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## Documenting digital art: the role of the audience

New approaches to documentation and archiving are needed to bridge the gap between theory and practice in academia and in the museum sector. Documentation plays a key role in the conservation of art, yet a key factor in documentation, the role played by the audience in the design, experience and the documentation of art, is generally overlooked. In complex hybrid artworks the role of the audience is key to understand how an artwork is conceived and received. This paper shows that while researchers and museums have started to address this gap, it remains to be seen how best to include both documentations about the role of the audience and documentations by the audience in museum documentation. The paper looks into a number of case studies which illustrate the significance of the role of the audience in documenting contemporary art and discusses the responsibilities of researchers and museum professionals in facilitating the conservation of materials produced by and about the audience in their archives and/or collections.