

# What will cultural experiences be like in the city of Puebla after the pandemic?

**Keywords:** Cultural experiences, Covid-19, museum, design events, scenarios the future & cultural creators.

## Introduction:

The pandemic changed the traditional way of doing everything, including how we consume cultural products; changing habits and questioning the status quo of culture. This research focuses on demonstrating what the cultural experience was like during the pandemic and it inquires what it will be like after the pandemic.

Understanding as a cultural experience everything that the user lives when consuming a cultural product or service. In Puebla, cultural products come mainly from museums, events and cultural managers; therefore, this research focuses on the path taken by these three spaces during the pandemic.

A representative of each of these types of culture was interviewed, adding also the condition of physical, hybrid and digital space, comparing them in the same period of time with two variables: cultural experiences and use of technology.

## Methodology:

Conducting the same interview with the three types of cultural experiences, in order to obtain qualitative data on the journey of each of them during the pandemic, and to prospect by means of the FAR what these experiences will be like in the future.

The interviews can be consulted in the QR code, which also shows the interview model used.



## Conclusion:

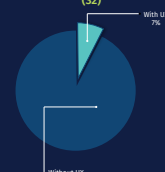
The pandemic not only modified cultural experiences, but what it caused was to rethink the way of doing it, so there are 2 lines to follow for cultural creators. The first is to return to the traditional way of doing it, with small modifications in the way of getting cultural products to people; and the second is the creation of new, totally innovative experiences that are based on previous experiences, but are created from the new needs of people.

## Location of museums in Puebla City



The concentration of cultural venues is in the historic center of the city, which "during the quarantine" prevented the possibility of visiting any of them.

## Museums in Puebla City (32)



Of all the museums (cultural spaces) in the city of Puebla, only two have digital experiences during the pandemic.

## System of culture



Relationship between the main cultural stakeholders, for the creation of cultural experiences.

## F.A.R. field anomaly relaxation

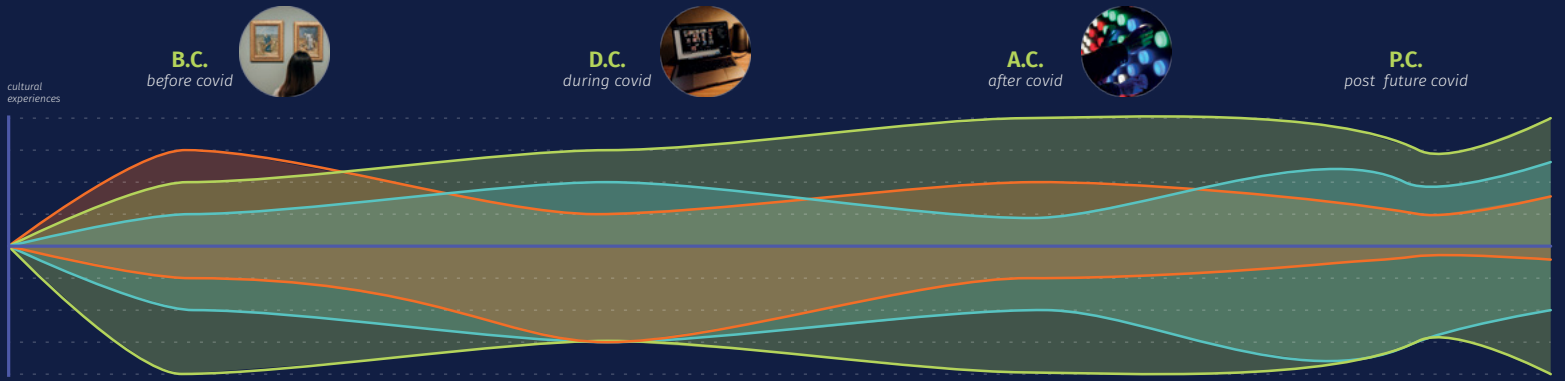


## C.U.P.T.E.X.

Creation and speculation of scenarios about the future of cultural experiences, using six drivers for the development of the methodology:

- Cultural Creators
- Users
- Political-Economic
- Technology, Spaces
- Experiences.

## Journey through the cultural experiences in Puebla



use of digital tools

### Physical spaces

Raúl Nivón Ramírez | Director of INAH museums in Puebla.

"The experience will not be the same, but probably new art experiences of this type may arise, but if there is going to be something that can enter the homes in a cultural product, it will be something new, that is, not what already exists, it will be adapted."

### Digital spaces

Carime Macari | Broadcaster of La Caja.

"Museums should think that this is the perfect opportunity for a large part of the population to get involved in learning about culture, to know that this is culture [...] that the experiences go beyond a virtual tour, that there be more interaction like physical experiences, that it be online, that would make the cultural part richer and that more of the population could be included."

### Hybrid spaces

Cuahtemoc Sánchez Vázquez | COO Design Week Puebla

"In all the events and festivals, basically people go to these places for this interaction, to live with more people, to interact with the objects; to take away the face-to-face part, the touch part, I think it will hardly be left behind, regardless of Covid, that which makes us human is the interaction with other people, it is something that even if we have a pandemic on top of us we will not be able to take away, it is something that people will seek regardless of the risks."

**centro.**

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