

# MATERIAL CULTURE IN HERITAGE NARRATIVES. Museum Studies, Case III: MT-CIPE.

KEY WORDS:

*fashion  
design  
exhibition  
website*

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ID+ INSTITUTO DE  
INVESTIGAÇÃO EM  
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MÉDIA E CULTURA

**FCT**

Fundação para a Ciência e a Tecnologia  
MINISTÉRIO DA CIÊNCIA, TECNOLOGIA E ENSINO SUPERIOR



universidade  
de aveiro



PROGRAMA OPERACIONAL POTENCIAL HUMANO



UNIÃO EUROPEIA  
Fundo Social Europeu

The research: object and methodology

Study case: Museo del Traje

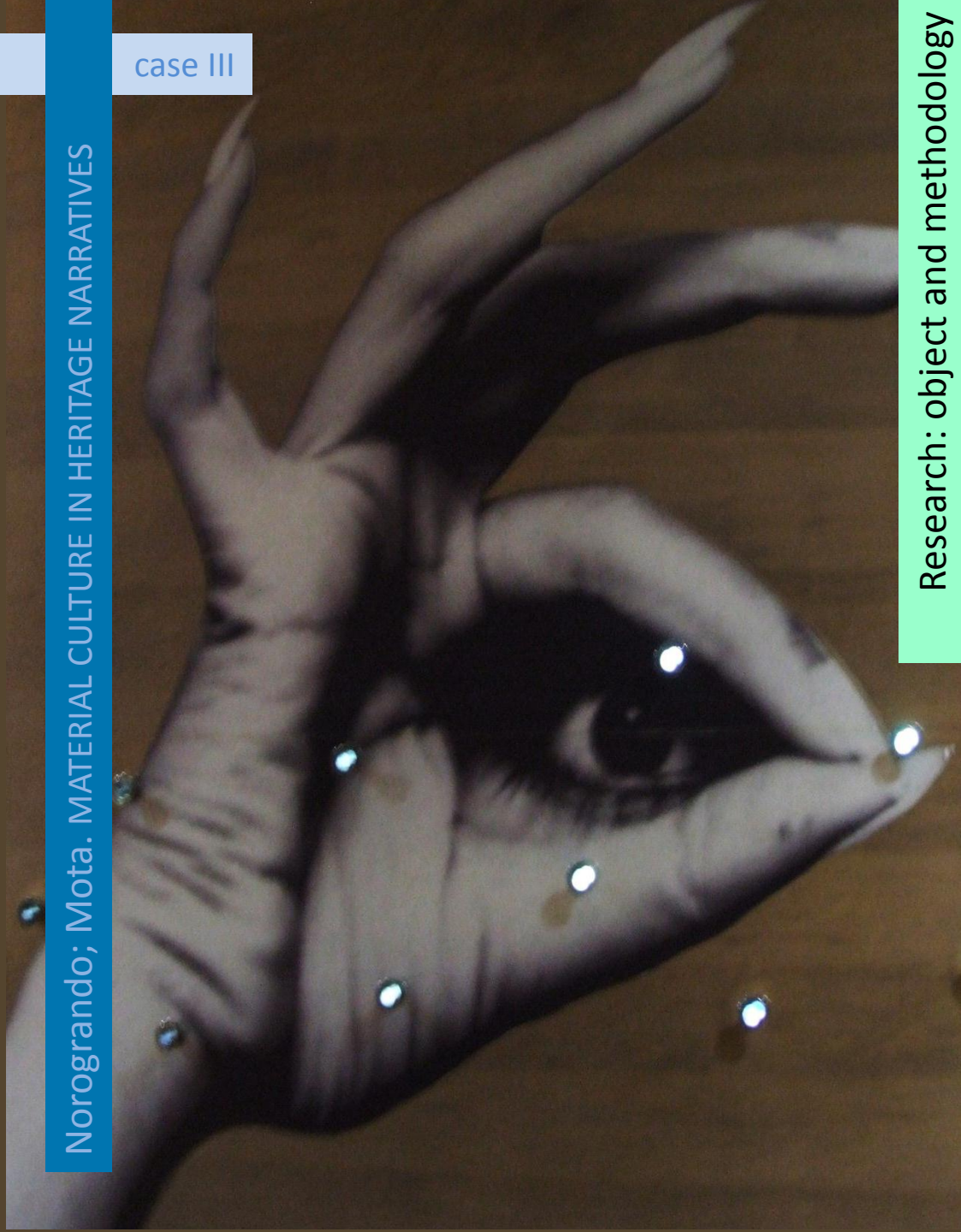
Heritage Collection

Strategic Position

Exhibit Spaces, presence

Exhibit spaces, virtual

Considerations



Research: object and methodology

PhD thesis in design – in progress

Museums: Costume | Fashion

Exhibitions: face-to-face (virtual)

Public information: object | universe

Body | touch | use | feel

4 central studies cases

January 2010 | November 2011

Ethnographic research | interview

November 2011 | February 2012

Qualitative analyses:  
subject, structure, usability,  
organization, interactivity and  
attractiveness.

Bibliography references and web.

MUSEO DEL TRAJE  
Centro de Investigación del Patrimonio Etnológico

Case Study

Public institution from  
Spanish Government.  
*Ministério da Educação,  
Cultura e Desporto,*

Madrid, University city

Opened in 2004

Heritage Collection

Historic Costume

> 2.500 objects. XVI and XVII centuries, (not so much).  
XVIII and XIX centuries (well represented)

Contemporary Costume

> 4.000 objects of famous fashion designers  
from national and international context.

Popular Costume

≥ 5.000 Spanish costumes, end of XIX century and beginning of XX.

Jewelry and accessories

≥ 9.000 objects of XVII to XX centuries. Traditional of the Spanish culture to European artifacts.

MUSEO  
DEL  
TRAJE

ENTRADA

SALIDA

Economic Activities ≥ 38.000

House Equipment ≥ 19.000

Ludic Activities ≥ 16.746

Religiosity and Beliefs > 26.500

Documents > 30.000

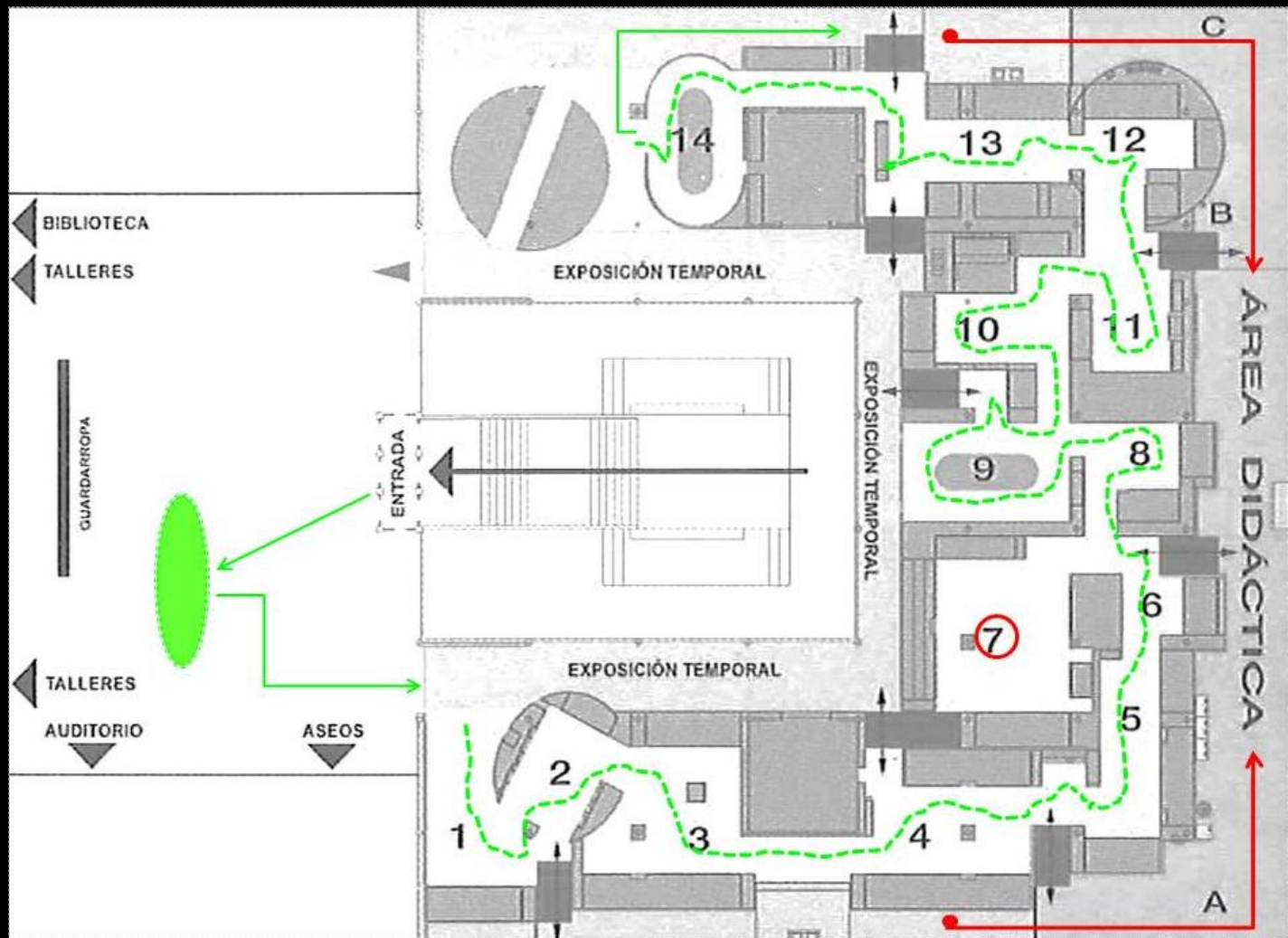
“[...] founded in 2004 with the objective of preserving and promoting the knowledge of the historical development of Spanish ethnological heritage, which intends to become a national and international reference center”

*“[...] sensitize a diffusion of the importance of clothing as cultural manifestation that enables different readings of our most current gift and our historical past. [...]”*

Fashion icons (internacional)

Valorization of the Spanish fashion production.

Exhibit spaces: presence



Museum map: free informative print. (Access during the fieldwork periods)

The dashed route in the map refers to the narrative way and the numbering correspond to the rooms of the permanent exhibition.

Distant times, XVIII Century, XIX Century, Regional Costume, Belle Époque (1898-1914), Mariano Fortuny (1871-1949), First part of the XX Century, Haute-Couture and , in the end, Actual Times.

Exhibit spaces: presence

Room 5: Backlight panel, screen and room guide (print).





Room guide (print).

*“Si desea información detallada sobre el contenido de las vitrinas, consulte los terminales informáticos”*

If you want more information about the subject of the vitrines, Mmmm informatics terminals”

## Ilustración y casticismo (1700-1788) La velada musical

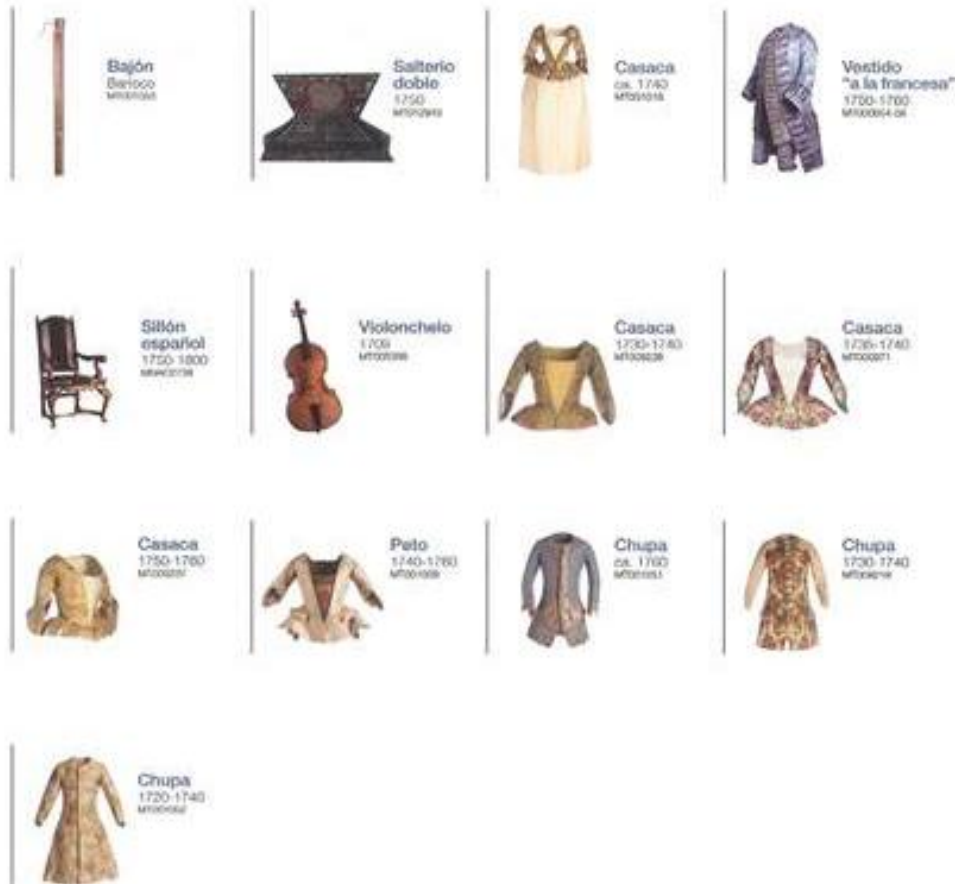


Exhibit spaces: presence



Room 10: Informatic Terminal.

Room 8: Vitrine “Interiores” from “Belle Époque”.

Imagens (until here) was sent to author from the  
*Departamento de Difusão do MT-CIPE.*

Exhibit spaces: presence





Exhibit spaces: presence



Totem "All the wool", sample of different web construction and interaction with magnifying screen viewing (image of a brocade). Photo-NC|AI, authorized in the reception.

Exhibit spaces: presence



Panel "*All the colors*", indigo dyeing detail: origin of pigment ,color, pigment and 3 samples. Dyed.  
Photo-NC | AI, authorized at the information desk.

Exhibit space: virtual

**MINISTERIO DE CULTURA**

**MUSEO DEL TRAJE**  
Centro de Investigación del Patrimonio Etnológico

MUSEOS ESTATALES

Buscar

T Bienvenido | Welcome

**INFORMACIÓN**  
visita  
atención al visitante  
accesibilidad  
prensa  
RSS

**EXPOSICIÓN**  
visita virtual  
exposiciones temporales  
tesoros del pasado

**ACTIVIDADES**  
agenda  
programación  
boletín digital

**MUSEO**  
historia  
el edificio  
el museo por dentro  
el museo en cifras

**INVESTIGACIÓN**  
biblioteca  
publicaciones

**COLECCIONES**  
galería  
catálogo  
últimos ingresos  
el museo fuera del museo

Homenaje a  
**ELIO BERHANYER**

Premio Nacional de Diseño de Moda 2011

**VISITAS**  
comentadas

**ACTIVIDADES**  
*Otoño 2011*

Certamen de fotografía sobre cultura popular

Talleres de otoño  
Fin de semana en familia

| acerca de | nota legal | accesibilidad WAI | AMIGOS DEL MUSEO | enlaces

tripadvisor®

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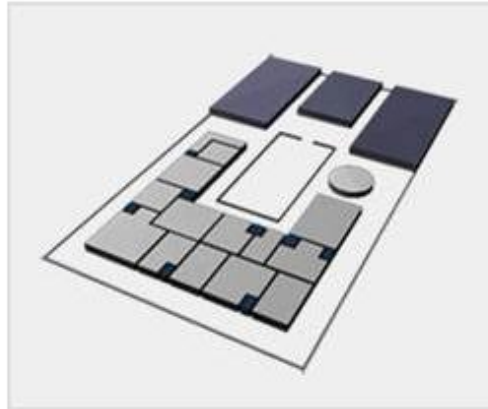
**COLECCIONES**

galería  
catálogo  
últimos ingresos  
el museo fuera del museo

inicio - exposición

**visita virtual**

Seleccione la sala:






Ver y Conservar  
Tiempos Lejanos  
Ilustración y Casticismo (1700-1788)  
Afrancesados y Burgueses (1789-1833)  
Romanticismo (1833-1868)  
Del Miriñaque al Polisón (1868-1898)  
El Traje Regional  
Belle Epoque (1898-1914)  
Mariano Fortuny (1871-1949)  
Vanguardias y Modas (1914-1939)  
La Moda Renovada (1939-1959)  
Cristóbal Balenciaga (1895-1972)  
Moda de autor (1930-1980)  
Tiempos actuales  
Diseñadores actuales  
Sala 17  
Punto de acceso 1  
Punto de acceso 2  
Punto de acceso 3  
Punto de acceso 4  
Punto de acceso 5  
Punto de acceso 6  
Punto de acceso 7





Exhibit space: virtual

**Selección la vitrina:**  
<< Volver



**Selección la pieza:**  
<< Volver



“Del Minñaque al Polisón”

A page of “Virtual visit!” from “Exhibition” from the do mainly menu.

Audio-video animation » pattern | dressing

Radiographic image

Magnifier + screen

Objects: touch / dress

Object centered: Mannequin (dummy) cut

www - brochure

Local: Spanish language

Experiencing | sensory cognitive learning

Is it just for children ?!

Considerations

historic/aesthetic/artistic

teaching/ practice/ usual/ touch

Ethnologic | Fashion

Other examples

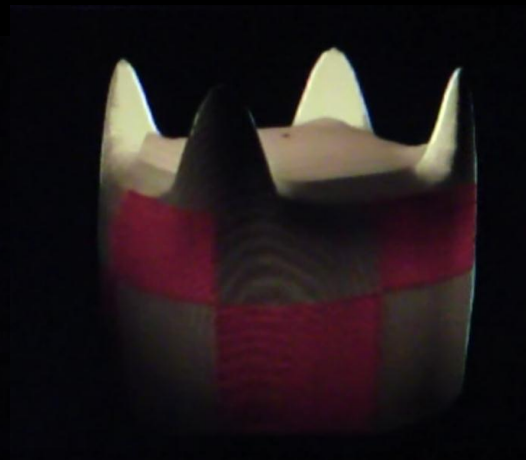
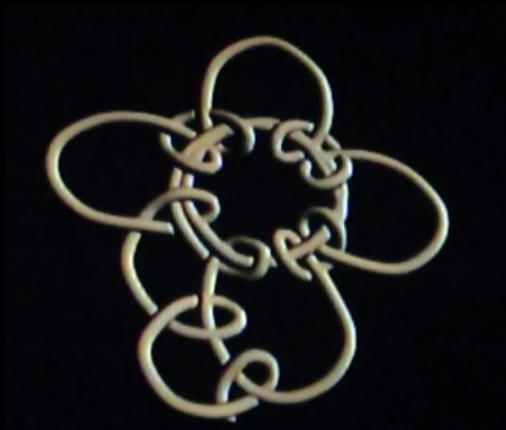


Image of the beginning and the end of an animation of a hat production in the *Museo Chileno de Arte Precolombino*.



Museu Tèxtil i d'Indumentària: Film, part: "Ampliar – Increase".

Other examples



Science Museum



Design Museum, Christian Louboutin Exhibition.

Other examples



Image of the exhibition : "Schiaparelli and Prada: Impossible conversation" of the Metropolitan Museum of Art.

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And other, listed in the paper.

## Websites

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MIT: <http://wwwwww.ist.mit.edu/node/1592> [Access: 29/03/2012].

MT-CIPE: <http://museodeltraje.mcu.es/> [Access: 24/04/2012].

<https://www.facebook.com/pages/Museo-del-Traje-Madrid/357948369351>

Design Museum / V&A / MET Museum/ BBC/ MP-USP