

STOURBRIDGE GLASS MUSEUM

Background

Stourbridge Glass Museum, based in Stourbridge, West Midlands, serves as a vibrant hub dedicated to the art, history, and innovation of glass-making. Its mission is to breathe life into the wonders of glasswork through dynamic exhibitions that blend traditional techniques with modern technology. The museum invites visitors on an immersive journey through the Stourbridge Glass Quarter's storied past, bringing them face-to-face with the cultural and creative heritage of glass in this iconic region of the Black Country. Through traditional glass-blowing displays and cutting-edge digital solutions, the museum aspires to transform its storytelling and create an environment that not only educates but also inspires visitors, making it an essential stop on the local heritage trail.

CHALLENGES

To convey the rich history of glass-making in an interactive way, the Stourbridge Glass Museum needed a versatile digital solution capable of enhancing its exhibits. The challenge was to create engaging, multimedia displays that could showcase animations, archival footage, and interactive digital elements while seamlessly blending with live glass-making demonstrations and historic artefacts. The museum required a high-quality, immersive digital canvas that could display this range of content vividly and support an educational, visually stimulating environment without overshadowing the traditional art forms on display.

SOLUTIONS

The Vieunite Pro digital canvas provided the ideal bridge between traditional artistry and modern digital presentation. With its Full-HD display, the Textura Pro canvas creates an immersive visual experience, enabling the museum to exhibit both video and image content with exceptional clarity. The screen's texture-accurate, anti-glare, and anti-reflective features allow each piece of content, from archival images to animations, to appear realistic and engaging under varying lighting conditions. Additionally, each canvas includes built-in speakers, enriching the visitor experience by pairing visuals with audio.

These features have been particularly impactful for Stourbridge Glass Museum, as they provide the flexibility to rotate between portrait and landscape orientations with a simple twist, allowing the museum to customise each display to best suit its content. The Vieunite Pro digital canvas allows Stourbridge to effectively weave digital and traditional elements, enhancing the storytelling of the Stourbridge Glass Quarter's remarkable history.

IMPLEMENTATION

Several Vieunite Pro digital canvases were strategically installed throughout the museum, adding a modern visual dimension to the museum's clean-cut

ambiance. The canvases required minimal installation effort and were positioned to complement existing displays without overwhelming the traditional aspects of the museum's décor. The museum's staff were impressed by the durability and low-maintenance design of the Vieunite Pro, ensuring that the digital canvases could run smoothly day after day, delivering an engaging experience for every visitor. With the easy-to-use app, museum staff can effortlessly update content on the screens, enabling them to refresh the displays with new artwork, historical footage, or information as needed, adding a layer of dynamism to the museum's exhibits.

RESULTS

The Vieunite Pro digital canvases have had a transformative impact on Stourbridge Glass Museum. Alexander Goodger, Museum Manager, shared, **"The product demos were fantastic. [Vieunite] has a really slick range of products that are affordable for museums. We're looking forward to showcasing our archival images on the new screen in our museum. We enjoy using the screens and find them extremely useful."** This praise reflects the museum's enthusiasm for the digital transformation Vieunite Pro has enabled. The addition of the Vieunite Pro digital canvases has helped the museum increase footfall, drawing in a larger and more diverse audience. The vibrant, multimedia displays captivate visitors, often encouraging them to linger longer in exhibits and deepening their engagement with the museum's content. The ability to display archival photos, animations, and curated content alongside live glass-making demonstrations has created a unique visitor experience that resonates deeply with both art lovers and heritage enthusiasts. In broad strokes, the Stourbridge Glass Museum's implementation of the Vieunite Pro digital canvases has not only modernised its presentation but also enhanced the storytelling experience. By bridging traditional glass art with innovative digital display, the museum has successfully created an environment that celebrates both heritage and contemporary engagement, drawing visitors from far and wide to experience the remarkable evolution of glasswork first-hand.

