



THE TECH MUSEUM (SAN JOSÉ, CALIFORNIA, USA) – FROM THE REAL WORLD TO THE VIRTUAL WORLD AND BACK TO THE REAL WORLD

PETER FRIESS*

ABSTRACT

The Tech Museum is making extensive use of the virtual world of Second Life. We are using the virtual world – not to provide a poor simulacrum of the museum experience – but to perform functions or provide services that would be impossible otherwise. We would like to emphasize that we are not in Second Life as a fad or a joke, but because we see it as a mission-critical part of our day-to-day museum operations.

RIASSUNTO

Il museo “The Tech” sta facendo un uso estensivo del mondo virtuale di Second Life. Ci stiamo servendo del mondo virtuale non per fornire una scarsa imitazione dell’esperienza del museo, ma per attuare funzioni e offrire servizi che altrimenti non sarebbero possibili. Vorremmo sottolineare che non siamo in Second Life come per scherzo o capriccio, ma perché lo concepiamo come una parte della missione critica delle nostre operazioni museali quotidiane.

RESUME

Le musée « The Tech » utilise extensivement le monde virtuel de Second Life. Nous nous servons du monde virtuel non au fin de fournir une pauvre imitation de l’expérience du musée, mais pour exercer des fonctions et pour offrir des services autrement impossibles. Nous voudrions souligner que nous ne sommes pas dans Second Life pour plaisanterie ou caprice, mais parce que nous le concevons comme une partie de la mission critique des opérations muséales que nous exécutons chaque jour.

* Peter Friess
President, The Tech Museum and Robert Stephenson, Ph.D.,