

# **The eMUSEUM OF SPORT IN THE CONTEXT OF EXPERIENCES AND FUTURE PROGRESS**

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The eMuseum of Sport's creation and development has been marked by a search for innovation and constant readjustments due to practical experiences present in its activities. This process is typical of innovative technology projects, especially considering the challenges stemming from current transitions in the Digital Era.

Thus, the constant revisions the eMuseum of Sport conducts regarding its projects are the result of its past experiences, its daily advances, and its future projections. This is a planning criterion that focuses on the flexibility of actions and learning coming from daily experimentation. Considering this, the next section discusses the most relevant facts that have consolidated the eMuseum of Sport's progress considering the challenges of present times.

## **REVIEWING PAST EXPERIENCES**

The project for the eMuseum of Sport took its first steps during Bianca Gama Pena's internship at Munich Technological University, in Munich, Germany, in 2017, when she visited various Sports Museum's throughout Europe.

After returning to Brazil and to the Post-Graduate Program in Sports Sciences – UERJ, where she was a doctoral student, she renewed her acquaintance with one of the course's professors, Lamartine DaCosta, with whom she began to discuss the "Sports Museum" topic as she thought it was viable to create an advanced museum entity for Brazilian sport, which would include international relations. Since both were in agreement with the proposal, the next step was to make contact with INOVUERJ, a sector in UERJ that promotes and incubates innovation projects, where the eMuseum of Sport was formally created in 2018.

As an innovation product, the eMuseum of Sport initially represented the combination of a traditional memory preservation project with advanced digital devices, a union made viable by a triple helix style management, i.e. one that integrates three basic pillars: university, government, and private companies. This concept served as a base for Bianca Gama Pena's doctoral thesis, which put the concept in practice, including it in the eMuseum of Sport's new project, which was already within InovUERJ standards. In this trajectory, the triple support project was presented to the Rio de Janeiro State Office of Sports, Leisure, and Youth for use in projects under an incentive scheme, resulting in its approval, as well as in a sponsorship from ENEL, a private company in the energy sector.

The triple management model and the goals tied to sport memory adapted to digital technologies were activated beginning in 2019 with progressive improvements throughout the following years. In this period, more specifically in 2020 and 2021, the eMuseum of Sport had to deal with the social and management issues stemming

from the Covid-19 pandemic, but its original digital nature allowed its constant and innovative development, especially considering its operational option as a startup, that is, a business concentrating on innovation with a minimum of infrastructure, routines, and staff. For this, the technical, administrative, and legal support provided by Inovuerj was vital, as well as the various partnerships with sectors and courses within UERJ during the development of its activities.

During its initial stage, the eMuseum of Sport opted to prioritize the preservation of national sport's memory, which led to partnerships with traditional entities in the sector, such as confederations, military agencies, traditional clubs, and the Brazilian Olympic Committee. This coordination of interests created a permanent support base, with 24 exhibits and 3D galleries that are accessible online free of charge, as shown in detail in reference (1).

In terms of a starting point, the egalitarian and inclusive sense present in the project, which is linked to a public university, is visible in the inclusion of the Brazilian Paralympic Committee among the leading national sport entities that are a part of the scheduled exhibits. Additionally, the exhibit's initial website and the rest of the eMuseum's offerings were organized to provide full accessibility to vulnerable visitors.

Also, the initial and later permanent support for the new museum proposal was later adapted for international meanings and audiences. The exhibits are available in three languages: Portuguese, English, and Spanish. This step coincided with partnership initiatives with Brazilian and foreign entities, beginning with the Virtual Sports Center (Centro Esportivo Virtual – CEV) and the Brazilian Pierre de Coubertin Committee (Comitê Brasileiro Pierre de Coubertin - CBPC), adding collaborators of various nationalities to the exhibits.

Still in 2020, two thematic exhibits were inaugurated that became complementary to the other ones that are linked to national sport's traditional institutions: "Maracanã 70 years" and "Pelé 80 years". In that year, the eMuseum also launched the international exhibit "Reinventing Sport and the Olympic Games after COVID-19: Returning to Pierre de Coubertin", which was the result of a partnership with the CBPC, as was the case with the "Maracanã" and "Pelé" exhibits with various institutions. This return to Pierre de Coubertin included 20 international authors and counted on the support of Tsukuba University, in Japan, for its development.

Following the same line of procedures, it is important to mention the eMuseum of Sport's partnership with the United Nations and the CBPC while organizing the exhibit "Olympic Reflections and Human Dignity" in 2021. This is an appropriate subject for understanding sport as egalitarian and diversified, which agrees with the eMuseum of Sport's original functions. In this case, just as in the 2020 Coubertin exhibit, complementary books in the eMuseum's three languages were launched to consolidate the knowledge offered by the exhibits.

In retrospect, the lack of evidence that the digitalized relationships make knowledge redundant for its 'readers' or 'visitors', the eMuseum of Sport began to publish eBooks in 2020 to complement the exhibits. Thus, besides the two eBooks that have been cited ('Coubertin' and 'Reflections'), two publishing lines were created, both available for download free of charge in eBook format on the eMuseum's website: one line is for academic books and general subjects for the public as a whole, and the other includes educational booklets for teenagers, thus fulfilling the needs of both the young and the old who are interested in sports topics, and always touching upon facts of memory and sustainable practices in sport

#### FACING PRESENT CHALLENGES

Reviewing the reported circumstances suggests, in summation, that the combination of museum objectives with educational and cultural purposes defined the pathway taken by the eMuseum of Sport. Thus, it confirms the validity of incubating the project at UERJ and consequently linking it to various sectors within the university, especially the previously mentioned Post-Graduate Program in Sports and Exercise Sciences (PPGCEE), the point of origin for two of the project's initial creators, Bianca Gama Pena and Lamartine DaCosta.

Considering this, it is important to emphasize that in the 12-month period before the beginning of 2022, the eMuseum of Sport reached an audience of approximately 1 million participants in its actions (visitors and shares on social networks). With this expressive impact, at the end of 2021, the project that was incubated at UERJ and sponsored by the ENEL electrical power company continued its innovative digital technology experiments by creating a Metaverse-standard immersion possibility; that is, it gives visitors the opportunity to use virtual reality equipment and to make directional choices in sportive practices.



Figure 1 – The eMuseum of Sport's Interactive Truck

This advanced proposal, which is still rare in the world of sports, was made possible by the production of a traditional mobility platform (i.e. a truck that can travel on

public roads and highways) and the promotion of events with no costs or barriers for users of any age, sex, physical state, or socioeconomic status (Figure 1). As it is, the eMuseum of Sport's new offer format entailed maintaining its diversified and egalitarian proposals, assigning them interactive and inclusive characteristics, including routine precautions against Covid-19. Also, the new possibility of participation has turned the museum project into a hybrid undertaking, which combines digital experiences online with mobility to reach participants where they live.

## **PROJECTING THE FUTURE**

Since its foundation in 2019, the eMuseum of Sport has obtained consistent results through its successful association with various sports entities in Brazil and abroad. Also, the solutions brought by technology applied to museum actions with sportive, educational, and cultural purposes have been proven effective. Thus, currently, in the beginning of 2022, enough conditions are met to promote forays into a new area, the Metaverse.

This choice does not merely refer to promoting updates for the eMuseum of Sport's operations, as they are justified by the necessary combination of virtual progress with the analogical reality of the daily life of children and adults in local community relations, outside of work and schools, in commerce, and in their free time. Thus, the objective of associating the virtual sports activities with social reality is now being fulfilled by the eMuseum of Sport's traveling truck, which has already been identified in this work as a mobile space of sportive experiences.

This progress should, at first glance, give a meaning to continuing the development of the eMuseum of Sport, whose experiments in the field of digital technology already included, at the end of 2021, 15 3D galleries, 12 exhibits, 12 collections, and 13 eBooks available free of charge on the eMuseum's website. This is because the continued experiments have turned the eMuseum of Sport into a hybrid project, online and offline, analogical, maintaining typical museum traditions. That is: with these results, it is potentially entering a place of prominence among sports and Olympic museums from an international perspective. As such, the eMuseum of Sport finds itself in a new and promising stage of expansion and development.

In this predictive context, we insert the mobility project represented by the Travelling Truck, which is currently going along with the museum's biggest project, sponsored by Enel Energia and by Rio de Janeiro state's Office of Sports and Leisure and incubated at UERJ the form of a startup guided by Gama Assessoria. In terms of Innovation, the choice of the Metaverse's technological environment will, therefore, represent the consolidation of past progress and future construction. This statement is based on the data collected during the Truck's initial cycle of activities in 2022, as shown in reference (2).

In other words, data is already available from evaluations that confirm the viability of Metaverse insertion in the context of the eMuseum of Sport. The survey conducted during the Truck's first travel cycle has already identified the most obvious challenges presented by the interaction between the daily realities of local populations and the digital transition. Basically, the eMuseum of Sport's current stage of development represents a search for different publics conducted through progressive and local approaches.

Thus, the first survey that was conducted regarding the reactions of the groups that have accessed the Truck's activities should lead to studies regarding the practical functionality of the technological equipment that simulates sportive practices. Considering this, the goal of this new investigation will be to collect data with educational purposes based on cultural and sportive trends.

Finally, the eMuseum of Sport already finds itself at the outer boundaries of digital technology. With these references, the information presented in this work report on the progress made by the Travelling Truck in its initial travels and in the advances made regarding technological innovation in the eMuseum of Sport. This experimentation summarizes, in its essence, a better understanding of the present to build a better future, considering the oft-stated educational, cultural, and sportive expectations of daily life.

#### REFERENCES

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