

## QR-CODES in MUSEUMS

SMartART([www.smart-art.it](http://www.smart-art.it)) is one of the winners of the @diversity - European Idea Competition 2013 ([www.at-diversity.eu](http://www.at-diversity.eu)) the objective of which was to promote innovative ideas for cultural projects that make use of ICT to produce, disseminate and/or extract value from cultural contents.

SMartART is a smartphone application that brings interactive information about museum objects to visitors by replacing abstract QR-Codes with miniature pictures which are a direct copy of the original objects themselves. In order to support the development of the project and assess the actual use of QR codes in museums, we are kindly asking you to fill in the attached questionnaire and send it back to Paolo Mazzanti [paolo.mazzanti@gmail.com](mailto:paolo.mazzanti@gmail.com) by 15 September 2014.

Many thanks for your collaboration!

1) Is your museum using QR-Codes?

Yes  No

2) If yes, how successful are they? (By successful we mean that they are widely and successfully used)

Very successful  Successful  Not very successful  Unsuccessful

3) What kind of information is provided through QR-Codes?

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4) Where are QR-Codes placed?

- Nearby the museum objects/artworks
- On the info panels
- Other (please, specify)

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5) Have you evaluated the impact of QR-Codes on your audience?

Yes  No

6) If yes, please give us some details of the outcomes

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7) Do museum staff (curators, educators, etc.) like the use of QR-Codes in the museum?

Yes  No

8) Do museum staff have suggestions about the use of QR-Codes in the museum?

Yes  No

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9) Are you aware of any Europe wide or international research on the use of QR-Codes?

Yes  No

10) If yes, could you please provide us with some details?

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