museums in the web of collaboration

Stockholm, May 23, 2002

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introduction

• Museums face challenges in digital world
  - Relevance
  - Funding
  - Delivery
• New technologies provide tools
• Collaboration with other organizations is key
AMICO as an example

Enabling educational use of museum multimedia

Open, not-for-profit Membership organization www.amico.org

The AMICO Process

AMICO Contribution Workflow

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AMICO’s Collaborations

Reaching People through Organizations
Reaching the General Public

- Desire for a Broader Audience
- Entrepreneurial Attitudes
- New Program and Services

Reaching Scholars and Researchers

- Collaborative experiments
- Interdisciplinary curriculum
- Research and Development - e.g. Digital Libraries Funding

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new collaborators
new relevance

• Strategic partnerships further our role as advocates for the arts and culture

• We can succeed in a culture of ubiquitous networking through the creation of ubiquitous networked culture.