

Æstetisk Seminar

Æstetisk Seminar er tilrettelagt af Birgitte Stougaard Pedersen og Mads Anders Baggesgaard, Institut for Kommunikation og Kultur, Aarhus Universitet

Bjarki Valtysson

Platformisation of Museums

In this talk, Bjarki Valtysson will talk about his new book *The Platformisation of Museums*, which will be published by Palgrave Macmillan later this year. This open access book critically engages with the influence digital platforms and platformisation have on museums' practice and politics. Museums increasingly communicate and conserve via digital media (digital collections, podcasts, websites, etc.) and digital platforms (TikTok, Instagram, Wikipedia, etc.). Consequently, the power to preserve and represent is fashioned by platforms and platform providers such as Meta, Alphabet/Google, X and ByteDance. The book investigates the opportunities and challenges that museums face when using digital platforms, asks critical questions regarding the museum's role in a field of cultural production, preservation and dissemination that is increasingly affected by AI driven content curation, and the logics of platforms such as TikTok, Instagram and YouTube. To do so, it collects and analyses a unique set of empirical material from renowned European museums to draw out insights on the pros and cons of museum communication on digital media and digital platforms.

Torsdag den 29. oktober 2026, Kl. 14:15-16:00

Kasernen, bygning 1584, lokale 126

Alle er velkomne / All are welcome