

## Abstract

Drawing together perspectives from museology, digital culture studies and fashion theory, this thesis considers changes in and challenges for current-day museums as related to 'mobile museology'. This concept is developed for and elucidated in the thesis to describe an orientation towards the fashionable, the ephemeral, and towards an (ideal) state of change and changeability. This orientation is characterised with the triplet concepts of mobile, mobility, and mobilisation, as related to mobile media and movability; to 'trans-museal' mediation; and to the mobilisation of collections, audiences and institutional mindsets.

The research project's transdisciplinary and exploratory approach takes inspiration from critical design, minding Latour's (2004a) call for rethinking critical approaches in the humanities. Through a creative process, focused on designs for framing fashion in everyday contexts and involving prospective users and professionals from Designmuseum Danmark, the project reflects on and seeks to articulate matters of concern in digital heritage and museum practice.

With this elaborated departure of theorisation and methodological considerations, the dissertation compiles a selection of blog posts from the research project blog with three research articles: 'Museum metamorphosis à la mode', proposing a fashion perspective on ongoing museum developments; 'Augmenting the agora: media and civic engagement in museums', questioning the idea of social media holding a vital potential for the democratic development of the museum; and finally '*Heteroscopia*: a musealising gaze at the everyday', tracing a current interest in musealising the everyday by transcending the museum space.