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INNOVATIVE STORYTELLING: COMPARING DIGITAL INITIATIVES IN CANADIAN AND
AMERICAN AEROSPACE MUSEUMS

Abstract

This paper explores the potential of digital mediums in space museums and exhibits in Canada and the United States. Through a comparative analysis, it aims to review the divergent approaches, successes, and challenges faced by museums in both countries when leveraging technologies. The analysis will investigate how American museums employ immersive digital tools, such as virtual reality and interactive exhibits, to engage audiences, while also examining the unique digital and educational strategies implemented by Canadian museums. By reviewing several exhibits and collections, this paper seeks to identify key lessons found in the cultural and technological nuances that shape the storytelling of both sides of the border. Differences in curation, outreach, accessibility, public engagement, and contrasting approaches to the preservation of aerospace heritage will be discussed. The broader aim of this comparison is to encourage cross-border collaborations, opportunities for mutual learning, and the future development of innovative digital platforms. With digital initiatives, North American aerospace heritage can be introduced to broader and younger audiences by making aerospace history more accessible and captivating.