Transforming the museum: a model and challenges

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This study uses the case of National Palace museum (NPM) to depict a model and challenges regarding transforming the museum. The NPM wants to go beyond its traditional functions and get closer to the public. For instance, the NPM wants to capture the attentions of young people and promote awareness of the culture and traditions of Chinese.   To claim this determination, NPM announced its new vision, implemented two organizational restructuring, and shifted its operational focus from being object-oriented to being public-centered in recent years. In this vein, NPM combines its expertise in museum service with the possibilities afforded by the information technologies (IT). Specifically, the NPM has conducted a sequence of IT applications to developing new IT-generated contents and new IT-enabled services. These IT-generated contents and innovations in IT-enabled services lead to infusing life into ancient artifacts and texts, sustaining curiosities of the public for Chinese culture and history, and invoking the public's desire to visit the NPM in person. The development process of new IT-generated contents and IT-enabled services of NPM can serve as a model for the traditional organization like the museum around Taiwan and the world. While such IT-generated contents and IT-enabled services create new demand and interest among the public, the NPM has also faced with numerous challenges regarding policy, strategy, management and technology. There is a research team sponsored by National Science Council in Taiwan to observe the development process and accomplishments, and to conduct scientific researches covering not only the technology and management disciplines, but also the humanities and social science disciplines. The advices derived from these researches can be solid recommendations for the NPM (and the traditional organization) regarding IT applications. The derived advices can also be the references for humanities and social sciences disciplines.