

NEWS

The wall speaks every language

A conversation with museum director Dr. Helene Vetter about exhibition texts that translate themselves.

3 August 2026, Tobias Engl



The museum hosts rotating exhibitions and struggled for a long time with signs that never stayed up-to-date for very long. The museum has been working with ScreenWay for a year now.

SW Ms. Vetter, a museum thrives on its walls. Doesn't a screen get in the way there?

HV That was my first concern. We've been hanging printed exhibition labels for over a hundred years, and I didn't want a glowing tablet next to an old master. So we used screens: matte, small, and framed to match the wall color. Today, no visitor asks why there's a display hanging there. They just read.

SW What can it do that a printed sign can't?

HV Languages, above all. We welcome groups from all over the world, and a printed sign is in German and maybe English as well. The text in our exhibition halls switches languages at the push of a button, and anyone who wants to can have it read aloud. For older guests, we make the font larger without having to print a second sign. That might sound like

a small thing. In everyday life, it's a huge deal.

SW And what about a new exhibition?

HV It used to be: write, typeset, print, laminate, hang up a week's lead time. Now my colleague writes the texts in the morning, and by the afternoon they're up on the wall. And ScreenWay pulls the object data from our collection database, so we don't have to type anything twice.

SW Does ScreenWay collect data about its visitors?

HV On the contrary and this was important to me. There are no cameras that recognize faces, and no one keeps track of who stands in front of which artwork or for how long. A museum is not a place to be watched, but a place to look. Any data that is collected remains on-site and within Europe. For a public institution, that is a must.

SW Would you do it again?

HV Right away. And the best part is that nobody notices. People come for the pictures. The fact that the technology remains invisible is the greatest compliment I could receive.