Enabling Inspiring, Challenging & Memorable Visitor Experiences at the Detroit Institute of Arts

Key Features

• Web-Based Exhibition Repository
• Digital Exhibition Archiving
• Cross-functional (or Cross Team) collaboration
• Drag & Drop “Blue Printing” of Visitor Experience

“We want to design inspiring, challenging, and memorable visitor experiences in our exhibitions. Curia makes it easier to do that.”

Swarupa Anila
Director, Interpretive Engagement

The Problem

The skilled teams charged with conceiving, curating, planning and staging DIA exhibits had relied on a now-outdated database to manage the multitude of images, associated research, planning documentation and metadata associated with exhibitions and the artworks they include, despite diminished efficiency and suboptimal workflows. The DIA needed a cloud based application that could streamline the exhibition planning process, provide team members with greater functionality, facilitate easy information sharing between stakeholders, and manage essential exhibition data in multiple file formats. C/D/H had the solution for their business problem.

The Solution

The DIA worked with C/D/H to create Curia, a web-based exhibition planning system that enables knowledge sharing and collaboration among key stakeholders in near-real time. Drawing upon information contained in the institution’s collection management system, Curia enables the DIA team to develop exhibition interpretive plans and blueprint visitor experiences quickly and easily through an intuitive drag-and-drop process.

For more than a century, the Detroit Institute of Arts has staged ambitious exhibitions featuring some of the world’s most valuable and renowned artworks.
“Curia saves countless hours by providing a centralized exhibit planning platform that makes the most up-to-date information accessible to users from various museum departments”

Richard Scott
Director of IT

As artworks or interactive pieces are selected for display and added to the Curia exhibition app, associated collection management system information are incorporated and updated. Audio files, video files, supplementary texts and metadata associated with individual works of art or interpretive elements can be added as well, enabling the system to serve as a single source of truth for key project stakeholders.

As a web-based system, Curia enables different DIA teams – curators, exhibition managers, interpretive planners, installation teams, marketing teams, web teams and external vendors – to review all stages of the exhibition planning process, working from a shared repository of continually-updated exhibition data. Using the latest information provided by registrars, collections management teams, and curators in the collection management system, interpretive teams can design inspiring, challenging, and memorable visitor experiences. The order of artworks’ presentation, the grouping of objects, and the nature of the user experience can be quickly plotted to create a description of the user experience. Data can be easily amended, supplemented, reordered or deleted in response to cross-team feedback within the system, reflowing automatically into an updated representation. The virtual exhibition's contents can be accessed by marketing and web teams for development of collateral and publicity materials, and can be easily exported as a comprehensive Word document for sharing outside of the system.

Using Curia, the DIA can plan its captivating, immersive exhibits more quickly, collaboratively, and efficiently than ever before. Curia lets the museum maintain control over exhibition information, ensuring that the most accurate and up-to-date resources are available to teams throughout the planning and development process – and it lets teams use that data to its maximum potential in a secure shared environment. The result: Exhibitions that align the museum’s visions – and exceed visitor expectations.

Contact CDH to find out if Curia is right for your museum.
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