Digital Impact Monitor

Project team: Julie Agustoni, Lara Rodrigues Risitć, Juliane Eberhardt, Christine Müller Stalder

14. November 2026 · GLAM Hack 2026 @ Campo Winterthur, SKKG

What if we measured the success of a collection not only by how well we preserve it, but by the impact it has on society?

How to rent an artwork from the Artothek



Pain point: low awareness

Online (reservation only) or in person, like browsing books

Staff show the artwork and give care instructions

You are responsible for it and will return it

Most impact happens here — least data collected

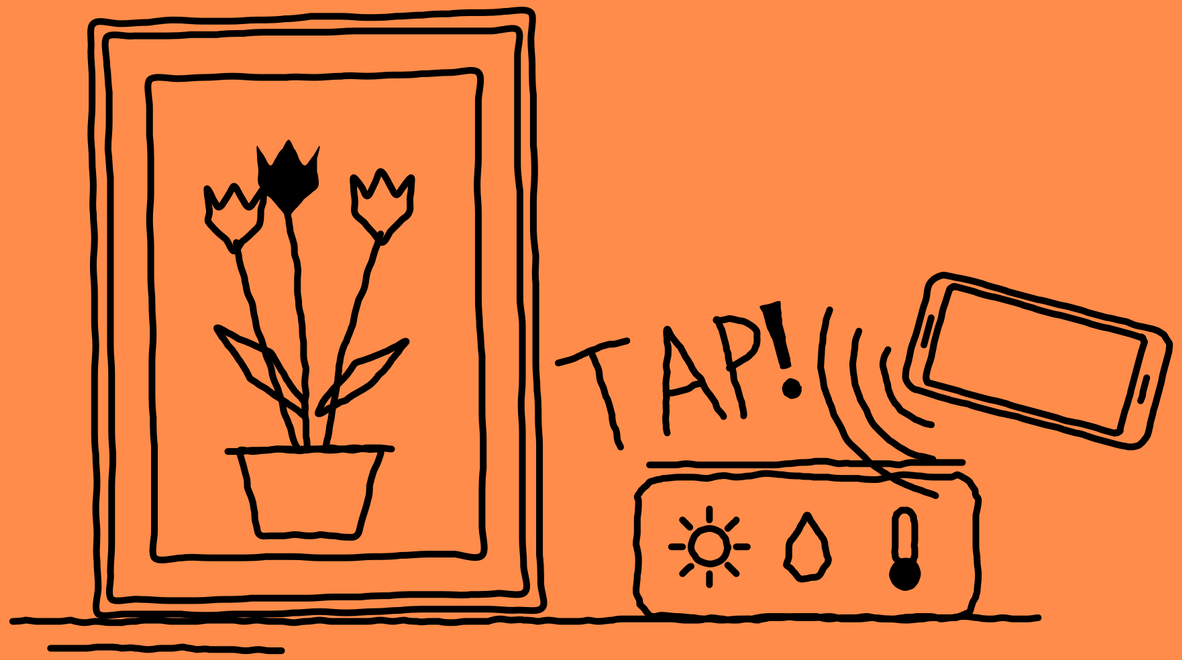
Protocol + photo documentation

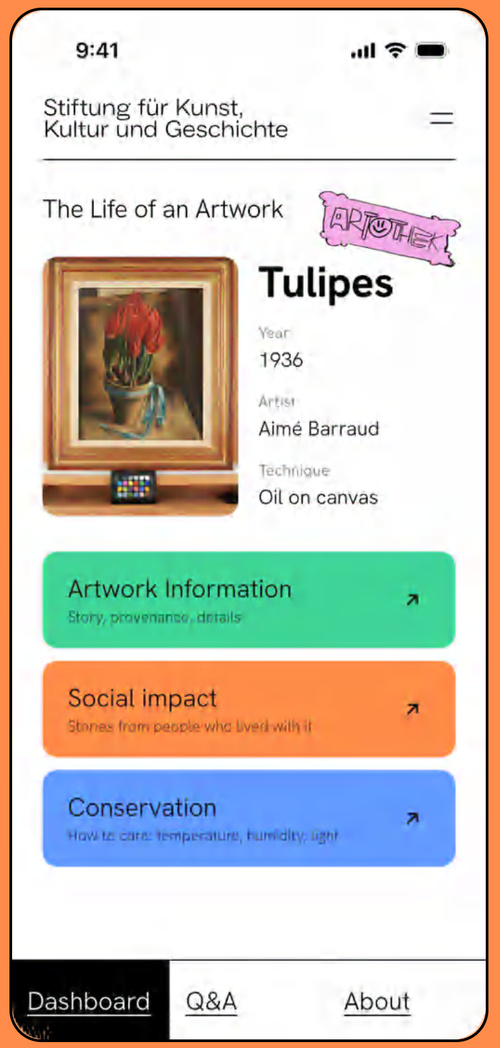
Existing tools

- Care instructions (at the library + online)
- Share photos & comments (website)
- Overview of all available artworks (website)

Bridging Analog and Digital

ARTOTHEK





Physical · Rental kit

Digital · Mobile web page



Thank you !

Questions?

Feel free to ask or approach us later :)

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Documentation slides

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What if we measured the success of a collection not only by how well we preserve it, but by the impact it has on society?

Two layers of the challenge

Conservation

how do we collect the data that Artothek needs from the rental period

- Temperature of the room
- Humidity in the room
- Exposure to light
- General condition of the object — photos and descriptions

Social impact

How do we measure it and with which criteria?

- Emotions the artwork evokes
- Conversations it starts or provokes
- Access — breaking barriers tied to owning art
- Details different people notice
- Inspiration and creativity it sparks

Open questions

Q1

Q1

Is an object more valuable kept in storage, or opened up for more cultural impact — despite the risk of damage?

Q2

Q2

How does impact differ between a purely visual artwork and an object people can interact with?

Q3

Q3

In a museum you see a work for a few minutes. At home you see it every day. Does that change your relationship to it?

How to rent an artwork from the Artothek

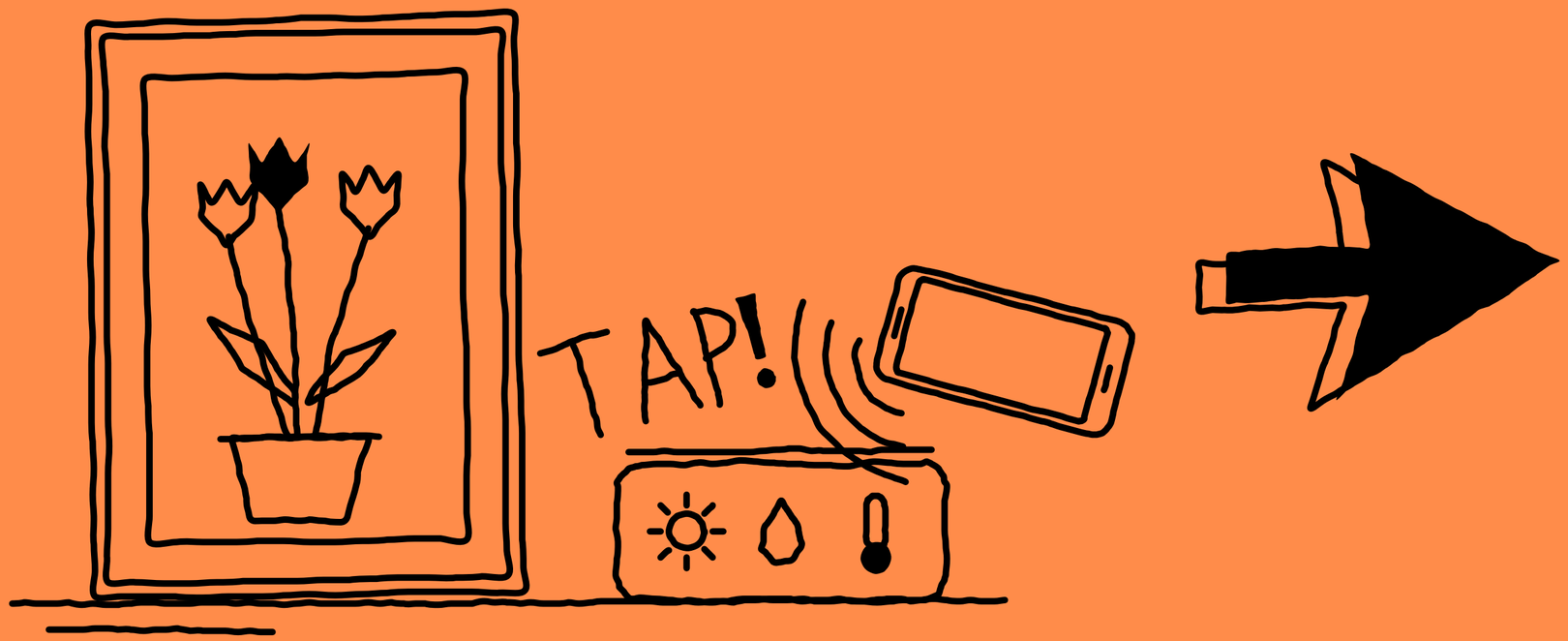
Steps 02–07 · in contact with Artothek staff

01	02	03	04	05	06	07	08
Learning the Artothek exists	Starting a membership	Choosing an artwork	Picking it up in person	Signing a contract	At home for 3–6 months	Returning the artwork	Condition check by SKKG
Pain point: low awareness		Online (reservation only) or in person, like browsing books	Staff show the artwork and give care instructions	You are responsible for it and will return it	**Most impact happens here — least data collected**		Protocol + photo documentation

Existing tools

- Care recipe — at rental + online
- Share photos & comments — website
- Online overview of all artworks

Bridging Analog and Digital



Physical · Rental kit



Digital · Mobile web page

How it works

01
Pick up the artwork + kit

→

02
Place the kit next to the artwork

→

03
Scan the NFC tag

→

04
Mobile web page opens

→

05
Info, conservation and impact pages

Everything is accessible by phone.

Three pages behind the scan

Basic info

- Year, artist, technique
- Return date
- Where it was before — previous hosts
- In-depth descriptions

Conservation

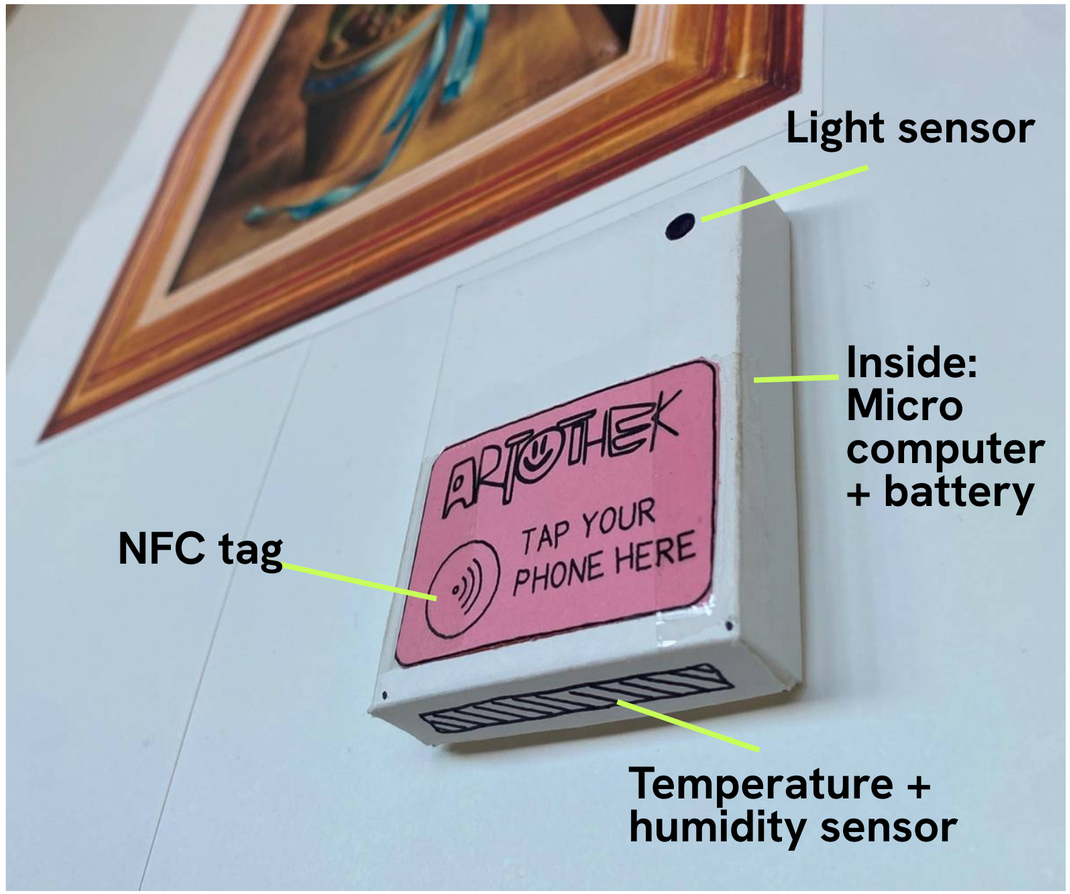
- What the sensors measure
- Care instructions
- Contact — Q&A on conservation

Social impact

- Conversation starters — cards and prompts
- Emotions — compared with other hosts
- Impressions from previous hosts
- Inspiration — photos and stories
- Artothek on Instagram

Link to the prototype: https://julieagu.github.io/GLAM_Hack_repo/

Artwork rental kit

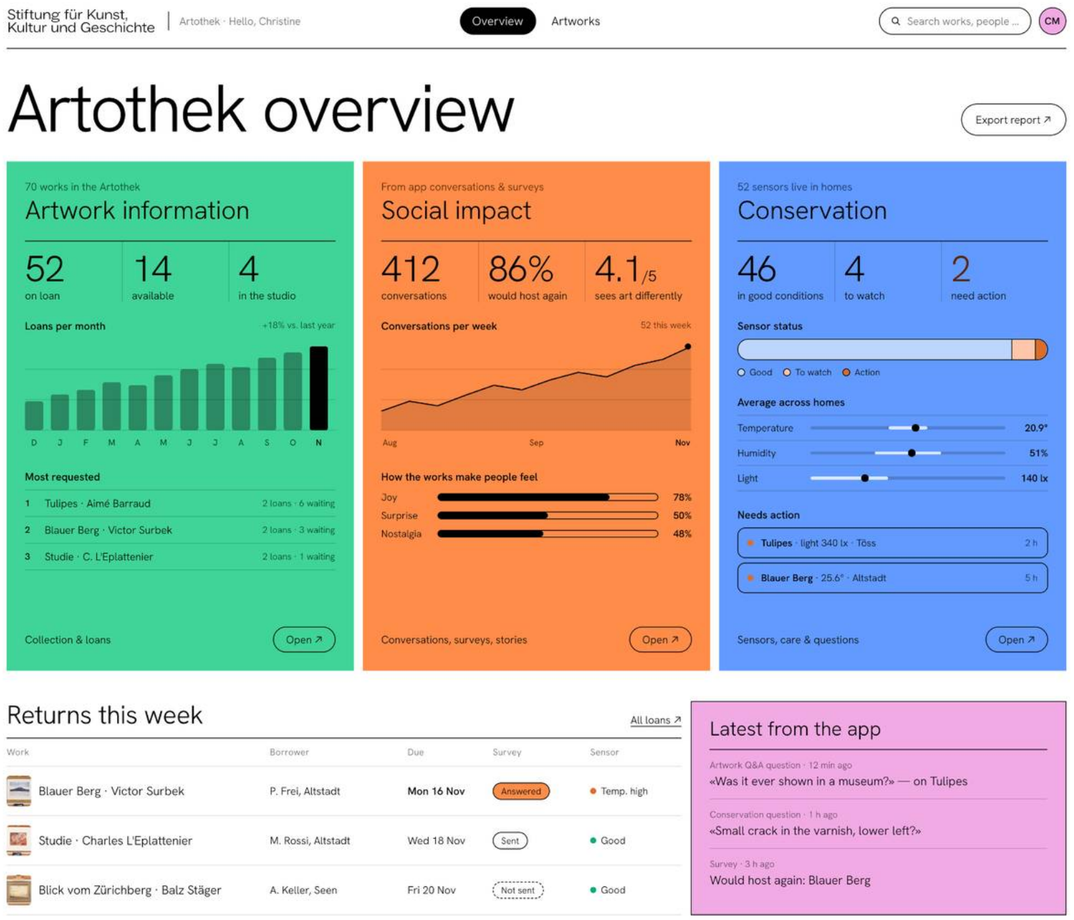


A small object hosts get at pick-up and place next to the artwork.

NFC tag	Opens the mobile web page
Temperature	Room temperature during the rental
Humidity	Humidity in the room
Light	Exposure to light

Dashboard for the conservation team - physical and social data together





The dashboard combines sensor and host data per artwork, so the conservation team can track conditions and Artothek staff can see how each work circulates and what it sparks.

What we expect to do with all this data

Emotional impact

Joyful

Emotions this artwork evokes most often

Social reach

22 · 43

Households it lived in · people who saw it

Conversation

58%

Of hosts say it sparked conversations

Perception

34%

Say it changed how they see cultural heritage

Collection usage

Flowers / Boats

Most and least borrowed themes

Conservation

12 hosts / 32

Kept in unsafe conditions, rethink its place?

Illustrative, not real data

Next steps

01 Record conservation data — temperature, humidity, light, condition

02 Record social impact data — household, viewing time, conversations

03 Track circulation — how often an object moves to new hosts

Resources

- GLAMhack 2026 challenge by SKKG (Christine Müller Stalder, Sonja Gasser): hack.glam.opendata.ch/project/303
- Artothek Winterthur, a collaboration between SKKG, Winterthurer Bibliotheken, Sammlung Winterthur and Amt für Kultur Winterthur
- SKKG datasets: Artothek artworks (CC BY) and on-site objects (CC0), via SKKG digital collection: digital.skkg.ch
- Photos in prototype: Winterthurer Bibliotheken, Instagram @winterthurer_bibliotheken
- Museo Thyssen-Bornemisza – Emotions in art: museothyssen.org/en/special/emotions-art
- Geneva Emotion Wheel, University of Geneva: unige.ch/cisa/gew
- Prototype: julieagu.github.io/GLAM_Hack_repo
- Code: github.com/julieagu/GLAM_Hack_repo