

IBM CUSTOMER FACING SOLUTIONS



<http://shop.hermitagemuseum.org/>

Hermitage Museum

The next best thing to visiting the Museum

Challenge

Russia's Hermitage Museum came to IBM with two inter-related projects. The first was to design and implement a fully interactive educational curricula - the Hermitage Virtual Academy - in both Russian and English. The Academy would be a focal point of the Hermitage's new Education and Technology Centre located on the first floor of the museum. The second project was to create an online version of the Hermitage Museum Shop for visitors who would like to take home a tangible keepsake of their virtual experience.

Solution

Our team worked closely with the IBM team in Russia to build an immersive experience for both Hermitage enthusiasts and students alike. The Hermitage Virtual Academy is a mixture of lush imagery and rich information that provides visitors with a deep understanding of the Museum's artifacts. We also created several downloadable courses that can be used in schools around the world. For the Museum's online shop, we collaborated with IBM teams in Atlanta and Chicago to create an immersive shopping experience for Museum visitors. The online shop features 3D representations of the actual Museum artifacts, a searchable database of high-resolution images, virtual tours of selected galleries, and a feature that enables users to zoom in on images. When the visitor takes their purchases to the checkout, they feel as if they're buying a piece of history from Catherine the Great herself.

Results

Both the Virtual Academy and the Museum Shop have been extremely successful. Thanks to our team's hard efforts, the Museum recalled our team to enhance and re-engineer certain administrative functions for the shop. In addition, another gallery in Russia engaged us to do work for them after they saw what we had done for the Hermitage Museum. Rave reviews continue to roll in for our efforts and according to Canada's Globe and Mail newspaper, "The site is so impressive you may never feel the need to visit the real thing."

