice of the use of technology in museums and related informal learning environments. She has directed projects both in the US and abroad, involving exhibits and program evaluation, mobile phones and smartphone apps, websites, gaming, augmented and mixed reality, novel data visualization systems, and online learning. Recent projects include audience research for the *Encyclopedia of Life*, summative evaluation of the *WolfQuest* game, program-level evaluation of NOAA's *Science on a Sphere*, and the newly-awarded National Science Foundation projects *STAR_Net* and *Making Space Social*. She is Co-PI of the NSF-funded open source project Open Exhibits. (OpenExhibits. org) She is particularly interested in developing reliable and valid evaluation methodologies for online environments and technologies and deepening the theoretical knowledge base as it applies to technology and these environments. She has a bachelor's degree in Anthropology from Bryn Mawr College and has extensive training in educational measurement, statistics and evaluation.

Kathleen Hulser has been public historian at the New-York Historical Society since 1999. She is currently working on two upcoming exhibition projects. *Nueva York*, a look at the influence of the Spanish speaking world on New York for three centuries, opens at El Museo del Barrio in 2010. *Revolutions: America, France, Haiti* will be the exhibition celebrating the grand re-opening of the New-York Historical Society in 2011. Kathleen also teaches history at the New School and at New York University's Department of Social and Cultural Analysis. Her public programming projects include a walking tour of *Noted and Notorious Women of Lower Manhattan* and a cellphone/iPod tour of *Hidden Sites of Slavery and Freedom* (www.nyhistory.org/podcasts). She also recently produced a media short on the Marquis de Lafayette, the French Revolution, and the Guillotine.

Anne Kahr-Hällman (née Anne Kahr-Højland) is curator and process leader at the Viking Ship Museum in Roskilde, Denmark, where she heads a process of change in relation to facilitation and interpretation at the museum. Anne has a background as a researcher in the digital facilitation of learning within museums and especially has been working with Design Based

Research. As part of her doctoral studies at DREAM/ University of Southern Denmark, Anne was the principal organizer of a cellphone-facilitated narrative at the Experimentarium science center. This exhibition, *EGO-TRAP – the cellphone is your key*, opened in a test version in spring 2007. It was designed as a learning resource for pupils in Danish upper secondary schools as a digital narrative - a kind of computer-assisted role-playing game where the visitor takes a guided tour of the exhibition through his/her own mobile phone. Anne has been working with innovative learning ressources in theory and practice for more than eleven years.

James E Katz is professor and chair of the Department of Communication at Rutgers University where he also directs the Center for Mobile Communication Studies. He holds the rank of Professor II, Rutgers' highest professorial rank, which is reserved for those who have achieved national and international eminence in their field. Professor Katz has devoted much of his career to exploring the social consequences of new communication technology, especially the mobile phone and internet. Currently, he is looking at how personal communication technologies can be used by teens from urban environments to engage in informal

science and health learning.

Arnfinn Stendahl Rokne has wide experience of exhibition production, having worked at the NTNU Museum of Natural History and Archaeology in Trondheim, Norway, since 1996. Since 2008 he has played a key role in the project team working on the refurbishment of the MNHA, which was awarded Museum of the year in Norway in 2010. Arnfinn is currently project manager for *The City of Knowledge*, a collaboration between the museum, The Royal Norwegian Society for Sciences and Letters and NTNU (Norwegian University of Science and Technology). The aim of the project is to communicate popular science from research institutions in mid-Norway to the general audience through lectures, debates and excursions. He is also part of a research team on museology with participants from all Norwegian university museums called MusVit, funded by the Research Council of Norway. Arnfinn lectures on communication in museum exhibitions and tutors student projects on digital media and interaction in museum exhibitions. He holds a Pg.Dip. in Museum Studies from University of Leicester.

Anna Schäfers is group head for concept and

research for Archimedes, a Berlin-based exhibition design and communications company. She joined the company in 2008 and has been responsible for the concept and content of the exhibition *Re: generation* at the Copernicus Science Centre in Warsaw and other shows. With Archimedes, Anna develops ideas for entire exhibitions as well as for single exhibits. Having read Comparative Literature in Bonn, Montpellier and Berlin, she took her first position at ART+COM in 2005, where she was assistant to the executive board and responsible for press relations.

Jörg Schmidtsiefen is co-founder and managing partner of Archimedes, a Berlin-based exhibition design and communications company established in 1996. Having studied Visual Communication in Münster and Exhibition Design in Berlin, he graduated from the postgraduate Master Class of Prof. Thürmer in spatial media design at the University of Fine Arts, Berlin, and subsequently worked as a lecturer in Museum Studies. Jörg has developed and created science exhibitions for museums such as the Heinz Nixdorf MuseumsForum and the Deutsches Hygiene Museum in Dresden. A large part of his work is travelling exhibitions: *The Science Tunnel* has been shown in Europe, Asia, Africa and the

Americas, while *Science Train India* has reached more than five million visitors on the sub-continent. Both were commissioned by the Max Planck Society. At Archimedes, he focuses on company management, exhibition design and concepts.

Elizabeth P Stewart has been the Director of the Renton History Museum in Renton, WA near Seattle since 2006. She was previously Research Historian for a state-operated museum, the Banneker-Douglass Museum, in Annapolis, MD for six years. She has a B.A. from the University of South Carolina and a Ph.D. in American History from American University in Washington, DC. While completing her degrees, Elizabeth worked at McKissick Museum in Columbia, SC and the Smithsonian Institution's National Museum of American History. She has worked in museums for more than 15 years, researching and organizing exhibits on subjects ranging from the nineteenth-century study of natural history to African-American archaeology in Annapolis. Liz has been the Twitter and Facebook voice of the Renton History Museum since mid-2008; she has a particular interest in social media's role in creating community.

Beck Tench is a simplifier, illustrator, storyteller and technologist. Formally trained as a graphics designer at the University of North Carolina's School of Journalism and Mass Communication, she has spent her career elbow-deep in web work of all sorts – from the knowledge work of information architecture and design to the hands-dirty work of writing code and testing user experiences. Currently, she serves as Director for Innovation and Digital Engagement at the Museum of Life and Science in Durham, NC where she studies and experiments with how visitors and staff use technology to plan, enhance and share their everyday lives.

Corey Timpson is responsible for managing design and new media initiatives related to, and supporting all aspects of, the Canadian Museum for Human Rights (CMHR)'s collections, research, exhibits, and corporate. His primary focus at the CMHR is to facilitate interactions and dialogue between and among visitors (on-line and in-house) through the use of new media and digital technology relying on sustainable, scalable, and efficient data and interaction models. Prior to accepting his role at the Canadian Museum for Human Rights, Corey spent eight years at the Canadian Heritage Information Network and the Virtual Museum of

Canada where he led the interface and creative design, information architecture, and web management teams. Outside of the museum office, Corey can be found working on personal digital art, photography, and digital design projects or consulting on creative design and HCI projects.

Kevin Walker has worked in and with museums since 1996, including five years as Senior Software Designer for Exhibitions at the American Museum of Natural History. His work has won design awards and artist commissions, and he has numerous publications, including the book *Digital Technologies and the Museum Experience*, co-edited with Loïc Tallon. Kevin holds a Ph.D. from the Institute of Education, London; a Masters in Interactive Telecommunications from New York University, and a B.A. Honors in Anthropology/ Mass Communications from UC Berkeley.