



# Language in the Museum - The Influence of Contemporary Discourses on Exhibition Practice.

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Aula 006

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Despite increased implementation of contemporary media in exhibitions such as VR or AR glasses, QR codes and AI applications, exhibition texts are still the most immediate access for museum guests. They are the familiar medium for placing objects in context and conveying messages. They, too, have undergone significant change over the past decades. They have become shorter - adapted to new reading habits - resulting in a much more intensive engagement with the texts. Content has to be conveyed even more precisely in fewer words. In addition, language is influenced by political developments and new requirements for inclusion and accessibility, as well as an increased sensitivity regarding gender-equitable, anti-racist and discriminatory language. In the lecture, examples from museum practice will convey the complex and sensitive use of language.

a cura del progetto **Officina espositiva**