

10th

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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Ron Wakkary, Simon Fraser University, Canada
Bruce Williams, Canadian Museum of Nature, Canada
Karen Worcman, 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 Finkelstein, Gallery Systems
Doug Patinka, New Mexico Department of Cultural Affairs
Tim Aydelott, New Mexico Museum of Natural History
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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

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!

Welcome

7:30 am - 9:00 am **Registration**

Pavilion Court



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.*

Scholarships

Registration

8:00 am - 6:00 pm
Pavilion Court



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.

9:00 am - 5:00 pm
Pavilion I

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.

9:00 am - 5:00 pm
Enchantment A-B

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.

9:00 am - 5:00 pm
Fiesta 3-4

Coffee Break



10:30 am - 11:00 am
Boardroom Alcove

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 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".

9:00 am - 12:30 pm
Enchantment D

Navigating the Issues of Large-Scale Multimedia Projects

9:00 am - 12:30 pm *Michael Edson, Smithsonian American Art Museum, USA*
Enchantment C

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

9:00 am - 12:30 pm *Slavko Milekic, University of the Arts, USA*
Fiesta I-2

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?"

9:00 am - 12:30 pm *Nicoletta Di Blas, Paolo Paolini, and Caterina Poggi, Politecnico di Milano, Italy*
Enchantment E

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

9:00 am - 12:30 pm *Tana Johnson and Tim Svenonius, San Francisco Museum of Modern Art, USA*
Pavilion II-III

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.

12:30 pm - 1:30 pm
Sendero I-III



Lunch for all workshop participants

E-mail and Speaker Prep

1:00 pm - 5:00 pm
Sage



Workshops

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.

1:30 pm - 5:00 pm
Enchantment F

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.

1:30 pm - 5:00 pm
Enchantment D

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.

1:30 pm - 5:00 pm
Pavilion II-III

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.

1:30 pm - 5:00 pm
Enchantment C

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.

1:30 pm - 5:00 pm
Fiesta 1-2

Real Science: Practical Methods for Presenting and Interacting with Scientific Imagery and Live Data

1:30 pm - 5:00 pm *Jim Spadaccini, Ideum, USA*
Enchantment E

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**

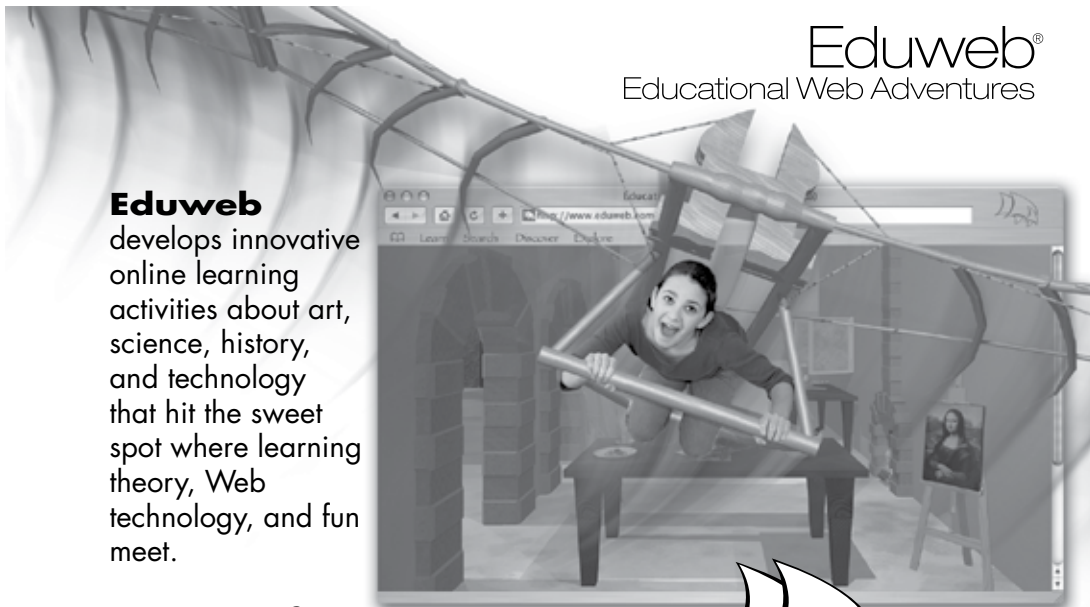
5:30 pm - 7:30 pm
*Buses leave from
Main Lobby*

*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*



Welcome Reception

New Mexico Museum of Natural History and Science
Wednesday, March 22, 2006
5:30 pm - 7:30 pm



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.

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Educational
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Adventures
www.eduweb.com
info@eduweb.com
651-641-7566

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?

9:00 am - 10:30 am
Pavilion I-III
Plenary

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



Sessions

Education on the Web

Chair: Liddy Nevile, La Trobe University, Australia

A Multiplicity of Voices: Encouraging and developing on-line collaborative projects for schools

11:00 am - 12:30 pm *Nadia Arbach, The National Archives, United Kingdom*

Pavilion I-III



Education

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

11:00 am - 12:30 pm *Denise Bressler, Liberty Science Center, USA*

Enchantment Ballroom



Technology

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.

Birds of a Feather Lunch

“Table Topics” based on common institutional affiliations (additional ones may be added):

- Aquaria, Zoos and Botanical Gardens
- Archives
- Art Museums
- Children’s Museums
- Designers
- Folk Art
- Historic Properties
- Historical Societies and Libraries
- History Museums
- Jewish Museums
- Military & War Museums
- Museum Associations
- National Museums
- Native American Museums
- Natural History Museums
- Science Centers
- Systems Developers
- University Museums
- University Researchers

12:30 pm - 2:00 pm
Sendero I-III



On-Line + On-Site

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

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?”

2:00 pm - 3:30 pm
Pavilion I-III



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.

Design

Visitor Interactions with Digitized Artifacts

Anna Lindgren-Streicher 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.

Participation + Personalization

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

Visitors’ Voices

Lily Diaz-Kommonen 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.

2:00 pm - 3:30 pm
Enchantment Ballroom



Technology

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.

Preparing Personalized Multimedia Presentation for a Mobile Museum Visitors' Guide: a Methodological Approach

Ya'acov Kahanov, Nadav Kashtan, Shahar Katz, and Tsvi Kuflik, The University of Haifa, Israel with Cesare Rocchi, Ilenia Graziola, 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
Pavilion Court



Coffee Break

Design Choices

Chair: Costis Dallas, Panteion University, Greece

Universal Design Of Computer Interactives For Museum Exhibitions

Christine Reich, Museum of Science, Boston, USA

4:00 pm - 5:30 pm
Pavilion I-III



Design

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 Bolchini, 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

4:00 pm - 5:30 pm
Enchantment Ballroom



Marketing

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.

4:00 pm - 5:30 pm

Sendero I-III



Technology

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.

5:30 pm - 8:00 pm

Exhibit Hall:

Pavilion IV-VI



Exhibitors' Reception

Exhibit Hall, Hyatt Regency
Thursday, March 23, 2006
5:30 pm - 8:00 pm

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

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today at musee.com

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Exhibit Hall

8:30 am - 5:00 pm

Pavilion IV-VI

Booth 20

ADLIB Information Systems<http://www.adlibsoft.com>

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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.

Booth 34

Antenna Audio<http://www.antennaaudio.com>

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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 41-42

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 of 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.

Booths 24-25

Gallery Systems<http://www.gallerysystems.com>

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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.

Exhibits

Booth 21

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.

Booth 30

Ideum

<http://www.ideum.com>

*Jim Spadaccini
Owner and Creative Director
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.

Booth 62

KE Software

<http://www.kesoftware.com>

*Danielle Knight
Sales Consultant
KE Software
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Email: danielle.knight@kesoftware.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,

Booth 54

Learning@Europe

<http://hoc.elet.polimi.it>

*Paolo Paolini
Full Professor
Electronics and Information
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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.

Booth 61

Mediatrope LLC

<http://www.mediatrope.com>

*Laura Mann
Marketing Director
Mediatrope Interactive Studio
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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.

Booth 31

Melia Design Group

<http://www.melia.com>

*Laura Nix
Sales and Mkt Director
Melia Design Group
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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.

Booth 23

Museum Computer Network

<http://www.mcn.edu>

*Marla Misunas
President, Museum Computer Network
and Collections Information Manager
San Francisco Museum of Modern Art
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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.

Booth 50

New Tilt

<http://www.newtilt.com>

*Jeanne Friedman
Senior Consultant
New Tilt
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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.



Coffee in Exhibit Hall All Day

Booth 65

Night Kitchen Interactive

<http://www.whatscookin.com>

*Michelle Ghadfa
Marketing & Communications Director
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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.

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Booth 32

Nimbus Software

<http://www.nimbussoftware.com>

*Jason Brewster
President
Nimbus Software
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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.

Booth 51

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
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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.

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Booth 21

Sway Design

<http://www.swaydesign.com>

*Ellis Neder
Creative Director
Sway Design
176 Grand Street, 2nd Floor
New York NY 10013 USA
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.

Booth 60

Systems Planning<http://www.systemsplanning.com>**Stephen Toney**
President**Systems Planning**
1037 Krejci Blvd
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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.

Booth 35

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.

Booth 53

**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
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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**

Exhibits

Wednesday March 22, 2006

8:00 am	Registration												
8:30 am	Registration												
9:00 am	Registration -Pavilion Court	Marty + Twidale - Pavilion I	Peacock + O'Brien - Enchantment A-B	Schaller + Allison- Bunnell - Fiesta 3-4	Angus - Enchantment D	Edson - Enchantment C	Milekic - Fiesta 1-2	Paolini, Poggi + DiBlas Enchantment E	Svenonius + Johnson Pavilion II-III				
9:30 am													
10:00 am	Coffee												
10:30 am													
11:00 am													
11:30 am													
12:00m	Registration - Pavilion Court							Lunch for all Workshop Registrants					
12:30pm													
1:00 pm								Brown + Gerrard Enchantment F	Drenth - Enchantment D	Gustafson, Eckhardt + Schroeder - Pavilion II-III	Haley- Goldman Enchantment C	Nickerson Fiesta 1-2	Spadacinni Enchantment E
1:30 pm													
2:00 pm													
2:30 pm													
3:00 pm	Coffee												
3:30 pm													
4:00 pm													
4:30 pm													
5:00 pm	Registration - Pavilion Court												
5:30 pm		Bus to Welcome Reception											
5:30-7:30pm	Welcome Reception: New Mexico Museum of Natural History and Science												
7:30pm	Bus to Hotel												

Thursday March 23, 2006

7:30 am	Registration									
8:00 am	Registration - Pavilion Court	Welcome Coffee Break - Pavilion Court								
8:30 am		Welcome Coffee Break - Pavilion Court								
9:00 am		Opening Plenary - Pavilion I-III								
9:30 am		Opening Plenary - Pavilion I-III								
10:00 am		Coffee Break – Pavilion Court								
10:30 am		Coffee Break – Pavilion Court								
11:00 am		Blogs, Pods, and Mobiles Enchantment Ballroom	Education on the Web Pavilion I-III							
11:30 am										
12:00 pm		Birds of a Feather Lunch – Sendero I-III and Foyer								
12:30 pm		Birds of a Feather Lunch – Sendero I-III and Foyer								
1:00 pm		Birds of a Feather Lunch – Sendero I-III and Foyer								
1:30 pm		Birds of a Feather Lunch – Sendero I-III and Foyer								
2:00 pm		Participation + Personalization Enchantment Ballroom	On-Line + On-Site Pavilion I-III							
2:30 pm										
3:00 pm	Coffee Break – Pavilion Court									
3:30 pm	Coffee Break – Pavilion Court									
4:00 pm	The Web as Infrastructure Sendero I-III	Design Choices Pavilion I-III	Marketing and Communications Enchantment Ballroom							
4:30 pm										
5:00 pm										
5:30-8:00pm	Exhibitors' Reception – Pavilion IV - VI									

E-mail and Speaker Prep - Sage

Friday March 24, 2006

Registration						7:30 am
Birds of a Feather Breakfast - Sendero I-III						8:00 am
						9:00 am
	Games on Museum Web Sites Education Enchantment A-B	Project Planning Mgt Fiesta 3-4	Coffee in the Exhibit Hall	steve Users Fiesta 1-2	Usability Lab - I Eval. Pavilion I-III	9:30 am
				Semantic Web Tech. Enchantment C-D		10:00 am
Wonder Wall Education Enchantment A-B	Magic Issues Enchantment E-F	Comm. Sites Tech. Fiesta 3-4		SCOS Tech. Enchantment C-D	Crit Room 1 Design Pavilion I-III	10:30 am
		Lunch on Your Own	Research Forum Issues Fiesta 1-2	How Sites Are Used Users Enchantment C-D	Ten Steps ... Mgt. Fiesta 3-4	11:00 am
Podcasting Tech. Enchantment A-B	Plan for Re-Use Mgt. Fiesta 3-4				PDA Tour Tech. Enchantment C-D	Crit Room 2 Design Pavilion I-III
			SEO Marketing Fiesta 3-4			12:00 pm
		Cognition Issues Enchantment E-F	Open Source Users Fiesta 3-4	Public Wireless Tech. Enchantment C-D	Usability Lab 2 Eval. Pavilion I-III	12:30 pm
Ice Cream in Exhibit Hall						1:00 pm
						1:30 pm
						2:00 pm
						2:30 pm
						3:00 pm
						3:30 pm
						4:00 pm
						4:30 pm
Best of the Web Awards						5:00-6:30pm
Bus to Conference Reception						6:30 pm
Conference Reception: The Albuquerque Museum of Art and History						7:00-10:00pm
Bus from Conference Reception						10:00 pm

Saturday March 25, 2006

	Coffee in the Demonstrations	Demonstration I Pavilion IV - VI	E-mail and Speaker Prep Sage	Registration Pavilion Court	8:00 am	
		Demonstrations II Pavilion IV - VI			8:30 am	
					9:00 am	
Lasting Value - Design Pavilion I-II	Models for Access - Technology Enchantment Ballroom	Evaluation - Users Sendero I-III			9:30 am	
					10:00 am	
Lunch On Your Own - Break						10:30 am
					11:00 am	
					11:30 am	
					12:00 pm	
					12:30 pm	
					1:00 pm	
	Using Data - Technology Enchantment Ballroom	Audience - Users Sendero I-III			1:30 pm	
					2:00 pm	
					2:30 pm	
Coffee Break - Sendero Foyer						3:00 pm
					3:30 pm	
Closing Plenary - Sendero I-III						4:00 pm
					4:30 pm	
Bus to Fiesta						6:00 pm
Ideum New Mexico Fiesta						6:30-11:00 pm
Bus to Hotel						11:00 pm

Booth 40

Vernon Systems

<http://www.vernonsystems.com/>

Natasha Connor
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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.

Booth 43

Webb Design Inc.

<http://webbdesigninc.com/>

Janet Webb
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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

IMPACT
communications

creating
compelling content
& digital solutions

- Interpretive Tours
- Multimedia & Web Applications
- Interactive Exhibits & Kiosks
- Video Production
- Consulting & Visitor Testing

Cleveland, Ohio
Phone: 216.861.1063
RNO
San Diego, California
Phone: 619.410.3623

www.impactcommunications.com
ideas@impactcommunications.com

The graphic features a large, stylized circular arrow pointing clockwise, with icons for each service area: a book for Interpretive Tours, a computer monitor for Multimedia & Web Applications, a hand pointing at a screen for Interactive Exhibits & Kiosks, a video camera for Video Production, and a person at a computer for Consulting & Visitor Testing.

Booth 45

Booth 55

Willoughby Associates

<http://www.willo.com>

*Mike Pfriem
Willoughby Associates
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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.

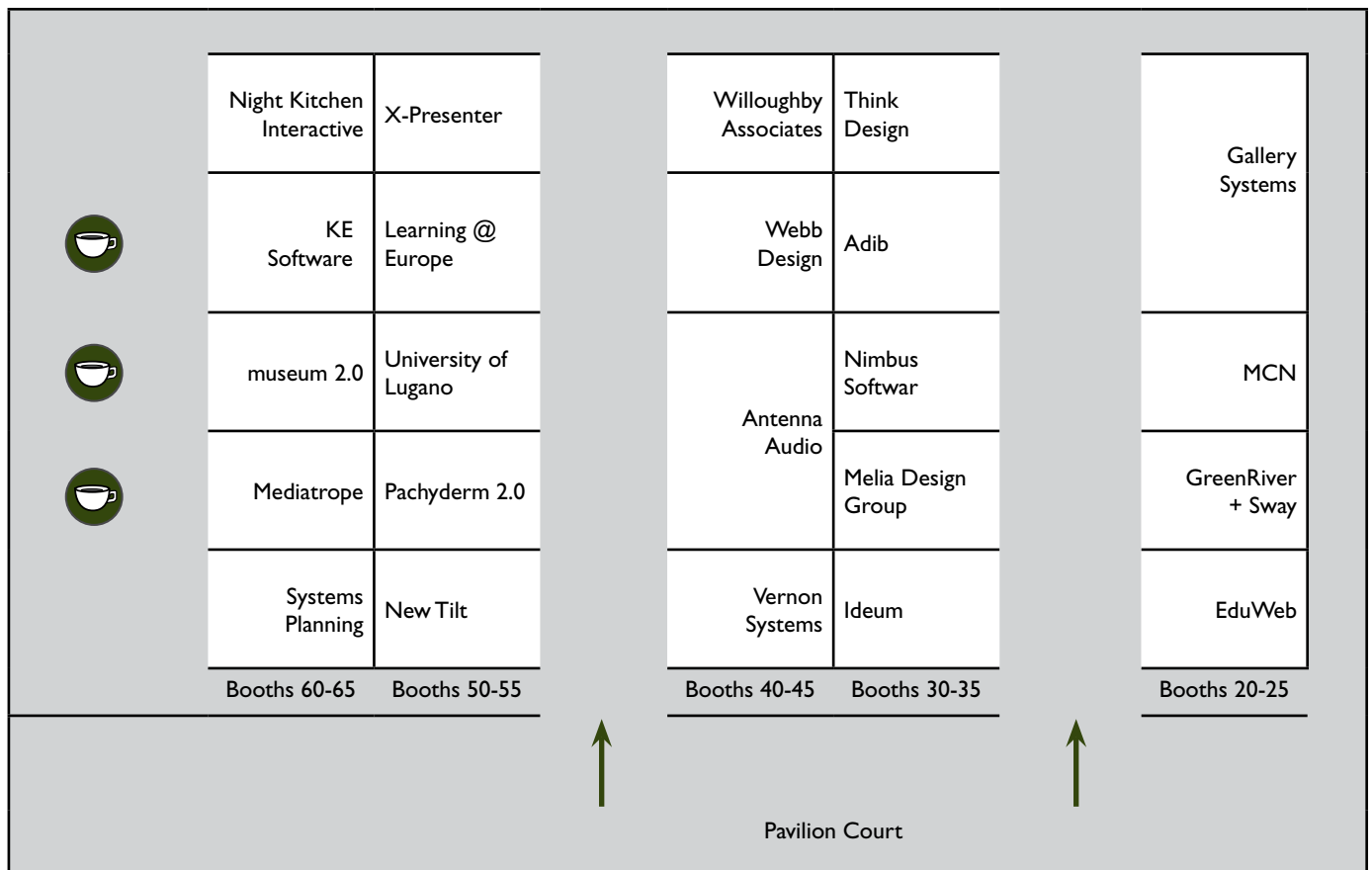
X-Presenter

<http://hoc.elet.polimi.it>

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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.

Exhibit Hall Map



8:00 am - 9:30 am
Sendero I-III



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



Design

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

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

Crit Room 2

1:30 pm - 3:00 pm

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

Coffee Break in the Exhibit Hall10:00 am - 11:00 am
Pavilion IV-VI**Mini-Workshops****steve: folksonomy in the museum***Bruce Wyman, Denver Art Museum, Rich Cherry, Solomon R. Guggenheim Museum, Douglas Hiwiler, The Cleveland Museum of Art, Susan Chun, The Metropolitan Museum of Art, USA*

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.

9:30 am - 10:30 am
Fiesta 1-2

Users

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.

10:00 am - 11:00 am
Enchantment A-B

Education

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.

10:00 am - 11:00 am
Fiesta 3-4

Management

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.

10:30 am - 11:30 am
Enchantment C-D

Technology

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.

11:00 am - 12:00 pm
Enchantment A-B

Education

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.

11:00 am - 12:00 pm
Enchantment E-F

Issues

Mini-Workshops

11:00 am - 12:00 pm **Community Sites and Emerging Sociable Technologies**
Fiesta 3-4 *Kevin von Appen, Ontario Science Centre, Canada, Bryan Kennedy, Science Museum of Minnesota, and Jim Spadaccini, Ideum, USA*



Technology

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**
Enchantment C-D *Liddy Nevile, Behzad Kateli, and Sarah Pulis, La Trobe University, Australia*



Technology

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**

Fiesta 1-2



Issues

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**
Fiesta 3-4 *Matthew MacArthur, National Museum of American History, Smithsonian Institution, USA*



Management

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**
Enchantment C-D *Gail Durbin, Victoria & Albert Museum, United Kingdom*



Users

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**
Enchantment A-B *Ken Dickson, Ontario Science Centre, Canada*



Technology

This hands-on workshop won’t focus on the *why* or *what* a podcast is. Here, we’re going to actually make one.

Mini-Workshops

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.

1:30 pm - 2:30 pm
Fiesta 3-4



Management

The PDA Tour: We did it; So can you

Sonja Hyde-Moyer, USA

This mini-workshop will discuss the choices in a pda tour project from technology options and partnerships to content development.

1:30 pm - 2:30 pm
Enchantment C-D



Technology

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.

2:30 pm - 3:30 pm
Fiesta 3-4



Marketing

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.

3:00 pm - 4:00 pm
Enchantment C-D



Technology

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.

3:30 pm - 4:30 pm
Fiesta 3-4



Users

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.

3:00 pm - 4:00 pm
Enchantment E-F



Issues

Ice Cream Break in the Exhibit Hall



3:30 pm - 5:00 pm
Pavilion IV-VI

Mini-Workshops

Best of the Web Awards

Chair: Jennifer Trant, Archives & Museum Informatics

5:00 pm - 6:30 pm 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.

Pavilion I-III



Evaluation

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




Conference Reception

The Albuquerque Museum of Art and History
 Friday, March 24, 2006
 7:00 pm - 10:00 pm




Demonstration I: 8:00 am - 9:30 am Pavilion IV-VI

	Museum and Library Collaboration	Beyond the On-line Museum	Encouraging Visitor Involvement on the V&A Web Site	Visualizing Complex Datasets	
	Online model for supporting artists and arts organizations	AFRICOM Connecting Africa's Heritage	WAAND: Women Artists Archives Nat. Directory	Jewish Women and the Feminist Revolution	
	Explore a Kiosk for Controversial Art	Collabrative Arts Resources for Education	The Veterans History Project Online	Churchill and the Great Republic	Striking Gold
	Dynasties: Rule by Marriage	Texas Bird's Eye Views	Digital High School Programs at the Guggenheim	Teaching an Old Dinosaur New Tricks	White Water Shaker Village: Transitions in Time
	Taloyoak Archaeology and Oral History Projects	Technology and Community Sierra Nevada	About Smithsonian Global Sound	Science Exploration	Whale Chong
	Booths 10-14	Booths 20-24	Booths 30-34	Booths 40-44	Booths 50-54

Pavilion Court

Demonstrations 2: 9:30 am - 11:00 am Pavilion IV-VI

	Harvest of History	BFMA: The Giza Archive	Etruscan Art Virtual Museum	Museums and Wikipedia	
	Nature of the Beast	BFMA: the whole collection online	Content Clips	The Town and Again: Images of the Urban Finland	Santa Fe Mercado
	Virtual Silver Screen	Touchscreen kiosks on the life of Malcolm X	The Enduring Power of Totem Poles	Center for the Reconstruction of Hist. and Arch. Sites	Backyard Animal Travel Adventure
	Jewish Life in Germany 1914-2004	Historic Preservation Learning Portal	Alien Earths Online	Three Museums at Ghost Ranch	The Gunpowder Plot of 1605
	Questacon - CSI	smARTkids	Davis Museumcast Tour	Exploratorium Web Projects	Artwork comm. using mobile phones
	Booths 10-14	Booths 20-24	Booths 30-34	Booths 40-44	Booths 50-54

Pavilion Court

Demonstrations Session I

8:00 am - 9:30 am
Pavilion IV-VI

Taloyoak Archaeology and Oral History Project

Ericka Chemko, Inuit Heritage Trust Inc., Canada

A recently developed website (www.taloyoaknunavut.ca) based on an archaeology and oral history project we did in collaboration with the community of Taloyoak.

Booth 10

Dynasties - Rule by Marriage. Virtual family tree of the nine most important European royal houses

Daniel Steinbach, German Historical Museum, Berlin, Germany

In the web application "Dynasties – Rule by Marriage", the interrelationships of the nine most important European noble houses are visualised in a kind of virtual family tree.

Booth 11

Explore a Kiosk for Controversial Art

Justin Kuravackal, Museum of Glass: International Center for Contemporary Art, USA

Situated in the gallery as part of the exhibition and referencing imagery from the artists' work, the four-station kiosk enclosure resembled an Aztec pyramid and held a large flaming glass heart at its peak.

Booth 12

Online model for supporting artists and arts organizations

Kathleen Kvern, Walker Art Center, USA

The mission of martists.org, a project of the McKnight Foundation and the Walker Art Center, is to improve the lives of Minnesota artists, and provide access to and engagement with Minnesota's arts culture.

Booth 13

Museum and Library Collaboration

Matthew Martin, Wayne State University, USA

The collections focus on Detroit, its culture, history, and leading citizens.

Booth 14

Joining Technology and Community: Sierra Nevada Virtual Museum

Pam Johnson, and Mary Helen Fein, Sierra Community College, USA

The "Sierra Nevada Virtual Museum," is an example of an educational tool to foster community outreach and to develop a valuable regional resource.

Booth 20

Texas Bird's-Eye Views

Tim Gambell and John Robinson, Jr., Amon Carter Museum, USA

Texas Bird's-Eye Views is a Web site dedicated to the study and appreciation of the Texas city views in the Amon Carter Museum's collection, along with a number of additional Texas views from private lenders and outside institutions.

Booth 21

Collaborative Arts Resources for Education

Christopher Dye and Robin Kaplan, San Diego Museum of Art, USA

The Collaborative Arts Resources for Education (www.carearts.org) program has recently launched a Web site with valuable arts resources and lesson plans for K-12 educators.

Booth 22

AFRICOM: Connecting Africa's Heritage to the World

Lorna Abungu, International Council of African Museums (AFRICOM), Kenya

For the past year, AFRICOM has been developing its new web site with a view to not only providing up to date and useful information about the organisation and its activities, but also about heritage news around the world that relates to Africa and its heritage organisations.

Booth 23

Beyond the On-line Museum: Participatory Virtual Exhibitions with myVirtualGallery

Jonathan Cooper, Art Gallery of New South Wales, Australia

myVirtualGallery (Art Gallery of NSW) is examined in detail, including discussion of important and interesting philosophical issues raised during debate amongst museum professional staff shortly before the project's official launch.

Booth 24

About Smithsonian Global Sound: The Ethnographic Answer to iTunes

Amy Schriefer, Smithsonian Institution, USA

This demonstration will highlight the functionality and features of the site, while discussing e-commerce structure, search operations, and the use of metadata.

Booth 30

Digital High School Programs at the Solomon R. Guggenheim Museum

Rosanna Flouty, Solomon R. Guggenheim Museum, USA

This demonstration will showcase student work, as well as discuss ways that software can be used as an interpretive tool to learn about and make art in a museum setting.

Booth 31

Demonstrations

Booth 32

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.

Booth 42

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."

Booth 33

WAAND: Women Artists Archives National Directory

Nicole Plett, Rutgers University Libraries, USA

WAAND, the Women Artists Archives National Directory, is an innovative Web directory currently under development by Rutgers University Libraries.

Booth 43

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.

Booth 34

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'

Booth 44

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.

Booth 40

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.

Booth 50

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).

Booth 41

Teaching an Old Dinosaur New Tricks: Exploring the National Science Museum, Japan

Hiroyuki 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 Web site 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.

Booth 51

White Water Shaker Village: Transitions in Time

Iara Kozan, and Jose Kozan, 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.

Booth 52

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: o 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

Demonstrations

Demonstration Session II

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

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 10

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 11

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 12

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 13

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 14

smARTkids

Melissa Holbert, The Smart Museum of Art, USA

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

Booth 20

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.alienearts.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.

Demonstrations

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.

Coffee Break in the Demonstrations

8:30 am - 10:00 am



Demonstrations

Lasting Value

Chair: Peter Bruce, Library and Archives Canada, Canada

Surviving Change: The first step toward sustaining your digital library

11:00 am - 12:30 pm
Pavilion I-II



Design

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

11:00 am - 12:30 pm
Enchantment Ballroom



Technology

Jonathan Pratty, 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
Sage



Evaluation

Chair: Edward Rodley, Museum of Science, Boston, USA

3D for Cultural Heritage and Education: Evaluating the Impact

Nicoletta Di Blas 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

11:00 am - 12:30 pm

Sendero I-III



Technology

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.

1:30 pm - 3:00 pm

Enchantment Ballroom



Users

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

1:30 pm - 3:00 pm
Sendero I-III



Users

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.

3:00 pm - 3:30 pm
Sendero Foyer



Coffee Break

Sessions

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.

3:30 pm - 5:00 pm

Sendero I-III

Plenary

**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.

6:30 pm - 11:00 pm

Village of Corrales,
New Mexico

library collections

museum collections

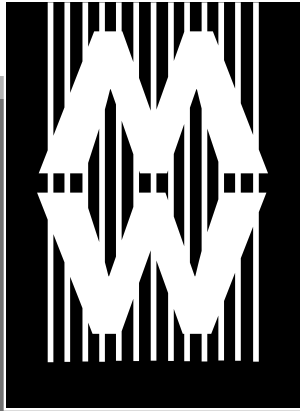
archival collections

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Save The Date

MW2007: April 11-14 in San Francisco, California, USA

MW2008: April 8-12 in Montréal, Québec, Canada

1985

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CLEVELAND MUSEUM OF ART
NATIONAL GALLERY OF ART, WASHINGTON DC
MANCHESTER UNITED MUSEUM
ART INSTITUTE OF CHICAGO
EUROPEAN COMMISSION, BRUSSELS
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BRITISH LIBRARY



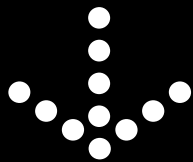
2006...

To kickstart your project contact:

Alex Morrison – alexm@cogapp.com

or at this conference talk to:

Jason Ryan – jasonr@cogapp.com



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PHILADELPHIA MUSEUM OF ART
SCIENCE MUSEUM, LONDON
CULTURE ONLINE
SAN DIEGO MUSEUM OF ART
NATIONAL GALLERY, LONDON
WRIGHT EXPERIENCE PROJECT
NUFFIELD FOUNDATION
NATIONAL PORTRAIT GALLERY, LONDON

2005

cognitive applications

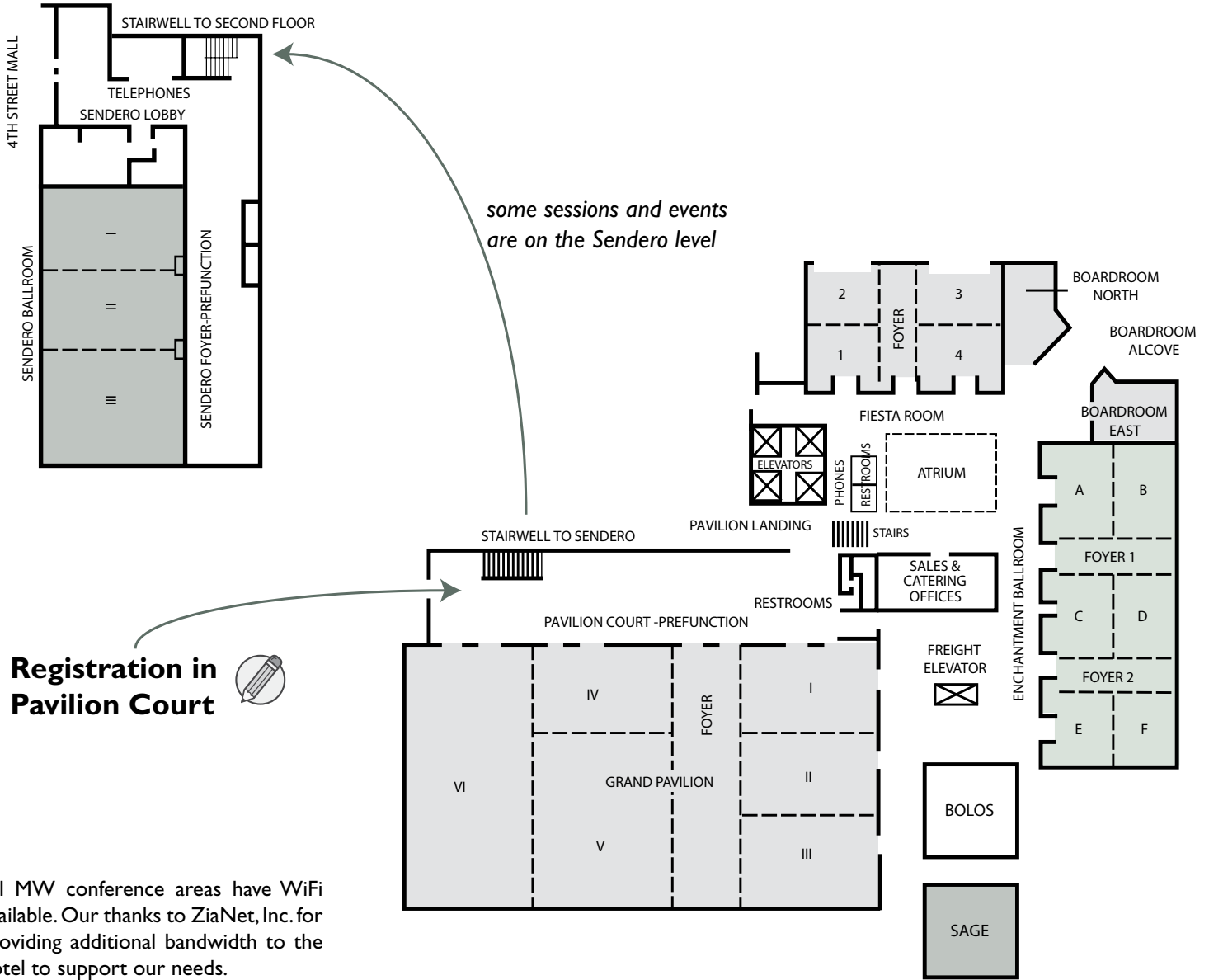
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Buses to events leave from the
 Main Hotel Lobby on Tijeras Ave.



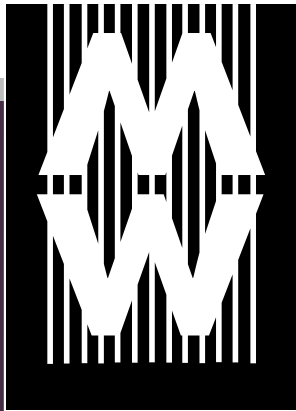
Registration in Pavilion Court 

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



Main Conference Rooms are on the Second Floor

Hotel Map



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 + On-line
- 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

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 (1 hr)
- 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.

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

Watch <http://www.archimuse.com/mw2007/> for on-line proposal submission, program details, and registration information.

All proposals are subject to critical peer review by an International Program Committee.

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