

Abstract

This work connects a practical project, revitalization of Frani Sramka Museum in Sobotka, with available theory. Addressed are three theoretical areas – museum, education and new media. Historically, museums are democratic educational institutions. Currently, museums use mainly principles of non-formal education that displays higher diversity in learning approaches. New media are appropriate means of enrichment and practical application of non-formal education in museums. Museums use new media in diverse ways. This work addresses two uses of new media – technological and conceptual, which stems from the characteristics of new media. The argument of this work is that conceptual new-media approach should be the focus when preparing an exhibition – new-media exhibit is not created purely by incorporation of modern technology. The contribution of this work is a description of a parallel between new media characteristics and functioning of the museum, connection of theory to a practical project and analysis of new-media museum creation , which is up to now unusual in the Czech Republic.

Key words:

new media; museum; interactivity; non-formal education; Web 2.0