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

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KEY WORDS: 
fashion
design
exhibition
website
About the presentation

The research: object and methodology

Study case: Museo del Traje

Heritage Collection

Strategic Position

Exhibit Spaces, presence

Exhibit spaces, virtual

Considerations
case III

Research: object and methodology

Exhibitions: face-to-face (virtual)

Museums: Costume | Fashion

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.

PhD thesis in design – in progress

Norogrand; Mota. MATERIAL CULTURE IN HERITAGE NARRATIVES
Case Study

Opened in 2004

Madrid, University city

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

Ministério da Educação, Cultura e Desporto, Madrid, University city.
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.

Economic Activities ≥ 38.000
House Equipment ≥ 19.000
Ludic Activities≥ 16.746
Religiosity and Beliefs > 26.500
Documents > 30.000

Norogrando; Mota. MATERIAL CULTURE IN HERITAGE NARRATIVES
“[…] 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.

(Information: flyer from Museum Friends Association, Reserch Folders)
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.
Room 5: Backlight panel, screen and room guide (print).
“Sí desee 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
Exhibit spaces: presence

Room 10: Informatic Terminal.
Room 8: Vitrine “Interiores” from “Belle Èpoque”.

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

MATERIAL CULTURE IN HERITAGE NARRATIVES

Exhibit spaces: presence

Noroandro; Mota.
Totem "All the woof", sample of different web construction and interaction with magnifying screen viewing (image of a brocade). Photo-NC|AI, authorized in the reception.
Panel “All the colors”, indigo dyeing detail: origin of pigment, color, pigment and 3 samples. Dyed. Photo-NC | AI, authorized at the information desk.
First page of the institutional website. Access 20/11/2011 and 07/02/2012.
Page of the first link in “Exhibitions” (menu): “Virtual visit”
“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 ?!

historic/aesthetic/artistic
teaching/ practice/ usual/ touch
Ethnologic | Fashion
Other examples

Museo Chileno de Arte Precolombino.

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.”
MATERIAL CULTURE IN HERITAGE NARRATIVES

Other examples

Science Museum

Design Museum, Christian Louboutin Exhibition.


And other, listed in the paper.

**Websites**


