

Museums and the Web 2007

www.archimuse.com/mw2007/

Final Program

April 11-14, 2007
San Francisco, California

produced by
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american

cleavage

victorian

fan
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table

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black dress



Visit our booth to meet members of the steve team and to:

- Get the latest news about the steve research project
- Talk to the developers of the steve tagger software
- See the new steve Web site
- Hear about how you can participate in the steve project

www.steve.museum

The project is funded, in part, by a grant from the U.S. Institute of Museum and Library Services.

John Singer Sargent (1856–1925). *Madame X* (*Madame Pierre Gautreau*), 1883–84. Oil on canvas. The Metropolitan Museum of Art, Arthur Hoppock Hearn Fund, 1916 (16.53)

Museums and the Web 2007

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Produced by
Archives & Museum Informatics

Conference Co-Chairs
 David Bearman and Jennifer Trant

With our thanks to the student volunteers,
 lead by Jessica Koepfler.

Welcome

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 would be unable to attend MW2007 without financial assistance. Competitive scholarships covering conference registration and a full day of workshops, and amounts up to travel and hotel expenses, are awarded to a select number of applicants by Archives & Museum Informatics.

Congratulations to the winners of the 2007 professional scholarships:

Meredith Greiling, Aberdeen Maritime Museum, Scotland
Sanjeev Kumar, National Institute of Fashion Technology, India
Enkhnarayan Sundev, National Museum of Mongolian History, Mongolia
Cao Bing Wu, National Administration for Cultural Heritage, China
Carolina Zuluaga, Biblioteca Luis Ángel Arango del Banco de la República, Columbia

Community Contribution Scholarship

Once in a while someone creates a tool or fosters an idea that could be quite useful to others, if they only knew about it. We want to make sure that Museums and the Web is a venue for sharing resources, so Archives & Museum Informatics created a scholarship to recognise a contribution to the museum Web community.

Congratulations to the winner of the Community Contribution Scholarship.

Adam Simon, for the **Fine Art Adoption Network**, <http://www.fineartadoption.net/>
See it in his mini-workshop: Creating Communities by Sharing Contemporary Art.

Second Annual Award for a Local Educator

In 2006 we created an award for local educators, interested in including museum Web materials in their teaching, who would not be able to attend MW without support. The grant covers the cost of registering for the full conference. We are delighted to be able to award this scholarship for a second time and hope it will be a regular part of MW in the future.

Congratulations to the winner of the Local Educator Scholarship:

Kathryn Jaller, who recently completed a year as AmeriCorps volunteer, developing and coordinating ArtSpan's artist residency program in a local public school.

**Would you like to be
involved with MW2008?
Volunteer on your
Evaluation Form.**

Scholarships

MW2007 Program Committee

Conference Co-Chairs

Jennifer Trant and David Bearman, Archives & Museum Informatics

Committee Members

Peter Bruce, Director General, Information Technology Branch, Library and Archives of Canada, Canada

Sebastian Chan, Manager Web Services, Powerhouse Museum, Australia

Rich Cherry, Director of Administration, Operations and Finance Skirball Cultural Center, USA

Costis Dallas, Lecturer in Cultural Heritage Management and Advanced Technologies, Department of Communication, Media and Culture, Panteion University, and Vice Chairman, PRC Group SA, Greece

Marthe de Vet, Head of Education and Public Services, Van Gogh Museum, The Netherlands

Jim Devine, Head of Multimedia, Hunterian Museum and Art Gallery, University of Glasgow, Scotland

Gail Durbin, Head of V&A OnLine, Victoria & Albert Museum, United Kingdom

Jane Finnis, Director, 24 Hour Museum, United Kingdom

Franca Garzotto, Associate Professor, Department of Electronics and Information, Politecnico di Milano, Italy

Kati Geber, Manager, Research and Business Intelligence, Canadian Heritage Information Network, Canada

Stefan Göbel, Digital Storytelling, Head, ZGDV Darmstadt e.V., Germany

Timothy Hart, Director, Information Multimedia & Technology, Museum Victoria, Australia

Susan Hazan, Curator of New Media, Israel Museum, Jerusalem, Israel

Eero Hyvönen, Professor, Laboratory of Media Technology, Helsinki University of Technology (TKK), Finland

Michael Jenkins, Manager, Met Images, Office of the Director, The Metropolitan Museum of Art, USA

Brian Kelly, Team Leader and Web Focus, UKOLN, United Kingdom

Mike Lowndes, Interactive Media Manager, The Natural History Museum, United Kingdom

Paul Marty, Assistant Professor, College of Information, Florida State University, USA

James Michalko, Vice President of RLG-Programs Development, OCLC-RLG, USA

Dana Mitroff, Head of Online Services, San Francisco Museum of Modern Art, USA

Kris Morrissey, Director, Museum Studies, Michigan State University, USA

Liddy Nevile, Adjunct Associate Professor, Computer Science and Computer Engineering, La Trobe University, Australia

Ross Parry, Lecturer in Museums and New Media, Department of Museum Studies, University of Leicester, United Kingdom

Darren Peacock, School of Management, University of South Australia, Australia

Jemima Rellie, Head of Digital Programmes, Tate, United Kingdom

Ed Rodley, Content Developer, Research, Development & Production, Museum of Science, Boston, USA

Stephanie Stebich, Director, Tacoma Art Museum, USA

Christopher J. Terry, President & CEO, Canada Science and Technology Museum Corporation, Canada

Kevin von Appen, Associate Director, Daily Experience Operations, Ontario Science Centre, Canada

Bruce Wyman, Director of New Technologies, Denver Art Museum, USA

Local Arrangements Committee

Our thanks to the local arrangements committee for organizing pre-conference tours, providing local recommendations and assisting with MW2007.

Leo Ballate, San Francisco Museum of Modern Art

Marla Misunas, San Francisco Museum of Modern Art

Craig Rosa, KQED | Public Radio, TV and Interactive

Peter Samis, San Francisco Museum of Modern Art

Sue Grinols, Fine Arts Museums of San Francisco

Sherri Hsi, Exploratorium

Susannah Stringam, Fine Arts Museums of San Francisco

Perian Sully, Judah L. Magnes Museum

Committees

Georgian Room
8:00 am



Registration

Please arrive at least 20 minutes before your tour is to depart. Pre-Registration – and an e-mailed confirmation – is required for all tours. No on-site tour registration.

Pre-Conference Tours

8:15 am – 5:00 pm

Berkeley Museums

8:15 am departure from the Georgian Room

San Francisco Museums

9:20 am departure from the Georgian Room

San Jose Museums

8:30 am departure from the Georgian Room

Thanks to Our Sponsors

- **Welcome Reception Sponsor: Gallery Systems**
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Thank you for your support of Museums and the Web.

Museums on the Web

art, civilisation, nature, sciences



www.ideeclic.com



click, discover, learn !

Registration



8:00 am – 6:30 pm
Georgian

Full-Day Workshops

Content Management: Strategies and Systems

Darren Peacock, University of South Australia, Australia

This full-day workshop gives participants an in-depth introduction to the issues and technologies that underpin content management of museum Web sites. It offers a structured method for tackling content management issues for Web sites large and small, cutting through the often confusing jungle of jargon and technospeak.

9:00 am – 5:00 pm
Elizabethan B

Successful On-line Learning Interactives

Steven Allison-Bunnell and David Schaller, eduweb, USA

The workshop will employ an Interactivity Design planning process for on-line activities to guide participants through the early phases of the development cycle. While we will consider some technical features and limitations of the Web, this workshop will not teach technical skills such as HTML or graphics. Rather, we'll focus on the creative process of creating an engaging, effective on-line learning experience. This is a hands-on workshop rather than a lecture course. The concepts covered will be practiced in small-group sessions facilitated by the instructors.

9:00 am – 5:00 pm
Elizabethan A

Hands-on Usability Testing

Paul Marty, Florida State University, and 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
Hampton

Morning Workshops

Beyond blogging: Is it a community yet?

Brent Gustafson, Justin Heideman, and Nate Schroeder, Walker Art Center, USA

This half-day workshop assumes the participants are already familiar with the basics of blogging and hopefully are already bloggers themselves – either personally or for their institution.

9:00 am – 12:30 pm
Victorian

Museum Mashups

Jim Spadaccini, Ideum, USA

This half-day workshop will explore the technical and design aspects of mashups. We'll look at some of the examples that are out there and discuss the technology behind them. We'll explore some of the more popular open APIs and talk about the possibilities they present.

9:00 am – 12:30 pm
Elizabethan D

Planning Social Media for Museums

Sebastian Chan, Powerhouse Museum, Angelina Russo and Jerry Watkins, Queensland University of Technology, Australia

This half-day workshop will explore the use of social media (blogs, wikis, digital stories etc.) to support museum communication. The workshop will address: the range of Web-based social media available to museums; the issues that will arise in planning for such applications; and how to anticipate/address such issues.

9:00 am – 12:30 pm
Elizabethan C

Workshops

10:30 am – 11:00 am
Olympic

Coffee Break



Power to the Pod People: Design your own Podcast

Stephanie Pau and Tim Svenonius, San Francisco Museum of Modern Art, USA

9:00 am – 12:30 pm
Oxford Room

The half-day workshop will encompass all aspects of the podcasting process: scripting, digital recording, downloading audio, audio editing, publishing, and loading on to 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 on-line resources.

Leveraging the Internet Video Boom in a Museum Context

Tim Schwartz, Museum of the Moving Image, USA

9:00 am – 12:30 pm
Kent

The past year has seen a remarkable boom in the use of video on the Internet. While companies, activists, and individuals have created many new uses for this dynamic medium, museums have lagged behind. In this workshop, Tim Schwartz, Assistant Curator of Digital Media at the Museum of the Moving Image, will show how to effectively harness video technology while designing for users in a Museum context.

12:30 pm – 1:30 pm
Colonial

Lunch for all workshop participants



Afternoon Workshops

Web 2.0: Technologies and design strategies for robust on-line applications

Rob Stein and Charles Moad, Indianapolis Museum of Art, USA

1:30 pm – 5:00 pm
Elizabethan D

This workshop will give attendees a detailed look at the underlying Web technologies and design strategies that are fueling some of the most popular on-line applications today. We will examine a variety of Web 2.0 technologies and standards with an emphasis on designing your own applications to take advantage of this quickly developing field.

Building and Managing Web Teams

Howard Rosenbaum, Indiana University, USA

1:30 pm – 5:00 pm
Victorian

In this workshop we will focus on building and managing Web teams to design and manage complex museum Web sites. Participants will learn how to put together and manage Web teams and how to carry out a four stage analysis of a Web site, the end product of which will be a report and a site redesign prototype.

Real Science 2.0: Interacting with scientific imagery and live data

Jim Spadaccini, Ideum, USA

1:30 pm – 5:00 pm
Yorkshire

This half-day workshop will explore technical, educational, and design aspects of incorporating datasets, with a focus on real-time images and datasets. We'll explore some of the technical aspects of developing rich on-line experiences in Macromedia Flash, as well as other approaches that incorporate Web 2.0 technologies such as mashups, blogs, rss feeds, and community sites. We'll present examples and discuss various technical approaches to incorporating these types of data and ways in which visitors can interact with and manipulate scientific imagery.

E-mail and Speaker Prep

12:30 pm – 6:00 pm
Mayfair



Workshops

Coffee Break



3:00 pm – 3:30 pm
Olympic

Remixing Museum Education through On-line Participatory Learning

Matthew Fisher and Juan Leon, Night Kitchen Interactive, USA

Our workshop provides museum educators with a hands-on introduction to the on-line “remix,” a highly participatory educational experience supported by blogging, photo sharing, and podcasting. Participants in a remix curate their own on-line exhibits by drawing upon museum collections to design and build interactive, uniquely personal spaces. Tools such as WordPress, Flickr, and Slapcast facilitate the production of these cross-disciplinary educational events that take into account a variety of learning styles while developing the critical and creative skills of participants.

1:30 pm – 5:00 pm
Oxford Room

Hands-on – Exploring RSS in a Cultural Context

Jon Pratty, 24 Hour Museum, United Kingdom

This half-day workshop explores the RSS phenomenon as it impacts cultural providers on-line. It’s an exploration of the way RSS is found on-line and how it can be accessed publicly, with case studies from recent projects, successful and unsuccessful.

1:30 pm – 5:00 pm
Kent

Creating Interactive Content and Community in Second Life

Rob Rothfarb and Paul Doherty, Exploratorium, and Aimee Weber, Aimee Weber Studio, USA

This workshop will introduce you to Second Life, a popular 3D world that offers a unique content and community development platform. We’ll present case studies of several museums using this rapidly-growing virtual environment for exhibition and public programs, and discuss the practical, social, and technical issues in developing an in-world museum’s presence there.

1:30 pm – 5:00 pm
Elizabethan C

Vodcasting: 5 easy steps to film an interview and get it on-line in a day!

Katie Dance, Tate, United Kingdom, with Tana Johnson, Tim Svenonius, Stephanie Pau, and Peter Samis, San Francisco Museum of Modern Art, USA

This hands-on workshop will show how simple and cheap it is to create high-quality, media-rich content for on-line distribution. Workshop attendees will be taken through a simple five-step cycle illustrating how to create and launch an artist’s video interview, in just a day.

12:45 pm – 5:00 pm
SFMOMA

join the group in
Georgian Room at
12:35 pm to walk
over to SFMOMA

Welcome Reception

San Francisco Museum of Modern Art



Welcome Reception

San Francisco Museum of Modern Art
Wednesday, April 11, 2007
5:30 pm – 7:30 pm

Sponsored by Gallery Systems

ticket required for entrance

Collections open throughout the evening,
including *Picasso and American Art*.

Passed hors d’oeuvres and wine bar.

*Present your conference badge and redeem your
reception ticket at the door for admission. Tickets
required for entrance.*

Sponsored by Gallery Systems.

5:30 pm – 7:30 pm
151 Third Street
San Francisco

walk: a few blocks
from the hotel

Workshops

7:30 am – 5:30 pm
Italian Room

Registration



8:00 am – 9:00 am
Italian Room

Welcome Coffee



8:00 am – 5:00 pm
Italian Room

Special for MW2007

Visit Apple, Inc. in the Italian Room to learn how museums are leveraging iPod and podcasting to enhance visitors' art experience – virtually and physically. Engage in discussions about how these tools can be used effectively in your environment.

Opening Plenary

Chair: Jennifer Trant, Archives & Museum Informatics, Canada

9:00 am – 10:15 am
Grand Ballroom

Universal Access to Human Knowledge (Or Public Access to Digital Materials)

Brewster Kahle, Internet Archive, USA

The goal of universal access to our cultural heritage is within our grasp. With current digital technology we can build comprehensive collections, and with digital networks we can make these available to students and scholars all over the world. The current challenge is establishing the roles, rights, and responsibilities of our libraries, archives, and museums, in providing public access to this information. With these roles defined, our institutions will help fulfill this epic opportunity of our digital age.

10:15 am – 11:00 am
Italian Room

Coffee Break



Exhibitions

Enhanced Galleries

Chair: Willy Lee, The Minneapolis Institute of Arts, USA

11:00 am – 12:30 pm
Colonial

How Shall We Label Our Exhibit Today? Applying The Principles of On-Line Publishing to an On-Site Exhibition

Ross Parry and Mayra Ortiz-Williams, University of Leicester and Andrew Sawyer, Simulacra Ltd, UK

This paper reports upon the findings of a seven-month project (funded by an HIRF Innovations Fellowship award) to build, demonstrate and evaluate a prototype of an editable, wireless, in-gallery digital label system that uses a Web-based authoring tool.

Lignes de temps: Involving cinema exhibitions visitors in mobile and on-line film annotation

Vincent Puig and Xavier Sirven, Centre Pompidou, France

The Centre Pompidou is presenting the exhibition called "Erice – Kiarostami: correspondences" suggesting travels through the two director's films built around a new film annotation software called Lignes de temps (Timelines) that provides a graphical representation of the technical (shot, sequence, camera moves, audio elements) and narrative (characters, landscapes, flash-backs) features of films.

Science Mobilized: Bringing Up-To-The-Minute Headlines Into The Museum and Back Out Again: "The Times Square of Science and Technology"

Anne Balsamo, University of Southern California, Wayne LaBar, Liberty Science Center, Dale MacDonald and Scott Minneman, Onomy Labs, Inc. and Jon Winet, University of Iowa, USA

The Times Square of Science and Technology (T2ST) is a permanent installation going into

the atrium of the Liberty Science Center in Jersey City, New Jersey. *T2ST* is an evocative environmentally-scaled artwork designed to convey the notion that science and technology is exciting, dynamic and current. The *T2ST* design includes twenty-seven active surfaces that display information from RSS feeds from trusted science and technology sources on the Web.

Web 2.0

Chair: Rich Cherry, Skirball Cultural Center, USA



Technology

New World Blogging within a Traditional Museum Setting

Jeff Gates, Smithsonian American Art Museum, USA

In the fall of 2004 the Smithsonian American Art Museum's (SAAM) Web team proposed creating a blog. In the year since we launched Eye Level (<http://eyelevel.si.edu>) to the public we have continued to evaluate and expand story ideas, monitor workload issues, and refine our workflow to make it more efficient. Eye Level is a study in process and teamwork.

11:00 am – 12:30 pm
Grand Ballroom

Building an On-line Community: Web 2.0 and interpretive materials at the Brooklyn Museum

Shelley Bernstein and Nicole Caruth, Brooklyn Museum, USA

The mission of the Brooklyn Museum carries forth through our exhibitions, programs and services to our Web site philosophy. Conscious of our community-oriented mission and considering the diversity (age, race, religious, etc) of Brooklyn and the Greater Metropolitan Area, in the past year we have endeavored to engage our on-line audience and build an interactive Web community.

Web 2.0: How to stop thinking and start doing: Addressing organizational barriers

Mike Ellis, The Science Museum and Brian Kelly, UKOLN, United Kingdom

This paper attempts first to identify why Web 2.0 is of particular importance to our sector, then to examine common barriers in our particular context and finally to find ways practitioners might go about addressing these barriers in their organizations.

Users

Chair: Jim Michalko, OCLC Programs and Research, USA



Users

The Use, Usefulness, and Value of Museums in the U.S.

Sarah E. Aerni, José-Marie Griffiths, and Donald King, University of North Carolina, USA

This paper presents results of an IMLS-funded study (Uses and Potential Uses of On-line Information) involving 6,000 national household telephone interviews of adults. All 6,000 interviews asked about the number of in-person or remote (on-line) visits to all types of museums (e.g., arboretum, science, historical, children's, etc.) and whether the number of visits is now more, the same as, or less than in the past.

11:00 am – 12:30 pm
Tower A/B Salon

Why are they doing that!? How users interact with museum Web sites

Judy Haynes and Dan Zambonini, Box UK, United Kingdom

Using Heat Maps and click data from five leading museum Web sites (collected and analyzed with www.clickdensity.com), individual and generic patterns of user behavior will be presented in highly accessible, visual reports.

E-mail and Speaker Prep



8:00 am – 6:00 pm
Mayfair

Sessions

Audiences,Visitors and Users: Reconceptualising users of museum on-line content and services

Jonny Brownbill, Museum of Victoria, and Darren Peacock, University of South Australia, Australia

This paper addresses models of user needs, motivations, behaviors and satisfactions with reference to published studies of museum Web site use and evaluation, and with data collected from user surveys, Web logs and page tags.

12:30 pm – 2:00 pm

Lunch On Your Own



Contributed
Content

User Contributed Content

Chair: Gail Durbin, Victoria & Albert Museum, United Kingdom

Designing a Web Site for Young People: The challenges of appealing to a diverse and fickle audience

Rose Cardiff, Tate, United Kingdom

Taking the new Young Tate Web site as a case study, this paper outlines a process for working with young people in order to develop a site that meets their requirements. In particular, the paper will use the *Raw Canvas Artlookers Podcast* as an example of how young people can create and broadcast their own audio specifically designed to appeal to their peers.

2:00 pm – 3:30 pm
Colonial

Comparing Community Contribution: The National Archives of England and Wales Moving Here and Library and Archives Canada's Moving Here, Staying Here

Angèle Alain, Library and Archives Canada, Canada and Michelle Foggett, National Archives, United Kingdom

This case study will compare community involvement in the UK National Archives' migration Web site Moving Here: 200 Years of Migration to England to Library and Archives Canada's immigration Web site Moving Here, Staying Here, The Canadian Immigrant Experience.

Remixing Exhibits: Constructing participatory narratives with on-line tools to augment museum experiences

Matthew Fisher, Night Kitchen Interactive, and Beth Twiss-Garrity, The University of the Arts, USA

This paper will discuss the characteristics of collaborative storytelling, present the educational impact of adopting a participatory framework, and emphasize learning objectives best achieved through this approach.



Education

Art Education

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

Video iPods and Art Education

Julie Springer, National Gallery of Art, and Paula White, Gifted Resource Teacher, Albemarle County, VA, USA

This paper reviews the use of podcasting using video iPods during the National Gallery's 2006 Teacher Institute, Dutch Art in the Golden Age. Participating teachers – most of whom had no experience with the device – created short podcasts on a Dutch painting of their choice after a four-day immersion experience in more traditional art historical subjects.

2:00 pm – 3:30 pm
Grand Ballroom

E-mail and Speaker Prep

8:00 am – 6:00 pm
Mayfair



Sessions

Expanding Art Museums into Humanities Classrooms: Research on on-line curricula for cross-disciplinary study

Abigail Franzen-Sheehan, The Andy Warhol Museum and Betsy James DiSalvo, University of Pittsburgh, USA

This paper reviews the development of a new on-line resource for teachers, The Warhol: Resources and Lessons, including user testing, evaluation findings, and the implementation of these findings. We present suggested heuristics for inter-disciplinary and visual arts curriculum Web site development that can be used at other museums.

Integrating Visual Thinking Strategies into Educational Web Resources

Wendy Ennes, Oriental Institute Museum and Christie Thomas, University of Chicago, USA

Visual Thinking Strategies (VTS) is a facilitation technique created by Abigail Housen and Philip Yenawine that uses art and artifacts to teach visual literacy using communication and critical thinking skills. Although VTS's facilitation strategy is designed for face-to-face instruction in the classroom, we asked the question, "Can these same strategies be used to create an educational Web site for student learners?"

Alternate Realities

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

Operation Sigismund

Dick van Dijk, Waag Society, The Netherlands

The concept of an adventure game is used to create a learning environment in which the private records of Sigismund van Heiden Reinestein (1740 – 1806) are embedded. The diary of Sigismund, presented to pupils aged 10-12 at the start of the adventure, suggests that he is aware of the whereabouts of the lost seal of William V. Assisted by modern technology the pupils go on their own journey to reconstruct 18th century life, including the actions of Sigismund, and to locate the missing royal seal.

Supporting Social Interaction: A collaborative trading game on PDA

Kris Gabriëls, Kris Luyten, Daniël Teunkens, Heleen Van Loon, Karel Robert, and Karin Coninx, Hasselt University, and Elke Manshoven, Provincial Gallo-Roman Museum, Belgium

We designed a museum game in which every player is dependent on the concrete actions of other players, and only through social interaction and cooperation can they come to a good end. In this paper we present a collaborative trading game for school groups, describing our process from the conceptual stage to final implementation and conclude with user test results.

A Second Life for your Museum: The use of 3D collaborative virtual environments by museums

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

Drawing on the experience and lessons learned from past museum virtual environments, non-museum collaborative spaces, and recent research on learning in multiplayer on-line games, we will provide a guide for museums interested in establishing a virtual presence in Second Life.

Coffee Break



Exhibitions

2:00 pm – 3:30 pm
Tower A/B Salon



3:30 pm – 4:00 pm
Italian Room

Sessions



Contributed
Content

4:00 pm – 5:30 pm
Colonial

Tagging & Terms

Chair: Bruce Wyman, Denver Art Museum, USA

Tagging and searching – serendipity and museum collection databases

Sebastian Chan, Powerhouse Museum, Australia

This paper examines the Powerhouse Museum OPAC2.0 project and its impact on the Museum. In particular, the paper explores the impacts of opening up and the driving of traffic down the 'long tail' of the Museum's collection; tag structures submitted by users using the folksonomy engine; and the internal Museum changes that have come about as a result of unprecedented user access and, importantly, user input and engagement.

When is a terracotta hut urn like a sailor's deck-log? Meaning instantiated across virtual boundaries

Richard Smiraglia, Long Island University, USA

Resource sharing requires the integration of scientific and cultural information, which itself requires semantic interoperability on several levels, from metadata structures to the representation of intellectual content. Repository- and resource-specific data-structures fail to acknowledge the universality of function that might be common among resources. An example is the case of instantiation.

Personalized Museum Experience: The Rijksmuseum Use Case

Lora Aroyo, Free University Amsterdam, Yiwen Wang and Natalia Stash, Eindhoven University of Technology, Rogier Brussee, Telematica Institute, Peter Gorgels, Rijksmuseum Amsterdam and Lloyd Rutledge, Telematica Institute, The Netherlands

This paper describes ongoing work exploring aspects of personalized access to and presentation of virtual museum collections. The project demonstrator illustrates an interactive approach to collecting data about museum visitors in terms of their interests in and preferences about artefacts from the Rijksmuseum collection.



Design

4:00 pm – 5:30 pm
Grand Ballroom

Redesign

Chair: Brian Kelly, UKOLN, United Kingdom

Do you know who your users are? The role of research in redesigning sfmoma.org

Katrina Alcorn, Hot Studio and Dana Mitroff, San Francisco Museum of Modern Art, USA

How can a museum make its site relevant and, dare we say, compelling, to diverse audiences? At the San Francisco Museum of Modern Art (SFMOMA) we have taken a user-centered approach to finding an answer.

Reflecting Organizational Change in On-line Presence

Emily Bottis, Museum of Science, Boston, and Christine Klaehn, Corey McPherson Nash, USA

We have worked to re-tool the Museum's Brand, along with a better and more wholly defined understanding of our key audiences, our personality, our actions and our overall vision. And we worked to take all of those attributes, which define the actual, physical museum – which is constantly changing and morphing to suit the public's needs – and launch them onto the Web.

Transcending the Boundaries of the Museum! Managing Organisational Change in the Museum and on the Web

Jenny Berthling, The National Historical Museums and Anna Engquist, The Museum of National Antiquities, Sweden

In 2006 we started a major Web project with the overall aim of creating a Web site for the public with high accessibility and a long lifetime. The method chosen is to delegate publication

responsibility and content management to staff in different departments of the museum. Developing and creating support for a new working model is an important part of the Web project.

Open Architecture & Systems

Chair: Liddy Neville, La Trobe University, Australia

Addressing the Limitations of Open Standards

Alastair Dunning, Arts and Humanities Data Service (AHDS), Marieke Guy, and Brian Kelly, UKOLN, United Kingdom

We outline a contextual model for the selection and use of open standards developed to support JISC's programmes within UK higher and further education, and describe how this community-based approach to open standards can benefit from a wider acceptance of the contextual model and a collaborative approach to both using existing resources and support materials, and maintaining and developing new resources.

OpenCollection Web-Based Collection Cataloging and Access Software

Megan Forbes and Carl Goodman, Museum of the Moving Image, and Seth Kaufman, Whirl-i-Gig, USA

OpenCollection is an open source, Web-based collections management and access application created by Museum of the Moving Image and software developer Seth Kaufman/Whirl-i-Gig for use by museums, libraries, and archives. The application supports the cataloging of physical objects, media, and native digital content, and is designed to meet the needs of large heterogeneous collections.

Distributed Services for Museum Web Sites


David Ellis, Gavin Lee Foster, Ray Shah, and Petar Bojkov, Think Design, Inc., USA

We describe our vision for a distributed-service oriented museum Web, and explore how previously monolithic systems can instead be seen as re-usable components. Such services may include calendaring event programming/publishing; collections management; tagging and analysis tools like steve; and on-line exhibition generating tools like nexhibition and pachyderm. We envisage a service market, wherein vendors will offer services and Museums pick and choose or host services themselves.



Technology

4:00 pm – 5:30 pm
Tower A/B Salon



Exhibitors' Reception

Exhibit Hall, Westin St. Francis
Thursday, April 12, 2007
5:30 pm – 8:00 pm

Ticket required for entrance

Exhibitors Reception Westin St. Francis

*Enjoy passed hors d'oeuvres and a cheese buffet.
Preview the Exhibit Hall. Make plans to return on Friday
for an in-depth review of products and services.*

Tickets required.

5:30 pm – 8:00 pm
California East/West

Students' Research Forum

Chair: Rebecca A. Thorne-Ferrel, Idaho Museum of Natural History, USA

This special evening session for graduate and doctoral students provides an opportunity to meet each other and to briefly present and discuss their research projects among peers. Students can share information, receive constructive feedback, and have the opportunity to learn how other students are engaging in the research process.



Research
8:30 pm – 11:30 pm
Tower A/B Salon

Sessions



Hot Studio, Inc.
Making the complex beautifully clear.

Hot Studio is an award-winning, people-centered design studio based in San Francisco. Whether creating an intuitive interactive experience, an enlightening book, or lasting brand identity, Hot Studio is driven by a passion for producing intelligent and thought-provoking work.

Hot Studio is proud to be a Sponsor for Museums and the Web 2007.
Visit us at www.hotstudio.com

Exhibit Hall

9:00 am- 5:00 pm

Location: California East/West

Booth 24

Antenna Audio

<http://www.antennaaudio.com>

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Marketing Manager

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From audio/multimedia tours to podcasts and cell-phone tours, each year more than 20 million visitors experience our award-winning productions at 450 sites worldwide, including The Metropolitan Museum of Art, Alcatraz, and the Louvre. Acquired in 2006 by Discovery Communications, Inc., Antenna Audio is now part of the leading real-world media brand on all platforms. Joining Discovery Travel Media, the integrated travel media business of Discovery, Antenna Audio now offers its clients unprecedented access to Discovery's expansive archives, premiere marketing channels, and established distribution networks.

Antenna Audio is sponsoring the Closing Reception at the de Young Museum, Fine Arts Museums of San Francisco.

Booth 62

Archetype Digital Imaging Alliance

<http://www.archetypeimaging.com>

Larry Guyer

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An expert resource for digital art reproduction with services including photographic equipment selection; consulting and training for photo applications; and digitization project work. Our principals are experienced in digital project management, library & museum environments, and technical logistics. We thrive on complex, challenging photography projects. Archetype can provide the solution to any obstacle you may encounter in your digitization project: training students, employees or volunteers; consulting to setup photo stations for digital access; or providing photographic contract services where needs for superior resolution, technical complexities or logistics go beyond the capabilities of your current staff. "Do It Once...Do It Right!"

Booth 42

Armadillo New Media Communications

<http://www.armadillosystems.com>

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Armadillo New Media are launching the Turning the Pages Toolkit at MW2007. Libraries are now starting to digitize their collections but

- how do they provide meaningful, engaging access to this content for broad audiences?
- how do they provide useful tools for study and research around the content?
- how do they scale to produce the size of on-line library that becomes truly useful?

Developed with the British Library, Turning the Pages is a next-generation hosted Web application that allows libraries to build compelling 3D on-line libraries complete with a powerful set of tools, in an environment that allows them to publish a book in minutes. Building on the award-winning previous versions of Turning the Pages, the Toolkit offers a cost-effective and easy to implement solution for any library or museum.

Booth 51

Cuadra Associates, Inc.

<http://www.cuadra.com>

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Director of Marketing

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Cuadra's STAR knowledge management solutions have been serving museums, archives, and historical societies since 1982. STAR/Museums, Cuadra's full-featured collections management system, provides the tools that both small and large institutions need to manage their collections. It is affordable, customizable, easy to use, and includes a fast, precise browser-based public access catalog. STAR/Museums can be used alone or with Cuadra's solutions for archival, library, records, and thesaurus management. One system to manage them all. All Cuadra solutions, including STAR/Museums, are available on Cuadra's ASP Service.

Exhibits

Booth 31

Booth 41

eduweb

<http://www.eduweb.com>

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eduweb develops innovative on-line learning activities about art, science, history, and technology that hit the sweet spot where learning theory, Web technology, and fun meet. We seek to engage the many ways that people learn about the world through thoughtful application of learning theory, best practices, and frequent evaluation. Our clients include the Brooklyn Museum, Colonial Williamsburg, Museum of Science and Industry, Shedd Aquarium, and many other educational organizations. Our projects have won numerous awards including three Best of the Web awards from Museums and the Web and ten MUSE awards from the American Association of Museums.

Hot Studio

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Hot Studio is an award-winning people-centered design studio founded in 1997 and based in San Francisco. We provide visual design, information architecture, and integrated strategy services with a reputation for high-quality, clear communication and creative collaboration. The firm's human-centered focus has resulted in intelligent and thought-provoking work for a wide variety of clients such as SFMOMA, Gap Inc., Charles Schwab, LeapFrog, and Architecture for Humanity. We make the complex beautifully clear.

Hot Studio is sponsoring the ice-cream break at MW2007.

Booths 10 and 11

Booth 34

Gallery Systems

<http://www.gallerysystems.com>

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Gallery Systems delivers powerful collection management and Web publishing solutions to museums, universities, government agencies and corporate collectors worldwide. Our clients use TMS to manage diverse collections and activities, while eMuseum guides visitors through a virtual tour of their collections.

After 25 years, Gallery Systems remains dedicated to improving the way institutions organize and share collections with their communities. We serve many of the world's finest museums, including the Smithsonian, the Guggenheim, Australian National Maritime Museum, and The National Gallery, London.

Gallery Systems is sponsoring the Welcome Reception at MW2007.

Idéeclic

<http://www.ideeclic.com>

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Interactive and discovery Web and Multimedia services for Heritage and Education tailored for museums and cultural institutions. Idéeclic was founded on museums' base practices such as in exhibition, public and educational programs development. Since 1995, Idéeclic has worked with over 50 museums, libraries, archives and universities to develop edutainment activities, games, virtual exhibitions, on-line databases and search engines, personalization and collaboration tools. Idéeclic is a world class leader in creative on-line design for heritage and youth. It has designed for all types of audiences and for different learning styles. All of Idéeclic's creative work is done with accessibility standards in mind.



Coffee in Exhibit Hall All Day

Exhibits

Booth 55

Booth 61

KE Software

<http://www.kesoftware.com>

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KE EMu is used by Cultural History, Natural History and Art Museums around the world. KE Software drives our business from museum professionals and global museum standards. KE Software has built its reputation on successful implementations and happy clients. At KE Software we pride ourselves on our first class service during implementation, our comprehensive training and of course our unparalleled support. KE EMu is designed to be very flexible, simple and user friendly. EMu has extensive multimedia functionality and comes fully integrated with the Web. EMu clients include Smithsonian's National Museum of Natural History and National Museum of the American Indian, Indianapolis Museum of Art, Canadian Museum of Civilization, New York Botanical Gardens and many more.

Booth 34

LearningTimes

<http://www.learningtimes.net>

LearningTimes is the leading producer of online communities and online conferences for professionals in museums, libraries and educational institutions. LearningTimes provides the training, platforms, applications and unmatched expertise to ensure success of thriving online communities that are home to professional development programs, peer networking, team collaboration, and special online events and seminars. Partners include educational and cultural institutions, non-profit organizations, associations and membership groups. The LearningTimes Network (LTN) is a coalition of well over 100 vibrant, online learning communities. Produced by LearningTimes, each community features a wide array of communication and collaboration options for its members. The LearningTimes Network serves over 200,000 members and is rapidly growing. Our production and community services include: live web event, online conference, and podcast production, and meaningful and successful Web 2.0 strategies.

E-mail and Speaker Prep

8:30 pm – 6:00 pm
Mayfair



Luna Imaging Inc.

<http://www.luna-imaging.com>

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Luna Imaging is an industry-recognized leader in software and services for visual collections. Luna enables institutions to build and distribute high-quality visual collections in digital form and provides sophisticated software to manage, access, and use image collections over the Internet. Luna's insight® software is an enterprise solution for accessing and managing digital content. Unique to Insight is the combination of a rich toolset for searching, retrieving, and display of images and multimedia, as well as associated data records. The Luna name is synonymous with building high quality digital resources. Our professional practices for image fidelity and consistency have become the standard for digitization within the cultural heritage community. Luna's production process includes services beyond the scope of typical scanning vendors, creating lasting digital archives.

Booth 21

Mediatrope

<http://www.mediatrope.com>

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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 on-line, manage e-mail 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.

Exhibits

Melia Technologies

<http://www.nimbussoftware.com>

Jason Brewster

President

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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 7th 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 60

Night Kitchen Interactive is a Philadelphia-based interactive design studio that specializes in on-line learning, interactive exhibits, and marketing communications. Since 1997, we have applied our passion for interactive storytelling and participatory education to create solutions that connect organizations with their audiences. Our clients include The Smithsonian Institution, The National Constitution Center, The Institute for Learning Innovation, and more.

Booth 12

OCLC

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Booth 52

Mutualart.com

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Launching in September, Mutualart.com will be a new Web resource for the cultural community; offering personalized art-related news, events and exhibition content from sources worldwide. Subscribers may access the site via an affiliated organization or corporate partner. Participating museums may offer access to mutualart.com as a membership benefit and may add their own news, events and programming information to the content stream. Each museum will be provided a profile page in the museum directory, linking back to their Web site. Mutualart.com offers a unique opportunity for museums to collaboratively engage their current members, increase visibility and broaden their audience on-line.

Booth 13

Pachyderm 2.0

<http://www.pachyderm.org/>

Peter Samis

San Francisco Museum of Modern Art

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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 for Windows, Linux, and OS X servers, are freely available for download from SourceForge.

Booth 43

Second Story

<http://www.secondstory.com>

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Creative Director

Second Story

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Second Story crafts media experiences that fuel wonder. Since 1994 the Portland-based interactive studio has created over 150 award-winning media projects for many of the world's greatest

Booth 22

Night Kitchen Interactive

<http://www.whatscookin.com>

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Booth 25

museums and cultural institutions. Installations include interactive environments, tables for group interaction, innovative kiosks, motion graphics and 3D visualization. The studio's Web work includes on-line exhibitions, rich-media narratives, immersive navigable 3D environments/recreations and dynamic on-line collections with powerful content management tools that empower audience contribution.

Booth 32

Sourcelab

<http://sourcelab.us>

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At Sourcelab we create media rich Web sites, interpretive exhibits and broadcast design. Our team provides complete project development including content planning, technical engineering, graphic and experience design. We focus on topics that enhance our cultural heritage and aim to educate. We work with our clients to deliver projects that engage and inspire the imagination of their audience. We believe that there is always a solution to successfully present complex stories and sets of information through good information architecture and graphic design. Sourcelab is based in New York and San Francisco.

Booth 53

Steve: The Art Museum Social Tagging Project

<http://steve.museum>

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Steve is a collaborative project for investigating the potential of user-generated descriptions to improve access to museum collections and encourage engagement with cultural content. An IMLS National Leadership Grant supports our study of social tagging. The project participants have built an Open Source tagging tool (steve tagger); launched a Web site for sharing project activities; and formed a community of colleagues interested in thinking about social tagging. Project participants will be present to demonstrate the tagger tool; answer your questions about installing and deploying steve; and discuss our research agenda for 2007.

Terra Incognita

<http://www.terraincognita.com>

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Terra Incognita is an interpretive design studio that produces award-winning interactive educational experiences and projects that tell compelling stories. Since 1995, we have worked with clients across the country including the J. Paul Getty Museum, the Smithsonian, the Library of Congress, and National Geographic. During that time, our work has been named "Best On-line Exhibition" three times, more than any other single studio. We have extensive experience meeting the specialized needs of museum content and can be trusted to create projects that are both engaging and educational. At Terra Incognita, we don't just design kiosks and Web sites. We lead explorations of the human experience.

Booth 64

The Internet Archive

<http://archive.org>

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The Internet Archive is a 501(c)(3) non-profit that was founded to build an Internet library, with the purpose of offering permanent access for researchers, historians, and scholars to historical collections that exist in digital format. Founded in 1996 and located in the Presidio of San Francisco, the Archive has been receiving data donations from Alexa Internet and others. In late 1999, the organization started to grow to include more well rounded collections. Now the Internet Archive includes texts, audio, moving images, and software as well as archived Web pages in our collections. The Internet Archive strives to provide universal access to all knowledge. In addition to developing our own collections, we are working to promote the formation of other Internet libraries in the United States and elsewhere.

Exhibits

Wednesday April 11, 2007

		Vodcasting, SFMOMA, Minna St Entrance, 12:45 pm for lunch	
Registration – Georgian Room		Real Science, Yorkshire Room	
8:00 am	Registration – Georgian Room		
9:00 am	Learning Interactives, Elizabethan A	Video Content Kent Room	
9:30 am		Podcasting Oxford Room	
10:00 am		Blogging Victorian Room	
10:30 am		Usability Hampton Room	
11:00 am		Mashups Elizabethan D	
11:30 am		Planning Social Computing Elizabethan C	
12:00 pm		Content Management Elizabethan B	
12:30 pm	Lunch – Colonial Ballroom		
1:00 pm			
1:30 pm	Learning Interactives Elizabethan A	Remixing Education Oxford Room	
2:00 pm		RSS & News Kent Room	
2:30 pm		Managing Web Teams Victorian Room	
3:00 pm		Usability Hampton Room	
3:30 pm		Web 2.0 Architecture Elizabethan D	
4:00 pm		Second Life Elizabethan C	
4:30 pm		Content Management Elizabethan B	
5:00 pm	Registration – Georgian Room Walk to SFMOMA, 151 Third St.		
5:30 pm - 7:30 pm	Welcome Reception San Francisco Museum of Modern Art		

Thursday, April 12, 2007

7:30 am	Registration – Italian Room					
8:00 am	Registration – Italian Room	E-mail and Speaker Prep – Mayfair Room	Coffee – Italian Room			
8:30 am			Opening Plenary Grand Ballroom			
9:00 am						
9:30 am			Coffee Break – Italian Room			
10:15 am			Users Tower A/B	Web 2.0 Grand Ballroom	Enhanced Galleries Colonial	
11:00 am						
11:30 am			Lunch On Your Own			
12:00 pm						
12:30 pm			Alternate Realities Tower A/B		Art Education Grand Ballroom	Contributed Content Colonial
1:00 pm						
1:30 pm			Coffee Break – Italian Room			
2:00 pm						
2:30 pm			Open Architecture & Systems Tower A/B	Redesign Grand Ballroom	Tagging & Terms Colonial	
3:00 pm						
3:30 pm			Coffee Break – Italian Room			
4:00 pm		Student Research Forum Tower A/B				
4:30 pm						
5:00 pm	Exhibitors Reception – California East/West Ballrooms					
5:30 pm - 8:00 pm						
8:30 pm						
10:00 pm						

Friday April 13 2007

Registration – Italian Room								7:30 am			
Registration – Italian Room	Birds-of-a-Feather Breakfast – Grand Ballroom							8:00 9:30 am			
	E-mail and Speaker Prep – Mayfair Room	Exhibit Hall – California A/B	IMLS Tower A/B	Accessibility Elizabethan A	Instant Multimedia Elizabethan D			Usability Lab Elizabethan B/C	Crit Room 1 Georgian	9:30 am	
						Search/Annotate Olympic				10:00 am	
			Coffee in Exhibit Hall							10:30 am	
			Radical Trust Tower A/B	Images Elizabethan A	Indigenous Elizabethan D			Design World Olympic		11:00 am	
										11:30 am	
			Lunch on your own							12:00 pm	
			Narrative Tower A/B	JPEG 2000 Elizabethan A	Web Services Elizabethan D					12:30 pm	
									1:00 pm		
							Wikis Olympic			1:30 pm	
			@ Whitney Tower A/B	Share Art Elizabethan A	Digital Rev. Elizabethan D			Usability Lab Elizabethan B/C	Crit Room 2 Georgian	2:00 pm	
						Your Audience Olympic				2:30 pm	
										3:00 pm	
			School Tower A/B	Imagining Elizabethan A	Native Am. Elizabethan D				My Evidence Georgian	3:30 pm	
						Ice Cream Break – Exhibit Hall					4:00 pm
											4:30 pm
			Best of the Web Awards – Grand Ballroom								5:00 – 6:30 pm
Buses run in a continuous shuttle		Buses to Exploratorium						6:30 pm			
		Conference Reception The Exploratorium – Palace of Fine Arts						7:00 pm – 10:00 pm			
		Buses Return to Westin St. Francis via the Omni San Francisco						10:00 pm			

Saturday April 14 2007

Registration – Italian Room	E-mail and Speaker Prep – Mayfair Room	Demonstrations 1 California East/West			8:00 am – 9:30 am	
		Demonstrations 2 California East/West			9:30 am - 11:00 am	
		Evaluation I Tower A/B	Bookmarking Colonial	Cell Phones Grand Ballroom	11:00 am	
					11:30 am	
					12:00 pm	
		Instant Multimedia: results Tower A/B (12:45-1:45)	Lunch On Your Own		12:30 pm	
					1:00 pm	
					1:30 pm	
		Evaluation II Tower A/B	Small Museums Colonial	Content Management Grand Ballroom	2:00 pm	
					2:30 pm	
					3:00 pm	
		Cookie Break – Italian Room				3:30 pm
		Closing Plenary – Grand Ballroom				4:00 pm
						5:00 pm
Buses run in a continuous shuttle	Buses to de Young Museum – Golden Gate Park			6:00 pm		
	Closing Reception de Young Museum, Fine Arts Museums of San Francisco – Golden Gate Park			6:30 pm - 8:00 pm		
	Buses Return to Westin St. Francis and the Omni San Francisco			8:30 pm		

Booth 23

Booth 54

The Virtual Experience Company

<http://www.virtualexperience.co.uk>

Mike Gogan

Director

The Virtual Experience Company

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The Virtual Experience Company is one of the leading creators of virtual reality and 3D multimedia content in the Cultural Heritage sector. Since its inception in 1999, we have delivered inspiring virtual reality and multimedia interactives to some of the most iconic heritage sites in the UK and beyond. The company has recently been acquired by Blitz Games Ltd. Blitz is one of the leading players in the development of video games, with a team of almost 200 developers producing a range of state-of-the-art titles for consoles and PCs. As a result of this development, the Virtual Experience Company is now bringing the very latest in games technology to the Cultural Heritage sector. This opens up the opportunities for developing, for example, massively multiplayer experiences of heritage sites.

Think Design

<http://www.thinkdesign.com>

Ray Shah

Founder & Senior Consultant of Think Design

Think Design, Inc.

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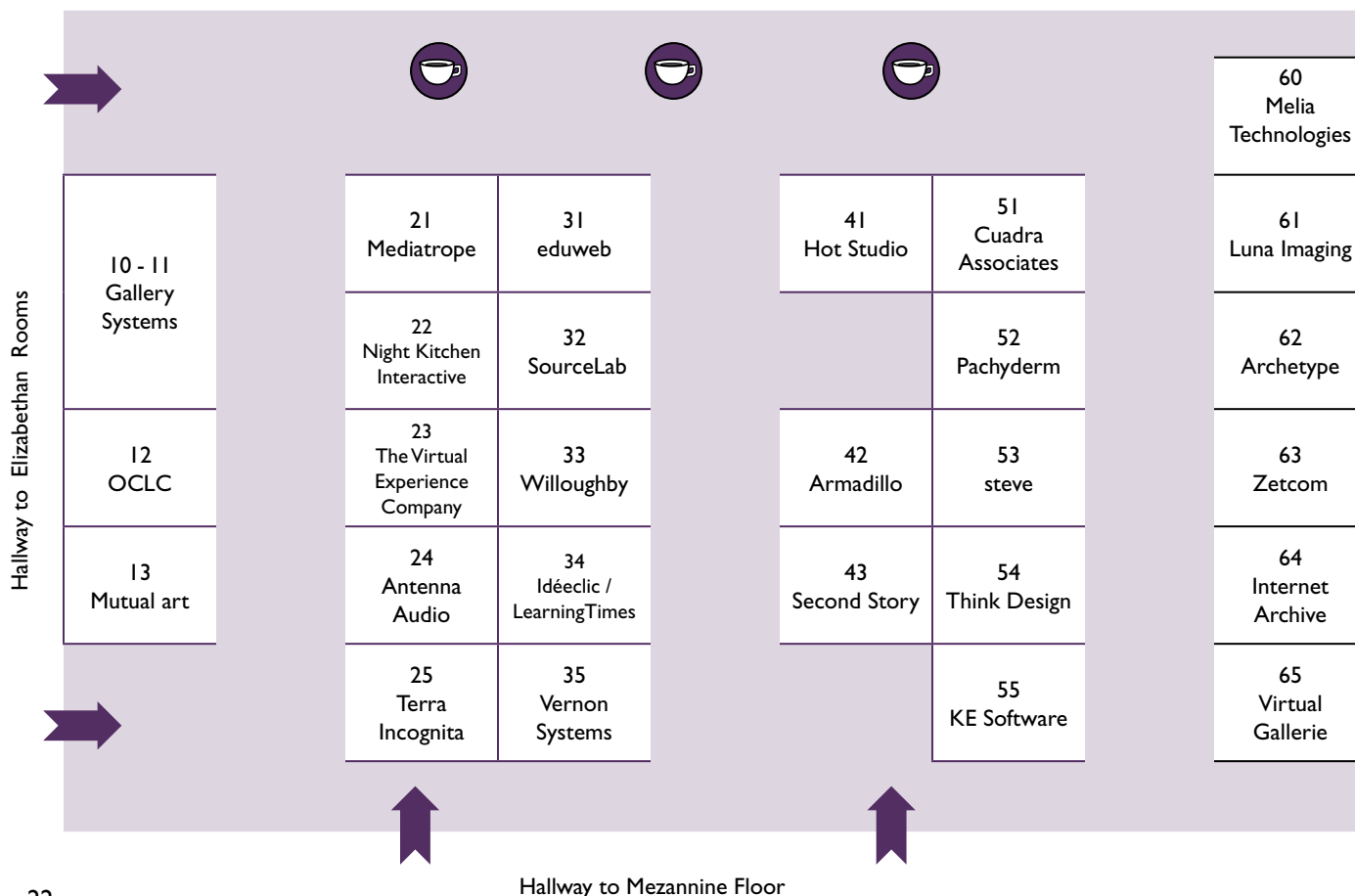
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Think Design, Inc., is a full-service Web design, application development and consulting company. We implement robust, flexible, extensible, and cost-effective solutions drawing on the depth of our experience working with many different service and business sectors, including non-profit, arts and cultural, education, retail, finance and medical. Active participants in the open-source community, we have adopted its cornerstone philosophy of sharing and disseminating knowledge to benefit all. Developing and utilizing open source products in our solutions can help to considerably lower costs and avoid vendor lock-in, underlining our commitment to put the client first. Our services include programming, Web development, usability assessment, interface design, database development and content management systems, flash games, animation, and Web hosting.

Exhibit Hall Map



Booth 35

Booth 33

Vernon Systems

<http://www.vernonsystems.com>

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Vernon Systems develop collections management systems used by hundreds of museums, galleries and archives professionals worldwide to manage a vast array of collections. Our products include:

- **Vernon CMS**, providing comprehensive collections management software with sophisticated options for the management of collection based activity such as conservation, loans and exhibitions.
- **Vernon Access**, a complete accessioning package for small museums, which includes the Accessioning Procedures Manual and a built-in Historical Classification Scheme.
- **Vernon Browser**, providing public access over the Internet/intranet with sophisticated search facilities and results views. Log-on facilities offer secure staff access to collections management information from offsite.

Booth 65

Virtual Gallerie, LLC (VG)

<http://www.virtualgallerie.com>

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Virtual Gallerie provides leading-edge 3D visualization software for exhibition space planning, on-line exhibition tours, sponsorship sales and curatorial education in the artistic communities. The company's specialized product lines empower exhibition and building planners to visualize their creations on-line in interactive 3D and share that vision with their peers and the public. VG fulfills its customers' needs by enhancing the curatorial and architectural design process, reducing exhibition planning costs and processes, improving the visualization of exhibits, and enabling cross-departmental collaboration. The Company's applications include VG Curator for exhibition planning and curatorial education and VG Walkthrough for on-line museum walkthroughs & fly-bys and potential sponsor and donor visualization tools.

Willoughby Associates

<http://www.willo.com>

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Willoughby Associates, Limited, has provided collections management, Web publishing, handheld inventory, and custom software applications to museums, archives, private collections, universities, and historical societies for almost 30 years. Our experienced Help Desk and development staffs are committed to the ongoing support and creation of innovative software that makes it possible for cultural heritage institutions to achieve their changing information goals. Whether you want to manage your digital assets, publish your collections over the Internet, catalogue archives, or record interpretive content, Willoughby provides easy-to-use, flexible software and professional expertise to make your technology projects successful.

Booth 63

Zetcom

<http://www.zetcom.ch>

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MuseumPlus is the complete collection management system designed for the multi-faceted tasks museums, collections, galleries and cultural institutions have to perform. In addition to the collection module MuseumPlus offers modules for exhibition and event management, address management as well as photo management and marketing. The Web client eMuseumPlus easily publishes multilingual collection information and data into custom-designed Web pages and makes your collection accessible around the clock. Next to a clear presentation of the collection, information about artists and coming exhibitions and events can be made available to virtual visitors. Like MuseumPlus, eMuseumPlus offers a modular structure. On your Web site you can display the following Web modules: Collection, Artist and Literature.

Exhibits

7:30 am – 5:00 pm
Italian Room

Registration



8:00 am – 9:30 am
Grand Ballroom

Birds-of-a-Feather 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.



Mini-Workshops, Professional Forums and other Interactions

9:30 am – 10:30 am
Accessibility
Elizabethan A



Accessibility 2.0: A holistic and user-centred approach to Web accessibility

Stephen Brown, De Montfort University and Brian Kelly, UKOLN, United Kingdom

In this Professional Forum the facilitators will review the limitations of the W3C WAI (Web Accessibility Initiative) guidelines approach to accessibility and describe a model for accessibility which emphasizes the importance of addressing user needs holistically rather than simply applying a checklist. The key aspect of the professional forum will be the engagement with the audience.

9:30 am – 10:30 am
Design
Elizabethan D

Instant Multimedia: A new challenge for cultural heritage

Nicoletta Di Blas and Paolo Paolini, Politecnico di Milano, Italy and Davide Bolchini, University of Lugano, Switzerland

We introduce a new kind of instant multimedia approach – QST, Quick Story-Telling – that consists of a very simple design, a well defined workflow and a robust, reliable engine. We have developed more than 10 applications using this technique for presenting our own projects as well as for cultural institutions (among which, the Syrian ministry for Tourism and Culture). The results will be reported at the end of the conference and the application will be available on-line, from the conference's Web-site.

9:30 am – 10:30 am
Funding
Tower A/B Salon



IMLS Funding for Technology

Dan Lukash, IMLS, Susan Rotilie, Walker Art Center and Treden Wagoner, The Minneapolis Institute of Arts, USA

The Institute of Museum and Library Services (IMLS) will present an informational session highlighting how IMLS grants can help meet the technology needs of the museum community. Representatives from a current grantee will provide first-hand information about developing, submitting, and implementing an IMLS-funded project. They will also discuss their project to significantly enhance the ArtsConnectED Web site.

10:00 am – 12:00 pm
and
2:00 pm – 4:00 pm
Theme: Evaluation
Elizabethan B/C

Usability Lab

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

Michael Twidale and Paul Marty will run a live Usability Lab. You'll be able to:

- observe simple, low-cost, high-speed user testing of museum Web sites in action;
- volunteer to participate as a user tester and discover some of the problems users have on unknown sites; and
- volunteer your site to be tested.

Each user test lasts about 30 minutes (including time for comments and questions) and people drift in and out of the session. Sites to be tested are not evaluated in advance and volunteer users are selected at random. Twidale and Marty will demonstrate a variety of testing techniques.

Interactions

Searching and Annotating Virtual Heritage Collections with Semantic-Web Techniques

Guus Schreiber et.al., Free University Amsterdam, The Netherlands

The main objective of this work, which is performed in the context of the Multimedia NE-Culture project, is to demonstrate how novel semantic-Web and presentation technologies can be deployed to provide better indexing and search support within large virtual collections of cultural-heritage resources. The architecture is fully based on open Web standards, in particular XML, SVG, RDF/OWL and SPARQL. The paper gives some details about the internals of the demonstrator.

10:00 am – 11:00 am

Search

Olympic

Radical Trust: The state of the museum blogosphere

Sebastian Chan, Powerhouse Museum, Australia and Jim Spadaccini, Ideum, USA

We'll report the findings of the first major survey of museum blog operators and their readers. How popular are museum blogs? How is popularity measured? Do these blogs operate from the inside or outside of museums? Who is their audience? What of RSS, aggregators, and link exchanges? Are there emerging commonalities in practice and usage that can be brought together to strengthen and expand the collective worth and impact of museum blogging?

11:00 am – 2:00 pm

Contributed

Content

Tower A/B Salon

Forum for Indigenous Culture Building and Preservation

Liddy Nevile, La Trobe University, and Sophie Lissonnet, Australia

We will consider the roles that can be played by museums, museologists, technologists and Indigenous cultural community members to support and rebuild cultural communities and to preserve Indigenous culture. The forum that is sought is one in which those with experiences from a range of perspectives can work together to find new, appropriate ways of working. In particular, the expertise of museum communities is sought in the hope that the depth of experience of professionals in this field can complement the emergent work of indigenous people in the preservation of their culture.

11:00 am – 12:00 pm

Indigenous

Elizabethan D



Museum Images On-line: Meeting the needs of teachers

David Green, Knowledge Culture, and Robert Lancefield, Wesleyan University, USA with guests

How can museums ensure that digital images from their collections are effectively distributed and used by educators? By means of a brief review of key research results and innovative examples of connecting high-quality images with educators' needs, this session sets the stage for an open discussion of the options for creating a more robust, Web-based infrastructure for resource delivery.

11:00 am – 12:00 pm

Users

Elizabethan A

Crit Room – I

Jennifer Trant, Archives & Museum Informatics, chair

Panelists: Dana Mitroff, San Francisco Museum of Modern Art, USA and Mike Ellis, The Science Museum, London, UK

Sites featured are:

- Informal Science – <http://InformalScience.org>
- Te Ara, The Encyclopedia of New Zealand – <http://www.teara.govt.nz>
- African Free School – <https://www.nyhistory.org/web/afs/>

11:00 am – 12:30 pm

Design

Georgian

DesignWorlds for Learning's Museum Learning Collaboratories

Ted Kahn, DesignWorlds for Learning, Inc., USA

A growing gap exists between the vast wealth of museum and other informal science Web learning resources and teachers' use of them. The Bay Area Science Museum and Education Collaboratory has been designed to help bridge this gap. We will explore the potential for expanding this Web-based regional museum education and teacher professional development collaborative model.

11:30 am – 12:30 pm

Education

Olympic Room

Take a Break

Lunch on your own

12:30 pm – 1:30 pm

Design

Tower A/B Salon

Strategies for the Interactive Narrative

Josh Goldblum, Blue Cadet Interactive, Adele O'Dowd and Traci Sym, United States Holocaust Memorial Museum, USA

The Web offers many opportunities for telling complex narratives in a novel, engaging and interactive format. We will present both the technical and narrative challenges in telling a complex story on the Web and show how these challenges can be met in *Ripples of Genocide, After the Holocaust* and *Yearbook 2006*.

12:30 pm – 1:30 pm

Technology

Elizabethan A

JPEG2000 Implementation at Library and Archives Canada

Pierre Desrochers and Marc C. Houle, Library and Archives Canada, Canada

We will discuss the initiation, planning and implementation of the pilot project for JPEG 2000 at Library and Archives Canada. What are the risks assumed with implementing JPEG2000 in a cultural institution? What are the significant advantages of using this image compression standard for the Web? How cost-effective and relevant is JPEG2000 to museums?

12:30 pm – 1:30 pm

Technology

Elizabethan D

Web Services: Accessing the collections

Sarah Winmill, Victoria & Albert Museum, United Kingdom

While the standardization of datasets is exceedingly useful from the viewpoint of comprehensibility and technical accessibility for internally developed applications, there is an additional external benefit. Placing such services on the Web, empowers independent third parties to use the live data in their own applications, presenting them in their own way. This is key factor behind the power of Web Services as an enabling technology of Web 2.0.

1:00 pm – 2:00 pm

Contributed

Content

Olympic Room



Museum Documentation and Wikipedia.de: Possibilities, opportunities and advantages for scholars and museums

Thomas Tunsch, Staatliche Museen zu Berlin, Germany

The importance of Wikipedia for the documentation and promotion of museum holdings is gaining acceptance, and the number of references to articles is growing. However, the museum world still has not engaged much with the Wikipedia project as a collaborative community and has failed to exploit its intentions, structures, and special features.

Crit Room – 2

1:30 pm – 3:00 pm

Design

Georgian

Jennifer Trant, Archives & Museum Informatics, chair

Panelists: Bruce Wyman, Denver Art Museum, USA

Norm Lownds, 4-H Children's Garden, Michigan State University, USA

Sites featured include:

- Cleveland Museum of Natural History – <http://www.cmnh.org>
- Port Townsend Marine Science Center – <http://www.ptmsc.org>
- University of Pennsylvania Museum of Archaeology and Anthropology – <http://www.museum.upenn.edu>

Starting a Digital Revolution

2:00 pm – 3:00 pm

Management

Elizabethan D

Dan Dark, Daniel Incandela, and Meg Liffick, Indianapolis Museum of Art, USA

While there is little doubt that digital media has the power to transform institutions, for many museum professionals, the practical use of these emerging technologies remains elusive. There are many barriers keeping museums (both large and small) from venturing to this exciting new frontier. So how can museum professionals overcome these barriers and help their museums stay up to speed? How can an advocate of technology effect institutional change?

Creating Communities by Sharing Contemporary Art*Adam Simon, Fine Art Adoption Network USA*

The Fine Art Adoption Network (FAAN) is a Web-based art project with user-generated content that creatively builds a community and provides on-going engagement with living artists. Artists in the network bestow an artwork on the individual whom they deem makes the best case for collecting it. FANN functions as a Web posting board for artwork that is up for adoption, and as a discussion platform for artists and its prospect collectors.

2:00 pm – 3:00 pm
Contributed
Content
Elizabethan A

Usability Lab

See description at 10:00 am -12:00 pm

2:00 pm – 4:00 pm
Evaluation
Elizabethan B/C

Learning@Whitney:Developing a useful teaching tool*Melanie Adsit, Dina Helal, and, Jane Royal, Whitney Museum of American Art, and Chuck Barger, Interactive Knowledge, Inc., USA*

This mini-workshop will examine the development and integration of the Collect Art tool into the larger Learning@Whitney site design from a practical, pedagogical, and technical perspective. In addition to theoretical perspectives, examples of how teachers have successfully integrated their collections into specific classroom lessons and activities will be shown.

2:00 pm – 3:00 pm
Design
Tower A/B Salon

We Are Your Audience*Rachel Horwitz and Cathy Intemann, McKinley Middle School, USA*

We propose to demonstrate how teachers evaluate and use museum Web sites in the classroom. Museums have the objects that pertain to the subjects that teachers teach. A good, interactive museum Web site can provide teachers with dynamic material that hooks students in ways that textbooks cannot.

2:30 pm – 3:30 pm
Users
Olympic Room

My Evidence:Who's the authority here?*Valerie Knight-Williams, Knight-Williams Research Communications and David Beck, Lowell Robinson and Pearl Tesler, Exploratorium, USA*

My Evidence is an on-line application developed for the Evidence project intended to help on-line users to better understand their own belief systems and processes of knowledge construction, as well as those of their peers. The purpose of this mini-workshop is to take a closer look at how the Exploratorium developed this on-line application from its conceptual inception to its technical deployment. We will focus on on-line learning using Web 2.0 applications and the various pitfalls that accompany this lofty goal.

3:30 pm – 4:30 pm
Contributed
Content
Georgian

School ofTech: Educating experts in cultural heritage multimedia*Shelley Mannion, University of Lugano, Switzerland and Claudia Schallert, University of Vienna, Austria*

Cultural heritage multimedia is a young domain. Despite the absence of established paradigms, a number of academic institutions are developing programs in this area. At this critical juncture, when skills and processes are being codified for the first time in academic curricula, the input of professional practitioners is needed. Contribute ideas in this forum.

3:30 pm – 4:30 pm
Education
Tower A/B Salon

**Imagining the Internet: How Inexpensive Microprocessors, Cell Phones, and Solid State Servers can Interact with the Physical World***Michael Edson, Smithsonian American Art Museum, USA*

Students at Carnegie Mellon University put their departmental Coke machine on the Internet in the 1970's so they could tell when the machine was full and how cold the cans were without leaving their desks; LG makes an Internet enabled washing machine; and the Zipcar car-sharing service can monitor its fleet and even unlock a car's doors over the Web. How does this all work? And what are the implications for museums?

3:30 pm – 4:30 pm
Technology
Elizabethan A

3:30 pm – 4:30 pm
Users
Elizabethan D

Ntsayka Ikanum: A Native American approach to the on-line experience

George Ross and Paul Williams, ISITE Design, and Lindy Trolan and Leslie Riggs, Confederated Tribes of Grand Ronde, USA

The Confederated Tribes of Grand Ronde in Oregon put conventional wisdom aside and transformed a planned physical museum into an expansive on-line virtual museum called "Our Story." We will lead an interactive presentation of the process of creating the virtual museum, key decisions and strategies and the pros and cons of preceding a physical museum with an on-line exhibition.

4:00 pm – 4:30 pm
California East/West

Ice Cream Break in the Exhibit Hall

Sponsored by Hot Studio



Best of the Web Awards Ceremony

Chair: Jennifer Trant, Archives & Museum Informatics, Canada

5:00 pm – 6:30 pm
Grand Ballroom

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

- On-line Exhibition
- E-Services or E-Commerce
- Innovative or Experimental Application
- Museum Professional's Site
- Research Site
- Education
- Best Overall Museum Site

Best of the Web Judges Present

Pat Barbanell, Schenectady City Schools, USA
Ana Carr, University of Guadalajara, Mexico
Ericka Chemko, Inuit Heritage Trust Inc., Canada
Cynthia Copeland, New-York Historical Society, USA
Jim Devine, Hunterian Museum and Art Gallery, University of Glasgow, Scotland
Ian Edelman, Hampshire County Council, United Kingdom
Michael Edson, Smithsonian American Art Museum, USA
Karen Elinich, Franklin Institute, USA
Zorana Ercegovic, Marlborough School, USA
David Greenfield, Pepperdine University, USA
Kate Haley Goldman, Institute for Learning Innovation, USA

Katherine Burton Jones, Harvard University, USA
Brad Larson, Brad Larson Media, Inc., USA
Jonathan Lathigee, Art Gallery of Greater Victoria, Canada
Norm Lownds, Michigan State University, USA
Marjo Mäenpää, University of Art and Design, Helsinki, Finland
Susannah McGowan, Georgetown University, USA
Jon Pratty, 24 Hour Museum, United Kingdom
Craig Rosa, KQED Public Radio, TV and Interactive, USA
Osamu Takahashi, The Metropolitan Museum of Art, USA
Bruce Wyman, Denver Art Museum, USA
Thanks to the full committee, listed on the Web site.

7:00 pm – 10:00 pm
Palace of Fine Arts

Conference Reception and Buffet Dinner The Exploratorium

Buses leave the Post Street
Exit of the Westin
St. Francis from 6:30 pm.

Enjoy passed hors d'oeuvres and buffet stations featuring a wide variety of San Francisco cuisine.

Last buses to the Westin
St. Francis and Omni
at 10:30 pm

Interact with other delegates and The Exploratorium's exhibits, as we have the floor to ourselves all evening, and many animators will be on-hand to talk about the exhibits, how they were made and how they are used.

Tickets required.

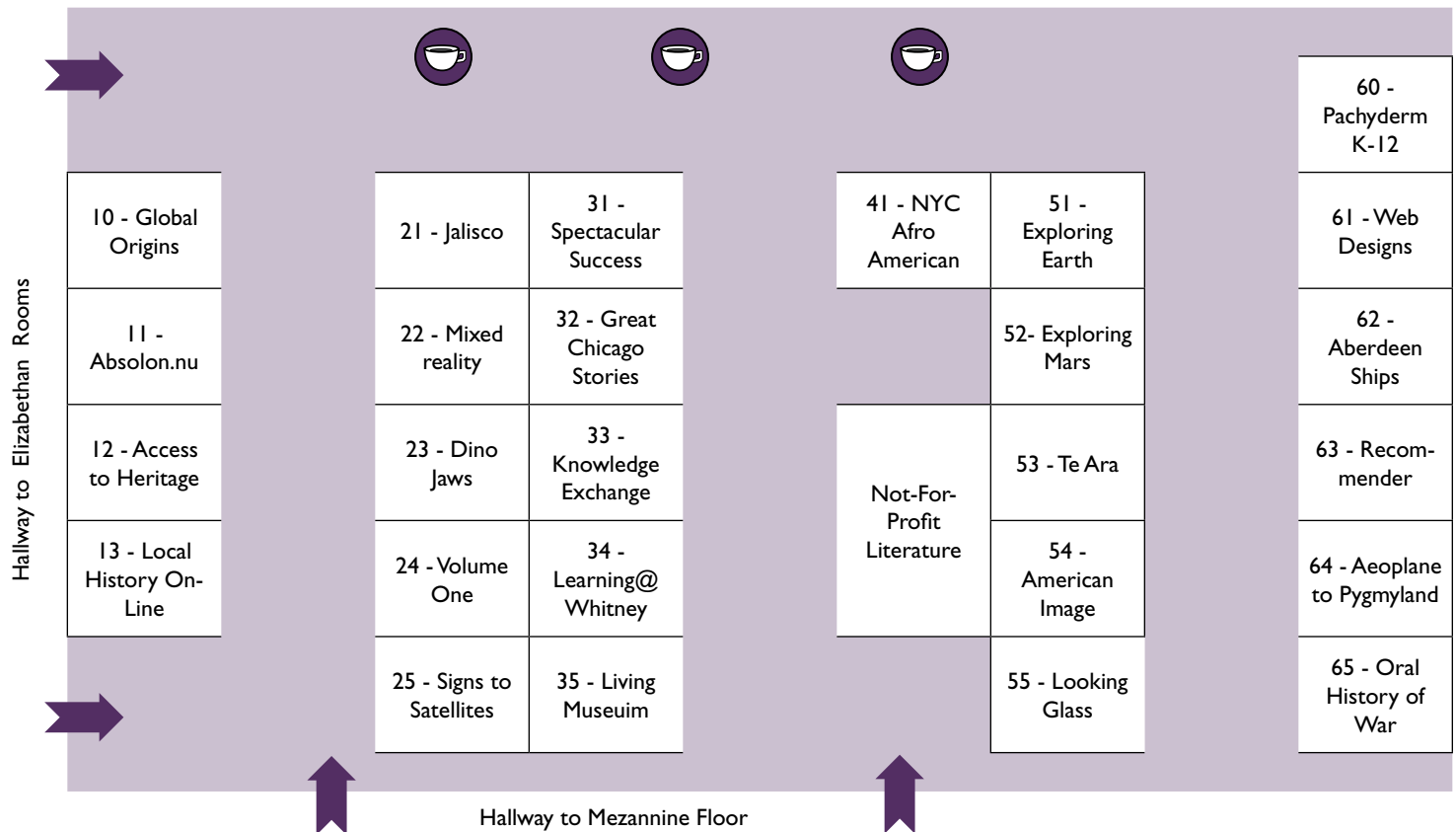


Conference Reception

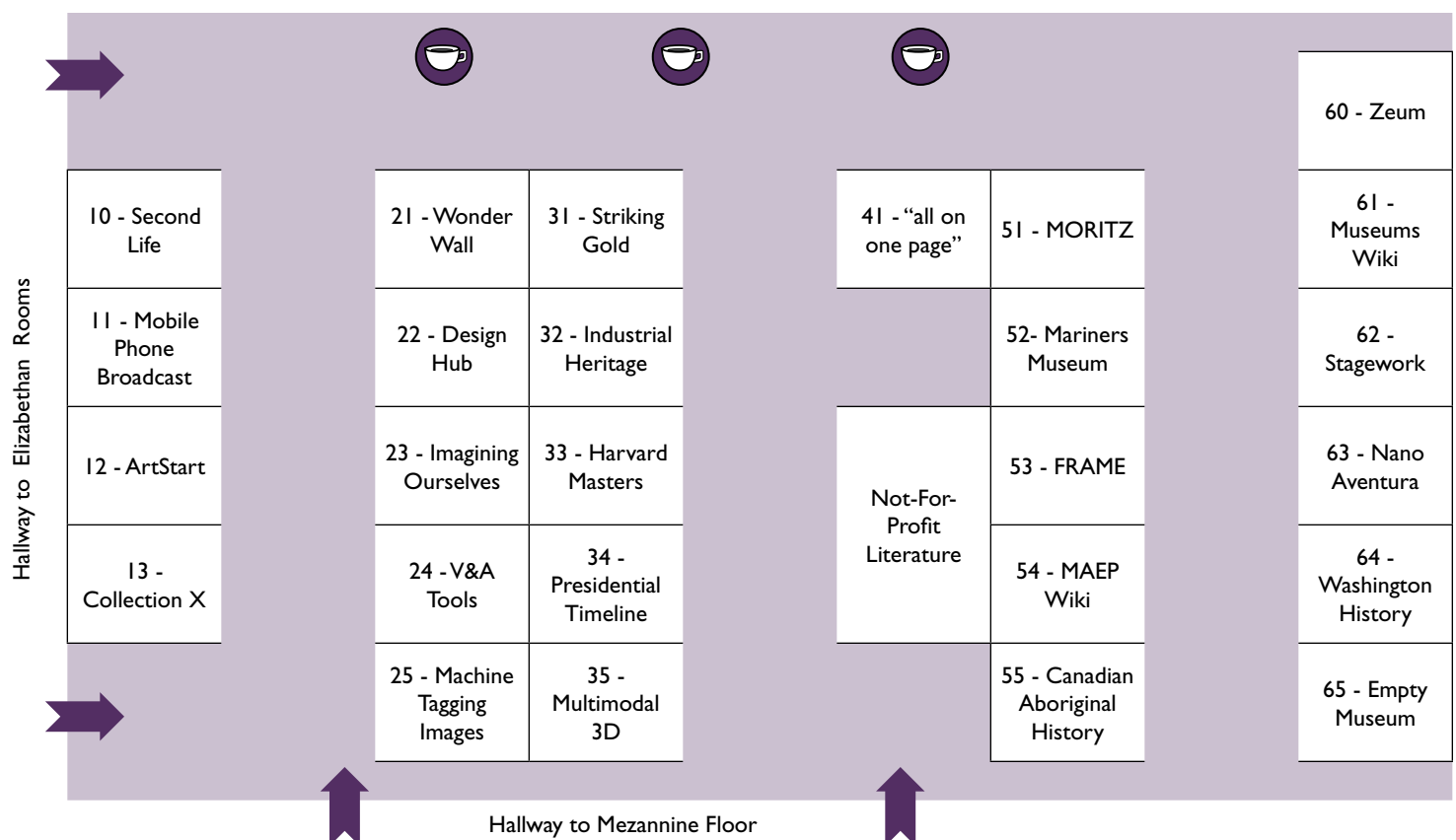
Exploratorium
Friday, April 13, 2007
7:00 pm – 10:00 pm

ticket required for entrance

Demonstration I: 8:00 am - 9:30 am California East / West



Demonstration 2: 9:30 am - 11:00 am California East / West



Demonstrations – I

8:00 am – 9:30 am
California East/West

Global Origins: A Tool for Connecting Museum Objects to Geography

Rob Stein and Charles Moad, Indianapolis Museum of Art, USA

Mashups using maps are a popular way to look at information from housing to police reports and on-line dating. Can we use them with museum objects?

Booth 10

Absalon.nu – an interactive history of Copenhagen on the net

Johan Møhlenfeldt Jensen, Museum of Copenhagen, Denmark

absalon.nu has examined how existing data can be mined to create the core of a Web site for the general public.

Booth 11

Access to Heritage Resources using What, Where, When, and Who

Michael Buckland, University of California, Berkeley, USA

Learning, if it is to be more than memorizing, requires an understanding of context. A networked environment greatly increases the range and variety of accessible resources.

Booth 12

Making Local History Relevant On-line

Melissa Johnson and Kristin McCaman, History San Jose and Kristin Long, MIGHTYminnow, USA

See three online exhibits “Dairy Hill”, “Label Legacy”, and “Del Monte”, as well as our local history resource “Neighborhoods”.

Booth 13

An Overview of the Natural Protected Areas in Jalisco

Ana Carr, University of Guadalajara, Mexico

The site is curricula-based designed for elementary school children grades 5 and 6 and for the general public, organized into themes relevant to biology, ecology, wildlife and culture.

Booth 21

Mixed Reality Technology at a Natural History Museum

Tomotsugu Kondo, National Institute of Multimedia Education, Japan

We are experimenting with mixed reality technology in a museum to enhance visitors' experience in looking at the exhibits.

Booth 22

Dino Jaws and the Virtuous Circle

John Benfield and Jonathan Griffiths, The Natural History Museum, United Kingdom

Booth 23

By seamlessly linking a gallery visit with an extended experience on-line, Dino Jaws Web site allows visitors to join a virtual ‘Dino Club’ where they can continue their in-gallery exploration.

Booth 24

Taking a museum experience to your real world with the VOLUMEONE

Junko Iwabuchi, Keio University, Japan

We created a video content distribution platform that is easy for an administrator to manage and is graphically attractive to an audience.

Booth 25

From Signs to Satellites

Eddy Dawson, Red Butte Botanic Garden, USA

We developed a hand-held interpretation system that provides a window into our collections data, delivers stories about our living museum objects, and is a GIS powered navigation system.

Booth 31

Spectacular Success of Web-based, Interactive Learning

Ingrid Beazley, Dulwich Picture Gallery, United Kingdom

Dulwich Picture Gallery has been using PDAs linked to the Web as an interactive learning device for schools. The saved responses are used for review and extension, for portfolios and exam work.

Booth 32

Great Chicago Stories

Heidi Moisan, Chicago History Museum, USA

In Great Chicago Stories, area educators selected topics, wrote unit plans, and tested the narratives and the on-line interactive with their students.

Booth 33

Knowledge Exchange: promoting community engagement

Wendy A. Thomas, Canadian Heritage Information Network (CHIN), Canada

The KX enables museum professionals to adjust and develop their learning skills using a variety of collaborative tools.

Booth 34

Learning@Whitney: A resource for teachers, kids, and teens

Dina Helal, Whitney Museum of American Art, USA

Site visitors can view an on-line gallery or go to Collect Art, and create their own collections of Whitney images, add text and sound, and share their collections with teachers, students, family, or friends.

Demonstrations

Booth 35

Living Museum: Middle School Students Create Their Own Exhibitions

Allison Farber, Museum of Jewish Heritage and Ray Shah, Think Design, Inc., USA

As part of the Living Museum, students collaborate with their classmates, teachers, and families to build their own on-line museums using family artifacts.

Booth 41

Sites from New York City's African American history

Vivian Ducat, Columbia University, USA

Two Web sites launched since MW2006 address often-overlooked stories in New York's African American history.

Booth 51 & 52

Exploring Earth and Mars

Daniel Barstow, TERC and James Harold, Space Science Institute, USA

See "Virtual globe" systems combined with high resolution topographic and image data sets. Or see 'Windows on Earth' – an engaging interactive experience, exploring Earth from space.

Booth 53

Te Ara – The Encyclopedia of New Zealand

Shirley Williams, Te Ara – The Encyclopedia of New Zealand, New Zealand

'Te ara' in Maori means 'the pathway'. Te Ara – The Encyclopedia of New Zealand offers many pathways to understanding New Zealand's peoples, natural environment, history, culture, economy, institutions and society.

Booth 54

The American Image: The Photographs of John Collier Jr.

Catherine Baudoin, Maxwell Museum of Anthropology, Beth Maloney, University of New Mexico, and Jim Spadaccini, Ideum, USA

Activities offered on the Web site guide users through an in-depth examination of visual media.

Booth 55

Through the Looking Glass: Representing Cultural Heritage On-line

Melissa Carrillo, Smithsonian Institution, USA

Smithsonian museums will collaborate in merging their Latino digital assets "collections" to one main repository that will be hosted by the Center's virtual museum interface, in either Second Life or Active Worlds virtual environment.

Coffee in the Demonstrations

8:30 am – 10:00 am

Using PACHYDERM to Design an Educational Web Resource for K-12 Teachers and Students

Jacqueline Copeland, Walters Art Museum and Scott Sayre, Sandbox Studios, USA

See the site design, the advantages of using Pachyderm, and some of the challenges faced when we created Using Integrating the Arts: Mummies, Manuscripts and Madonnas.

Booth 61

Web Designs for Interactive Learning

Rick Bonney, Cornell Lab of Ornithology, USA

Our site is a source of information and a forum for educators who are designing, developing, and evaluating interactive Web sites.

Booth 62

Aberdeen Built Ships

Meredith Greiling, Aberdeen Maritime Museum, United Kingdom

The Aberdeen Built Ships Web site provides an easily searchable list of all the ships built in the city, as well as information on the career and fate of many of the vessels.

Booth 63

An On-line Recommender System Based on Semantic Web Technology

Lora Aroyo, Free University Amsterdam, The Netherlands

We performed a user study that shows our interactive recommender helps novice users find their way in the museum collection and select categories and topics of interest from the otherwise confusing museum catalogue classification.

Booth 64

By Aeroplane to Pygmyland: Repatriating and Interpreting Multiple Voices, Sources and Media from a Historic New Guinea Expedition

Paul Michael Taylor, Smithsonian Institution, USA

This is the inaugural work of a new peer-reviewed Web-based series of critical editions, entitled "Smithsonian Libraries Digital Editions: Sources and Critical Interpretations."

Booth 65

Oral Histories of the First World War and Faces of War (Second World War)

David Hendricks, Library and Archives Canada, Canada

Historical audio is a useful tool as it provides an accessible record of past events.



Demonstrations

Demonstrations – 2

9:30 am - 11:00 am

Location: California East/West

Booth 10

Exploratorium Informal Science Education in Second Life

Rob Rothfarb and Paul Doherty, Exploratorium, USA

In mixed-reality events, visitors can watch a solar eclipse while sitting next to someone on the other side of the earth. What does this mean for museums interested in creating their own virtual environments?

Booth 11

From a Distance: Mobile phones as live broadcasting devices

Lois Lydens, National Science Museum, Japan

Phone broadcasting is an opportunity for interactive activity that allows different groups to defy spatial constraints.

Booth 12

ArtStart

Charlotte Sexton, The National Gallery, United Kingdom

ArtStart uses very high resolution scans of each of the National Gallery's 2,300 paintings, enabling visitors to examine the works in incredibly fine detail – from the wasps in Botticelli's 'Venus and Mars' to the petals of Van Gogh's 'Sunflowers'.

Booth 13

Collection X. Exploring public collections and community contributions

Ian Rubenzahl, Art Gallery of Ontario, Canada

We utilize community-building, tagging, RSS and podcasting in an experiment in crossing institutional and cultural boundaries.

Booth 21

Connecting to Your Audiences Through the On-line Wonder Wall

Norm Lownds, Michigan State University, USA

Try out the Wonder Wall and experience the fun and wonder of asking questions. Explore ways to effectively extend learning beyond your museum and cultivate interested visitors.

Booth 22

Design Hub – an on-line magazine and portal to the collections of the world's design museums

Nicole Bearman and Sebastian Chan, Powerhouse Museum, Australia

Design Hub (www.dhub.org) uses the Opensearch protocol to quickly and easily aggregate collection search results from multiple institutions. Contributing institutions gain added exposure of their collection and access to the social search patterns tracked and aggregated by the site.

Booth 23

Engaging a Global Audience Online: The International Museum of Women's Imagining Ourselves Exhibit

Paula Goldman, International Museum of Women, USA

Explore information design for global audiences with varied technological capacities and access; strategies for on-line promotion; integrating education with action; and assessing impact.

Booth 24

Offering Tools to Encourage the Growth of a Community

Thomas Schulze and Cassie Williams, Victoria & Albert Museum, United Kingdom

Unexpected uses of V&A's on-line tool 'Design Your Own Arts and Crafts Tile' led us to develop a community tool which allows contributors to share their work with friends and family.

Booth 25

Machine-Assisted Tagging of Images

James Wang, The Pennsylvania State University, USA

In this demonstration, we show that a single computer processor can suggest annotation terms in real time with good accuracy.

Booth 31

Striking Gold: Mining the Resources of the Crocker Art Museum

Caren Gutierrez, Crocker Art Museum, USA

Striking Gold enables teachers and students to study works of art in the Museum's collection and use them for interactive learning in history/social science, visual arts and language arts.

Booth 32

Industrial Heritage, Memory Preservation and ICT

Glòria Munilla, UOC (Open University of Catalonia), Spain

We focus on industrial heritage preservation in Catalonia; its use; and the development of virtual resources (on-line / off-line) for its management, documentation and diffusion.

Booth 33

Harvard Masters Series: Access all areas

Wendy Constantine, Jason Springer, Kurt Stuchell, Katherine Burton Jones, Harvard University, USA and Jim Devine, University of Glasgow, Scotland, United Kingdom

See current research in the field of museums studies undertaken by students in the Masters of Liberal Arts in Museum Studies course at Harvard Extension School.

Booth 34

The Presidential Timeline

Kenneth Tothoro, The University of Texas at Austin, USA

Collaborative decision-making projects explore major historical decision points faced by each administration in the timeline.

Demonstrations

Booth 35

Multimodal interaction for the World Wide Web

Franco Tecchia, PERCRO – Scuola Superiore S. Anna, Italy

See Web technology that enables high performance 3D graphics with haptic interaction in the museum and on the Web.

Booth 41

All-on-one-page: maps, timelines and social bookmarking build historical context and visitor engagement

Ian Johnson, Archaeological Computing Laboratory, University of Sydney, Australia

A new historical events browser integrates Web mapping (Time-Map), an interactive timeline (Simile), and social bookmarking (Heurist) components in a single Web application.

Booth 51

MORITZ – A European mobile media project for historical textile industrie museums

Christoph Kluetsch and Martin Koplin, Nordwolle Fabrikmuseum and University of Applied Sciences Bremen, Germany

MORITZ (Mobile Round Tours in European Textile-Industry Centers) is developing the concept of tours using mobile devices at industrial heritage sites and museums in Europe.

Booth 52

Supporting Expansion: The Mariners' Museum

Chris DallaVilla, MUSEO Group and Justin Lyons, The Mariners' Museum, USA

See key catch-pages and site destinations focused on developing philanthropic involvement and community engagement and strategies for promotion, analytics tracking.

Booth 53

The FRAME Web site: French/American museum collaboration, cultural diplomacy, and regional tourism

Paul Kahn and Dominique Negel, Kahn+Associates, France and Leonard Steinbach, USA

See the new FRAME Web that supports this trans-Atlantic, multi-lingual collaboration.

Booth 54

The MAEP Wiki – An Artists Community Writes its own History

Mike Dust and Jennifer Jurgens, Minneapolis Institute of Arts (MIA), USA

The Minnesota Artists Exhibition Program (MAEP) is an artist-run curatorial department at the MIA, using a wiki and creating podcasts.

Booth 55

Researching Canadian Aboriginal History and Ancestry

Chris Kitzan, Library and Archives Canada, Canada

See historical resources about Aboriginal research held by Library and Archives Canada (LAC).

Booth 60

User Analysis and Audience Development for Zeum at Yerba Buena Gardens

Tiffany Rosenberg, Zeum at Yerba Buena Gardens, USA

Zeum secured a grant to fund offline branding to drive traffic on-line. Web site traffic changed after the campaign was launched.

Booth 61

A Museums Wiki

Jonathan Bowen, Museophile Limited, and Silvia Filippini Fantoni, Antenna Audio Limited, United Kingdom

See our wiki facility and its museological content, and explore its inter-relationship with Wikipedia.

Booth 62

Archiving Theatre: texts into performances

Peter Reynolds, National Theatre, United Kingdom

Stagework contains interviews with actors, directors and designers, accounts of rehearsals and filmed performances.

Booth 63

NanoAventura

Marcelo Knobel, State University of Campinas, Brazil

NanoAventura is an interactive exhibition for 9-14 year-olds, designed to spark interest in nanoscience and nanotechnology.

Booth 64

Putting Collections Into the Classroom: The WashingtonHistoryOn-line.org Project

Patricia Erikson, Washington State History Museum, USA

The Washington State History Museum will demonstrate curricular materials have been tailored to and incorporate state learning requirements.

Booth 65

The Empty Museum. Walking inside the virtual exhibit

Luis Hernandez Ibanez, Universidad de A Coruna, Spain

This demonstration will illustrate the use of a Virtual Reality concept that is currently part of the Galicia Digital permanent exhibition in Santiago de Compostela (Spain).

Coffee in the Demonstrations

8:30 am – 10:00 am



Demonstrations



Ontario, Canada
www.ichim.org

Call For Participation: Deadline April 30, 2007

The bi-annual International Cultural Heritage Informatics Meetings (ICHIM) have –since 1991– explored cultural heritage informatics on a global scale, with a strong focus on policy, infrastructure and economic issues. They are attended by senior cultural, governmental, academic and publishing professionals, including library, archives and museum directors and managers, and cultural policy advocates and analysts.

ICHIM meetings include formal papers, round table discussions, seminars, workshops, project briefings and demonstrations. Those interested in participating are encouraged to describe what they wish to convey and to whom; if accepted, the Program Committee will suggest an appropriate delivery format.

You are invited to participate in the 2007 edition of the International Cultural Heritage Informatics Meetings.

Topics of interest include:

Heritage Information & Society

- Policy
- Law
- Economics and Funding
- Convergence of Institutions

Technologically Mediated Heritage

- Resources
- Public Programs
- Services
- Collaborations

Digital Heritage

- Digital Art
- Representations
- Delivery methods
- Evaluation

Cultural Knowledge

- Acquisition
- Retrieval
- Preservation

Organizational Policy

- Best Practices
- Impacts
- Innovations

Cultural Heritage Information Systems

- Research
- Prototypes and Models
- Innovative Design
- Applications
- Architectures
- Networks

Education and Infrastructures

- Cultural & Linguistic Diversity
- Educating Cultural Heritage Informatics Professionals

Deadline: April 30, 2007

Submit your proposal on-line at <http://www.archimuse.com/ichim07/>

All proposals will be reviewed by the International Program Committee.
Invitations will be issued in May 2007.

All presenters are required to provide written papers by July 31, 2007. A briefing book on the state of Cultural Heritage Informatics, 2007 will be prepared for delegates.

ICHIM07 Co-Chairs: David Bearman and Jennifer Trant

ICHIM07 is produced by *Archives & Museum Informatics*

in association with the Faculty of Information Studies, University of Toronto, and in conjunction with the Department of Canadian Heritage through the Canadian Heritage Information Network (CHIN) and Canadian Culture Online (CCO)

Registration



8:00 am – 3:30 pm
Italian Room

Cell Phone Tours

Chair: Robin Dowden, Walker Art Center, USA



Exhibitions

Cell Phones and Exhibitions 2.0: Moving beyond the Pilot Stage

Kate Haley Goldman, Institute for Learning Innovation, USA

Cell phones may be poised to be the most pertinent technology device, primarily because visitors generally have their phones with them during their visit. However, early studies have revealed that when presented with phone-based exhibition enhancements, visitors are quite hesitant to use them. Yet visitors who do make use of cell phone capabilities appear to have more in-depth experiences and longer stay time. We have been thinking hard about these questions in the NSF-funded SNSE (Science Now, Science Everywhere) project.

11:00 am – 12:30 pm
Grand Ballroom

When in Roam: Cell phone tours in Europe

Nancy Proctor, Antenna Audio, France

This paper looks at the use of cell phones for tours of cultural sites in Europe. Although several projects have experimented with IVR, SMS and even multimedia tours on standard and next-generation networks, take-up of this platform by museums has remained low in comparison to the US despite cell phone usage being more wide-spread and longer-developed than in North America. We ask what are the key differences and similarities between phone-based tours on the two continents, and what each can learn from the other.

Bookmarking

Chair: Brian Kelly, UKOLN, United Kingdom



Technology

Visitor-constructed Personalized Learning Trails

Kevin Walker, London Knowledge Lab, United Kingdom

This research explores the use of mobile technology to create personalized learning trails through the capture, editing and sharing of audio, photos and text during visits to museums, botanic gardens and cultural heritage sites.

11:00 am – 12:30 pm
Colonial

Bookmarking in Museums: Extending the museum experience beyond the visit?

Jonathan Bowen, Museophile Limited and Silvia Filippini Fantoni, Antenna Audio Limited, United Kingdom

Despite its great potential, there is still very little evidence that bookmarking actually works in the terms envisaged by its promoters. To consider this question, we will analyze examples of different on-line and on-site applications, accompanied by a detailed investigation of usage statistics and evaluation.

Evaluation I

Chair: Franca Garzotto, Politecnico di Milano, Italy



Evaluation

Evaluating the Impact of Participation in an On-line Citizen Science Project: A mixed methods approach

Rick Bonney, Cornell Lab of Ornithology and Stephanie Thompson, Seavoss Associates, USA

eBird is an ongoing project that aims to document bird distribution and abundance in North America. The project allows participants to report any bird they see using one of several data-

11:00 am – 12:30 pm
Tower A/B Salon

collecting protocols. We were interested in learning about how eBird participants use these data tools, and how participating in the project might affect their thinking about the concept of conservation.

From Guerilla Methods to Structured Evaluations: Examples of formative Web design from the Exploratorium's Evidence and Mind projects

Melissa Alexander, Sherry Hsi, Joyce Ma, Chach (Kristin) Sikes and Adrian Van Allen, Exploratorium, USA

We present formative Web testing and evaluation methods created at the Exploratorium, ranging from floor testing with museum visitors using low-cost 'guerrilla' methods to structured evaluations that engage museum visitors and on-line remote audiences in the design process. Different configurations of interactive media, the Internet, the museum floor, and visitors were used in concert to disentangle open-design questions and to generate constructive feedback and Web design revisions.

Bringing User Testing into the Classroom: The Moving Here in-class evaluation programme

Nadia Arbach, National Archives, Martin Bazley, ICT4Learning, and Nicky Boyd, United Kingdom

We explore user testing of on-line resources in a classroom setting. The Moving Here Schools evaluation programme involved teachers giving feedback about the site in various development stages and then participating with their students in a classroom testing stage. In classroom testing sessions, a team of evaluation consultants observed classes working through the site with their teacher and found that this type of testing was effective.

12:30 pm – 2:00 pm

Lunch On Your Own



Technology

Instant Multimedia: results of the MW2007 mini-workshop

Chair: Paolo Paolini, Politecnico di Milano, Italy

Instant Multimedia: Results from the Mini-Workshop

Davide Bolchini, University of Lugano, Switzerland and Nicoletta Di Blas, Politecnico di Milano, Italy

On Friday, a mini-workshop began to develop a multimedia production using the techniques of "Instant Multimedia". Today, we present the result, illustrating what 24 hours of work can achieve with a set of methods designed to generate rapid applications.

12:45 pm – 1:45 pm

Tower A/B Salon



Design

Content Management

Chair: Michael Jenkins, The Metropolitan Museum of Art, USA

Dallas Museum of Art Presents The Arts Network

Homer Gutierrez and Jessica Heimberg, Dallas Museum of Art, USA

We will show how DMA is making the transition from "siloe", disparate databases to a decentralized, standards-based, media-rich content management system. We'll discuss enterprise architecture planning, metadata standards, and cost analysis. We will also review impact on culture and business, and explore changes in methodology and governance. An overview of achievements and lessons learned will be shared.

2:00 pm – 3:30 pm

Grand Ballroom

From Casual History to Digital Preservation

Ari Davidow, Jewish Women's Archive, USA

Traditional history relies on the ability to review hundreds or thousands of relevant documents and artifacts. Using Web 2.0 tools, an archive can now gather those objects on-line, creating an historical record broader and deeper than ever before possible. In conceiving its "Katrina's Jewish Voices" project in late 2005, the Jewish Women's Archive realized that it was not enough to create a "raw archive" of such objects. For digital preservation we require assurances of fixity, as well as the capture of significant metadata about objects, their contributors and creators (where possible), and about the relationships between complex objects.

Within These Walls: Putting Web-based resources to work in the new de Young Museum

Andrew Fox, The Fine Arts Museums of San Francisco, USA

This paper will explore the challenges and opportunities offered by an integrated approach to all digital information resources from Web sites and collections databases to educational interactives, electronic signage and digital audio guides. The paper will discuss the high-level thinking and the nuts and bolts of implementation, from initial planning and strategy, staff roles and responsibilities, and technical specifications, to ongoing maintenance and future expansion.

Small Museums

Chair, Ian Edelman, Hampshire County Council, United Kingdom



Management

Facilitating Access: Empowering small museums

Joy Suliman, Collections Australia Network – Powerhouse Museum, Australia

The needs of smaller museums to reach new audiences can be met through a collaborative, democratic model conceived around the notion of a Web portal. Collections Australia Network (CAN) – a redevelopment of Australian Museums and Galleries On-line (AMOL) – uses open source software solutions to provide a range of on-line tools that facilitate the creation of high quality, customizable, easily updated content by smaller museums for publication through the CAN Web portal. This paper demonstrates how the opportunities presented by Web 2.0 have been utilised by CAN.

2:00 pm – 3:30 pm
Colonial

A Family of Solutions for a Small Museum: The case of the Archaeological Museum in Milan

Donatella Caporusso, Civic Archeological Museum of Milan, Nicoletta Di Blas and Paola Franzosi, Politecnico di Milano, Italy

We came to the conclusion that small cultural institutions could use their (in general limited) budgets more effectively by developing small, focused, and well targeted applications, rather than large 'institutional' applications. We describe how the Civic Archaeological Museum of Milan applied these principles.

Who are you calling cheap?

Peter Gray, East Lothian Council, United Kingdom

In January 2005 we launched the Digital Resource Development Team project with more than twenty partners and £300,000 over three years from the Scottish Executive. It aims to help the partner museums take advantage of the opportunities presented by ICT, the Web and Open Source applications to present their collections and the knowledge about them in new ways, engaging new audiences, by passing on the skills and knowledge to people in museums and helping them to overcome their technophobia.



Evaluation II

Chair: Kevin von Appen, Ontario Science Centre, Canada

Evaluation

Let's Be Specific: Predicting return on investment in on-line learning activity design

Stephen Brown, De Montfort University, United Kingdom

We need to formatively test designs during development to ensure they deliver what they are supposed to. We cannot test if we don't know what the design is intended to achieve. So clearly specifying learning outcomes is essential when we are designing Web sites that encourage and support learning. Specific learning outcomes offer a benchmark against which designers, museum directors and funding bodies can measure how effective the investment of time, money and imagination has been.

2:00 pm – 3:30 pm
Tower A/B Salon

Petroleum Jelly Served Seven Ways: Visitor Response to a Multi-Track Interpretive Approach to Matthew Barney: DRAWING RESTRAINT

Peter Samis, San Francisco Museum of Modern Art, USA

What impact does having an array of interpretive content – both analog and digital – have on the visitor experience? What kinds help visitors appreciate and have meaningful experiences with complex works of art? Findings compare audio tours in three formats (Antenna audio guide, cell phone tour, and Podcast/downloadable tour); exhibition brochures; in-exhibition “Learning Lounge” resource area with video; multimedia kiosk; wall graphics; and docent-led tours.

One Size Does Not Fit All: Learning Style, Play, and On-line Interactives

Steven Allison-Bunnell and David Schaller, eduweb, Minda Borun, The Franklin Institute Science Museum, and Margaret Chambers, USA

In creating educational experiences, developers often target audience segments based on demographic groups. However, people vary in other ways; one size does not fit all. We present results from a research study funded by the National Science Foundation exploring the effects of three possible influences (learning style, age, and gender) on user preferences for computer-based educational activities, ranging from deductive puzzles to open-ended design.

Cookie Break

3:30 pm – 4:00 pm
Italian Room

Closing Plenary

Chairs: David Bearman and Jennifer Trant, Archives & Museum Informatics, Canada

Panel and Discussion: What's Next? Challenges in Building the Social and Participatory Web

4:00 pm – 5:30 pm
Theme: Plenary
Grand Ballroom

Representatives from the museum and commercial communities will engage with MW2007 participants in a dialog that sums up the experience of the conference. What are the major issues we face in building the social and participatory Web? Is it possible – or desirable – to maintain a persistent identity across multiple sites? How do we collaborate to enable our users to have a richer experience? What happens when public and private spaces interpenetrate? Come prepared to contribute your thoughts!

Closing Reception de Young Museum Fine Arts Museums of San Francisco

6:30 pm – 8:00 pm
Golden Gate Park

Buses leave from Post
Street starting at
6:00 pm

See the new Herzog & de Meuron-designed museum, and enjoy the audio tour. Tickets required.

Sponsored by Antenna Audio.



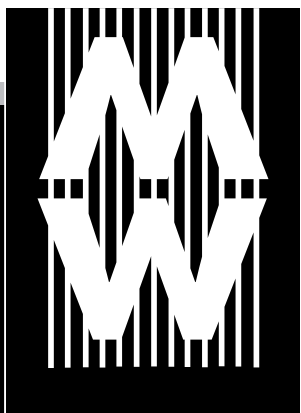
Closing Reception

de Young Museum
Fine Arts Museums of San Francisco
Saturday, April 14, 2007
6:30 – 8:00 pm

Sponsored by Antenna Audio

ticket required for entrance

Sessions



Museums and the Web 2008

April 8-12, 2008
Montréal, Québec, Canada

Call For Participation

<http://www.archimuse.com/mw2008/>

You are invited to propose a presentation for Museums and the Web 2008, on a timely topic in culture, science or heritage on-line.

Session Formats

There are a number of different venues to present your work. 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 followed by discussion, moderated by a chair.
- **Case Study?**
Present a Paper or a Demonstration, depending on whether you wish to emphasize generalizability, or your specific case.
- **Methods and Techniques?**
Teach others in a Pre-conference Workshops (full or half-day) or Mini-workshop (1 hour).
- **Debate or Problem Statement?**
Engage colleagues in a Professional Forum. Put the question, and hear them respond.
- **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. Decide on one format that is best for your communication needs. Multiple proposals about the same project will not be accepted. Proposals for sessions are very rarely accepted.

Deadlines

- **September 15, 2007** for Papers, Workshops, Mini-workshops + Professional Forums (written paper required by January 31, 2008)
- **December 31, 2007** for Demonstrations (written paper optional)

Peer Review

All proposals are subject to critical peer review by an International Program Committee and are evaluated based on the quality of the abstract, previous work and committee recommendations. Accepted program participants must write formal papers for the conference Proceedings and register to attend the full conference. Selected speakers will be notified before November 30, 2007. Papers are due by **January 31, 2008**.

Further Details?

For more information contact the MW2008 Conference Co-Chairs David Bearman + Jennifer Trant by e-mail: mw2008@archimuse.com

Watch <http://www.archimuse.com/mw2008/> for on-line proposal submission, program details, and registration information.

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in conjunction with the Department of Canadian Heritage
through the Canadian Heritage Information Network (CHIN)
and Canadian Culture Online (CCO)

The Westin St. Francis

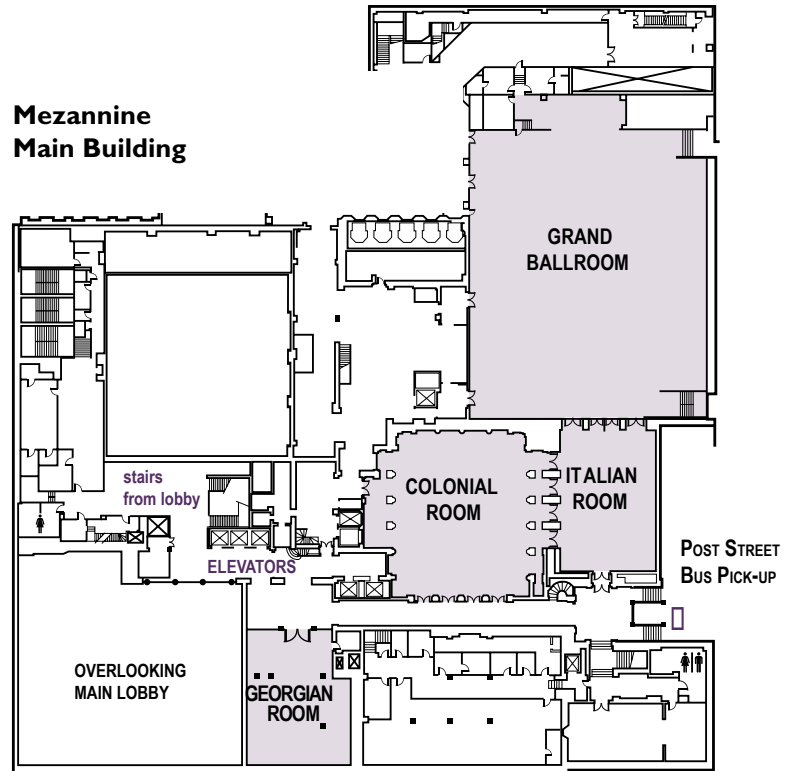
335 Powell Street, San Francisco, California 94102 USA
Phone +1 415 397 7000 Fax +1 415 774 0124

MW2007 Registration Mezannine Level of the Main Building

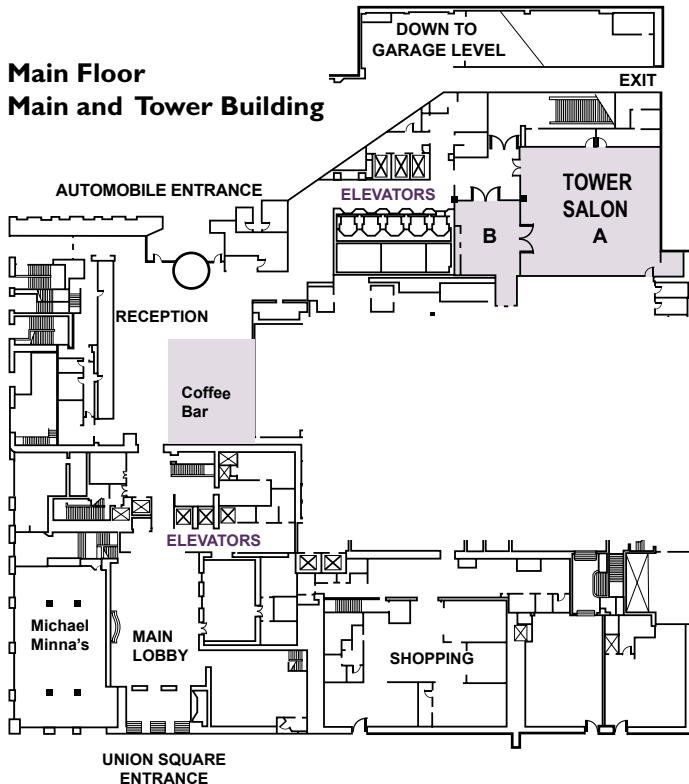
Wednesday: Georgian Room
Thursday – Saturday: Italian Room

Buses

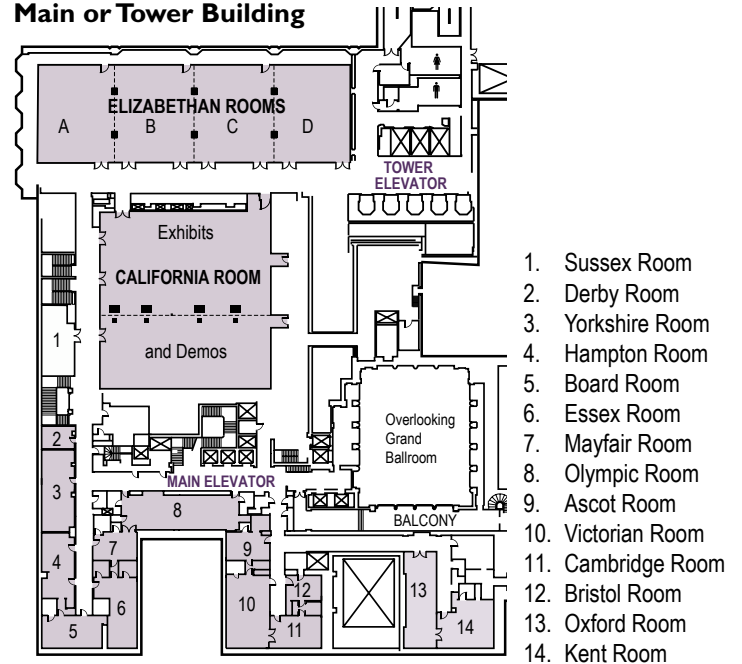
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Main Floor Main and Tower Building



Second Floor Main or Tower Building





The future of interpretive media is rapidly changing. Let us be your guide.

To hear more, visit us at **BOOTH 24**

And while you're at the show, don't miss the:

WELCOME RECEPTION AT SFMOMA

WEDNESDAY, APRIL 11

FROM 5:30 TO 7:30PM

Listen to any of three Antenna Audio tours, available on consumer MP3 devices and X-plorer.

CLOSING RECEPTION AT THE DE YOUNG Sponsored by Antenna Audio

SATURDAY, APRIL 14

FROM 6:30 TO 8:30PM

Try our new XP-vision™ multimedia player and take the de Young Museum's permanent collection multimedia tour.

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