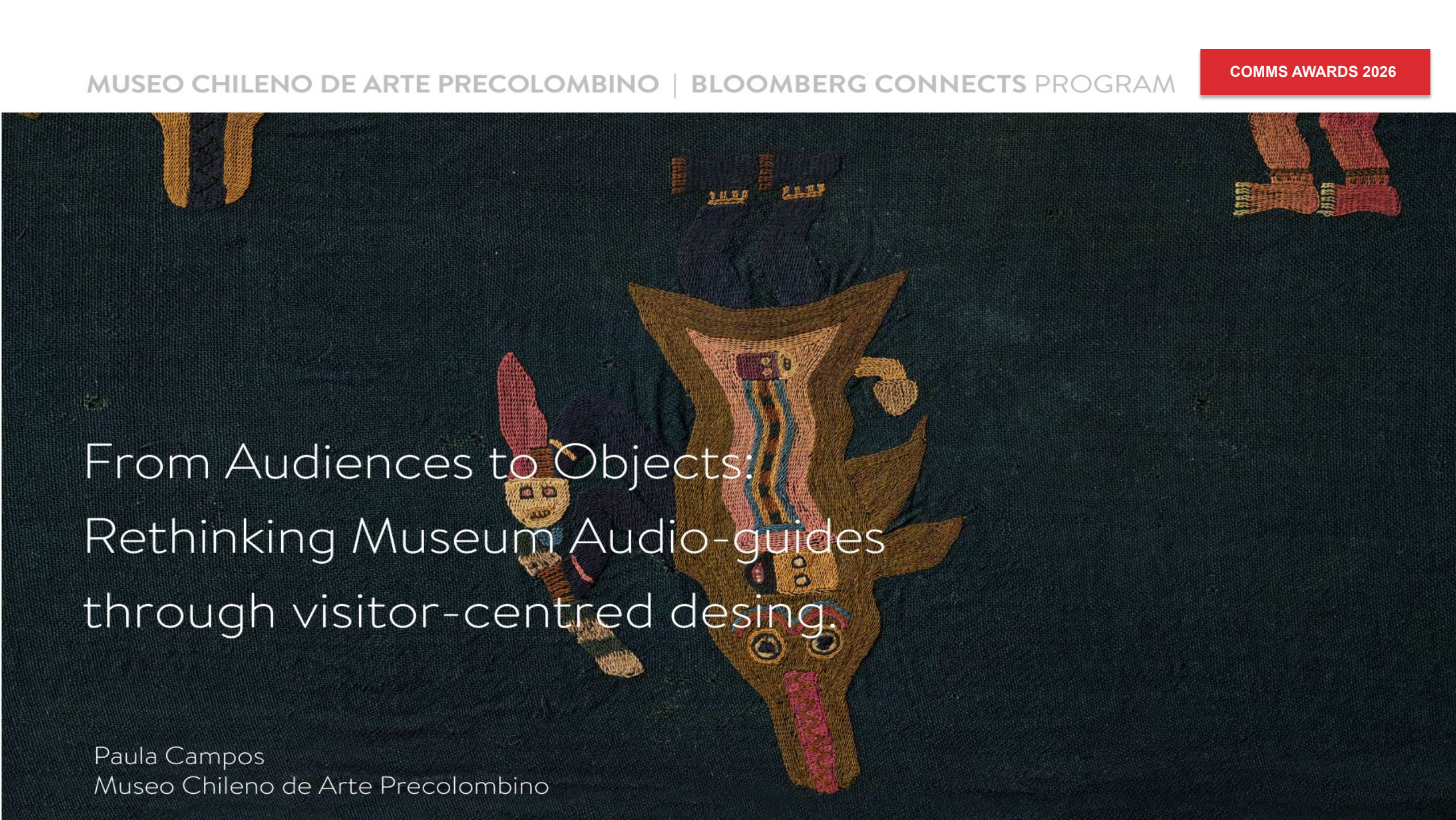




From Audiences to Objects: Rethinking Museum Audio-guides through visitor-centred desing.

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Museo Chileno de Arte Precolombino

THE CONTEXT

One museum.

Many ways of arriving.

The Museo Chileno de Arte Precolombino brings together collections spanning more than 10,000 years of history across the Americas.

Its audiences are equally diverse: local and international visitors, school groups, Indigenous communities, researchers, and people with no prior museum experience.



THE PROBLEM

How can a self-guided visit be meaningful for very different audiences?

A single collection must speak to visitors with different languages, rhythms, prior knowledge, abilities and expectations.

The challenge was not simply to add more information. It was to make complex content accessible while preserving depth, autonomy and connection.

The key questions

How do people navigate the Museum? What do they look at, overlook, understand and remember?

We started with audiences, not objects.

By observing how audiences move through the Museum, what they seek, what they understand and what resonates with them, the project shifts mediation from an object-centred narrative to an audience-centred experience.



From audiences to objects

THE SOLUTION

Bloomberg Connects became the bridge.

The platform extends the Museum beyond its physical space and supports an autonomous, multilingual and accessible experience.

ACCESS

Free and remote access to museum content.

EXPERIENCE

A new way of experiencing the Museum.

DEPTH

More context around collection objects.

INCLUSION

Tools for more inclusive audience engagement.

Observation → Interpretation → Experience Design

1 OBSERVE

How people navigate the space

What they look at

What they overlook

Where they stop

2 INTERPRET

Cognitive accessibility

Linguistic accessibility

Sensory accessibility

3 DESIGN

Script development

Audio production

Translation & localization

Digital platform

One Museum, different ways of engaging.

GENERAL AUDIENCES

A repository of highlight objects that can work as standalone audio guides or as part of thematic tours.

COMMUNITIES

A focused approach designed to foster dialogue with communities.

SPECIALIST & ACADEMIC

Reference and archival materials, with additional interpretive and research-based information for selected objects.

Progress to Date

with a clear path to scale.

11

audio guides currently
available through
Bloomberg Connects

40

new audio guides
supported by a national
FONDART cultural grant

3

languages planned for
recording: Spanish,
English and Portuguese

DEC 2026

expected public release
of the new accessible
audio guides

We are not simply digitising an audio guide.

We are changing the point from which the Museum decides how to communicate.

The project treats digital mediation as an opportunity to listen first: to understand how people encounter the Museum, and then build content, access and interpretation around those encounters.

FROM AUDIENCES
TO OBJECTS

From Audiences to Objects

Rethinking Museum Audio-Guides Through Visitor-Centred Design

Museo Chileno de Arte Precolombino · Santiago, Chile