



Snicket: Putting the world's culture, art, and heritage at the world's fingertips

Available Technologies

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Snicket is a revolutionary engagement platform for the arts, empowering museums, galleries, universities and creatives to unleash virtually their story-telling genius and raise revenue.

It takes the user experience of discovery, journey, and recommendation from eCommerce and mobilises it for the cultural sector. For visitors Snicket creates bespoke experiences enabling users to follow a curated route, or be led by their own interests, and wormhole through world's great art and culture.

The challenge

Art galleries and museums can transport us to different times and worlds. But it's not just the objects on display which achieve that magic, museums are brilliant story tellers. Yet, the wonder you can feel when you step into a gallery is rarely replicated on the screen when looking at a digital exhibition.

The potential audience for a digital exhibition is global, yet frequently they have fewer visitors than their physical counterparts. This focus on the physical building translates to revenue. During the global pandemic museums income fell; when closed their pathways to revenue collapsed.

The solution



Snicket adopts the lessons learnt from ecommerce in successful storytelling, functionality and discoverability and applies them to digital exhibitions. The platform enables museums and galleries to translate the brilliant user centred experiences they create in the gallery, to the virtual world.

Digital exhibitions on Snicket can have upwards of 100 items in them – just as physical exhibitions often do. This is a radical step, despite the infinite capacity of the virtual space most existing solutions become boring after 15 items.

Snicket expands the capacity for cultural institutions to raise revenue digitally; the pandemic demonstrated they were very bad at this.

Founder

Dr Chris Burgess

Head of Exhibitions and Public Programmes at Cambridge University Library.