Museums and the Web 2007
April 11-14, 2007
San Francisco, California, USA

Call For Participation
www.archimuse.com/mw2007/

Themes for 2007 include:
Social Issues and Impact
• Building Communities
• Public Content Creation
• On-going Engagement
Organizational Strategies
• Building + Managing Web Teams
• Multi-Institutional Ventures
• Facilitating Change
Sustainability

Applications
• Wireless Inside/Outside
• Visitor Support On-site + Online
• Schools + Educational Programs
• E-commerce for Museums

Technical and Design Issues
• Standards, Architectures + Protocols
• Interface + Design Paradigms
• New Tools + Methods
• Managing Content + Metadata

Museum 2.0 Services
• Podcasting, Blogging, RSS, Social
• Tagging, Folksonomy, Wikis, Cell
• Phone Tours ...
• Museum Mashups

Evaluation + User Studies
• Impact Studies
• User Analysis + Audience
• Development
• Site Promotion

Please co-ordinate your proposals with your collaborators. Multiple proposals about the same project will not be accepted. Proposals for sessions should be submitted as individual papers with a covering note. Papers are reviewed individually; full sessions are rarely accepted.

Deadlines
• September 30, 2006 for papers,
workshops, mini-workshops +
professional forums (written paper
required by Jan. 30, 2007)
• December 31, 2006 for demonstrations
(written paper optional)

Further Details?
For more information contact the MW2007 Conference Co-Chairs
David Bearman + Jennifer Trant by e-mail: mw2007@archimuse.com

submission, program details, and registration information.

Museums and the Web 2006
March 22-25, 2006
Albuquerque, New Mexico, USA

Final Program
www.archimuse.com/mw2006/

Produced by
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MW2006 Program Committee

Conference Co-Chairs
David Bearman and Jennifer Trant
Archives & Museum Informatics

Committee Members

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Peter Bruce, Library and Archives of Canada, Canada
Rich Cherry, Guggenheim Museum, USA
Costis Dallas, Panteion University, Greece
Marthe de Vet, Royal Cabinet of Paintings Mauritshuis, The Netherlands
Jim Devine, Hunterian Museum and Art Gallery, Scotland
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Jemima Rellie, Tate, UK
Ed Rodley, Museum of Science, USA
Stephanie Stebich, Tacoma Art Museum, USA
Kevin Sumption, Powerhouse Museum, Australia
Ron Wakkary, Simon Fraser University, Canada
Bruce Williams, Canadian Museum of Nature, Canada
Karen Worcmann, Museum of the Person, Brazil
Bruce Wyman, Denver Art Museum, USA

Local Arrangements Committee

We owe a vote of thanks to the local arrangements committee for organizing the pre-conference tours, providing local recommendations and assisting with MW2006.

John Chadwick, New Mexico State Library, chair

Marcia Finlestein, Gallery Systems
Doug Patinka, New Mexico Department of Cultural Affairs
Tim Ayedost, New Mexico Museum of Natural History
Doug Swetnicka, New Mexico Department of Cultural Affairs
Ruby Williams, National Hispanic Cultural Center of New Mexico
Laura May, Museum of International Folk Art, Santa Fe
Scott Mathias, New Mexico Museum of Natural History
Joy Poole, New Mexico State Library
Sue Sturtevant, New Mexico Department of Cultural Affairs

Hyatt Regency Hotel

330 Tijeras Ave, NW
Albuquerque, New Mexico
USA

Tel: +1 505 842 1234
Fax: +1 505 842 1184

Buses to events leave from the Main Hotel Lobby on Tijeras Ave.

Registration in Pavilion Court

All MW conference areas have WiFi available. Our thanks to ZiaNet, Inc. for providing additional bandwidth to the hotel to support our needs.

Main Conference Rooms are on the Second Floor

Thanks!
Museums and the Web 2006

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Produced by
Archives & Museum Informatics

Conference Co-Chairs
David Bearman and Jennifer Trant

Conference Manager
Sofia Ganni

With our thanks to the volunteers who helped with logistics!
Registration

Pre-Conference Tours
Arrive at least 20 minutes before your tour is to depart. Buses leave from the Main Lobby.

8:30 am - 6:00 pm  Museums of Santa Fe Tour
8:30 am - 4:00 pm  Albuquerque Museum Tour
9:00 am - 4:00 pm  Indian Pueblo Culture and History at Acoma Pueblo Tour
4:00 pm - 9:00 pm  Anasazi Winery Tour and Dinner

Professional Scholarships

New and innovative accomplishments on the Web come from all kinds of organizations throughout the world. Archives & Museum Informatics recognizes that many individuals who make significant contributions to the World Wide Web would be unable to attend MW2006 without financial assistance. Competitive scholarships covering travel and hotel expenses, conference registration and a full day of workshops are awarded to a select number of applicants by Archives & Museum Informatics.

Congratulations to the winners of the professional scholarships:

• Lorna Abungu, Executive Director, International Council of African Museums (AFRICOM)
• Lawrence Monda, Senior Programmer/Analyst, National Museums of Kenya

First Annual Award for Local Educators

This year we have created an award for local educators who would not be able to attend MW without support for their registration. The grant covers the cost of registering for the full conference. We hope it will encourage local school teachers to participate in MW in the future, and close the loop between site creators and users.

Congratulations to the inaugural winner:

• Rachel Horwitz, Librarian, McKinley Middle School, Albuquerque, New Mexico.
Registration

Full-Day Workshops

**Hands on Usability and User Testing**
*Paul Marty, Florida State University; Michael Twidale, University of Illinois at Urbana-Champaign, USA*
This full-day workshop will provide a discussion-based, hands-on, and very interactive introduction to usability analysis. The workshop will emphasize high-speed user testing and will directly address the challenges of performing user testing under tight constraints of budget and time. Participants will learn to use rapid and inexpensive methods to test the effectiveness and usability of their Web sites and to discover the potential difficulties encountered by their on-line visitors.

**Effective Content Management**
*Darren Peacock, University of South Australia; John O’Brien, Soul Solutions, Australia*
Effective content management is essential to developing, managing and sustaining quality Web sites. Content management strategies and the right content management software can significantly improve the quality and reduce the running costs for museum websites. This workshop gives participants an in depth introduction to the issues and technologies that underpin content management of museum websites. It offers a structured method for tackling content management issues for websites large and small, cutting through the often confusing jungle of jargon and technospeak.

**Successful On-line Learning Interactives**
*David Schaller and Steven Allison-Bunnell, Educational Web Adventures LLP, USA*
Developing engaging and effective on-line learning interactives requires an understanding of many things. Subject knowledge and technical expertise are often emphasized, but just as critical are understanding the target audience and theories of learning as applied to the Web. In this workshop, participants will explore ways to define their audience(s) and apply several learning theories to educational Web development.

**Coffee Break**

Morning Workshops

**The Usability of “Accessible Sites” for Persons with Different Needs:**
*An advanced workshop*
*Jim Angus, National Institutes of Health, USA*
This half-day workshop is designed to enable those that believe they have accessible sites to explore the usability of those sites for persons with differing disabilities. The workshop will cover basic best practices that balance accessibility and usability. In addition, attendees will have the opportunity to submit, in advance, sites that that they deem were designed with accessibility in mind; the workshop, guided by the instructor, will then take a close look at these sites in terms of their usability. Pros and cons of various options will be discussed, recognizing that there are no perfect solutions, in what is intended as the first MW workshop in “advanced usability”.

Workshops
### Navigating the Issues of Large-Scale Multimedia Projects

**Michael Edson, Smithsonian American Art Museum, USA**

Large-scale Web, multimedia, and digitization projects tend to define a point where creative and strategic vision collide with organizational reality. Understanding the contractual, legal, technical, and creative components of these projects ahead of time can help museums establish realistic expectations and ensure successful collaboration between internal teams and external contractors. This workshop will review case studies and sample materials from a variety of museum projects to give participants a practical road map for defining a project, building internal support, soliciting proposals from vendors and contractors, and managing people, processes, and money.

### User-aware Environments for Museums

**Slavko Milekic, University of the Arts, USA**

An average visitor to a museum or gallery collection is often overwhelmed by the abundance of content. This workshop will explore the ways to make a visit to a museum a more meaningful experience for individual visitors using the concept of ‘visitor aware’ environments. These include environments that are sensitive to viewer’s interest like interactive surfaces, RFID tags, intentional gesture recognition and eye- and gaze-tracking. Examples of the actual museum installations and products available on the market will be provided.

### Semiotics and Museum Web sites: “Do users understand your interfaces?”

**Nicoletta Di Blas, Paolo Paolini, and Caterina Poggi, Politecnico di Milano, Italy**

This half-day workshop will first give an overview of basic semiotic principles. It will then address the specific domain of cultural heritage applications, showing and critically discussing some examples of bad and good practices. After coffee break, the attendees will be asked to apply what they have learned to museum Web sites of their choice. A final discussion will be used to compare the different analysis and to discuss possible ways to fix the most relevant (semiotic) problems of the interfaces that they have analyzed.

### Power to the Pod People: Design Your Own Podcast

**Tana Johnson and Tim Svenonius, San Francisco Museum of Modern Art, USA**

The half-day workshop will encompass all aspects of the podcasting process: scripting, digital recording, downloading audio, audio editing, publishing, and loading onto the iPod (or other MP3 player) via iTunes. The workshop will begin with an overview of the technology required to produce a podcast, and will include handouts explaining RSS feeds, content aggregators, digital audio formatting, and “how to” guides.

### Lunch for all workshop participants

**Sendero I-III**

### E-mail and Speaker Prep

**1:00 pm - 5:00 pm Sage**
Afternoon Workshops

Cutting Edge Prototyping: paper based user trials
Stephen Brown and David Gerrard, De Montfort University, United Kingdom
This half day hands-on workshop provides practical guidance on how to resolve Web design issues using paper prototypes. Delegates will be introduced to the methodology and shown how it has been used to aid the design of a transport heritage site (www.transportarchive.org.uk). Using the same materials as used in the actual user trials, delegates will have the opportunity to experience and comment upon using paper prototypes to evaluate design concepts.

RFID: Promise and Problems
Bert Degenhart Drenth, ADLIB Information Systems, The Netherlands
RFID tagging has been touted as a solution to many museum problems and as a vehicle for delivering enhanced interpretive services. A few cultural institutions have tried implementing RFID in various applications in the past few years. This half-day workshop will examine the kinds of uses that have been envisioned, critique the current state of the technology and forecasts for its future, and explore in depth some implementations that look promising. Attendees will obtain an understanding of the basic technology, its state of development and implementation, and approaches to assessing its possible uses within museum contexts.

Blogs and Blogging for Museums
Brent Gustafson, Eric Ishii Eckhardt, and Nate Schroeder, Walker Art Center, USA
This half-day workshop will introduce participants to several important aspects of blogging for museums, including practical tips for getting started and maintaining a steady output.

Coffee Break
3:00 pm - 3:30 pm
Boardroom Alcove

Thinking Evaluatively: Gateway to Evaluation
Kate Haley-Goldman, Institute for Learning Innovation, USA
This workshop will not turn participants into evaluators overnight. Rather, it serves as an introduction to the field of evaluation. Participants will explore ways of thinking about and approaching evaluation that allow them to integrate simple, straightforward evaluative frameworks into their development process. We will start with your ideas, thoughts, fears of, and needs for evaluation. Next, we will have group activities and discussion regarding the potential and the limitations of evaluation, what is reasonable to expect from evaluation and how evaluation can improve a product. Further discussions will involve the timing of evaluations within your project and the pros and cons of hiring an outside evaluator. Additionally, you will acquire the knowledge to help you become more effective consumers of evaluation.

You Rang? Delivering Automated Audio Tours via Patrons’ Cell Phones
Matthew Nickerson, Southern Utah University; David Asheim, Guide by Cell Inc., USA
This workshop will explore current cell phone tours systems and take a look at the future of this promising technology. Research results from a variety of projects including those conducted by the instructors will be used to illustrate the development and delivery of cell phone tours and the pros and cons of current cell phone tour systems. During the course of the workshop attendees will have a chance to try their hands in developing a short cell phone audio guide of their own.
Real Science: Practical Methods for Presenting and Interacting with Scientific Imagery and Live Data
Jim Spadaccini, Ideum, USA
This half-day workshop will explore in depth the technical aspects of incorporating datasets, with a focus on real-time images and datasets. The focus will be on Macromedia Flash, which has emerged the leading tool to present these types of dataset. We’ll present examples and discuss various technical approaches to incorporating these types of data and ways in which visitors can interact and manipulate scientific imagery. Beyond the technical aspects, we’ll look at the content questions and design considerations involved in utilizing these types of data in public Websites and exhibits.

Welcome Reception
New Mexico Museum of Natural History and Science
Collections open throughout the evening.
5:20 pm on Buses leave every 10 minutes
7:30 pm Museum closes
7:40 pm Last bus to hotel

Eduweb
develops innovative online learning activities about art, science, history, and technology that hit the sweet spot where learning theory, Web technology, and fun meet.

Winner of
Museums & the Web’s Best of the Web and American Association of Museums’ MUSE Awards.
Registration

7:30 am - 5:00 pm
Pavilion Court

Welcome Coffee Break

8:00 am - 9:00 am
Pavilion Court

Opening Plenary: A Panel Discussion Based On Position Papers
Chair: Jennifer Trant, Archives & Museum Informatics, Canada

Ten Years On: Hopes, Fears, Predictions and Gambles for UK Museums On-line
Jemima Rellie, Tate, United Kingdom
Over the last ten years UK museum Web sites have come a long way. The range of content and services now offered is astonishing and inspiring. Public investment has been impressive, and on-line visits to these sites continue to exceed general trends. If such a dramatic transformation has been achieved in only ten years, then what can we expect to happen in the next ten?

In Search Of The Ubiquitous Digital Museum: Reflections Of Ten Years Of Museums And The Web
Kevin Sumption, Powerhouse Museum, Australia
When switched-on, the ubiquitous museum of the future should, as Foucault intended, be able to function as a comprehensive archive of material culture with the capability of operating in all places at all times. In the last few years we have borne witness to the gradual realisation of this vision, as a new hybrid museum form striving to re-connect the physical and virtual museum domains has evolved.

Out of Our Mines! A Retrospective Look at On-line Museum Collections-Based Learning and Instruction (1997-2006)
Cynthia Copeland, The New York Historical Society, USA
Over the past decade, the journey towards on-line museum learning and instruction has been a mixed bag, riddled with trepidation, scepticism, economic anxiety and varying degrees of success. As the industry matures and develops adaptive expertise, it appears we are moving into a dramatic expansion of our collective knowledge and understanding of how technology can broaden and strengthen our museum teaching practices while delivering our content to the masses.

From On-line Exhibits to On-line Experiences to On-line Community: Thirteen Years of Science Centers Experimenting with the Web
Robert Semper, Exploratorium, USA
Science museums and science centers have been exploring the use of the Web to further their public and professional mission from the very early days of the Web’s existence. At the dawn of the next stage of the revolution signified by the emerging Web 2.0, it is useful to take stock of where we have been and how we got here, and forecast where we might be going.

Coffee Break

10:30 am - 11:00 am
Pavilion Court

E-mail and Speaker Prep
9:00 am - 5:00 pm
Sage
Thursday March 23, 2006

**Education on the Web**
Chair: Liddy Nevele, La Trobe University, Australia

**A Multiplicity of Voices: Encouraging and developing on-line collaborative projects for schools**
Nadia Arbach, The National Archives, United Kingdom

We know they're keen to work with museums, so why don't more schools participate successfully in collaborative on-line museum projects and why aren't more museums encouraging this kind of collaborative venture?

**Immersing Students in Research at the Gulf of Maine Research Institute**
Alan Lishness, Gulf of Maine Research Institute and Dana Hutchins, XhibitNet, USA

At GMRI, 5th and 6th grade students conduct their own in-depth, simulated marine research investigations, including handling and observing both live and dead specimens. Investigations are facilitated through networked, interactive computer research stations with digital video dissecting microscopes, video notebook report cameras and aquarium schooling tank cameras.

**Interactive Educational Storytelling: The Use of Virtual Characters to Generate Teachable Moments**
Matthew Fisher and Juan Leon, Night Kitchen Interactive, USA

Virtual characters developed in rich-media play increasingly valuable and conspicuous roles in educational games and courseware, but they can be detrimental to the instructional value of these materials when used inappropriately. The guidelines presented here draw upon learning theory, cognitive psychology, studies in human-computer interaction, and narrative theory to provide a framework for placing virtual characters in the optimal “teachable moments”.

**Blogs, Pods, and Mobiles**
Chair: Franca Garzotto, Politecnico di Milano, Italy

**Mobile Phones: A new way to engage teenagers in informal science learning**
Denise Bressler, Liberty Science Center, USA

This paper will summarize findings that have been collected as part of the Science Now, Science Everywhere (SNSE) project started by Liberty Science Center. SNSE is a recent technology initiative by the Center that aims to explore the unique educational opportunities that are possible when visitors use their mobile phones as tools for learning in informal science education.

**‘Artcasting’ at SFMOMA: First-Year Lessons, Future Challenges for Museum Podcasters**
Peter Samis and Stephanie Pau, San Francisco Museum of Modern Art, USA

The San Francisco Museum of Modern Art’s monthly series SFMOMA Artcasts, co-produced with Bay Area audio experts Antenna Audio, Inc., explores current issues and ideas in modern and contemporary art. Using SFMOMA’s experience as a case study, this paper offers insights into the challenges of producing content in-house versus outsourcing the task to professionals.

**All Weblogs Are Not Created Equal: Analyzing What Works**
Daniel Mosquin, University of British Columbia, Canada

In April 2005, the University of British Columbia Botanical Garden launched its fourth weblog, Botany Photo of the Day which can be credited with contributing much of the over 100% increase in monthly unique site visitors to the garden’s Web site in a year to year comparison.
**On-Line + On-Site**

Chair: Jim Devine, University of Glasgow, Hunterian Museum and Art Gallery, Scotland,

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**The On-line and the On-site Holocaust Museum Exhibition as an Informational Resource**

*Margaret Lincoln, Lakeview High School, USA*

This paper reports on a study of a United States Holocaust Memorial Museum traveling exhibition, Life in Shadows: Hidden Children and the Holocaust, and asks “Could the use of a museum Web site be considered an alternative or a supplement to an on-site museum visit?”

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**Creating a Virtuous Circle Between A Museum’s On-line And Physical Spaces**

*Ailsa Barry, The Natural History Museum, United Kingdom*

New media offers opportunities to engage the visitor within both the virtual and physical museums. It can continue visitors’ experience beyond the walls of a museum and create a ‘virtuous circle’ between the virtual and physical space.

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**Visitor Interactions with Digitized Artifacts**

*Anna Lindgren-Schweizer and Christine Reich, Museum of Science, Boston, USA*

This study explores how digital reproductions of historical artifacts are perceived and utilized by museum educators and visitors participating in two different kinds of museum programs.

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**Participation + Personalization**

Chair: Susan Hazan, The Israel Museum, Jerusalem, Israel

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**Visitors’ Voices**

*Lily Diaz-Kammonen and Mariana Salgado, University of Art and Design Helsinki, Finland*

This paper presents different interactive installations with the common denominator of giving voice to visitors of museums. Multiple voices for the multiple artefacts in the exhibition enrich the experience.

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**Exhibit Commons: Using the Internet for a new exhibit paradigm**

*Wayne LaBar, Liberty Science Center, USA*

In the museum world, the age-old model of ‘one-way’ experience creation has remained largely unchallenged. A new project led by Liberty Science Center, explores technology-driven societal forces, and experiments with how they may influence science center/museum visits, whether guests are physically on-site or engaging from afar.
Ya’akov Kahanov, Nadav Kashtan, Shahar Katz, and Tsvi Kuflik, The University of Haifa, Israel with Cesare Rocchi, Ilenia Graziosa, Oliviero Stock, and Massimo Zancanaro, ITC-irst, Italy
This work presents lessons learned at the PEACH and PIL projects resulting in a “presentation generation road map” — a nine-step multimedia presentations preparation framework.

3:30 pm - 4:00 pm
Coffee Break
Pavilion Court

Design Choices
Chair: Costis Dallas, Panteion University, Greece

Universal Design Of Computer Interactives For Museum Exhibitions
Christine Reich, Museum of Science, Boston, USA
This paper presents results of a qualitative research study examining how 16 users of a broad range of abilities and disabilities use computer interactives in museum exhibitions that were created using universal design.

Page Turning: Revealing the interface issues of on-line document viewing
Karen Elinich, The Franklin Institute Science Museum and Paul Sparks, Pepperdine University, USA
We explore various Web-based historic document retrieval sites and review them with an eye towards useful interaction design.

Museum Web Sites’ Interface Elements: “Do users understand them?”
Marco Speroni and Davide Balchini, University of Lugano, Switzerland with Paolo Paolini, Politecnico di Milano, Italy
The paper proposes W-SIDE, a method (based upon ontologies and semiotics) for analyzing the quality of the interface language, and its impact upon users.

Marketing and Communications
Chair: Gail Durbin, Victoria & Albert Museum, United Kingdom

Buzz and Viral Marketing as a PR Tool for Museums: A Dutch case study
Marthe de Vet, Royal Cabinet of Paintings Mauritshuis, The Netherlands
In November 2005, the Royal Picture Gallery Mauritshuis was the first Dutch museum to launch an interactive, viral buzz campaign. The Mauritshuis took its chances and reports on its findings in this case study.

MoMA.org and MoMAstore.org: The Crossover
Allegra Burnette and Lyde Spann, The Museum of Modern Art, USA
In 2005, The Museum of Modern Art launched a redesign of MoMAstore.org. Among the goals for the redesign was the creation of stronger visual ties between the Museum’s main site, MoMA.org, and the on-line store. This paper will explore the development of the two sites.

Beyond the On-line Catalogue: Using the Web to Leverage Your Collection More Effectively
Phil Getchell, Museum of Fine Arts, Boston, USA
In June 2005 the Museum of Fine Arts, Boston launched a redesigned Web site that includes an on-line collection of approximately 330,000 artworks — every accessioned object. Now it is time to explore new ways for on-line visitors to make use of this expanded access.
The Web as Infrastructure

Chair: Kati Geber, Canadian Heritage Information Network (CHIN), Canada

Squaring the Triangle: Implications of broadband for access, diversity and accessibility in museum Web design
Stephen Brown and David Gerrard, De Montfort University, United Kingdom
This paper identifies two opposing factors within the overall trend towards increased accessibility of museum collections on the Web: the need to make museum Web sites more attractive to non-traditional audiences and the need to ensure that accessibility is maximised for those with disabilities.

Wireless Networking at the Victoria & Albert Museum
Ian Croxford, Victoria & Albert Museum, United Kingdom
We have progressed from using Wireless networks for internal use to providing interactives and digital installations in the galleries, and hope to use Wireless as the main technology for providing digital activities in the galleries.

Museum Expansions and the “Utility” of Web-based Public Information
Jim Ockuly, The Minneapolis Institute of Arts, USA
This paper will explore the ways in which Web sites and in-museum media can and should be thought of as another “utility” — as crucial as electricity, water, etc. — when planning for and carrying out an expansion.

Exhibitors’ Reception

Opening Reception
Enjoy hors d’oeuvres and a buffet.
Preview the exhibit hall.
Make plans to return on Friday.

Sessions
Got a webshop that needs more traffic?

*Free* links for museum shops

**MUSEE.COM**

The discerning shopper’s directory
to over 200 online museum stores

Sign up for your free link
today at musee.com

Need a webshop to generate more sales?

We can build it so *you* can run it

**WEBB DESIGN**

WebbCart | WebbGallery | WebbCalendar

Custom content management systems

Take a test drive today

at webbdesigninc.com
Exhibit Hall
8:30 am - 5:00 pm
Pavilion J-VI

Booth 34

ADLIB Information Systems
http://www.adlibsoft.com
Bert Degenhart Drent, Managing Director
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ADLIB Information Systems (AIS) specializes in developing and distributing software for Museums, Libraries and Archives. The Museum application is based on international standards for the management of museum information and procedures such as Spectrum and CIDOC. It can effortlessly be combined with archival collections and/or libraries. AIS supports “open data standards” such as SQL, ODBC, XML, Z39.50, SRU and OAI. The latest software runs on SQL-Server and Oracle. AIS also provides ASP-solutions. Currently AIS is used at 1600 institutions (700 museums across Europe) in more than 20 countries. Furthermore AIS distributes Adlib Museum Lite free of charge.

Booths 41-42

Antenna Audio
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In the past 20 years, more than 120 million visitors have experienced an Antenna Audio tour at 800 sites worldwide, including The Metropolitan Museum of Art, Edinburgh Castle, the Louvre, and the Alcatraz Cellhouse. As the leader in digital audio and multimedia interpretation, Antenna Audio is committed to constant innovation. Our latest offerings include:

- Downloadable audio tours and podcasts distributed through iTunes® and Audible.com®
- TheGalleryChannel.com,™ the leading Web resource for visitors to museums, galleries, and exhibits
- XP-vision,™ the first handheld multimedia player designed specifically for museums and art galleries

Booths 24-25

Educational Web Adventures
http://www.eduweb.com
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Educational Web Adventures (Eduweb™) develops innovative online learning activities about art, science, history, and technology that hit the sweet spot where learning theory, Web technology, and fun meet. We seek to engage the many ways that people learn about the world through thoughtful application of learning theory, best practices, and frequent evaluation. Our clients include the Brooklyn Museum, Colonial Williamsburg, Museum of Science and Industry, Shedd Aquarium, and many other educational organizations. Our projects have won numerous awards including three Best of the Web awards from Museums & the Web and eight MUSE awards from the American Association of Museums.

Gallery Systems
http://www.gallerysystems.com
Marcia Finkelstein
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Gallery Systems offers data-driven Web services for museums publishing collections and exhibitions online. We offer integrated, affordable solutions incorporating our eMuseum and Embark Web Kiosk applications, combining advanced technologies with flexible interface design to publish content directly from any database to the Web. Our clients include the Seattle Art Museum, Brooklyn Children's Museum, Dallas Museum of Art, Memorial Art Gallery of the University of Rochester, National Portrait Gallery (Smithsonian Institution), San Francisco Museum of Modern Art and the International Center of Photography / George Eastman House.
GreenRiver.org
http://www.greenriver.org

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GreenRiver.org is a Vermont-based company developing and hosting open source software to promote learning opportunities for all students, public health for those in need, and a sustainable ecosystem. We have developed a virtual tour of energy efficient buildings for the US Department of Energy and the American Institute of Architects. We have developed an online classroom simulator and automated essay evaluator for the US Department of Education. Other samples from our portfolio include software to teach music composition online, an application for the New England Youth Theater, and an interactive gallery for the Foundation for Contemporary Arts.

Ideum
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Ideum works collaboratively with museums, non-profit organizations, and socially responsible companies to develop compelling interactive Websites and electronic exhibits. We’re deeply interested in the topics we explore and passionate about finding the best ways to present them. We have backgrounds in visual and graphic design, video and photography, programming, writing, and education. Our clients include: Adobe Systems, The Association of Science-Technology Centers, California Science Center, Chabot Space & Science Center, Computer History Museum, The David Rumsey Historical Map Collection, The Exploratorium, Liberty Science Center, NASA, National Baseball Hall of Fame, The National Park Service, and the Tech Museum of Innovation.

KE Software
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V6C 1T2 Canada
Email: danielle.knight@keesoftware.com

KE EMu is a full-featured collections management system for museums, archives, and historical societies. KE EMu provides access from small to very large collections and manages all aspects of an institution’s collections. Extensive retrieval facilities are available within the institution and to external patrons via the Internet. Systems Planning, Implementation, and Training.

Learning@Europe
http://hoc.elet.polimi.it

Paolo Paolini
Full Professor
Electronics and Information
Politecnico di Milano
Via Ponzio 34/5
Milan Lombardy
20133 Italy
Email: paolo.paolini@polimi.it

Learning@Europe is an innovative e-learning project developed by Politecnico di Milano in cooperation with Accenture Foundation, aimed at students aged between 14 to 19 years. Learning@Europe implements a new extraordinary learning paradigm, in which traditional learning activities (research, team - work) blends with online interaction. Students from all over Europe meet together in a shared (over the internet) 3D environment, where they discuss over historical issues in a multicultural perspective and play breath-taking games! Online forums keep the discussion open and promote bonds between far away peers. Already more than 2300 students from 10 European countries have gone through this thought-provoking, unforgettable experience.
Mediatrope LLC
http://www.mediatrope.com

Laura Mann
Marketing Director
Mediatrope Interactive Studio
144 Townsend Street #200
San Francisco CA
94609 USA
Email: laura@mediatrope.com

Mediatrope develops award-winning museum Web sites, kiosks and interactive environments. Mediatrope is the creator of Sitebots™ the preeminent content and communication manager for museums. Sitebots makes it easy to update your site, publish your collection online, manage email marketing, and power e-commerce. Sitebots is designed for non-technical staff; no knowledge of HTML or Flash is required. Sitebots supports multilingual sites and works with software you already use like The Raiser’s Edge and TMS. Clients include The Fine Arts Museums of San Francisco, MFA Boston, Seattle Art Museum and the Smithsonian.

Melia Design Group
http://www.melia.com

Laura Nix
Sales and Mkt Director
Melia Design Group
905 Bernina Avenue
Atlanta GA
30307 USA
Email: laura@melia.com

Melia Design Group (MDG), established in 1982, is a multidisciplinary design studio offering a high level of technological expertise, effectively working in multiple media, including print, video, and interactive. We are focused on design as it impacts communications. Our client roster ranges from large, international brands to start-up companies to non-profit institutions. We thrive on being part of the team, building a relationship focused on long-term success, and doing whatever it takes to make a project happen. MDG has offices in Atlanta and Denver and currently has 12 employees. You can learn more about the Nimbus product at www.melia.com.

Museum Computer Network
http://www.mcn.edu

Marla Misunas
President, Museum Computer Network and Collections Information Manager
San Francisco Museum of Modern Art
151 Third St.
San Francisco CA
94103 USA
Email: mmisunas@sfmoma.org

The Museum Computer Network, founded in 1972, is a nonprofit organization of professionals dedicated to fostering the cultural aims of museums through the use of computer technologies. We serve individuals and institutions wishing to improve their means of developing, managing, and conveying museum information through the use of automation. We support cooperative efforts that enable museums to be more effective at creating and disseminating cultural and scientific knowledge as represented by their collections and related documentation. With an annual conference, special interest groups, and a listserv, MCN is here to help you seek out and share ideas and information about technology trends and issues you face every day. MCN’s President, Marla Misunas, and Board Members Rob Lancefield and Rhonda Winter, will all be at Museums and the Web this year. Stop by our booth to hear about our November conference in Pasadena, or contact us at info@mcn.edu; or visit our newly redesigned website at www.mcn.edu.

New Tilt
http://www.newtilt.com

Jeanne Friedman
Senior Consultant
New Tilt
36 Cameron Avenue
Cambridge MA
02140 USA
Email: jeanne@newtilt.com

New Tilt is a Boston-based web site firm that creates interactive online experiences that are compelling and thoughtful solutions focused on learning. We combine our innovative use of content assets and technology with our practical knowledge of education and communication principles to build online experiences that allow for exploration, multiple levels of interaction and an acknowledgment of differing learning styles. Our clients include the Smithsonian National Museum of American History, Smithsonian Center for Education and Museum Studies, Boston Public Library, Mattatuck Museum, PBS and the Anacostia Museum. Our work has been recognized by every major design competition in North America.
Night Kitchen Interactive
http://www.whatscookin.com

Michelle Ghadfa
Marketing & Communications Director
Night Kitchen Interactive
411 South 2nd Street, Suite 200
Philadelphia PA
19147 USA
Email: michelle@whatscookin.com

Night Kitchen Interactive is a Philadelphia-based design studio that specializes in custom online learning solutions, interactive exhibits, and marketing communications for arts and cultural institutions, museums and science centers, as well as universities and corporations. We create unique interactive experiences that present meaningful subject matter in a visually compelling and engaging rich media environment. Learn more about us at www.whatscookin.com, stop by our booth, or attend our paper presentation on “Interactive Educational Storytelling” on March 23rd at the Museums & the Web 2006 Conference.

Nimbus Software
http://www.nimbussoftware.com

Jason Brewster
President
Nimbus Software
905 Bernina Avenue
Atlanta GA
30307 USA
Email: jason@nimbussoftware.com

Melia Technologies offers expertise in programming for database development, front and backend development and is responsible for creating the robust content management tool, Nimbus. Nimbus is in its 6th year of implementation (at organizations such as Smithsonian, National Geographic, and Birmingham Civil Rights Institute) and has modules ranging from e-newsletter delivery and tracking to constituent management to e-commerce. You can learn more about the Nimbus product at www.nimbussoftware.com.

Pachyderm 2.0
http://www.pachyderm.org/

Peter Samis
Associate Curator of Education
Interactive Educational Technologies
San Francisco Museum of Modern Art
151 Third Street
San Francisco CA
94103-3159 USA
Email: psamis@sfmoma.org

The Pachyderm 2.0 Project is an IMLS-funded partnership led by The New Media Consortium and the San Francisco Museum of Modern Art (SFMOMA). The project, presented at last year’s MW in alpha form, has come a long way: it is now available for publishing discovery-based, content-rich Flash presentations. Come by our booth to see Pachyderm 2.0 in action and learn how you can use this new open source authoring and publishing tool in your museum. Server versions are being built for Windows, Linux, and OS X servers, and will be freely available for download from SourceForge in the first quarter of 2006.

Sway Design
http://www.swaydesign.com

Ellis Neder
Creative Director
Sway Design
176 Grand Street, 2nd Floor
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Email: ellis@swaydesign.com

Sway Design is a New York-based studio that plans, designs and creates websites, interactive brands and online educational content. Our team offers an integrated approach to Web development, combining traditional print-media services such as branding, collateral and promotional materials with interactive capabilities such as comprehensive website creation, online learning interface design and rich-media production. Our clients come from a variety of backgrounds, and range from small businesses and arts organizations to not-for-profit institutions and universities. We have created arts and education projects for United Way of America, Bass Museum of Art, PBS, ITVS, Foundation for Contemporary Arts and New York University.
Systems Planning
http://www.systemsplanning.com

Stephen Toney
President
Systems Planning
1037 Krejci Blvd
Mt Jackson VA
22842 USA
Email: toney@systemsplanning.com

Systems Planning is the developer of MWeb™, the easiest way for museums and image collections to publish their catalogs on the Web. MWeb provides several types of searches, simple to advanced, some requiring no typing at all. In addition to the built-in search engine and displays, MWeb is extensible to meet any special needs. The design is customized to match your existing website. MWeb can integrate any number and types of databases for integrated searching and display, so the catalog can include records from multiple museums, libraries, or collections, which can be searched separately or together.

Think Design
http://www.thinkdesign.com

Ray Shah
President
Think Design, Inc.
310 East 46th Street
New York NY
10017 USA
Email: rayshah@thinkdesign.com

Think Design, Inc., is a full-service web design, web development and consulting company, with a strong belief in the advantages and benefits of Open Source and Standards-based software. Known for producing accessible yet technically sophisticated products, Think Design draws on the depth of their experience providing web solutions for many different service and business sectors including non-profit, arts and cultural, education, retail, finance, corporate and medical. Through past and current projects developing web sites and online applications for art museums, historical societies, libraries and others in the museum sector, the Think Design team has gained a high level of museum-specific experience and expertise. Our services include web site design and development, programming, interface design, creative services, database development, content management, graphic design, multimedia and animation, and web hosting. We work closely with our clients, taking an investigative approach to discover how best to respond their needs and those of their target audience.

University of Lugano, Masters in Technology Enhanced Communication for Cultural Heritage
http://www.tec-ch.unisi.ch/

Paolo Paolini
Full Professor
Electronics and Information
Politecnico di Milano
Via Ponzio 34/5
Milan Lombardy
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Email: paolo.paolini@polimi.it

The world of cultural heritage is rapidly evolving; new technologies offer unexplored ways to communicate content. In this context, professionals with a background in Cultural Heritage and knowledge in communication empowered by technologies, are heavily needed, by subjects like cultural institutions, publishers, educational institutions, etc. TEC-CH is an advanced masters degree, at the University of Lugano, requiring two full years for completion. The excellence of its curriculum is based upon a combination of technological methods and skills together with deep understanding of theories and best practices of communication. An internship at a cultural institution, and a thesis, at the end of the program, complete the curriculum.

Coffee in Exhibit Hall
All Day
### Wednesday March 22, 2006

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am</td>
<td>Registration</td>
<td>Pavilion Court</td>
<td></td>
</tr>
<tr>
<td>8:30 am</td>
<td>Registration</td>
<td>Pavilion Court</td>
<td></td>
</tr>
<tr>
<td>9:00 am</td>
<td>Coffee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30 am</td>
<td>Coffee</td>
<td></td>
<td></td>
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<tr>
<td>10:00 am</td>
<td>Coffee</td>
<td></td>
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<tr>
<td>10:30 am</td>
<td>Coffee</td>
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<tr>
<td>11:00 am</td>
<td>Coffee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:30 am</td>
<td>Coffee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00 pm</td>
<td>Lunch for all Workshop Registrants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:30 pm</td>
<td>Registration</td>
<td>Pavilion Court</td>
<td></td>
</tr>
<tr>
<td>1:00 pm</td>
<td>Coffee</td>
<td></td>
<td></td>
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<tr>
<td>1:30 pm</td>
<td>Coffee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00 pm</td>
<td>Coffee</td>
<td></td>
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<tr>
<td>2:30 pm</td>
<td>Coffee</td>
<td></td>
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<tr>
<td>3:00 pm</td>
<td>Coffee</td>
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<tr>
<td>3:30 pm</td>
<td>Coffee</td>
<td></td>
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<tr>
<td>4:00 pm</td>
<td>Coffee</td>
<td></td>
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<tr>
<td>4:30 pm</td>
<td>Coffee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:00 pm</td>
<td>Registration</td>
<td>Pavilion Court</td>
<td></td>
</tr>
<tr>
<td>5:30 pm</td>
<td>Bus to Welcome Reception</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:30-7:30 pm</td>
<td>Welcome Reception: New Mexico Museum of Natural History and Science</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30 pm</td>
<td>Bus to Hotel</td>
<td></td>
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</table>

### Thursday March 23, 2006

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am</td>
<td>Registration</td>
<td>Pavilion Court</td>
<td></td>
</tr>
<tr>
<td>8:00 am</td>
<td>Welcome Coffee Break</td>
<td>Pavilion Court</td>
<td></td>
</tr>
<tr>
<td>8:30 am</td>
<td>Welcome Coffee Break</td>
<td>Pavilion Court</td>
<td></td>
</tr>
<tr>
<td>9:00 am</td>
<td>Opening Plenary</td>
<td>Pavilion I-III</td>
<td></td>
</tr>
<tr>
<td>9:30 am</td>
<td>Coffee Break</td>
<td>Pavilion Court</td>
<td></td>
</tr>
<tr>
<td>10:00 am</td>
<td>Coffee Break</td>
<td>Pavilion Court</td>
<td></td>
</tr>
<tr>
<td>10:30 am</td>
<td>Coffee Break</td>
<td>Pavilion Court</td>
<td></td>
</tr>
<tr>
<td>11:00 am</td>
<td>Blogs, Pods, and Mobiles Enchantment Ballroom</td>
<td>Pavilion I-III</td>
<td></td>
</tr>
<tr>
<td>11:30 am</td>
<td>Education on the Web</td>
<td>Pavilion I-III</td>
<td></td>
</tr>
<tr>
<td>12:00 pm</td>
<td>Birds of a Feather Lunch</td>
<td>Sendero I-III and Foyer</td>
<td></td>
</tr>
<tr>
<td>12:30 pm</td>
<td>Participation + Personalization</td>
<td>Pavilion I-III</td>
<td></td>
</tr>
<tr>
<td>1:00 pm</td>
<td>On-Line + On-Site</td>
<td>Pavilion I-III</td>
<td></td>
</tr>
<tr>
<td>1:30 pm</td>
<td>Coffee Break</td>
<td>Pavilion Court</td>
<td></td>
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<tr>
<td>2:00 pm</td>
<td>Coffee Break</td>
<td>Pavilion Court</td>
<td></td>
</tr>
<tr>
<td>2:30 pm</td>
<td>The Web as Infrastructure</td>
<td>Sendero I-III</td>
<td></td>
</tr>
<tr>
<td>3:00 pm</td>
<td>Design Choices</td>
<td>Pavilion I-III</td>
<td></td>
</tr>
<tr>
<td>3:30 pm</td>
<td>Marketing and Communications</td>
<td>Pavilion I-III</td>
<td></td>
</tr>
<tr>
<td>4:00 pm</td>
<td>Coffee Break</td>
<td>Pavilion Court</td>
<td></td>
</tr>
<tr>
<td>4:30 pm</td>
<td>Coffee Break</td>
<td>Pavilion Court</td>
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<tr>
<td>5:00 pm</td>
<td>Coffee Break</td>
<td>Pavilion Court</td>
<td></td>
</tr>
<tr>
<td>5:30-8:00 pm</td>
<td>Exhibitors’ Reception - Pavilion IV - VI</td>
<td></td>
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</table>
### Friday March 24, 2006

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>7:30 am</td>
<td>Registration</td>
</tr>
<tr>
<td>8:00 am</td>
<td>Birds of a Feather Breakfast - Sendero I-III</td>
</tr>
<tr>
<td>8:30 am</td>
<td>Games on Museum Web Sites Education Enchantment A-B</td>
</tr>
<tr>
<td>9:00 am</td>
<td>Magic Issues Enchantment E-F</td>
</tr>
<tr>
<td>9:30 am</td>
<td>Wonder Wall Education Enchantment A-B</td>
</tr>
<tr>
<td>9:45 am</td>
<td>Podcasting Tech. Enchantment A-B</td>
</tr>
<tr>
<td>10:00 am</td>
<td>Project Planning Mgt Fiesta 3-4</td>
</tr>
<tr>
<td>10:30 am</td>
<td>Lunch on Your Own</td>
</tr>
<tr>
<td>10:45 am</td>
<td>Research Forum Issues Fiesta 1-2</td>
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<tr>
<td>11:00 am</td>
<td>Lasting Tech. Enchantment C-D</td>
</tr>
<tr>
<td>11:30 am</td>
<td>SCOS Tech. Enchantment C-D</td>
</tr>
<tr>
<td>12:00 pm</td>
<td>How Sites Are Used Users Enchantment C-D</td>
</tr>
<tr>
<td>12:30 pm</td>
<td>Ten Steps ... Mgt. Fiesta 3-4</td>
</tr>
<tr>
<td>1:00 pm</td>
<td>Lunch on Your Own</td>
</tr>
<tr>
<td>1:30 pm</td>
<td>PDA Tour Tech. Enchantment C-D</td>
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<tr>
<td>2:00 pm</td>
<td>Cognition Issues Enchantment E-F</td>
</tr>
<tr>
<td>2:30 pm</td>
<td>SEO Marketing Fiesta 3-4</td>
</tr>
<tr>
<td>3:00 pm</td>
<td>Open Source Users Fiesta 3-4</td>
</tr>
<tr>
<td>3:30 pm</td>
<td>Enchantment I Pavilion IV - VI</td>
</tr>
<tr>
<td>4:00 pm</td>
<td>Enchantment II Pavilion IV - VI</td>
</tr>
<tr>
<td>4:30 pm</td>
<td>Best of the Web Awards</td>
</tr>
<tr>
<td>5:00 -6:30 pm</td>
<td>Bus to Conference Reception</td>
</tr>
<tr>
<td>7:00 -10:00 pm</td>
<td>Conference Reception: The Albuquerque Museum of Art and History</td>
</tr>
<tr>
<td>10:00 pm</td>
<td>Bus from Conference Reception</td>
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</table>

### Saturday March 25, 2006

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:00 am</td>
<td>Registration</td>
</tr>
<tr>
<td>8:30 am</td>
<td>Coffee in the Demonstrations</td>
</tr>
<tr>
<td>9:00 am</td>
<td>Demonstration I Pavilion IV - VI</td>
</tr>
<tr>
<td>9:30 am</td>
<td>Demonstrations II Pavilion IV - VI</td>
</tr>
<tr>
<td>10:00 am</td>
<td>Lasting Value - Design Pavilion I-II</td>
</tr>
<tr>
<td>10:30 am</td>
<td>Models for Access - Technology Enchantment Ballroom</td>
</tr>
<tr>
<td>11:00 am</td>
<td>Evaluation - Users Sendero I-III</td>
</tr>
<tr>
<td>11:30 am</td>
<td>Coffee Break - Sendero Foyer</td>
</tr>
<tr>
<td>12:00 pm</td>
<td>Lunch On Your Own - Break</td>
</tr>
<tr>
<td>12:30 pm</td>
<td>Using Data - Technology Enchantment Ballroom</td>
</tr>
<tr>
<td>1:00 pm</td>
<td>Audience - Users Sendero I-III</td>
</tr>
<tr>
<td>1:30 pm</td>
<td>Closing Plenary - Sendero I-III</td>
</tr>
<tr>
<td>2:00 pm</td>
<td>Bus to Fiesta</td>
</tr>
<tr>
<td>2:30 pm</td>
<td>Ideum New Mexico Fiesta</td>
</tr>
<tr>
<td>3:00 pm</td>
<td>Bus to Hotel</td>
</tr>
</tbody>
</table>
Vernon Systems
http://www.vernonsystems.com/

Natasha Connor
PO Box 6909
Wellesley Street
Auckland 1003 New Zealand
Email: natasha@vernonsystems.com

Vernon is a leading collections management system used by hundreds of museums, galleries and archives professionals worldwide to manage a vast array of collections.

Vernon provides unparalleled power, functionality and flexibility. The intuitive user interface is suitable for all users and all types of collections. The system handles acquisitions, cataloguing, location tracking, conservation, loans, exhibitions, transport, multimedia and much more. Vernon Browser provides public access over the internet/intranet with sophisticated search facilities. It offers configurable views and enables interpretive presentations, adding value to your on-line catalog. Log-on facilities offer secure staff access to collections management information from offsite.

Webb Design Inc.
http://webbdesigninc.com/

Janet Webb
President
Webb Design Inc.
630 Paseo del Pueblo Sur, Suite 100
Taos NM
87571 USA
Email: janet@taoswebb.com

Design and marketing in print and on the Internet for museums and fine arts businesses. A member of Museum Store Association since 1983. Specializing in well-designed websites with user-friendly content management systems: WebbCart, WebbCalendar, WebbGallery. See musee.com, call 505-758-3447, or email janet@musee.com
**Willoughby Associates**

http://www.willo.com

Mike Pfriem  
Willoughby Associates  
266 Linden Street  
Winnetka IL  
60093 USA  
Email: mpfriem@willo.com

The right database resource makes all the difference. Willoughby is the leading provider of collections management systems to museums, archives, private collections, universities, and historical societies. Our MIMSY XG and iO systems mark a dramatic new direction in collection management, offering complete, customizable solutions to a broad range of collection types and their varied information and multimedia requirements. From planning exhibitions to performing conservation treatments, our software offers innovative solutions to meet your everyday needs.

---

**X-Presenter**

http://hoc.elet.polimi.it

Paolo Paolini  
Full Professor  
Electronics and Information  
Politecnico di Milano  
Via Ponzio 34/5  
Milan Lombardy  
20133 Italy  
Email: paolo.paolini@polimi.it

X-Presenter Service is an innovative solution primary tailored for meeting and events. It enables the digital video recording of any event, the real time video indexing and the production and delivery of a pre-defined amount of digital supports (CD/DVD/Pen drive/other) to the audience immediately after the conclusion of the event. Speeches, presentations, round tables and other activities can be video recorded and handled through a proprietary software that enables the final users to friendly browse the video, leveraging features such as multi-language system, synchronized double video, other supportive video contributions. it can be acquired as a turn-key service or as a product. This technology will be demonstrated at Museums and the Web 2006.

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**Exhibit Hall Map**

![Exhibit Hall Map](image-url)
Friday March 24, 2006

8:00 am - 9:30 am

Birds of a Feather Continental Breakfast

Topical interest tables are always one of the most popular sessions at Museums and the Web. They provide an opportunity to meet people with similar interests from very diverse institutions and to solve real problems together at breakfast and sometimes over the coming year. Join a table that interests you, or propose a topic on the spot and have others join you at your table.

Topics proposed include (new ones can be added):

- Creative Commons licenses for museum content
- Editorial committees and policy
- Google maps mashups
- History online
- Open source
- Recommender systems
- Social tagging
- Wireless

Usability Lab

*Paul Marty, Florida State University and Michael Twidale, University of Illinois at Urbana-Champaign, USA*

Pavilion I-III

Twidale and Marty will demonstrate a variety of testing techniques throughout the day, but will emphasize the thinking-aloud method so it is easy to follow along with the test subject.

Evaluation

Usability Lab 1
9:30 am - 11:00 am

Usability Lab 2
3:00 pm - 4:30 pm

Crit Rooms

Chair: Jennifer Trant, Archives & Museum Informatics, Canada

Pavilion I-III

Experienced Web designers and new media managers review real museum Web sites and offer their comments in the “Crit Room”. Modeled on the art school critique, Web sites are volunteered in advance by MW2006 attendees who are present to pose the problem and respond.

Crit Room 1
11:00 am - 12:30 pm

Crit Room 2
1:30 pm - 3:00 pm

Minnesota Historical Society
http://www.mnhs.org
*represented by* Rose Sherman

Museum of the African Diaspora
http://moadsf.org
*presented by* Shiree Dyson

Smithsonian Global Sound
http://www.smithsonianglobalsound.org
*presented by* Amy Schriefer

Mildred Lane Kemper Art Museum
http://kemperartmuseum.wustl.edu
*Presented by* Rachel Keith

The Gilder Lehrman Institute of American History
http://www.gilderlehrman.org
*Presented by* Karina Gaige

Science Buzz
http://www.smm.org/buzz/
*Presented by* Bryan Kennedy
Mini-Workshops

steve: folksonomy in the museum
Following up on the “Cataloguing by Crowd” forum at MW2005, this mini-workshop will demonstrate the steve collaboration of museums and outline the folksonomic tools and strategies now being developed and deployed.

Adding Games to a Museum Website
Geoffrey Crane, Questacon, Australia
This mini-workshop will examine the conception and development of QCSI, a project that started out mainly as an idea to experiment with Flash Communication Server.

Every Project Needs a Plan
Hetty Baiz, Caroline Cassells, Janet Strohl-Morgan and Janet Temos, Princeton University, USA
Participants will learn how to use the Project Management methodology and will immediately be able to deploy their knowledge in their own work environments.

An Introduction to the Semantic Web for Museums
Mike Lowndes, The Natural History Museum, United Kingdom
The mini-workshop will form an introduction to the Semantic Web for those who desire to learn more, but have been too afraid to ask.

Connecting Beyond The Field Trip: The On-line Wonder Wall
Norman Lownds and Carrie Heeter, Michigan State University, USA
Wonder Walls connect learners, teachers, off-site experts and students in real time and asynchronously to persistent, playful, moderated, spatial communication environments designed for collaborative learning.

Magic and Multimedia
Slavko Milekic, University of the Arts, USA, Giuliano Gaia, InvisibleStudio, Italy, Stefania Boiano, Nature Publishing Group, United Kingdom, Francesca Pasquali, Universite degli Studi di Bergamo, Italy, Lawrence Reichlin, Zuckerman-Honickman, Inc., USA
Magic is about creating amazement and curiosity, and about knowing how human perception works. The success of magic depends upon the mental models people have formed about how the world functions. By analyzing these mental models, their underlying processes and ‘how magic works,’ we will try to understand how some features of effective magic could be transferred into successful educational multimedia.
Mini-Workshops

Friday March 24, 2006

11:00 am - 12:00 pm  **Community Sites and Emerging Sociable Technologies**

*Kevin von Appen, Ontario Science Centre, Canada, Bryan Kennedy, Science Museum of Minnesota, and Jim Spadaccini, Ideum, USA*

A generation of new, easy-to-use “sociable technologies” is creating opportunities for museums to pioneer the creation of on-line communities. We examine some early experiments; explore issues of quality and accuracy in visitor-created content; and suggest models for the management and maintenance of on-line communities.

11:30 am - 12:30 pm  **Simple Cultural Organisation System (SCOS): An interoperable cultural taxonomy**

*Liddy Nevile, Behzad Kateli, and Sarah Pulis, La Trobe University, Australia*

We look at the development of a taxonomy for annotations that will enable the matching of annotations to perspectives such as community or disciplinary bias, cultural authority, locations, and time.

12:00 pm - 2:00 pm  **Lunch on Your Own**

12:00 pm - 2:00 pm  **Research Forum**

**Current Research: Issues and Methods**

*Darren Peacock, University of South Australia, Australia; Paul Marty, University of South Florida, USA; Joan Nordbotten, University of Bergen, Norway,*

University researchers (including Graduate Students) will present short reports on work in progress and discuss research design and methods in a seminar format. Bring your project to get feedback, or your research questions and discuss how to address them.

12:30 pm - 1:30 pm  **Building a Robust and Fully-Integrated Web Program**

*Matthew MacArthur, National Museum of American History, Smithsonian Institution, USA*

The Web Program at the Smithsonian’s National Museum of American History began with one overworked part-time staffer and a shoestring budget. Examine the history of the program, the strategies employed in a recent Web redesign, and ways the museum has been able to accomplish more with limited resources.

12:30 pm - 1:30 pm  **Is There Anyone Out There? Finding out about how our Web sites are used**

*Gail Durbin, Victoria & Albert Museum, United Kingdom*

The purpose of this workshop is to share ideas and information about successful ways of tracking how our websites are used. Participants are encouraged to bring reports, case studies and details of services or products that have been used successfully and that might suggest methodologies to others.

1:00 pm - 2:00 pm  **Podcasting 101**

*Ken Dickson, Ontario Science Centre, Canada*

This hands-on workshop won’t focus on the *why* or *what* a podcast is. Here, we’re going to actually make one.
Planning for Reuse
Willy Lee, The Minneapolis Institute of Arts, USA
This mini-workshop will examine the planning processes behind The Minneapolis Institute of Arts collection area programs and how these led to the development of a toolset that allows for the rapid development of new programs.

The PDA Tour: We did it; So can you
Sonja Hyde-Meyer, USA
This mini-workshop will discuss the choices in a pda tour project from technology options and partnerships to content development.

Search Engine Optimization (SEO) Essentials for Cultural Web Sites
Thierry Arsenault and Erik Rask, Canadian Heritage Information Network (CHIN), Canada
This mini-workshop will highlight the benefits and the importance that Search Engine Optimization (SEO) should have within an Internet marketing strategy.

Making Public Wireless Happen
Matt Morgan, Concrete Computing, USA
We will directly address the technical issues, using off-the-shelf hardware with OpenWRT (http://openwrt.org) and WifiDog (http://wifidog.org), and discuss the non-technical issues, with examples from Brooklyn Museum.

Using Open Source Software to Facilitate Collaboration Among Artists, Exhibitors and Patrons
Michael Knapp, GreenRiver.org, and Ellis Neder, Sway Design, USA
Explore how, using open source software, museums can enable the kind of participant editing that wikis inspire, and offer an extensive class of functional objects such as blogs, calendars and galleries that allow users to display and manage their own content.

Professional Forum

Creating A Research Agenda for the Cognitive Sciences, Museums and Technology
Leonard Steinbach, The Cleveland Museum of Art, USA
This professional forum will explore current issues in the cognitive sciences as they relate to museums and technology. The first glimpse of a proposed “Research Agenda for the Cognitive Sciences, Museums and Technology” will also be shared with participants having the opportunity to discuss and respond to that agenda, and become a part of the ongoing agenda vetting process.

Ice Cream Break in the Exhibit Hall

Mini-Workshops
Best of the Web Awards

Chair: Jennifer Trant, Archives & Museum Informatics

5:00 pm - 6:30 pm, Pavilion III

Each year, Museums and the Web sponsors the Best of the Web competition. Museum Web sites from around the world are nominated in a variety of categories and are judged by an independent panel of judges. Tonight the judges present the winners in each category and discuss what made them stand out. We’ll use the opportunity to explore best practices and note especially innovative ideas that emerged from nominated sites.

The categories are:
- On-line Exhibition
- E-Services or E-Commerce
- Innovative or Experimental Application
- Museum Professional’s Site
- Research Site
- Education
- Best Overall Museum Site

Judges

Jim Angus, National Institutes of Health, USA
Pat Barbanell, Schenectady City Schools, USA
Martin Bazley, ICT4Learning, United Kingdom
Karen Bellnier, Amaze Design, Boston, USA
Ann Borda, London South Bank University, United Kingdom
Ana Carr, University of Guadalajara, Mexico
Jim Devine, Hunterian Museum and Art Gallery, Scotland
Ted Drake, Superior Pixels, USA
Ian Edelman, Hampshire County Council, United Kingdom
Karen Elinich, Franklin Institute, USA
Mike Ellis, The Science Museum, United Kingdom
Peter Gorgels, Rijksmuseum, The Netherlands
David Greenfield, Hebrew Union College, USA
Kate Haley Goldman, Institute for Learning Innovation, USA

Marjo Mäenpää, University of Art and Design, Helsinki, Finland
Susannah McGowan, Georgetown University, USA
Dana Mitroff, San Francisco Museum of Modern Art, USA
Lawrence Monda, National Museums of Kenya, Kenya
Delphin Muise, Carleton University, Canada
Carsten Nielsen, National Museum of Denmark, Denmark
Joan Nordbotten, University of Bergen, Norway
Ian Rubenzahl, Art Gallery of Ontario, Canada
Osamu Takahashi, The Metropolitan Museum of Art, USA
Bruce Wyman, Denver Art Museum, USA

Conference Reception

The Albuquerque Museum of Art and History

6:30 pm on Buses leave every 10 minutes from the main lobby
7:00 Reception Opens
10:00 pm Museum closes
10:30 pm Last buses to Hotel
### Demonstration I: 8:00 am - 9:30 am Pavilion IV-VI

<table>
<thead>
<tr>
<th>Museum and Library Collaboration</th>
<th>Beyond the On-line Museum</th>
<th>Encouraging Visitor Involvement on the V&amp;A Web Site</th>
<th>Visualizing Complex Datasets</th>
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<td>Online model for supporting artists and arts organizations</td>
<td>AFRICOM Connecting Africa’s Heritage</td>
<td>WAAAND: Women Artists Archives Nat. Directory</td>
<td>Jewish Women and the Feminist Revolution</td>
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<td>Explore a Kiosk for Controversial Art</td>
<td>Collaborative Arts Resources for Education</td>
<td>The Veterans History Project Online</td>
<td>Churchill and the Great Republic</td>
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<tr>
<td>Dynasties: Rule by Marriage</td>
<td>Texas Bird’s Eye Views</td>
<td>Digital High School Programs at the Guggenheim</td>
<td>Striking Gold</td>
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<td>Taloysa Archaeology and Oral History Projects</td>
<td>Technology and Community Sierra Nevada</td>
<td>About Smithsonian Global Sound</td>
<td>White Water Shaker Village: Transitions in Time</td>
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<tr>
<td><strong>Booths 10-14</strong></td>
<td><strong>Booths 20-24</strong></td>
<td><strong>Booths 30-34</strong></td>
<td><strong>Booths 40-44</strong></td>
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### Demonstrations 2: 9:30 am - 11:00 am Pavilion IV-VI

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<thead>
<tr>
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<tbody>
<tr>
<td>Nature of the Beast</td>
<td>BFMA: The whole collection online</td>
<td>The Enduring Power of Totem Poles</td>
<td>The Town and Again: Images of the Urban Finland</td>
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<td>Virtual Silver Screen</td>
<td>Touchscreen kiosks on the life of Malcolm X</td>
<td>Content Clips</td>
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<td>Jewish Life in Germany 1914-2004</td>
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<td>Questacon - CSI</td>
<td>smARTkids</td>
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<td>The Gunpowder Plot of 1605</td>
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<td><strong>Booths 30-34</strong></td>
<td><strong>Booths 50-54</strong></td>
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**Pavilion Court**
<table>
<thead>
<tr>
<th>Booth</th>
<th>Event</th>
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<tbody>
<tr>
<td>10</td>
<td>Taloyoak Archaeology and Oral History Project</td>
</tr>
<tr>
<td></td>
<td><em>Ericka Chemko, Inuit Heritage Trust Inc., Canada</em></td>
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<tr>
<td></td>
<td>A recently developed website (<a href="http://www.taloyoaknunavut.ca">www.taloyoaknunavut.ca</a>) based on an</td>
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<td>archaeology and oral history project we did in collaboration</td>
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<td>with the community of Taloyoak.</td>
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<td>11</td>
<td>Dynasties - Rule by Marriage. Virtual family tree of the nine</td>
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<td>most important European royal houses</td>
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<td><em>Daniel Steinbach, German Historical Museum, Berlin, Germany</em></td>
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<td></td>
<td>In the web application “Dynasties – Rule by Marriage”, the</td>
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<td>interrelationships of the nine most important European noble</td>
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<td>houses are visualised in a kind of virtual family tree.</td>
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<td>12</td>
<td>Explore a Kiosk for Controversial Art</td>
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<td></td>
<td>*Justin Kuravackal, Museum of Glass: International Center for</td>
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<td>Contemporary Art, USA</td>
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<td></td>
<td>Situated in the gallery as part of the exhibition and referencing</td>
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<td>imagery from the artists’ work, the four-station kiosk enclosure</td>
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<td>resembled an Aztec pyramid and held a large flaming glass heart at</td>
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<td>its peak.</td>
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<td>13</td>
<td>Online model for supporting artists and arts organizations</td>
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<td></td>
<td><em>Kathleen Kvern, Walker Art Center, USA</em></td>
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<td></td>
<td>The mission of mnartists.org, a project of the McKnight Foundation</td>
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<td></td>
<td>and the Walker Art Center, is to improve the lives of</td>
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<td>Minnesota artists, and provide access to and engagement</td>
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<td>with Minnesota’s arts culture.</td>
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<td>14</td>
<td>Museum and Library Collaboration</td>
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<td></td>
<td><em>Matthew Martin, Wayne State University, USA</em></td>
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<td></td>
<td>The collections focus on Detroit, its culture, history, and leading</td>
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<td></td>
<td>citizens.</td>
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<td>20</td>
<td>Joining Technology and Community: Sierra Nevada Virtual Museum</td>
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<td></td>
<td><em>Pam Johnson, and Mary Helen Fein, Sierra Community College, USA</em></td>
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<td></td>
<td>The “Sierra Nevada Virtual Museum,” is an example of an educational</td>
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<td>tool to foster community outreach and to develop a valuable</td>
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<td>regional resource.</td>
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<td>21</td>
<td>Texas Bird’s-Eye Views</td>
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<td></td>
<td><em>Tim Gambell and John Robinson, Jr., Amon Carter Museum, USA</em></td>
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<td></td>
<td>Texas Bird’s-Eye Views is a Web site dedicated to the study</td>
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<td>and appreciation of the Texas city views in the Amon Carter</td>
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<td>Museum’s collection, along with a number of additional Texas views</td>
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<td>from private lenders and outside institutions.</td>
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<tr>
<td>22</td>
<td>Collaborative Arts Resources for Education</td>
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<tr>
<td></td>
<td><em>Christopher Dye and Robin Kaplan, San Diego Museum of Art, USA</em></td>
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<td>The Collaborative Arts Resources for Education (www.</td>
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<td>carearts.org) program has recently launched a Web site with</td>
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<td></td>
<td>valuable arts resources and lesson plans for K-12 educators.</td>
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<tr>
<td>23</td>
<td>AFRICOM: Connecting Africa’s Heritage to the World</td>
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<td></td>
<td>*Lorna Abungu, International Council of African Museums (AFRICOM),</td>
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<td>Kenya</td>
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<td></td>
<td>For the past year, AFRICOM has been developing its new web site</td>
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<td>with a view to not only providing up to date and useful</td>
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<td>information about the organisation and its activities, but also</td>
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<td>about heritage news around the world that relates to Africa</td>
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<td>and its heritage organisations.</td>
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<tr>
<td>24</td>
<td>Beyond the On-line Museum: Participatory Virtual Exhibitions</td>
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<td></td>
<td>with myVirtualGallery</td>
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<td><em>Jonathan Cooper, Art Gallery of New South Wales, Australia</em></td>
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<td>myVirtualGallery (Art Gallery of NSW) is examined in detail,</td>
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<td>including discussion of important and interesting philosophical</td>
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<td>issues raised during debate amongst museum professional staff</td>
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<td>shortly before the project’s official launch.</td>
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<td>30</td>
<td>About Smithsonian Global Sound: The Ethnographic Answer to iTunes</td>
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<td></td>
<td><em>Amy Schriefer, Smithsonian Institution, USA</em></td>
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<td>This demonstration will highlight the functionality and features</td>
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<td>of the site, while discussing e-commerce structure, search</td>
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<td>operations, and the use of metadata.</td>
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<td>31</td>
<td>Digital High School Programs at the Solomon R. Guggenheim Museum</td>
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<td></td>
<td><em>Rosanna Flouty, Solomon R. Guggenheim Museum, USA</em></td>
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<td>This demonstration will showcase student work, as well as discuss</td>
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<td>ways that software can be used as an interpretive tool to learn</td>
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<td>about and make art in a museum setting.</td>
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</tbody>
</table>
The Veterans History Project Online
Rachel Mears and Eileen Simon, Library of Congress, USA
Signed into law in 2000, the Veterans History Project (VHP) is a Congressional initiative that collects personal accounts of 20th Century American war veterans and civilian supporters for permanent retention at the Library of Congress.

WAAAD: Women Artists Archives National Directory
Nicole Plett, Rutgers University Libraries, USA
WAAAD, the Women Artists Archives National Directory, is an innovative web directory currently under development by Rutgers University Libraries.

Encouraging Visitor Involvement on the V&A website
Toby Travis, Victoria & Albert Museum, United Kingdom
This demonstration will focus on four of the more interactive elements of the site including: Design a Tile interactive. Every Object Tells a Story Podcast; V&A Events RSS feeds; Artist-in-Residence Blog - 'Concealed, Discovered, Revealed'.

Science Explorations: A new multi-modal approach to authentic inquiry-based scientific learning
Tami Mount, Scholastic, Inc. and John Yoo, American Museum of Natural History, USA
The American Museum of Natural History and Scholastic Inc. are collaborating in Science Explorations (www.scholastic.com/scienceexplorations) – a new multi-modal approach to authentic inquiry-based scientific learning.

Teaching an Old Dinosaur New Tricks: Exploring the National Science Museum, Japan
Hirayuki Arita, Kiyoka Fushimi, Tetsuya Inoue, Lois Lydens, Makoto Manabe, and Yasuji Saito, National Science Museum, Japan, with Kazuhiro Sakamoto, Ueno Zoo, Hirokazu Yoshimura, Hosei University; Yumi Awano, Tokyo Zokei University; Yoshitaka Yabumoto, Kitakyushu Museum of Natural History and Human, Japan
We will demonstrate the NSM website as it relates to the Dinosaur Gallery. Using the NSM website, a visitor can take a virtual tour of the Dinosaur Gallery or download an audio guide to a computer, MP3 player, or iPod prior to a visit.

Churchill and the Great Republic
Betsy Nahum-Miller and Irene Chambers, Library of Congress, USA
The Library of Congress interactive exhibit, Churchill and the Great Republic, examines the life and career of Winston Spencer Churchill and emphasizes his lifelong links with the United States—the nation he called “the great Republic.”

Jewish Women and the Feminist Revolution
Ari Davidow, Jewish Women’s Archive, USA
An online interactive exhibit that explores Jewish women’s key roles in building and advancing the modern American women’s movement, and the impact of feminism on the American Jewish community.

Visualizing Complex Datasets for a Museum Audience
Lara Young and Robert Stein, IUPUI - Indiana University Purdue University at Indianapolis, USA
We will demonstrate the following interesting data visualizations: Newsmap. BabyNameVoyager, ThinkMap/Intaglio, and LivePlasma.

Whale Chong: An Audiovisual Whaling Polyphony from the Bergen Museum, Norway
Nina Svane-Mikkelsen, University of Bergen, Norway
Whale Chong is Web-application, a rich media Flash application, published at the official Internet site of Bergen Museum, The Department of Natural History (BNH).

White Water Shaker Village: Transitions in Time
Iara Kazan, and Jose Kazan, University of Cincinnati, USA
White Water Shaker Village: Transitions in Time is a prototype program which presents a small part of the White Water Shaker Village, established in 1824 in Southern Ohio.

Striking Gold: Mining the Resources of the Crocker Art Museum
Erica Wall, Crocker Art Museum, USA
The Crocker Art Museum, with generous support from the SBC Foundation, is in the process of digitizing the records of the 10,000 objects in its collection. We developed Striking Gold: to provide innovative, web-based art-education curricula and address the lack of art instruction in many California schools.

Coffee Break in the Demonstrations
8:30 am - 10:00 am
Demonstration Session II

9:30 am - 11:00 am
Pavilion IV-VI

Booth 10

Questacon - CSI: A Four Player On-line Homicide Investigation Game in a Museum Context
Geoffrey Crane, Questacon, Australia

Questacon - CSI is a four-player on-line homicide investigation.

Booth 11

Jewish Life in Germany 1914-2004: One Multimedia Application - Three Ways of Access
Daniel Steinbach, German Historical Museum, Berlin and Gorch Pieken, Museum of Military History, Germany

The project Jewish Life in Germany from 1914-2004 is an example of how museums can find further audiences at schools and other institutions of education.

Booth 12

Virtual Silver Screen
Sarah Klotz, Library and Archives Canada, Canada

Virtual Silver Screen is an online movie theatre developed by Library and Archives Canada for visitors to engage in a complete theatrical experience from their desktop.

Booth 13

Nature of the Beast: Animals in Japanese Paintings & Prints
Julian Bermudez, Fairbanks Center for Motion Picture Study, and Kathy Talley-Jones, USA

This is an educational and interactive exploration of the way artists of Edo-period Japan depicted animals and the natural world.

Booth 14

Harvest of History
Megan Kirkpatrick, New York State Historical Association and The Farmers’ Museum, USA

In October, The Farmers’ Museum launched Harvest of History, an interactive Web site and fourth-grade curriculum site dedicated to agriculture and rural life in New York State.

Booth 20

smARTkids
Melissa Holbert, The Smart Museum of Art, USA

Geared for ages 7-12, smARTkids features interactive learning through ways of looking at, thinking and writing about art in the Smart Museum’s collection.

Booth 21

Historic Preservation Learning Portal
Constance Ramirez, National Park Service, Department of the Interior, USA

The National Park Service Portal facilitates the search for information, particularly by the non-professional unfamiliar with the subject, such as persons trying to rescue cultural resources damaged by disasters.

Booth 22

Touchscreen kiosks on the life of Malcolm X and Dr. Betty Shabazz
Vivian Ducat, Columbia University, USA

This touch-screen kiosks include a wealth of photography and archival film as well as comprehensive text and interviews.

Booths 23-24

www.mfa.org : Recent Projects
Linda Pulliam and Phil Getchell, Museum of Fine Arts, Boston, USA

2005 was a landmark year for the Museum of Fine Arts, Boston’s, Web practice. We’re leveraging a new platform, managing more content, and launching vast repositories of public-facing information.

Booth 30

Davis Museumcast Tour
Jim Olson, Davis Museum and Cultural Center, USA

The tour is available at the Davis Museum website for download to student owned iPods and other MP3 players and serves the dual purpose of providing an introductory tour for virtual museum visitors that are unable to visit the physical space.

Booth 31

Alien Earths Online
Paul Dusenbery and James Harold, Space Science Institute, USA

Alien Earths (www.alienearths.org) is a NASA and NSF funded site to accompany the Alien Earths traveling exhibition.

Booth 32

The Enduring Power of Totem Poles & The West Point Web Sites
Robin Wright and Becca Bennett, Burke Museum of Natural History & Culture, USA

Two new web sites have been developed by the Anthropology Division of the Burke Museum at the University of Washington in Seattle.
Booth 33

**Content Clips - Learning Activity Templates for Digital Libraries**
Lois McLean and Rick Tessman, McLean Media, USA
Content Clips is a prototype Web-based learning environment developed with funding from the National Science Foundation’s National Science Digital Library (NSDL).

Booth 34

**Etruscan Art Virtual Museum**
Yunsun Chung-Shin, Eastern New Mexico University, USA
This online Etruscan art museum will allow users, researchers, and students to experience the museum’s artifacts, which are dispersed throughout the world.

Booth 40

**Exploratorium Web Projects**
Jenny Villagran and Noah Wittman, Exploratorium, USA
We will share a variety of innovative Web-based resources and initiatives, including our Webcasting program, digital library for science education, and exhibitions for the general public.

Booth 41

**Three Museums at Ghost Ranch: An Enhanced Web-Linked DVD**
Cheryl Muceus, Ghost Ranch in Abiquiu and in Santa Fe, USA
The Ghost Ranch (GR) Museums Enhanced Web-Linked DVD aims to connect the dots regarding the relationship between the museums as well as the significance each holds for GR and Northern New Mexico.

Booth 42

**A Question of Interactivity: Projects of the Center for the Electronic Reconstruction of Historical and Archaeological Sites**
Elizabeth Bartley and John Hancock, University of Cincinnati, USA
This demonstration explores how we have formulated an understanding of what it means to be humans interacting with a world (both past and present) and how this understanding informs our media development.

Booth 43

**The Town and Again - Images of the Urban Finland. National digitisation and content production project (2002 - 2005)**
Riikka Haapalainen, Museum of Contemporary Art Kiasma / Finnish National Gallery, Finland
The Town and Again main target audience is the museums’ keenest and largest audience group, the middle-aged, well-educated city people.

Booth 44

**Museums and Wikipedia**
Jim Angus, National Institutes of Health, USA
Our demonstration at MW2006 is intended to give advice to museums on how to create an initial Wikipedia entry if there is none for the museum in question and how to improve the entry if one exists already.

Booth 50

**An artwork communication system using mobile phones**
Kiyoka Fushimi, Hiroshima Kokusai Gakuin University, with Noriko Kikuchi and Kiyofumi Motoyama, Nagoya University, Japan
This system aims at deepening the viewer’s understanding of artwork through the use of a mobile phone system.

Booth 51

**Getting Archives On-line: Innovative Concepts In Interactive Content Bring To Life The Gunpowder Plot of 1605**
Anra Kennedy and Jonathan Pratty, 24 Hour Museum, with David Prior, The Parliamentary Archives, and Andrew Sawyer, MWR, United Kingdom
We will explore the methodology and technology underlying the Web site with members of the development team outlining their own institution’s approaches to this challenging project.

Booth 52

**Backyard Animal Travel Adventure**
Carrie Heeter and Hai Kyung Min, Michigan State University, USA
Crafting a learning game with scientific content is challenging in many ways.

Booth 54

**Santa Fe Mercado**
Alex Traube, New Mexico CultureNet, USA
The Santa Fe Mercado, is an online marketplace with multiple “stores” anchored by the Museum of New Mexico Foundation Store & Shops.

Booth 55

**Coffee Break in the Demonstrations**
8:30 am - 10:00 am
Lasting Value
Chair: Peter Bruce, Library and Archives Canada, Canada

Surviving Change: The first step toward sustaining your digital library
Christie Moffatt and Marie Gallagher, National Library of Medicine, USA
Profiles in Science has been publicly available since September 1998. This paper will include a behind-the-scenes look at situations we have faced and will continue to encounter, as well as a ‘survival guide’ for coping with change. We hope to provide those planning new digital projects a glimpse at what they may face over time. Institutions with established projects may discover challenges and strategies they have not previously encountered and may be inspired to improve these coping methods.

Story of Glass: Still really working 10 years on
Sarah Beecham, Art of Memory, and Graham Howard, System Simulation, United Kingdom
The Story of Glass has now been running in the Victoria and Albert Museum in London and the Corning Museum of Glass in New York since 1993. We describe how The Story of Glass came into existence, what the nature of its production was, how it has succeeded, and where it could be improved. We illustrate some of its significant design features, including the use of innovative ideas like crumb trail and video icons, as well as its overall content architecture. We consider the quality of the production values used, and we draw out the lessons learned into a series of recommendations.

Models for Access
Chair: Mike Lowndes, The Natural History Museum, United Kingdom

The Inside Out Web Museum
Jonathan Pratt, 24 Hour Museum, United Kingdom
Recent reports by the Oxford Internet Institute, the Common Information Environment and Digicult show massive numbers of Internet users are making their first daily clicks within search engines, not favourite Web sites. This ideas paper explores how cultural Web publishers might publish content in new ways in this search-dominated world. The paper explores routes to making this possible and envisions a digital museum comprised of millions of particles of content, from multiple museum sources, turned ‘inside out’ in search engine land.

MEDINA Three Years Later: Towards “Enterprise Frameworks” for cultural tourism Web applications
Franca Garzotto, Politecnico di Milano, Italy
The MEDINA framework implements a ‘model-based’, ‘end-user development’ approach: built for and with domain experts (cultural tourism specialists), MEDINA provides a set of user-friendly functionalities that hide the implementation complexity and can be used by users with no technical know-how to design a Web site by remodelling; to set up a (customized) design schema with the proper multimedia contents, and to dynamically generate applications on-the-fly, as the development process proceeds.

E-mail and Speaker Prep
9:00 am - 3:00 pm
Evaluation
Chair: Edward Rodley, Museum of Science, Boston, USA

3D for Cultural Heritage and Education: Evaluating the Impact
Nicoletta Di Bias and Caterina Poggi, Politecnico di Milano, Italy

Since the year 2002, Politecnico di Milano has been developing several educational projects aimed at schools, based on advanced technology (3D virtual worlds, shared over the Internet). The paper will present the most relevant quantitative evaluation data and the most salient aspects of a qualitative analysis. It will also argue a generalization of this case study, exploring how a deep impact (cultural and pedagogical) upon users can be achieved through technology, and in particular, the role of “virtual presence” in collaborative 3D virtual environments.

Viewing the Viewer: Remote usability testing
Phyllis Hecht, National Gallery of Art, Washington, USA

Last year the National Gallery of Art in Washington, DC, undertook a five-month research project to evaluate its Web site. Several different kinds of investigations were undertaken to achieve the project’s goals:

• interviews with core stakeholders inside the Gallery
• an on-line user survey, to understand who the users are and what they expect
• a “freelisting” exercise, to provide a picture of all the activities that users wanted to perform on the site
• remote usability testing, to discover how well users were able to interact with the current site and find what they needed

This paper reviews the first three methods but concentrates on remote usability testing.

Lunch On Your Own
12:30 pm - 1:30 pm

Using Data
Chair: Rich Cherry, Guggenheim Museum, USA

Data Access Strategy
Michael Edson, Smithsonian American Art Museum, USA

Data complexity is the bane of museum Web development. A data strategy focused on reducing complexity in executive, technological, and data-centric domains can provide a stable platform for the development of Web sites, kiosks, and handheld computer guides and can help organizations realize the full value of their information.

Using Web Services To Deliver Information Integration
Bryan Solomon, Victoria & Albert Museum, United Kingdom

The V&A’s Core Systems Integration Project (CSIP) seeks to meet a need by making an aggregation of this information available. The project has taken the view that in aggregating data, it must not change where data is mastered (i.e., all editing remains in the “core systems”). Therefore the technical architecture of this “Common Data Model” loosely based on SPECTRUM, which identifies the equivalencies (and non-equivalencies) of the aggregated information, will be made available through a “Web Services” layer, rather than by means of a data warehouse.
Discover Babylon: Creating a vivid user experience by exploiting features of video games and uniting museum and library collections
Michelle Lucey-Roper, Federation of American Scientists, USA
Discover Babylon is a research and development project involving UCLA’s Cuneiform Digital Library Initiative (CDLI), the Federation of American Scientists (FAS) and the Walters Art Museum (WAM). It focuses on how new information technologies (and game technology in particular) can enable key recommendations of modern learning science and bring new life, meaning, and excitement to museum and library collections. Synthetic learning environments allow visitors to see the objects used in context, manipulate them, and ask questions about them from characters in the game. This paper will outline the process and challenges of undertaking such a project and touch on some of the more promising directions for future research in the area of learning games for museums and library resources.

Audience
Chair: Bruce Williams, Canadian Museum of Nature, Canada

Linking Minority Communities Through The Web
Katie Streten and Maud Hand, Channel 4 Television and Tim Burnett, National Museum of Photography Film & Television, United Kingdom, United Kingdom
The Museum world continues to grapple with the issue of engaging ethnic minority audiences and the hard to reach. The increasing reach and versatility of digital technologies can provide a way for museums to communicate with these communities and bring them into a more relaxed relationship, not only with the museum’s on-line environment, but also with more traditional spaces.

Attaining the Holy Grail: How to encourage wider engagement with museum collections through participation in new media projects
Claire Harcup, Culture Online and Mark Nesbitt, Royal Botanic Gardens, United Kingdom
Increasingly, museums and galleries are being asked by funders to reach new audiences as a condition of receiving money. This poses a problem to the sector: existing audiences are easy to reach; new audiences are much harder to get to, and are often resistant to traditional approaches. This paper shows how new technology can be used as a way not only of opening up collections to new audiences but also of engaging audiences on a deeper level than ever before through participation. Drawing on the experience and lessons learned from a raft of interactive projects, this paper looks at how to understand and define audiences, how to design virtuous circles of content that encourage and promote participation, and how to team up with the right organisations to reach target audiences.

Audience Analysis in the Age of Engagement
Sheila Carey, Canadian Heritage Information Network (CHIN), Canada
The Canadian Heritage Information Network (CHIN) is developing and deploying innovative strategies and tools to effectively determine its audiences’ overall engagement with the Virtual Museum of Canada (VMC) (virtualmuseum.ca). In existence since March 2001, the VMC is a cultural gateway created by CHIN in collaboration with the Canadian museum community. Ultimately, the interaction between the VMC and its audiences must be seen as a discourse in which the audience is central to a new type of communication, where they are target and co-creator. Our approach to audience analysis must therefore respond accordingly.
Closing Plenary
Chair: David Bearman and Jennifer Trant, Archives & Museum Informatics, Canada

**Museum 2.0 – A Community Brainstorming / Building Opportunity**
What can museums do with Web 2.0? What can we use to support the creation of our sites, the development of our museums’ communities, and the development of our own community of museum professionals on the Web? Let’s envision it together, and use the new tools at our disposal to make it a reality.

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**Post-Conference Party**
*Ideum New Mexico Fiesta*

Ideum invites all attendees of the Museums and the Web Conference and other friends to join a celebration. Tour the Ideum studio, taste authentic New Mexico cuisine, and listen to New Mexico music. The party will be held at the Ideum studio and the two-hundred-year-old “Rancho de Corrales” and Territorial Saloon next door.

Buses are provided to take you to the Ideum studio and the Rancho de Corrales in the historic Village of Corrales, 4895 Corrales Rd., Corrales, New Mexico. Buses leave from the hotel; return late at night.

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Saturday March 25, 2006
MW2006 Program Committee

Conference Co-Chairs
David Bearman and Jennifer Trant
Archives & Museum Informatics

Committee Members
Lorna Abungu, AFRICOM, Kenya
Peter Bruce, Library and Archives of Canada, Canada
Rich Cherry, Guggenheim Museum, USA
Costis Dallas, Panteon University, Greece
Marthe de Vet, Royal Cabinet of Paintings Mauritshuis, The Netherlands
Jim Devine, Hunterian Museum and Art Gallery, Scotland
Gail Durbin, Victoria & Albert Museum, UK
Franca Garzotto, Politecnico di Milano, Italy
Kati Geber, Canadian Heritage Information Network, Canada
Stefan Göbel, ZGDV Darmstadt e.V, Germany
Timothy Hart, Museum Victoria, Australia
Susan Hazan, Israel Museum, Jerusalem, Israel
Eero Hyvönen, University of Helsinki, Finland
Mike Lowndes, The Natural History Museum, UK
Paul Marta, Florida State University, USA

Eiji Mizushima, Tokio University, Japan
Otmar Moritsch, Technisches Museum Wien, Austria
Kris Morrissey, Michigan State University, USA
Liddy Nevile, La Trobe University, Australia
Darren Peacock, University of South Australia, Australia
Xavier Perrot, Bibliothèque nationale de France, France
Jemima Rellie, Tate, UK
Ed Rodley, Museum of Science, USA
Stephanie Stebich, Tacoma Art Museum, USA
Kevin Sumption, Powerhouse Museum, Australia
Ron Wakkary, Simon Fraser University, Canada
Bruce Williams, Canadian Museum of Nature, Canada
Karen Worcmans, Museum of the Person, Brazil
Bruce Wyman, Denver Art Museum, USA

Local Arrangements Committee
We owe a vote of thanks to the local arrangement committee for organizing the pre-conference tours, providing local recommendations and assisting with MW2006.

John Chadwick, New Mexico State Library, chair
Marcia Finlestein, Gallery Systems
Doug Patinka, New Mexico Department of Cultural Affairs
Tim Aydelott, New Mexico Museum of Natural History
Doug Svetnicka, New Mexico Department of Cultural Affairs
Ruby Williams, National Hispanic Cultural Center of New Mexico
Laura May, Museum of International Folk Art, Santa Fe
Scott Mathias, New Mexico Museum of Natural History
Joy Poole, New Mexico State Library
Sue Sturtevant, New Mexico Department of Cultural Affairs

Hyatt Regency Hotel

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Albuquerque, New Mexico
USA

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Buses to events leave from the Main Hotel Lobby on Tijeras Ave.

Registration in Pavilion Court

All MW conference areas have WiFi available. Our thanks to ZIA.Net, Inc. for providing additional bandwidth to the hotel to support our needs.

Main Conference Rooms are on the Second Floor

Printed in Canada
Organizational Strategies

Themes for 2007 include:

- Building Communities
- Public Content Creation
- On-going Engagement
- Organizational Strategies
- Building + Managing Web Teams
- Multi-Institutional Ventures
- Facilitating Change
- Sustainability

Session Formats

Choose the right presentation format for your proposal. Even the best ideas can be rejected if proposed for an inappropriate venue.

- Research?
  Propose a Paper; to be given in a formal session with other papers and discussion
- Case Study?
  Present a Paper or a Demonstration, depending on whether you wish to emphasize generalizability, or your specific case
- Methods and Techniques?
  Teach a Pre-conference Workshops (full or half-day) or Mini-workshop (1hr)
- Debate or Problem Statement?
  Engage colleagues in a Professional Forum
- Product to Show?
  Propose an Exhibit (commercial) or Demonstration (non-commercial)
- Performance! Interaction! Service?
  Propose any other format of participation + explain how it works.

Museum 2.0 Services

- Podcasting, Blogging, RSS, Social Tagging, Folksonomy, Wikis, Cell Phone Tours ...
- Museum Mashups
- Evaluation + User Studies
- Impact Studies
- User Analysis + Audience Development
- Site Promotion

Please co-ordinate your proposals with your collaborators. Multiple proposals about the same project will not be accepted. Proposals for sessions should be submitted as individual papers with a covering note. Papers are reviewed individually; full sessions are rarely accepted.

Deadlines

- September 30, 2006 for papers, workshops, mini-workshops + professional forums (written paper required by Jan. 30, 2007)
- December 31, 2006 for demonstrations (written paper optional)