

## KeMCo × Digital × Analogue

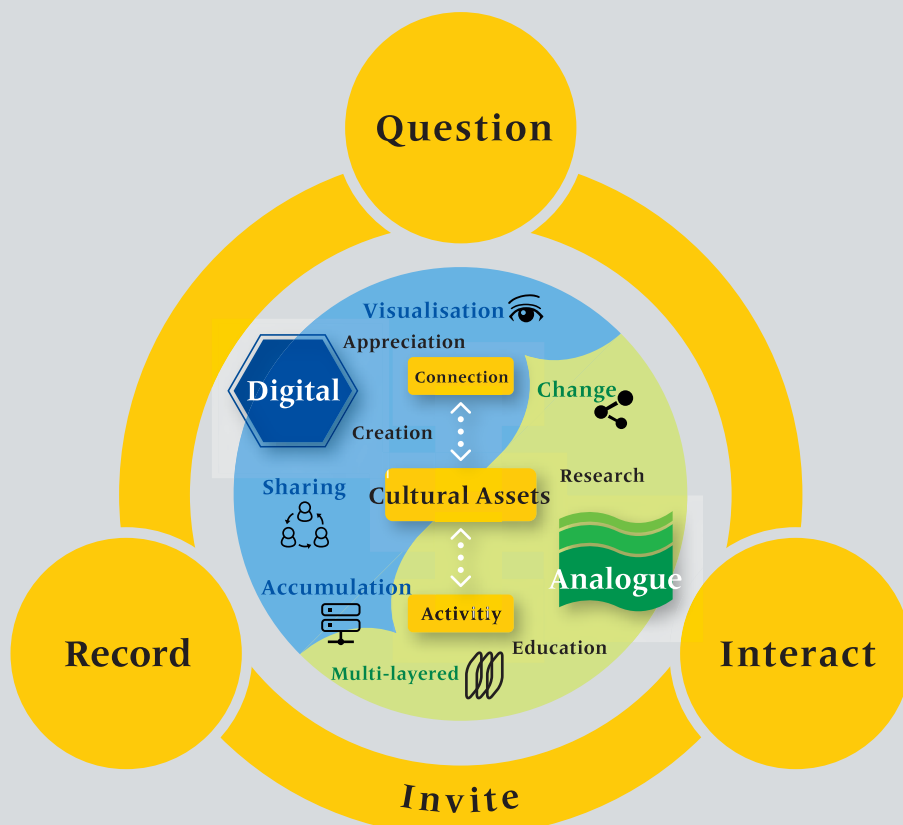
Keio Museum Commons [KeMCo] is a place for encountering and exchanging ideas about cultural assets owned by the University. It is a place where people from different communities linked to the University—students, academics, teachers, national and international researchers, alumni and people from the local area—can come together to enjoy these cultural assets.

### The Diversity of Cultural Assets

Cultural assets carry the history of their creation. They sediment the activities that go on around them (research, education, appreciation, creation etc.), and the human connections that are made through them. The layers of meaning that make up cultural assets accumulate and transform daily. They always open up towards new interpretations and activities.

### Digital × Analogue

Our aim at KeMCo is to bring together this analogue world of fast-changing cultural assets with new digital technologies in order to make visible and available the rich layers of meaning these cultural assets have. By bringing the digital and the analogue together, KeMCo hopes to guide people through the dynamic world of cultural assets using four key imperatives: invite, Record (accumulate the ever-changing layers of meaning of cultural assets), question (reflect and dialogue to raise new questions), interact (connect people, the university, and society through cultural assets).



KeMCo fuses the digital and the analogue, providing diverse access points to information on cultural assets through classes and events, a website and mobile apps, and exhibitions at KeMCo.

