

# Museums and the Web 2008

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## Final Program

April 9-12, 2008, Hilton Montréal Bonaventure

produced by  
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# Museums and the Web 2008

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Produced by  
*Archives & Museum Informatics*

Conference Co-Chairs  
David Bearman and Jennifer Trant

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

# Welcome

## Thanks To Our Collaborators!

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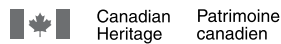
Many individuals and organizations help Archives & Museum Informatics put together MW2008. We appreciate the contributions of the MW2008 Program Committee, the Local Arrangements Committee, the Best of the Web Judges and our Collaborating Organizations. We couldn't do it without you!

David Bearman and Jennifer Trant  
Archives & Museum Informatics  
MW2008 Conference Co-Chairs

## Collaborating Organizations

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MW2008 was presented in conjunction with the Department of Canadian Heritage through the Canadian Heritage Information Network (CHIN) and Canadian Culture Online (CCO).



Canada

## Sponsors

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- The MW2008 conference is sponsored by Interwoven and Interflow.



- The Welcome Reception at the McCord Museum is sponsored by Gallery Systems.
- The Birds-of-a-Feather Breakfast is sponsored by Johns Hopkins University, Museum Studies Program.

## Our thanks to ...

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- The numerous museums and research institutions in Ottawa and Montréal for hosting "behind the scenes" pre-conference tours on April 8, 2008.
- The McCord Museum for hosting our Welcome Reception on Wednesday, April 9, 2008.
- The Musée d'art contemporain de Montréal for hosting the Conference Reception on Friday, April 11, 2008.

## Professional Scholarships

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New and innovative accomplishments on the Web come from all kinds of organizations throughout the world. Archives & Museum Informatics recognizes that many individuals would be unable to attend MW2008 without financial assistance. Competitive scholarships, covering travel and hotel expenses, conference registration and a full day of workshops, are awarded by Archives & Museum Informatics. Congratulations to the winners of the 2008 Professional Scholarships:

- **Inna Kizhner**, Program Coordinator, Department of Information Resources, Siberian Federal University
- **Lawrence Monda**, Senior Programmer / Analyst, National Museums of Kenya

## Canadian Professional Scholarships

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With assistance from the Department of Canadian Heritage, MW2008 is pleased to provide full registration scholarships to Canadian museum and archives professionals. Congratulations to:

- **Barbara Bélanger**, Conservatrice/Webmestre, Musée Armand-Frappier, Laval, Québec
- **Jessie Bonisteel**, Webmaster, Canada's Sports Hall of Fame, Toronto, Ontario
- **Jo Jennings**, Communications Coordinator, London Regional Children's Museum, London, Ontario
- **Janine Johnston**, Archivist, Jewish Museum and Archives of British Columbia, Vancouver, British Columbia
- **Leanne Templeton**, Executive Director, Canadian Petroleum Discovery Centre, Devon, Alberta
- **Bruce Thomson**, Registrar & Project Manager, New Brunswick Museum, Saint John, New Brunswick
- **Anine Vonkeman**, Marketing/Communications Officer, Galt Museum & Archives, Lethbridge, Alberta

A group of Québec professionals was also selected in conjunction with the Société des musées québécois for scholarships supported by the Department of Canadian Heritage. Congratulations to:

- **Denis Chabot**, Musée du ski des Laurentides, Saint-Sauveur
- **Marie-Claude Larouche**, Musée McCord, Montréal
- **Valérie Sirard**, Musée d'art contemporain de Montréal
- **Louise Grenier**, Centre d'exposition, Montréal
- **Manon Roc**, Maison St-Gabriel, Montréal
- **Linda Lapointe**, Société des musées québécois, Montréal

# Thank You!

## MW2008 Program Committee

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- **Conference Co-Chairs: David Bearman** and **Jennifer Trant**, 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 Operations, Skirball Cultural Center, USA
- **Costis Dallas**, Lecturer in Cultural Heritage Management and Advanced Technologies, Department of Communication, Media and Culture, Panteion University
- **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
- **Franca Garzotto**, Associate Professor, Department of Electronics and Information, Politecnico di Milano, Italy
- **Stefan Göbel**, Digital Storytelling, Head, ZGDV Darmstadt e.V., Germany
- **Susan Hazan**, Curator of New Media, Israel Museum, Jerusalem, Israel
- **Michael Jenkins**, General Manager, Collections Information Planning, Office of the Director, The Metropolitan Museum of Art, USA
- **Brian Kelly**, UK Web Focus, UKOLN, University of Bath, United Kingdom
- **Paul Marty**, Assistant Professor, College of Information, Florida State University, USA
- **Dana Mitroff Silvers**, Head of Online Services, San Francisco Museum of Modern Art, USA
- **Kris Morrissey**, Museology Program Director, University of Washington, 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
- **Jon Pratty**, Editor, Culture 24, United Kingdom
- **Darren Peacock**, School of Management, University of South Australia, Australia
- **Jemima Rellie**, Assistant Director, Getty Conservation Institute, USA
- **Ed Rodley**, Content Developer, Research, Development & Production, Museum of Science, Boston, USA
- **Rob Stein**, CIO, Indianapolis Museum of Art, 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 Technology, Denver Art Museum, USA

## Local Arrangements Committee

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- **Céline Arseneault**, Montréal Botanical Gardens
- **Eric Bilodeau**, Musée d'art contemporain de Montréal
- **Steffen Boddeker**, Canadian Centre for Architecture
- **Chris Hand**, Zeke's Gallery
- **Carol Pauzé**, Montréal Science Museum
- **Nicole Vallières**, McCord Museum
- **Anne-Marie Zeppetelli**, Musée d'art contemporain de Montréal

**Would you like to be involved with MW2009?**  
**Volunteer on your Evaluation Form or email [mw2009@archimuse.com](mailto:mw2009@archimuse.com)**

# Committees



## Registration

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La Verrière  
arrive at least  
15 minutes in advance

## Pre-Conference Tours – Pre-Registration Required.

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7:30 am – 7:30 pm

### Ottawa Tours: “Science” and “Art and History”

One coach will take both tour groups to Ottawa. The “Science” tour group will visit the Natural History Museum, the Museum of Science and Technology and the National Research Council Institute for Information Technology Group. The “Art and History” tour group will see behind the scenes at the Canadian Museum of Civilization, the Library and Archives Canada Preservation facility, and the National Gallery of Canada.

9:30 am – 5:30 pm

### Montréal Tour

One coach will take the group touring Montréal institutions to the McCord Museum, the Science Centre and the Canadian Centre for Architecture.

## Full Day Workshops

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8:30 am – 5:00 pm

### Second Life Laboratory

Canadian Centre  
for Architecture  
Bus leaves at 8:30 am  
from La Verrière

*Paul Doherty and Rob Rothfarb, Exploratorium, USA*

LAB SL is a full day workshop on Second Life designed for attendees who are already familiar with the SL environment and are planning to implement museum activities there. It will examine some good and bad museum implementations and explore the methods museums can exploit to make Second Life a viable extension of their programming.

9:00 am – 5:00 pm

### Weaving a Web of Data: Resource-Oriented Approaches to Managing Museum Data

Lachine

*Eric Miller and Brian Sletten, Zepheira, USA*

This tutorial will demonstrate how to use persistent, resolvable names (URIs) for textual content and collection metadata in a resource-oriented environment. We will focus on the W3C Semantic Web standards and show how they can be used to unify data, documents and services. We will additionally demonstrate some new Web-based front end interfaces which hide this complexity and empower the end-user. The benefits of these combined approaches include unified information spaces, new capabilities for data connection and reuse, more effective collaboration, relationship discovery and a flexible infrastructure that will work for your organization, not against it.

**Registration**



8:00 am – 5:30 pm  
bottom of Escalators

**Full Day Workshops**

**Content Management: Systems and Strategies**

*Darren Peacock, University of South Australia, Australia*

This one-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 – 5:30 pm  
Lachine

**Game-Based Learning: Design Principles in Practice**

*Steven Allison-Bunnell and David Schaller, eduweb, USA*

The past few years have seen a surge of interest in digital learning games, inspired by a broad array of research emphasizing the effectiveness of problem-based, anchored instruction. These, in turn, are based on the insight that all learning is situated in direct experience and concrete contexts. Games are by definition experiential and employ rich contexts for the player to explore. Current software packages ranging from Flash to Unity now offer museums the tools to design games that recreate the rules of nature and society in a rich, contextualized world for players to explore.

9:00 am – 5:30 pm  
Lasalle

**Morning Workshops**

**Advanced Web Development: Software strategies for on-line applications**

*Rob Stein, Charles Moad, and Edward Bachta, Indianapolis Museum of Art, USA*

Looking to take your Web development skills to the next level? This workshop will give attendees a detailed look at the underlying Web technologies and design strategies that can be used to drive dynamic and innovative Web experiences. We will examine a variety of technologies and development techniques with an emphasis on the design and implementation of your own applications. Learn what you need to know to take advantage of this quickly developing field.

9:00 am – 12:30 pm  
Mont Royal

**Using Blogs Effectively Within Your Organisation**

*Mike Ellis, Eduserv, United Kingdom and Brian Kelly, University of Bath, United Kingdom*

This workshop will offer real user experiences with issues of using blogs and blogging in your museum. The session will provide an update on blog fundamentals, the blog services, authoring tools and the diversity of ways in which blog content may be viewed, and explore approaches to the establishment of a blogging service, such as installation of in-house blog software or use of third party blogging services.

9:00 am – 12:30 pm  
Hampstead

**Keeping the Focus on Learning in e-Learning**

*Rose Cardiff, Tate, and Carolyn Royston, Victoria & Albert Museum, United Kingdom*

This half-day workshop will focus on how to develop effective on-line learning resources. It is aimed at educators and content producers and will provide practical guidance on how to develop e-Learning resources using museum collections. The emphasis of the workshop will be on how to define the learning objectives for your on-line resource, and how technology can be used effectively to achieve those aims.

9:00 am – 12:30 pm  
Côte St. Luc

10:30 am – 11:00 am  
Promenade

**Coffee Break**



9:00 am – 12:30 pm  
Verdun

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

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

Power to the Pod People will encompass all aspects of the podcasting process: scripting, digital recording, downloading audio, audio editing, publishing, and loading on to the iPod via iTunes. The workshop will begin with a brief 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. Participants will work in small groups to make their own podcasts based on objects and texts brought by the instructors.

9:00 am – 12:30 pm  
St. Leonard

**On-line Video Editing**

*Jim Spadaccini, Ideum, USA*

In this half day seminar, we'll look at JumpCut, EyeSpot, JayCut, Flektor, GorillaSpot, and others and see how the world of on-line video will never be the same. We will examine the core technologies: Flash, media serving, frame rendering, and how understand how all these pieces work. We will test drive these technologies together, make movies, and discuss the technology and design issues presented.

9:00 am – 12:30 pm  
St. Pierre

**Using Web Services for Terminology Control**

*Bert Degenhart Drenth, ADLIB Information Systems, The Netherlands*

Vocabulary control has always been an important issue in the domain of museum documentation. Traditionally thesauri were available to users in two distinct forms: as a complete download, or as a Web browser accessible version. Both have serious drawbacks: a downloaded version is immediately out-of-date and maintenance is hard. A Web browser-based thesaurus is hard to integrate in third party applications. Web services provide a solution for this problem: an API makes it easy to integrate on-line thesauri into a variety of applications. This workshop explains the theory behind Web services, using SOAP call-in applications, and shows some real-life examples of integration of on-line thesauri (e.g. museumsvo.de)

12:30 pm – 2:00 pm  
La Portage  
[lobby level]

**Lunch**

All workshop participants, from the morning, afternoon or full day workshops, are invited to an informal lunch.



**Afternoon Workshops**

2:00 pm – 5:30 pm  
Mont Royal

**Everything RSS**

*Jim Spadaccini, Ideum, USA*

In this half-day workshop, we will move beyond the basics of Web feeds and take a close look at the next generation of RSS tools. We will examine xFruits, AideRSS, FeedBlendr, Runstream, and RSS Mixer and discuss the future of RSS technology. In addition, we will take a behind-the-scenes look at the core technologies behind the RSS Mixer application, which handles tens of thousands of feeds and millions of posts. Technologies such as feed aggregation, blogs, podcasts, mobile formatted pages, widgets, rich-media embeds, and other will be examined. We will build our own feeds, mix them, filter them, widgetize them, and through that process better understand how RSS can be used to connect to our Web visitors. Lastly, we will discuss the use of Web feeds in the museum world, explore how they are used, and discuss how these technologies could be better utilized by our community.

**E-mail and Speaker Prep**

1:30 pm – 5:30 pm  
St. Michel



Workshops



**Coffee Break**



3:30 pm – 4:00 pm  
Promenade

**Mashing It Up: Why and How**

*Mike Ellis, Eduserv, United Kingdom*

Distributed computing – where data is consumed from external Web sites, sometimes ‘mashed’ or displayed in some other way on your own site – has become a powerful way of providing functionality and requires little or no financial outlay or technical understanding. This workshop will look at some of the data sources and services available to museums and examine some of the ways that they can be combined or otherwise used on your site. It also looks at the benefits and potential pitfalls of working in this way.

2:00 pm – 5:30 pm  
Hampstead

**Planning Social Media In Museums**

*Sebastian Chan, Powerhouse Museum, and Angelina Russo, Swinburne University, 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 arise in planning for such applications; and how to anticipate/address such issues.

2:00 pm – 5:30 pm  
Côte St. Luc

**Using steve.museum**

*Willy Lee, The Minneapolis Institute of Arts, and Charles Moad, Indianapolis Museum of Art, USA*

This half-day workshop will introduce the steve.museum tagger and show practical ways of using the tagger in your museum Web site. The steve.museum team is a group of museum technologists building this application uniquely for the museum community. As such, we are continually adding features for data analysis, term expansion, and other useful functions. By sharing in the steve.museum platform, your institution can easily download and install these extensions as they are developed. By working with the steve.museum team, you can also contribute your work back to the community at large.

2:00 pm – 5:30 pm  
Verdun

**Using the Microsoft Virtual Earth API to provide Geographical Access**

*John O’Brien, Soul Solutions, Australia*

We will explore the process of geo-coding a physical location into a Latitude and Longitude coordinate for plotting on the map; review the technologies available and their limitations; evaluate the effort require for your collection; look at what provides an effective visual spatial search and see how traditional filters like date-ranges and categories are enhanced within this interface. We will explore the complexity and performance issues of large collections plotted on a Web-based map. Finally we will provide you with the tools and knowledge needed to integrate this technology into your Web site.

2:00 pm – 5:30 pm  
St. Pierre



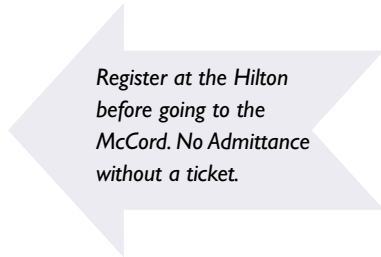
**Welcome Reception**

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**McCord Museum of Canadian History**  
 Wednesday, April 9, 2008  
 6:00 pm – 8:00 pm

Sponsored by Gallery Systems

ticket required for entrance



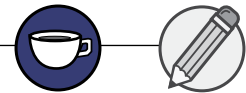
5:30 pm – 7:00 pm  
Buses leave Hotel for  
Welcome Reception

7:30 pm – 8:30 pm  
Buses return to Hotel  
from Welcome Reception

# Workshops

7:30 am – 5:30 pm  
bottom of Escalators

## Registration



9:30 am – 10:30 am  
Westmount / Outremont

## Opening Plenary

Chair: David Bearman, Archives & Museum Informatics



Plenary

### Hands On the Internet

*Michael Geist, University of Ottawa, Canada*

While many Internet advocates have long supported a hands-off government and policy approach to the Internet, this talk will make the case for a hands-on approach, citing the role that the museum and archival communities should play in contentious issues such as digital copyright, network neutrality, and access to public domain works.

10:30 am – 11:00 am  
Promenade

## Coffee Break



## Theoretical Frameworks

Chair: Darren Peacock, University of South Australia, Australia

11:00 am – 12:30 pm  
Outremont



Institutional

## Object-centred Democracies: Contradictions, challenges and opportunities

*Fiona Cameron, University of Western Sydney, Australia*

This paper discusses conceptual work undertaken for the Australian Research Council research project Reconceptualising Heritage Collections with the Centre for Cultural Research, University of Western Sydney and the Powerhouse Museum. It offers some possible solutions on how museums and collections might operate as complex systems according to Latour's (2005) idea of object-orientated democracies. Here I draw on the results of qualitative research, conversations and workshops with curators, and globally networked communities presenting models for transdisciplinary and socially embedded practices in collections documentation.

## Who Has The Responsibility For Saying What We See? Mashing up museum and visitor voices, on-site and on-line

*Peter Samis, San Francisco Museum of Modern Art, USA*

What is the Museum's role in giving voice to the objects it presents? A recent exhibition of Scandinavian artist Olafur Eliasson provided an opportunity to test one institution's internal tolerance for multi-vocal popular response. Eliasson explicitly states that his immersive environments are set-ups for engagement, and that the viewer completes the work. With that in mind, the SFMOMA Interactive Educational Technologies (IET) team stopped short of describing individual works in detail. That role was left to the visitors, each of whom, it was theorized, would have a personal experience of the various works in the show.

## The API as Curator

*Aaron Straup Cope, Flickr, USA*

We are still a long way from finding the craft in computers – which isn't to say that we all need to learn programming – only that we should afford the practice more attention in order to give artists the tools to explore and shape a networked world and to bend those tools into newer ones just as artists began doing with photography two hundred years ago. By encouraging the same latitude of understanding of the gory details that govern the Internet, we explode the bottleneck that has distorted a vast horizon of creation, collaboration and, above all, mystery.

**Engaging Museum Audiences**

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

11:00 am – 12:30 pm  
Westmount

**Where Do We Go From Here? Continuing with Web 2.0**

Shelley Bernstein, Brooklyn Museum, USA

Our 2008 paper picks up where we left off last year by detailing some of the projects, developments, and realizations we've made over the past year – including blogging, electronic comment books, a Facebook application, a YouTube-based video competition, and an experiment with Twitter – in our ongoing effort to link Web and gallery interaction, both physically and virtually.



Social Media

**Ladders Of Participation, Social Media And Museum Audiences**

Lynda Kelly, Australian Museum and Angelina Russo, Swinburne University, Australia

Given increasing access to the Internet and the rise of social networking, it is becoming imperative for museums to understand not only who uses the Internet, but also how and why they are using it. Previous ways of classifying users typically used demographic data or analysed search and visiting patterns. However, these methods often lack the depth of information needed to understand why people engage in certain behaviours. This paper will explore recent examples of types of on-line participation and classifications, reporting on three recent studies undertaken at the Australian Museum.

**Social Presence: New value for networked museum audiences**

Brian Dawson, Gabrielle Trépanier, Fraser McDonald, Canada Science and Technology Museum Corporation, Canada

This paper examines social networking sites as a distinct, strategic point of presence for museums. It applies two theoretical models – the “Innovation Radar” and genre analysis – to help analyze the nature of the opportunities for innovation, and to develop a better understanding of the distinctive characteristics of alternate communication channels. It looks closely at the new value that can be generated from such experiments, such as audience engagement and new avenues for research. It explores the challenges of measuring success with emerging media, and shows how organizational objectives and measures can affect the decisions institutions make in participating in on-line social networks.

**Personalization**

Chair: Paul Marty, Florida State University, USA

11:00 am – 12:30 pm  
MHC

**An Interactive And Customizable Learning Environment For Various Users Needs: Danish German Virtual Museum Project**

Jonas Granlie, University of Southern Denmark, Denmark and Kay Macquarrie, University of Applied Sciences Kiel, Germany

Virtual Museums face diverse target groups, reaching from young to old, with varying Internet literacy levels and learning styles. How does one serve these diverse needs efficiently on one platform? How can we implement an accessible learning environment which can be customised to different learning styles? The approach chosen in this project is to provide two basic features: target group profiles and user customization. Target group profiles indicate the different aims that various users have when accessing the Web site. In addition, users themselves are able to tailor the site according to personal learning styles and needs: visually or textually oriented users are able to configure their view of the Museum with a bias towards textual or multimedia material.



Technology

**E-mail and Speaker Prep**



8:00 am – 5:30 pm  
St. Michel

Sessions

11:00 am – 12:30 pm  
MHC



Technology

### **Building an Adaptive Museum Gallery in Second Life**

*Ion Androutsopoulos and George Karakatsiotis, Athens University of Economics and Business, Greece; Amy Isard, and Jon Oberlander, University of Edinburgh, Scotland*

We describe initial work on building, within Second Life, a virtual gallery which can automatically tailor itself to individual visitors, responding to their abilities, interests, preferences or history of interaction. The description of an object in the virtual world can be personalised to suit the beginner or the expert, varying how it is said – the choice of language (such as English or Greek), the words, or the complexity of sentences, as well as what is said – by taking into account what else has been seen or described already. The guide delivering the descriptions can remain disembodied, or be embodied as a robotic avatar.

### **Be Your Own Curator with the CHIP Tour Wizard**

*Lora Aroyo, Vrije Universiteit Amsterdam; Yiwen Wang, Natalia Stash, Yuri Schuurmans, and Rody Sambeek, Eindhoven University of Technology; Lloyd Rutledge, Telematica Institute; and Peter Gorgels, Rijksmuseum Amsterdam, The Netherlands*

Web 2.0 enables increased access to museum digital collections. More and more, users will spend time preparing their visits to museums and reflecting on them after the visits. In this context, the CHIP (Cultural Heritage Information Personalization) project offers tools to the users to be their own curators; e.g. for planning a personalized museum tour, discovering interesting artworks they want to see in a 'virtual' or a 'real' tour, and quickly finding their way in the museum. In this paper we present the new additions to the CHIP tools to target the above functionality – a Web-based Tour Preparation Wizard and an export of a personalized tour to an interactive Mobile Guide used in the physical museum space. In addition, the user interactions during a real museum visit are stored and synchronized with the user model, which is maintained at the museum Web site.

2:00 pm – 3:30 pm  
Outremont



Institutional

### **What to do with New Media Art?**

Chair: Rich Cherry, Skirball Cultural Center, USA

#### **New Media Art: New Challenges for museums in the 21st century**

*Anne Marie Zeppetelli, Musée d'art contemporain de Montréal; Richard Gagnier and Elaine Tolmatch, The Montreal Museum of Fine Arts; and Madeleine Lafaille, Canadian Heritage Information Network, Canada*

New challenges concerning the acquisition, exhibition and preservation of media art in museum collections have recently surfaced. These challenges have given rise to an important study led by the DOCAM Research Alliance (Documentation and Conservation of the Media Arts Heritage). This paper presents a number of DOCAM case study findings on new media works by the research teams at the Musée d'art contemporain de Montréal and the Montreal Museum of Fine Arts.

#### **Ethnographic Methods and New Media Preservation**

*Piotr Adamczyk, The Metropolitan Museum of Art, USA*

This paper explores how ethnographic techniques, increasingly used in studies of human-computer interaction, can be applied in the preservation of new media art. Special attention is paid to examples of new media that require a high degree of audience participation.

### **E-mail and Speaker Prep**

8:00 am – 5:30 pm  
St. Michel



**Aggregating Museum Data: Use Issues**

Chair: Eric Miller, Zepheira, USA

2:00 pm – 3:30 pm  
Westmount

**Exploring Museum Collections On-line: The Quantitative Method**

Frankie Roberto, Science Museum, United Kingdom

The paper sets out to answer how one might build a Web site to represent the collections of museums as a whole by way of original research and experimentation on real data sets of museum objects, obtained from a number of UK museums by way of a Freedom of Information request. These data sources are roughly hewn together – a technical and semantic challenge that’s briefly explained – to form a single, enormous database. The result is a prototype Web site employing a fresh approach to viewing museum collections on-line, eschewing details in favour of high-level overviews and visualisations, incorporating user annotations and revealing insights into the histories of museum collecting.



Social Media

**Uniting The Shanty Towns: Data Combining Across Multiple Institutions**

Sebastian Chan, Powerhouse Museum, Australia

This paper reports on the early phases of a pilot project which is mashing up datasets from across several museums with data from other government departments. Can we liberate museum data and combine it with other live external data sets to create new value and use? If so, what kinds of meaning can we help people make? What do we need to do to the underlying museum data? What are the technologies that allow us to aggregate this data long after it was created for other purposes?

**Mobile Computing**

Chair: Karen Elinich, The Franklin Institute Science Museum, USA

2:00 pm – 3:30 pm  
MHC

**On-line heritage presentation in Flanders**

Joke Beyl and Gert Nulens, Vrije Universiteit Brussel, Bart De Nil, FARO, Flemish Institute for Cultural Heritage, Belgium

This paper aims at unveiling the needs and views of Flemish heritage experts concerning the two major components of the Heritage 2.0 research project: on the one hand, the creation of a communication layer on top of existing databases, and on the other hand, the presentation of heritage by means of mobile technologies (for example, a PDA). Since mobile heritage presentation is still in its infancy in Flanders, we decided to extend these focus group conversations by means of some in-depth interviews with international experts. We asked them to reflect upon 5 central issues regarding mobile heritage presentation. In this paper we highlight some of the most interesting conclusions.



Technology

**Hand-Held Heritage: the development of mobile applications by the Royal Commission on the Ancient and Historical Monuments of Wales**

Tom Pert, Royal Commission on the Ancient and Historical Monuments of Wales, United Kingdom

What sets the mobile applications developed by the RCAHMW apart from those offered by other institutions in the UK is the fact that development has been conducted completely in-house, using free or inexpensive software. From the outset this project adopted a multi-platform approach, using a variety of digital formats for deployment to a range of devices; MP3 audio tours for MP3 players, audio-visual tours for devices with video players, and GPS-enabled applications that deliver multi-media content

**Coffee Break**



3:30 pm – 4:00 pm  
Promenade

Sessions

4:00 pm – 5:30 pm  
Outremont

### **Beyond Single Repositories**

Chair: Ross Parry, University of Leicester, United Kingdom

#### **Collaboratorium: Shared Exhibits, Programs, and Educational Resources through the Internet**

*Peter Neill and Amelia Poole, World Ocean Observatory, USA*

We will present several W2O services offering a new, cost effective model for the creation and distribution of museum programs. Exhibits are curated and vetted by museum professionals and subject experts. Programs are designed to make connections between organizations based on their over-lapping interests and collections and to motivate collaborative development, planning and marketing for new projects for new audiences. Events connect specific museum-generated participants with specific presenters, frequently in the field or with collections to hand, to enable communication otherwise precluded by budget and availability.



Institutional

#### **Learning from the People: Traditional Knowledge and Educational Standards**

*Daniel Elias and James Forrest, Peabody Essex Museum, USA*

ECHO's most recent Web project is Learning from the People, a sub-site on WGBH's site Teachers' Domain. It draws on both Native and 'standard' (Euro-American) sources to examine two themes: traditional storytelling in the Native world, and Arctic climate change. The raw materials were the diverse sources of information and experience of our six member institutions: a bewildering array widely varying in quality, quantity and medium, with limited cataloging or indexing. Drawing on these, we created video and interactive resources, background essays and discussion questions that supported lesson plans correlated to state and national educational standards.

4:00 pm – 5:30 pm  
Westmount

### **User-Generated Content**

Chair: Bruce Wyman, Denver Art Museum, USA

#### **The Art of Storytelling: Enriching art museum exhibits and education through visitor narratives**

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

We will explore a variety of storytelling programs – from larger-scale literacy program partnerships between public school systems and prominent art museums, to smaller, more unconventional yet technologically-innovative programs at a series of other museums. While some of these programs are more conventional in nature, some employ both on-line and handheld technologies to facilitate visitor storytelling, enriching and extending museum experiences. By allowing visitors to create and share their own stories alongside the authoritative museum narrative, visitors may come away with a more vibrant, engaging and inspired experience.



Social Media

#### **The Living Museum: Supporting the creation of quality user-generated content**

*Allison Farber and Paul Radensky, Museum of Jewish Heritage—A Living Memorial to the Holocaust, USA*

The Living Museum® is an on-line application and curriculum that enables students and teachers in Jewish schools to create virtual exhibitions of artifacts that represent their individual and collective Jewish heritage. This paper presents the Living Museum's on-line protocols and the instructional module we built to support the creation of quality exhibitions. We discuss how demonstrating high expectations, sharing our educational goals and providing technical and curricular resources facilitate the creation of quality user-generated content and can be used as a model for others when creating Web sites that host user-generated content.

**Getting ‘In Your Face’: Strategies for encouraging creativity, engagement and investment when the museum is offline**

*Ian Rubenzahl, Colin Wiginton and Gillian McIntyre, Art Gallery of Ontario; and Martin Lajoie, Portrait Gallery of Canada, Canada*

In 2007 the Art Gallery of Ontario closed its doors temporarily to complete the renovation and installation of a new Frank Gehry-designed facility. In the months leading up to this closure, the Gallery experimented with different ways to keep people connected to the institution. One of the most high profile programs to emerge during this time was the exhibition *In Your Face* that began with a call for submissions asking the public to send in postcard-sized portraits. The success of *In Your Face* attracted the attention of the Portrait Gallery of Canada, a public gallery without a permanent home, and resulted in a partnership.

**Cultural Orienteering and Situated Meaning-Making**

Chair: Ruth Bacon, Canadian Culture Online, Canada

4:00 pm – 5:30 pm  
MHC

**A Museum Portal for Cultural Landscapes**

*Leen Breure, Sandor Spruit, and Hans Voorbij, Utrecht University; and Willemke Landman, Landschap Erfgoed Utrecht, The Netherlands*

We propose a model that identifies generic requirements for spatiotemporal cultural heritage Web sites. The model helps to explain how well different implementation environments suit various objectives. The model is applied to our own cultural landscape portal on the region around the Vecht, a small river which runs from the city of Utrecht to the north, at both sides fringed by a rich historical landscape.



Technology

**Exploring The National Gallery of Australia On-line Database for Prints and Printmaking Spatially**

*John O'Brien, Soul Solutions, Australia*

Online mapping is hot. The interface of maps provides an engaging mechanism to explore objects spatially; that is, to view an object at its location on the earth. This paper explores the practical use of on-line mapping technologies to provide an intuitive and engaging experience for the exploration of extensive collections at low cost to the institution. The National Gallery of Australia provides an on-line database for prints and printmaking in the Australian region.

**Cultural Heritage on the Map**

*Leila Liberge, Wat Was Waar / Erfgoed Nederland, and Job Gerlings, Stichting STAP, The Netherlands*

WatWasWaar.nl is a recently-released national platform for historical-geographical information in the Netherlands. This joint initiative of over 25 cultural heritage institutions provides the general public with easy access to historical data with a location component. WatWasWaar.nl caters to the broad interest in local history that was reconfirmed by recent research conducted by the Dutch government. This research concluded that the main interest of the general public regarding cultural heritage on-line focuses on family history and local history.



5:30 pm – 8:00 pm  
Fontaine B

Sessions





**Exhibit Hall**

8:30 am – 5:00 pm

Fontaine B

Booth 37

**ADLIB Information Systems**<http://www.adlib.com>

**Bert Degenhart Drenth**  
**Managing Director**  
**ADLIB Information Systems**  
**Safariweg 18-22**  
**Maarsse Utrecht**  
**3605 MA The Netherlands**  
**sales@adlibsoft.com**

Adlib Information Systems is a specialist software company with a history of more than 20 years of service to the library, museum and archive sector. An international organisation, we can demonstrate both the breadth of experience and the cutting-edge technology required to keep our products and services at the forefront of an increasingly diverse and global cultural marketplace. We are fully committed to both endorse and actively promote the adoption of international information management standards throughout the cultural sector, and have indeed played our part in the development of several of them. Equally, we recognise the importance of long-term preservation of cultural data as a given, which reaches far beyond any current fashion in software design.

Booth 55

**Aluka**<http://www.aluka.org>

**Inna Stolyarova**  
**Library Relations Outreach Specialist, Event Planner**  
**JSTOR**  
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**10010 USA**  
**inna.stolyarova@jstor.org**

Aluka is an international, collaborative initiative building an on-line digital library of scholarly resources from and about Africa. Aluka's mission is to connect resources and scholars from around the world. Aluka seeks to attract high-quality scholarly content about Africa from institutions and individuals across the globe. By contributing their collections to the Aluka platform, content owners will have a means of offering access to their collections to an international audience—without having to develop and support their own technology platforms. Aluka's web-based platform provides powerful tools for research, teaching, collaboration, and knowledge exchange.

Booth 11

**Arius 3D**<http://www.arius3d.com>

**Susan Dineen**  
**VP & General Manager**  
**ARIUS3D**  
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**Mississauga ON**  
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**susan.dineen@arius3d.com**

Arius3D develops digital archiving solutions for Culture & Heritage, Scientific Research, Education, Industrial Processes, and Forensic Science applications. Arius3D offers 3D imaging systems and services as well as image licensing from a growing image library. The goal of Arius3D is to develop future technologies that will define, defend and grow the reference standard for three dimensional color images. To learn more about Arius3D's imaging products and services, contact Arius3D General Information at 905-270-7999, e-mail [info@arius3d.com](mailto:info@arius3d.com), or visit [www.arius3d.com](http://www.arius3d.com).

Booth 38

**Avencia Incorporated**<http://www.avencia.com>

**Rachel Cheetham-Richard**  
**Vice-President**  
**Avencia**  
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**19107 USA**  
**rcr@avencia.com**

Avencia is an award-winning geographic analysis and software development firm specializing in the creation of web-based tools that use mapping technologies to enhance decision-making in municipalities, governments, businesses, and non-profits. Avencia developed Sajara, a unique web-based digital asset management (DAM), for geo-referencing, managing, searching, and displaying collections. Unlike other DAM solutions that only manage structured content, Sajara is unique for its ability to retrieve assets by enabling users to search by address, intersection or neighborhood. Assets in the geographic vicinity are returned with metadata and displayed on a map, in GoogleMaps or GoogleEarth. Winner of Philadelphia Magazine 'Best of Philly 2007' award.

Exhibits

Booth 15

**Barking Dog Studios**

<http://www.barkingdogstudios.com>

**Julia Grady**  
**Barking Dog Studios**  
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**NIH 2S8 Canada**  
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Barking Dog Studios provides companies with innovative tools to effectively utilize the web. Our collaborative environment involves a great deal of brainstorming amongst clients, project managers, programmers and designers.

Booth 52

**Canadian Heritage Information Network**

[http://www.virtualmuseum.ca/English/index\\_flashFT.html](http://www.virtualmuseum.ca/English/index_flashFT.html)

**Daniel Feeny**  
**Business Development & Marketing Manager**  
**Canadian Heritage Information Network**  
**15, Eddy Street**  
**Gatineau QC**  
**K1A 0M5 Canada**  
[daniel.feeny@pch.gc.ca](mailto:daniel.feeny@pch.gc.ca)

Le Musée virtuel du Canada (MVC), c'est la découverte de 2 500 musées canadiens ayant élaboré des expositions virtuelles captivantes, des jeux en ligne et une galerie de plus de 630 000 images tirées de leurs collections. Les enseignants peuvent également accéder à des plans de cours pratiques et à d'autres ressources pédagogiques interactives. Le MVC est géré par le Réseau canadien d'information sur le patrimoine (RCIP), un organisme du ministère du Patrimoine canadien.

The Virtual Museum of Canada (VMC) is the creation of 2500 Canadian museums who have developed exciting virtual exhibitions, on-line games and a gallery of more than 630000 images from their collections. Teachers can also find lesson plans and other interactive educational resources. The VMC is administered by the Canadian Heritage Information Network (CHIN), an agency within the Department of Canadian Heritage.

Booth 57

**The Center for Arts Management and Technology**

<http://camt.artsnet.org>

**David Dombrosky**  
**Executive Director**  
**Centre for Arts Management and Technology**  
**Carnegie Mellon University**  
**5000 Forbes Ave, Pittsburgh PA**  
**15213-3890 USA**  
[daviddom@cmu.edu](mailto:daviddom@cmu.edu)

The Center for Arts Management and Technology ([CAMT.artsnet.org](http://CAMT.artsnet.org)), an applied research center at Carnegie Mellon University, investigates ways technology can improve and enhance the practice of arts management and, when appropriate, develops solutions that meet critical needs in the field. CAMT recently partnered with the New York Foundation for the Arts to develop CueRate ([www.CueRate.org](http://www.CueRate.org)), an on-line artist application and review system that enables museums to conduct both convened and remote jury processes.

Booth 33

**Ecentricarts**

<http://www.ecentricarts.com>

**Keith Durrant**  
**President**  
**Ecentricarts Inc.**  
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[bizman@ecentricarts.com](mailto:bizman@ecentricarts.com)

ecentricarts is a web design and development company. We provide innovative Internet solutions to a broad base of clients, including: cultural organizations; government; not-for-profits and, select corporate clients. Utilizing the best in new technologies and top creative talent, ecentricarts consistently delivers timeless projects that engage, enrich and enlighten the end user. Our service offerings include interactive strategy, web design and development, virtual exhibitions, on-line collections, on-line databases and e-commerce (including on-line fund-raising and member registration solutions). We have worked with organizations such as the McMichael Canadian Art Collection, Art Metropole, the Canadian Music Centre, the Glenbow Museum, Canada's National History Society, Canadian Heritage, the Textile Museum of Canada and the Virtual Museum of Canada.

Booth 39

**eduweb**

<http://www.eduweb.com>

**David Schaller**  
**Principal**  
**eduweb**  
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Eduweb develops innovative learning games and interactives about art, science, history, and technology that hit the sweet spot where learning theory, digital media, and fun meet. We seek to engage the many ways of that people learn about the world through thoughtful application of learning theory, imaginative conceptualizations, and frequent evaluation. Our clients include Colonial Williamsburg, Solomon R. Guggenheim Museum, Smithsonian Institution, and many other mu-

# Exhibits

seums, zoos, and aquariums around the country. 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.

Booth 29

## Gallery Systems

<http://www.gallerysystems.com>

**Harold Potischman**

**Director, Sales and Marketing**

**Gallery Systems**

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**New York NY**

**10001-1902 USA**

[info@gallerysystems.com](mailto:info@gallerysystems.com)

Gallery Systems delivers powerful Collections 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. For over 25 years, Gallery Systems has been dedicated to improving the way institutions organize and share collections with their communities. We serve many of the world's finest museums, including The Metropolitan Museum of Art, the J. Paul Getty Museum, the Tate, Museum der Moderne Salzburg, and the State Hermitage Museum.

Gallery Systems is sponsoring the Welcome Reception at the McCord Museum.

Booth 16

## IDEA Information Systems

<http://www.idea-alm.com>

**Menachem Cohen**

**Regional Sales Manager**

**Idea Information Systems**

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IDEA is the unique provider of integrated management solutions for Archives, Libraries and Museums (ALMs). Using IDEA's products enables ALMs to generate new global & internal services by preservation, management, and empowerment of their knowledge, culture, and information assets. IDEA provides ALM staff and remote end users with transparent handling of a myriad of information: physical, digital and logical. It produces, preserves, and projects the organization's data regardless of its origin, language, and structure, in order to easily expose it within a dynamically changing environment

Booth 56 (Shared with LearningTimes)

## Idéecllic

<http://www.ideecllic.com>

**Daniel Rivet**

**Director of Production and Research & Development**

**Idéecllic**

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Idéecllic is a development company specialised in creating products and offering services for cultural institutions. Our mission is to showcase heritage for learning purposes through multimedia and the Web. Our projects are internationally recognized for being user-friendly, having high-end graphics and innovative technological qualities, and for being sensitive to target audiences. We conduct research and development in the field of museum on the web in order to develop innovative technological solutions for cultural institutions.

Booth 23

## Ideum

<http://www.ideum.com>

**Jim Spadaccini**

**Director**

**Ideum**

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



**Coffee in the Exhibit Hall**

throughout the day

# Exhibits

Booth 25

**Interface Guru**

<http://www.interfaceguru.com>

**Cia Romano**  
CEO and Founder  
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Usability services optimize your Web site, Intranet, software application, or kiosk. We offer Usability Research, including usability testing, a usability laboratory, mobile usability testing, and field studies; Expert Usability Analysis, including the RealityCheck Report™ (a comprehensive, illustrated usability analysis of up to 5 tasks on your Web site, intranet, software product, or kiosk) and the Interface Advisor™ (a just-in-time review of existing projects or new designs); User Experience Design, including information architecture, task sequence design; user interface design and personas; Organizational Consulting, including facilitation; digital media strategy; and Training, including usability boot camps.

Booth 31 (Shared with Interwoven)

**Interflow**

<http://www.interflow.com>

**Christine Simonini**  
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Interflow Systems Consulting is a global systems integration services provider with a focus on content integration and partnered with Interwoven since 1999. Interflow has capabilities across all Interwoven products including TeamSite, WorkSite, MediaBin, LiveSite and MetaTagger. Interflow can provide Application Development, Architecture, Hosting and Remote Administration. We collaboratively work with organizations to get the most out of their Content Management investments helping scores of organizations across North America and Europe to more comprehensively integrate their Application Server, Content Management and Portal solutions; ensuring they deliver the promised value and ROI.

Interflow is a corporate sponsor of Museums and the Web 2008.

Booth 31 (Shared with Interflow)

**Interwoven**

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Interwoven is a global leader in content management solutions. Interwoven's software and services enable organizations to effectively leverage content to drive business growth by improving the customer experience, increasing collaboration, and streamlining business processes in dynamic environments. Our unique approach combines user-friendly simplicity with robust IT performance and scalability to unlock the value of content. Today, more than 4,000 enterprise and professional services organizations worldwide including the world's leading art institutions such as The Metropolitan Museum of Art, The National Heritage Board of Singapore, the Minneapolis Institute of Art, the Indianapolis Museum of Art, the San Francisco Museum of Modern Art, the Rijksmuseum, and Australian War Memorial have selected Interwoven's MediaBin Digital Asset Management solution to solve their image management challenges.

Interwoven is a corporate sponsor of Museums and the Web 2008.

Booth 24

**KE Software**

<http://www.kesoftware.com>

**Sylvia Nikolova**  
KE Software  
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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...

Exhibits



**Coffee in the Exhibit Hall**  
throughout the day

Booth 56 (shared with Idéeclic)

**LearningTimes**

<http://www.learningtimes.net>

**John Walber**  
**CEO**  
**LearningTimes**  
**P.O.Box 25034**  
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**11202-5034 USA**  
**john@learningtimes.net**

Booth 28

**Luna Imaging**

<http://www.LunaImaging.com>

**Nancy Harm**  
**Director of Business Development**  
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Insight® Software Suite + LUNA.THE POWER TO BUILD, MANAGE, AND SHARE YOUR DIGITAL COLLECTIONS. Luna Imaging is a recognized leader in software and services for visual collections. Luna Imaging produces LUNA and the Insight® Software Suite, which together provide a complete visual environment for cataloging and working on-line with high-resolution images and data from anywhere at anytime. In addition, Luna Imaging provides the highest quality scanning services at competitive rates to convert collections into digital form. Luna Imaging has built a solid reputation working with some of the most prominent and demanding museums, archives, universities, and other organizations from around the world to create high quality digital image collections along with the tools for working with these important resources.

Booth 26

**Mediatrope**

<http://www.mediatrope.com>

**Laura Mann**  
**Marketing Director**  
**Mediatrope**  
**144 Townsend Street #200**  
**San Francisco CA**  
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**laura@mediatrope.com**

Mediatrope develops award-winning museum Web sites, kiosks and interactive environments. Mediatrope is the creator of Sitebots™ the preeminent content and communication manager for museums. Sitebots makes it easy to update your site, publish your collection on-line, manage email marketing, and power e-commerce. Sitebots is designed

for non-technical staff; no knowledge of HTML or Flash is required. Sitebots supports multilingual sites and works with software you already use like The Raiser's Edge and TMS. Clients include The Fine Arts Museums of San Francisco, MFA Boston, Seattle Art Museum and the Smithsonian.

Booth 21

**MutualArt.com**

<http://www.mutualart.com>

**Marcia Finkelstein**  
**MutualArt.com**  
**298 Fifth Avenue**  
**4th Floor**  
**New York NY**  
**10001 USA**  
**marcia@mutualart.com**

MutualArt.com is a new information resource site for the art and cultural community; integrating art-related news, events, collections and exhibition content from sources worldwide. Subscribers may access the site via an affiliated museum and personalize their content as desired. Participating museums may offer access to MutualArt.com as a membership benefit and add their own news, events and programming to the content stream. Each museum is profiled in the museum directory, linking to news, artists and to their website. MutualArt.com offers a unique opportunity for museums to collaboratively engage their current members, increase visibility and broaden their audience on-line.

Booth 51

**New Media Consortium**

<http://www.nmc.org>

Booth 13

**Night Kitchen Interactive**

<http://www.whatscookin.com>

**Kara LaFleur**  
**Marketing Coordinator**  
**Night Kitchen Interactive**  
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**19147 PA**  
**USA**  
**karal@whatscookin.com**

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.

Exhibits

## Wednesday April 9, 2008

|                      |  |                               |                                 |                                   |                                       |                              |                             |                                     |                                      |
|----------------------|--|-------------------------------|---------------------------------|-----------------------------------|---------------------------------------|------------------------------|-----------------------------|-------------------------------------|--------------------------------------|
| 8:00 am              | Registration – bottom of Escalators                    |                               |                                 |                                   |                                       |                              |                             | Registration – bottom of Escalators |                                      |
| 9:00 am              | Educational Games<br>Lasalle                           | Content Management<br>Lachine | Advanced Web Dev.<br>Mont Royal | Blogging Effectively<br>Hampstead | e-Learning<br>Côte St. Luc            | Podcasting<br>Verdun         | Terminologies<br>St. Pierre |                                     | Video Editing<br>St. Leonard         |
| 12:30 pm             | Lunch – La Portage<br>Lobby Level                      |                               |                                 |                                   |                                       |                              |                             |                                     |                                      |
| 2:00 pm              | Educational Games<br>Lasalle                           | Content Management<br>Lachine | Everything RSS<br>Mont Royal    | Mashups<br>Hampstead              | Planning Social Media<br>Côte St. Luc | Using steve.museum<br>Verdun | Virtual Earth<br>St. Pierre |                                     | E-mail and Speaker Prep<br>St Michel |
| 5:30 pm              | Bus to Welcome Reception [or walk]                     |                               |                                 |                                   |                                       |                              |                             |                                     |                                      |
| 6:00 pm<br>- 8:00 pm | Welcome Reception<br>McCord Museum of Canadian History |                               |                                 |                                   |                                       |                              |                             | Buses run<br>in a shuttle           |                                      |
| 8:00 pm              | Bus from Welcome Reception [or walk]                   |                               |                                 |                                   |                                       |                              |                             |                                     |                                      |

## Thursday, April 10, 2008

|                      |  |  |  |  |  |  |  |                                     |                                      |
|----------------------|--|--|--|--|--|--|--|-------------------------------------|--------------------------------------|
| 7:30 am              | Registration – bottom of Escalators      |  |  |  |  |  |  | Registration – bottom of Escalators | E-mail and Speaker Prep – St. Michel |
| 8:00 am              | Coffee – Promenade                       |  |  |  |  |  |  |                                     |                                      |
| 9:30 am              | Opening Plenary<br>Westmount / Outremont |  |  |  |  |  |  |                                     |                                      |
| 10:30 am             | Coffee Break – Promenade                 |  |  |  |  |  |  |                                     |                                      |
| 11:00 am             | Personalization<br>MHC                   | Engaging Museum Audiences<br>Westmount |  |  | Theoretical Frameworks<br>Outremont            |  |  |                                     |                                      |
| 12:30 pm             | Lunch On Your Own                        |  |  |  |  |  |  |                                     |                                      |
| 2:00 pm              | Mobile Computing<br>MHC                  | Aggregating Museum Data<br>Westmount   |  |  | What to do with<br>New Media Art?<br>Outremont |  |  |                                     |                                      |
| 3:30 pm              | Coffee Break – Promenade                 |  |  |  |  |  |  |                                     |                                      |
| 4:00 pm              | Cultural Orienteering ...<br>MHC         | User-Generated Content<br>Westmount    |  |  | Beyond Single Repositories<br>Outremont        |  |  |                                     |                                      |
| 5:30 pm<br>- 8:00 pm | Exhibitors' Reception – Fontaine B       |  |  |  |  |  |  |                                     |                                      |

# Overview

## Friday April 11, 2008

|  |   |                         |   |                            |                            |                           |                                     |          |
|--|---|-------------------------|---|----------------------------|----------------------------|---------------------------|-------------------------------------|----------|
| Registration – bottom of Escalators            |   |                         |   |                            | 7:30 am                    |                           |                                     |          |
| Registration – bottom of Escalators            | E-mail and Speaker Prep – St. Michel                        | Exhibit Hall – Fontaine | Birds-of-a-Feather Breakfast – Fontaine A |                            |                            | 8:00 am                   |                                     |          |
|  |   |                         |   |                            |                            | 8:30 am                   |                                     |          |
|  |   |                         |   |                            |                            | 9:00 am                   |                                     |          |
|  |   |                         | NMC Horizon Rpt. Hampstead                | Web 2.0 tools Mont Royal   |                            | Usability Lab 1 Westmount | Coffee in Exhibit Hall – Fontaine B | 9:30 am  |
|  |   |                         |   |                            | Funders Forum Côte St. Luc |                           |                                     |          |
|  |   |                         |   |                            |                            |                           |                                     | 10:30 am |
|  |   |                         | Meta Museum Hampstead                     | Web 2.0 Metrics Mont Royal |                            |                           |                                     | 11:00 am |
|  |   |                         |   |                            | 3-D Imaging Côte St. Luc   |                           | Crit Room 1 Outremont               | 11:30 pm |
|  |   |                         |   |                            |                            |                           |                                     |          |
|  |   |                         | Culture Connect? Hampstead                | Wikis Mont Royal           |                            | User Expectations Lachine |                                     | 12:30 pm |
|  |   |                         |   |                            | Agile Dev. Côte St. Luc    |                           |                                     |          |
|  |   |                         |   |                            |                            |                           |                                     | 1:30 pm  |
|  |   |                         | Openness Hampstead                        | YouTube Mont Royal         |                            | Usability Lab 2 Westmount |                                     | 2:00 pm  |
|  |   |                         |   |                            |                            |                           |                                     |          |
|  | Break in Exhibit Hall                                       |                         |   | Crit Room 2 Outremont      | 3:00 pm                    |                           |                                     |          |
| Web 2.0 as Task Hampstead                      |   | Scratch Lachine         |   |                            |                            | 3:30 pm                   |                                     |          |
| Last Call for the Exhibit Hall – Fontaine B    |   |                         |   |                            | 4:00 pm                    |                           |                                     |          |
|  |   |                         |   |                            | 4:30 pm                    |                           |                                     |          |
| Best of the Web Awards – Westmount / Outremont |   |                         |   |                            | 5:00 - 6:30 pm             |                           |                                     |          |
| Buses run in a shuttle                         | Bus to Conference Reception [or walk]                       |                         |   |                            | 6:30 pm                    |                           |                                     |          |
|  | Conference Reception – Musée d'art contemporain de Montréal |                         |   |                            | 7:00 pm - 10:00 pm         |                           |                                     |          |
|  | Bus from Conference Reception [or walk]                     |                         |   |                            | 10:00 pm                   |                           |                                     |          |

## Saturday April 12 2008

|                                       |                                      |                             |                                |  |                    |
|---------------------------------------|--------------------------------------|-----------------------------|--------------------------------|--|--------------------|
| Registration – bottom of Escalators   | E-mail and Speaker Prep – St. Michel | Demonstrations 1 Fontaine B |                                |  | 8:00 am - 9:30 am  |
|                                       |                                      | Demonstrations 2 Fontaine B |                                |  | 9:30 am - 11:00 am |
|                                       |                                      | Search MHC                  | Community Engagement Westmount | Designing for Young Children Outremont | 11:00 am           |
|                                       |                                      | Lunch On Your Own           |                                |  | 12:30 pm           |
|                                       |                                      |                             | Semantic Search Westmount      | Designing with Teens Outremont         | 1:30 pm            |
|                                       |                                      | Coffee Break – Promenade    |                                |  |                    |
| Closing Plenary Westmount / Outremont |                                      |                             |                                | 3:30 pm - 5:00 pm                      |                    |

# Overview

Booth 27

Booth 34

**OpenCollection**

<http://www.movingimage.us/>

**Carl Goodman**  
 Deputy Director and Director of Digital Media  
 Museum of the Moving Image  
 3601 35 Avenue  
 Astoria NY  
 11106 USA  
 Email: [cgoodman@movingimage.us](mailto:cgoodman@movingimage.us)

OpenCollection is a full-featured collections management and on-line access application for museums, archives and digital collections. It is designed to handle large, heterogeneous collections that have complex cataloguing requirements and require support for a variety of metadata standards and media formats. Unlike most other collections management applications, OpenCollection is completely web-based. All cataloging, search and administrative functions are accessed using common web-browser software, untying users from specific operating systems and making cataloguing by distributed teams and on-line access to collections information simple, efficient and inexpensive.

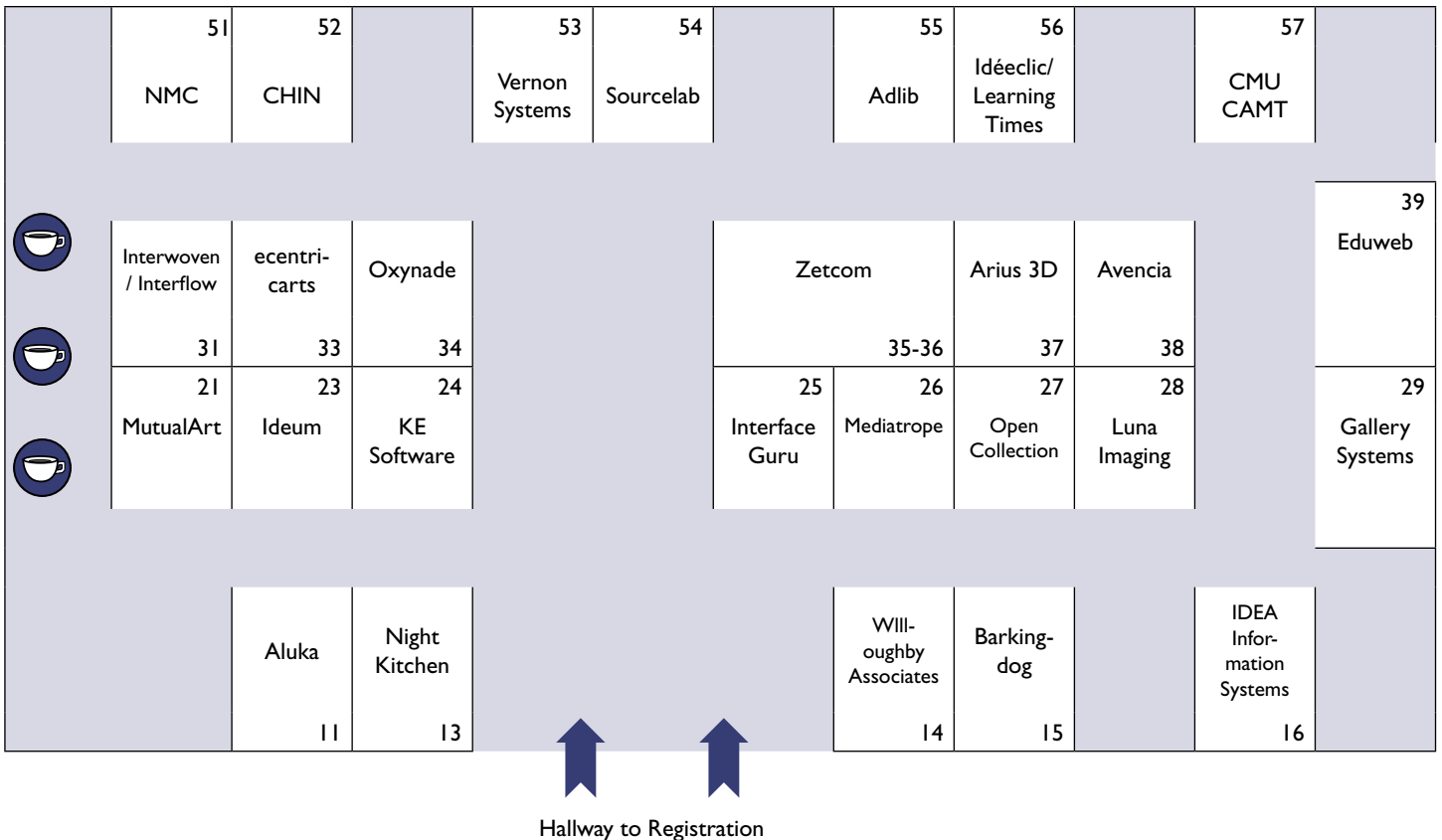
**Oxynade**

<http://www.oxynade.com>

**Hans Nissens**  
 Managing Director  
 Oxynade BVBA  
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Oxynade provides event calendar information to cultural agencies and web portals. By using a wide range of on-line and offline information sources, Oxynade specializes in harvesting event calendar information. As an electronic information provider, Oxynade delivers up-to-date information to its customers. The Oxynade event calendars can be used for offline publishing and as an attractive new feature to your website and on-line business. Cultural & tourism agencies, government and non-profit organizations use Oxynade to promote cultural initiatives and to inform the community of cultural and leisure events. Oxynade eliminates the need of in-house editorial effort to keep a database up to date. Instead, regular updates are provided by Oxynade, ready for use in offline and on-line publications.

**Exhibit Hall Map – Fontaine B**





Booth 54

Booth 14

**Sourcelab**

<http://sourcelab.us>

**Juan Sanabria**  
**Producer and Designer**  
**Sourcelab**  
**88 3rd Place #2**  
**Brooklyn NY**  
**11231 USA**  
**[info@sourcelab.us](mailto:info@sourcelab.us)**

At Sourcelab we create media rich websites, 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

**Vernon Systems**

<http://www.vernonsystems.com>

**Maria Lempriere**  
**Vernon Systems Ltd**  
**PO Box 6909**  
**Auckland**  
**New Zealand**  
**[vsl@vernonsystems.com](mailto:vsl@vernonsystems.com)**

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 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; and eHive, a simple and easy to use web based collections management system with built-in public access and the ability to create cross-museum communities.

**Willoughby Associates**

<http://www.willo.com>

**David Lasky**  
**Willoughby Associates**  
**8828 Pershing Drive #113**  
**Playa del Rey CA**  
**90293-8088 USA**  
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Willoughby Associates, Limited, has provided collections management, web publishing, 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.

Booths 35-36

**Zetcom**

<http://www.zetcom.com>

**Roger Resley**  
**Zetcom**  
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zetcom AG is one of the leading museum software companies and is headquartered in Switzerland with offices in the US, France and Germany. Our multilingual flagship product MuseumPlus is the complete museum management system tailored to the needs of museums, collections, galleries and cultural institutions. The rich feature set around its central module, the collection module, professionally manages scientific documentation of even complex collections. In addition MuseumPlus offers modules for exhibition-, event-, address and photo management as well as marketing support and can be easily customized to specific needs and requirements. zetcom AG develops its products on the base of international documentation standards (i.e. MuseumPlus is CHIN accredited and MDA Spectrum compliant). Among our customers are le Musée de Louvre, Paris; Spencer Art Museum, Kansas; Pinakotheken, München; The Wallace Collection, London; les Musées royaux d'Art et d'Histoire, Brussels and many others.

**E-mail and Speaker Prep**

8:00 am – 5:30 pm  
 St. Michel



7:30 am – 5:00 pm  
bottom of Escalators

**Registration**



8:00 am – 9:30 am  
Fontaine A

**Birds-of-a-Feather Breakfast**

Sponsored by Johns Hopkins University, Museum Studies program



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

- Geo-encoding collections
- Handhelds
- Mashups
- Open source
- Personalization
- Re-purposing media vs. making it new
- Recommender systems
- Science learning
- Second Life
- Social tagging
- Teachers using museum resources

**Interactions: A Full Day of Mini-Workshops, Professional Forums, Crit Rooms and Usability Labs**

9:30 am – 10:30 am  
Hampstead

**NMC Horizon Report for Museums**

This forum will introduce and solicit input to the Horizon Project and Report for Museums, a project of New Media Consortium (NMC). The purpose of the Project is to identify and describe the emerging technologies that are likely to have significant impact on cultural stewardship, education, interpretation, management, audience engagement, and other aspects of museum practice during the next few years.

9:30 am – 10:30 am  
Mont Royal

**YouTube to MuseTube. Now we have Web 2.0 tools, how do we use them?**

David Greenfield, Loyola Marymount University, USA

This interaction will provide a forum to examine how Web 2.0 technologies can be and are used by curators, educators and other museum professionals to expand a museum's role by promoting new methods of collaboration within itself and with other museums and institutions. These technologies can also be used to enhance a visitor's experience by transforming it from a passive role to that of an active participant in an exhibition.

9:30 am – 11:30 am  
and 1:30 pm – 3:30 pm  
Westmount

**Usability Labs**

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:

1. observe simple, low-cost, high-speed user testing of museum Web sites in action;
2. volunteer to participate as a user tester and discover some of the problems users have on unknown sites; and
3. volunteer your site to be tested (if space is still available).

Each user test lasts about 20 minutes 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. The "user" leaves the room while the owner of the site describes what they consider a typical scenario – something the average user would be trying to do. This scenario is converted into a task and given to the user to perform along with some randomly selected standard tasks. After each test, the user, site owner, test administrators and audience will discuss what was learned.

**Coffee in the Exhibit Hall**

9:00 am – 10:30 am Fontaine B



# Interactions

**Funding Programs for Technology in Museums**

*Sonia Feigenbaum, National Endowment for the Humanities, USA; Christopher Mackie, The Andrew W. Mellon Foundation, USA; and Anne-Marie Millner, Canadian Heritage Information Network, Canada*

Sonia Feigenbaum will profile NEH-funded projects that have made use of digital technologies and introduce funding opportunities available in the Division of Public Programs. Christopher Mackie will introduce the Mellon Foundation's Research in Information Technology (RIT) program priorities, and highlight trends likely to influence the course of software development for the museum community. Anne-Marie Millner will provide an overview of the Investment programs of the Canadian Heritage Information Network (CHIN): Virtual Museum of Canada & Community Memories. All presenters will allow ample time for questions about their programs.

10:00 am – 11:00 am  
Côte St. Luc

**Towards New Metrics Of Success For On-line Museum Projects**

*Sebastian Chan, Powerhouse Museum, Australia*

Museums must take another look at their analytics tools and methods. It calls for a new approach and examines new ways of measuring the use of on-line museum projects and Web sites. It looks at the new range of analysis tools available to Web teams and, referencing the broader segmentation work of Peacock and Brownbill (2007), proposes practical ways a segmented approach can work for museums of all sizes. It proposes that museums need to take stock of their comparative positioning in each of these segments, rather than use raw figures. Drawing upon search engine optimisation techniques and demand-side competitive ISP-level intelligence, it combines these with new site-specific techniques to allow museums to better learn how their existing users behave on their Web sites, as well as to identify the potential audience for their offerings, one that is currently untapped.

11:00 am – 12:00 pm  
Mont Royal

**Professional Forum: Towards the Meta-Museum**

Chair: Phil Getchell, Museum of Fine Arts, USA

**The Meta Art Museum: Towards the Promise of an Open Collaboration Platform**

*Jeff Steward and Jenna Fleming, Museum of Fine Arts, Boston, and Scott Shunk, MIT, USA*

With many collections available on-line, art museums face new opportunities in digital collaboration, service and scholarship. We will provide an overview of one project to integrate images and data from the Museum of Fine Arts, Boston with Visualizing Cultures' scholarly materials to create rich collaborative content on focused topics in Japanese history. While the technical approach is expected to evolve, it serves as a model for a relatively simple and "hands-off" method of collection integration that is easily maintained and easily extended, allowing the Museum to provide content for multiple on-line projects without significant extra investment. This paper will also discuss lessons learned and future opportunities for art museum collection integration, including the emerging standard of CDWA Lite.

11:00 am – 12:00 pm  
Hampstead

**Crit Room 1 and 2**

*Chair, Jennifer Trant, Archives & Museum Informatics, Canada*

*Critics, Participants and their Sites are listed on a separate sheet.*

Experienced Web designers and new media managers review real museum Web sites and offer their comments in the "Crit Room". Modeled on the art school critique, Web sites are volunteered in advance by MW2008 delegates who are present to pose the problem and respond.

11:30 am – 1:00 pm  
2:30 pm – 4:00 pm  
Outremont

- 11:30 am – 12:30 pm  
Côte St. Luc
- 3D imaging: A Glimpse into the Future!**  
*Corey Timpson, Canadian Heritage Information Network; and Jean-François Lapointe and Eric Paquet, National Research Council of Canada, Canada*
- We present two CHIN initiatives. The first is the use of Nefertiti, software that classifies and retrieves three-dimensional images and models from databases. Unique to Nefertiti is its content-based algorithms which permit users to search by scale, shape, and/or color. The second is a pilot project in collaboration with the McCord Museum and the Canadian Space Agency using the NRC's Demotride software. Demotride brings artefacts, objects and scenes vividly to life in three dimensions (3D); this project allows participative interaction with objects and artefacts, including the ability to rotate, zoom and manipulate them for highly-detailed examination.
- 12:30 pm – 1:30 pm  
Hampstead
- How Can Culture Really Connect? Semantic Front Line Report**  
*Ross Parry, University of Leicester, United Kingdom*
- How would you piece together the culture web of the future? A wish for more decisive, open-minded developmental connections recently led to the 2006/2007 Semantic Web Think Tank (SWTT) project, a UK research partnership. The big 'take home' from the SWTT project has not, in the end, been a demonstrator, mash-up or a software widget of some kind. It's the emergence of a suggested roadmap for the development of a joined-up digital cultural sector, to be revealed in more detail in a coming report.
- 12:30 pm – 1:30 pm  
Lachine
- User Expectations**  
*Steven Smith, United Focus Pty Ltd, Australia*
- This mini-workshop session will explore the current and emerging trends in users' expectations of their on-line experience with museum Web sites. What do they want to see and do on museum Web sites? How do they want to interact with the content? How has Google changed the on-line landscape and users' experience of culture and heritage on-line?
- 12:30 pm – 1:30 pm  
Mont Royal
- Wiki Software and Facilities for Museums**  
*Jonathan Bowen, Museophile Limited, United Kingdom*
- The potential for the use of wikis by museums to aid collaboration between users is great. This mini-workshop presents current wiki tools and facilities that are available on-line and suitable for use by museums for on-line collaboration and the building of virtual communities. A selection of existing examples of museum-related wikis is surveyed, including comments on their features in a wider context. Some lessons from experience of wikis so far are given and the possible future of wikis, especially with respect to museums, is considered.
- 1:00 pm – 2:00 pm  
Côte St. Luc
- Agile Methods for Project Management**  
*David Ellis, Think Design, Inc.; Michael Jenkins, The Metropolitan Museum of Art; Willy Lee, The Minneapolis Institute of Arts; and Rob Stein, Indianapolis Museum of Art, USA*
- We will share how the application of Agile methods for project management have impacted the creation, collaboration and development of tools in support of the Steve research project, a collaboration to research the role and usefulness of social tagging as it applies to museum collections. We will describe the features and benefits of agile project management and explain why they might be useful for a broad range of museum collaborative projects.
- 2:00 pm – 3:00 pm  
Mont Royal
- Beyond Launch: Museum Videos On YouTube**  
*David Hart and Allegra Burnette, The Museum of Modern Art, New York; Chris Alexander, San Jose Museum of Art; Dan Dark, Indianapolis Museum of Art; Jennifer Rossi, Hirshhorn Museum and Sculpture Garden, Smithsonian Institution; and Nicole Minor, Exploratorium, USA*
- Professionals from a variety of museums that have started YouTube channels discuss how to build and maintain these Web video initiatives. After quickly reviewing key discoveries from the

different institutions, the panel will be opened for discussion and questions. Topics covered will include using YouTube as a marketing tool (Do YouTube visits translate into website or physical visits to your museum?); YouTube as an educational tool; reaching and expanding your audience and community on-line and offline; managing and maintaining the initiative after the excitement of the launch; in-house versus outsourcing; working within constraints of time, money, and resources; future trends and current features; and how not to waste time chasing your own (long) tail.

### **Professional Forum: What Does Openness Mean to the Museum Community?**

*Chairs: Brian Kelly, University of Bath, and Mike Ellis, Eduserv, United Kingdom*

In the provision of networked services for museums, the term 'openness' crops up in a variety of contexts, including open standards and open source software. In addition, the Web 2.0 environment has led to increased interest in open content and in the use of freely available networked applications which may be regarded as open services. It can be difficult to argue against the benefits which openness seeks to provide. But will a commitment to openness guarantee the deployment of effective and sustainable services? Discuss the issues with your colleagues and help to develop a museum community consensus and action plan.

2:00 pm – 3:00 pm  
Hampstead

### **Ice Cream Break**



3:00 pm – 4:00 pm  
Fontaine B

### **Just Do It! Web 2.0 as task not technology**

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

The central issues in the development of Web 2.0 activities are about task setting and experiment. Active users of sites bring an understanding of their potential and applications within museums, and so does a risk-taking 'suck-it-and-see' attitude. Learning by experiment helps us draw in the users we never see, and some of the best activities are founded on imagination rather than money. The aim of the workshop is to provide a large number of relatively simple workable ideas that people might take away and adapt to their own museums.

3:30 pm – 4:30 pm  
Mont Royal

### **Scratch: On-line, interactive, social programming language from the MIT LifeLong Kindergarten Group**

*Liddy Nevile, La Trobe University, Australia*

Scratch is a new, free programming language from MIT's Media Lab that makes it easy to work with a mix of media to explore ideas and construct interactive on-screen objects and environments. Approximately 95,000 such projects have been published this year on the open international Web site where social networking supports collaboration in project building and critique of ideas represented. This mini-workshop aims to show how easy it is to engage on-screen and on-line with ideas, objects and other people in a Scratch environment. Museum staff can easily use Scratch to provide interactive on-screen demonstrations of mechanical devices, interactive contexts for collections, and importantly, enable visitors to take the museum and their museum experiences to the outside world.

3:30 pm – 4:30 pm  
Lachine

### **Using Standardized Methods To Present Three-dimensional Content On The Web In The Context Of Cultural Heritage**

*Christian Derler and Sandra Murg, Joanneum Research; Otmar Moritsch and Wolfgang Pensold, Technisches Museum Wien, Austria*

This mini-workshop gives an overview of standards and methods for representing 3D walk-through content. To allow a curator easy development of virtual tours, an application was developed to support the procedure. The development process will be outlined, as well as how a prototypic client is used to access virtual exhibitions. The client uses standardized methods for the rendering of the three-dimensional scenes and also allows for interactivity.

4:00 pm – 5:00 pm  
Côte St. Luc

## Best of the Web Awards Ceremony

5:00 pm – 6:30 pm  
Westmount / Outremont

Recognizing achievement in heritage Web site design, each year we name the “Best of the Web”. Museum Web sites from around the world – launched or significantly updated in 2007 – were nominated in an open process, and reviewed by a committee of museum professionals. Categories are:

- On-line Exhibition
- Educational Site
- Museum Professionals’ Site
- Research Site
- On-line Community or Service
- Podcast (Audio / Video)
- Innovative or Experimental Site
- Small

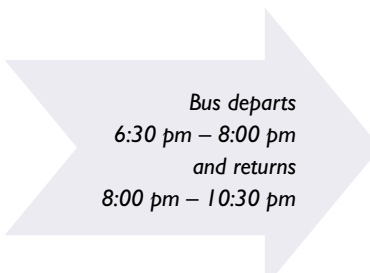
The panel selects the Best Overall Museum Site from all of the sites nominated.

### Judges

- **Chair: Jennifer Trant**, Archives & Museum Informatics, Canada

### Panel

- **Dana Allen-Greil**, Smithsonian National Museum of American History, USA
- **Steven Beasley**, Museum of Science and Industry, Chicago, USA
- **Katherine Burton Jones**, Harvard University, USA
- **Jim Devine**, Hunterian Museum and Art Gallery, Scotland
- **Ian Edelman**, Hampshire County Council, United Kingdom
- **Karen Elinich**, Franklin Institute, USA
- **Peter Gorgels**, Rijksmuseum, The Netherlands
- **David Greenfield**, Loyola Marymount University, USA
- **Kate Haley Goldman**, Institute for Learning Innovation, USA
- **Tana Hargest**, Elizabeth Foundation for the Arts, USA
- **Kajsa Hartig**, Nordiska museet, Sweden
- **Douglas Hegley**, The Metropolitan Museum of Art, USA
- **Brad Larson**, Brad Larson Media, Inc., USA
- **Marjo Mäenpää**, University of Art and Design, Helsinki, Finland
- **Lawrence Monda**, National Museums of Kenya, Kenya
- **André-Claude Potvin**, Ogilvy 2B Interactive, Canada
- **Tim Svenonius**, San Francisco Museum of Modern Art, USA
- **Marcia Tiede**, University of Arizona Libraries, USA
- **Corey Timpson**, Canadian Heritage Information Network (CHIN), Canada
- **Bruce Wyman**, Denver Art Museum, USA



Bus departs  
6:30 pm – 8:00 pm  
and returns  
8:00 pm – 10:30 pm






### Conference Reception

Musée d'art contemporain de Montréal  
Friday, April 11, 2008  
7:00 pm – 10:00 pm




ticket required for entrance

**Demonstration I: 8:00 am – 9:30 am Fontaine B**

|  |                          |                          |                               |                             |                                   |                         |                                 |                                |  |    |                             |
|--|--------------------------|--------------------------|-------------------------------|-----------------------------|-----------------------------------|-------------------------|---------------------------------|--------------------------------|--|----|-----------------------------|
|  | 51<br>Pablum or Protein? | 52<br>Mirror Mirror      |                               | 53<br>Journey into Time ... | 54<br>Seminar to Cyberspace       |                         | 55<br>Catalunya                 | 56<br>Virtual Museum: Mexico   |  | 57 |                             |
|  |                          |                          |                               |                             |                                   |                         |                                 |                                |  |    | 39<br>non-profit literature |
|  | smARTkids<br>31          | Kids are all right<br>33 | Virtual Zipscribe<br>34       |                             | steve. museum<br>35               | Mischief & Malice<br>36 | Japanese TV Ads<br>37           | Latino Second Life<br>38       |  |    | 29<br>non-profit literature |
|  | 21                       | Dane-Wajich<br>23        | Usable Semantic Web<br>24     |                             | 25<br>Postcolonial Museum Réunion | 26<br>Digital Threads   | 27<br>Mentora Alsina: Barcelona | 28<br>Unlocking Digital Vaults |  |    |                             |
|  |                          | 11                       | Media-theque ICA-Boston<br>13 |                             |                                   |                         | Canadian Art Database<br>14     | Poem Scroll<br>15              |  | 16 |                             |

↑ ↑  
Hallway to Registration

**Demonstration 2: 9:30 am – 11:00 am Fontaine B**

|  |                               |                          |                    |              |                                   |                   |                           |                             |  |    |                             |
|--|-------------------------------|--------------------------|--------------------|--------------|-----------------------------------|-------------------|---------------------------|-----------------------------|--|----|-----------------------------|
|  | 51<br>NGC: Reaching Audiences | 52<br>NGC: Visitor Wants |                    | 53<br>iPhone | 54<br>Tool For Temp. Exhibits     |                   | 55<br>Reach new Audiences | 56<br>Science Now... phone  |  | 57 |                             |
|  |                               |                          |                    |              |                                   |                   |                           |                             |  |    | 39<br>non-profit literature |
|  | MultiMatch<br>31              | Teaching with Art<br>33  | ExhibitFiles<br>34 |              | Pachyderm<br>35                   | Nisenet.org<br>36 |                           | Biodiversity Heritage<br>38 |  |    | 29<br>non-profit literature |
|  | 21<br>Web 2.0 on the Beach    | 23<br>Slave Trade        | 24<br>Virtual Rome |              | 25<br>Siberian Federal University | 26<br>Evidence    | 27<br>Electronic Cenotaph | 28<br>Matsumotojo           |  |    |                             |
|  |                               | 11                       | MuseTech<br>13     |              |                                   |                   | Free Images V&A<br>14     | Teens Connect u.k.l.<br>15  |  | 16 |                             |

↑ ↑  
Hallway to Registration

Booth 26

**Demonstrations – I**

8:00 am- 9:30 am

Fontaine B

**The Poss Family Mediatheque @The ICA Boston**

*Emma Fernandez and Rosanna Flouty, Institute for Contemporary Art Boston, USA*

Participants in the demonstration will explore the full content and functionality of the Mediatheque, as well as test the real-time tagging feature to tag artworks, join conversations on-line with visitors to the ICA in Boston, and see work created by teens at the ICA.

Booth 13

**The Canadian Art Database Project: From Information to Knowledge**

*Bill Kirby, Centre for Contemporary Canadian Art, Canada*

This Project of the Centre Contemporary Canadian Art [CCCA] is a 10-year work in progress, with the overall objective of broadening public awareness of contemporary Canadian Art in Canada and abroad.

Booth 14

**Poem Scroll with Deer Interactive Website**

*Christina De Paolo, Seattle Art Museum, USA*

The Poem Scroll with Deer is a 17th Century masterpiece, on view in the museum galleries in 2007. In conjunction with this exhibition, a website and gallery kiosk was produced to virtually recreate the entire scroll and display it as it would have originally been read.

Booth 15

**Dane-Wajich – Dane-zaa Stories and Songs: Dreamers and the Land**

*Kate Hennessy, University of British Columbia, Amber Ridington, Memorial University of Newfoundland, Canada*

This exhibit's community-directed production process has contributed to the revitalization of Dane-zaa culture and language as it brought elders and youth together to document stories, songs, and their relationship to the land.

Booth 23

**Developing the Usable Semantic Wiki**

*Rose Sherman, Minnesota Historical Society, USA*

The Minnesota Historical Society just launched www.placeography.org, a wiki about any place anywhere that anyone can edit.

Booth 24

**A Postcolonial Museum of the Present**

*Françoise Vergès, Maison des Civilisations et de l'Unité Réunionnaise, France*

The demonstration will present the project in its multiple elements. The objective is to engage with similar projects and contribute to the debate on the postcolonial museum of the 21st century.

Booth 25

**Digital Threads:Textiles,Art,Technology**

*John Dalrymple and Patricia Bentley, Textile Museum of Canada, Canada*

Digital Threads is an interactive Web environment created by the Textile Museum of Canada that highlights new digital artworks by Canadian artists. This interactive project also has a studio for visitors to create their own digital work with components and concepts borrowed from the featured artists.

Booth 27

**The Mentora Alsina. A century of experimental physics teaching in Barcelona**

*Joan Munoz, Museu de la Ciència i de la Tècnica de Catalunya, Spain*

The Science and Technology Museum from Catalunya (mNACTEC) has developed a virtual exhibition from the documents and objects used for the exhibition "Experimental Physics Laboratory of the Mentor Alsina".

Booth 28

**Unlocking Digital Vaults**

*Suzanne Adamko Isaacs, National Archives & Records Administration, USA*

The Digital Vaults, an on-line interactive exhibit for the National Archives Experience, launched in February 2008. The Digital Vaults uses individual record selections made by the visitor to build a matrix of records tagged with the same terms. This creates an experience where the record set is changed each time a new record is selected.

Booth 31

**smARTkids Refreshed: an Online Tool for Learning About Art**

*Melissa Holbert, The Smart Museum of Art, USA*

The site was a finalist in the 2004 Flash Film Festival and was recognized as a Site of the Week by the SBC Knowledge Network Explorer. The new version features increased interactivity, simplified navigation, and the addition of dynamic content.

Booth 33

**The Kids Are All Right: Reaching the Internet Generation using Interactive Web Technologies and NO MONEY**

*Betsy Brock and Erin Langner, Henry Art Gallery, USA*

Communicating with generations that have grown up in the digital age is an important part of connecting with a museum's community.

Booth 34

**Virtual Zipscribe**

*Michael Wilson and Chris Weisbart, Natural History Museum of Los Angeles County, USA*

Demonstrations



An interactive narrative allows museum guests to both succeed and fail (by destroying the specimen) in freeing fossils from the matrix with an immersive 3D environment, sound effects, and a digital paleontologist guide who will lead the guest in a 2-5 minute interaction.

Booth 52

**Steve.museum: Software Tools for Social Tagging**

*Rob Stein, Indianapolis Museum of Art, USA*

In this demonstration we will show several of the open source tools developed using the Steve software model as examples of ways in which other institutions may begin to address their desires to feature social tagging content on their own Web sites.

Booth 35

**Mischief & Malice: Crime in the Museum**

*Jessica Koepfler, Institute for Learning Innovation, USA and Nick Gamble, University of Toronto, Canada*

The graduating class of the Museum Studies program at the University of Toronto launched a virtual exhibition on April 2, 2008. In this demonstration the project managers will showcase both the process and the final product of this year-long endeavor.

Booth 36

**Japanese History of the last 50 years Reflected on TV Ads: On-line Exhibition**

*Junko Iwabuchi, Keio University, Japan*

The animated TV ads of Momoya Co., Ltd. (a leading Japanese processed food company) that are introduced in this exhibition date back to 1958. The animated character is derived from Mr. Norihei Miki, a versatile comedian, who appeared in this series of TV ads.

Booth 37

**The Smithsonian Latino Virtual Museum in Second Life**

*Melissa Carrillo, Smithsonian Latino Center, USA*

Through a demonstration of work in progress, we will illustrate our collaborative work with Ohio University's Vital Lab in the building of LVM in Second Life. We will discuss our philosophy behind the LVM design, content structure and navigation.

Booth 38

**Archives of Ontario: The Web – Pablum or Protein**

*Stewart Boden, Archives of Ontario, Canada*

For more than a decade the Archives of Ontario has implemented a wide-ranging on-line strategy to increase our user base and reach new audiences. This program has unabashedly been developed to make archival holdings more 'palatable' and 'easy to digest.'

Booth 51

**Mirror Mirror... Looking back through the eyes of the CFPL news camera**

*Scott Barrie, Archives of Ontario, Canada*

In 2002, the people of Ontario became the fortunate recipients of a time capsule vividly illustrating life in the province during the 1950s and 1960s when London television station CFPL generously donated 2,700 reels of news film to the Archives of Ontario. This demonstration will present it in a Web environment.

Booth 53

**A Journey into Time Immemorial**

*Ivana Filipovich, Simon Fraser University, Canada*

We believe we have completely succeeded in transforming purely museum content into a virtual ancient environment which gives the visitors endless ways of exploring the content and enjoying the animated scenes from the past.

Booth 54

**From Seminar to Cyberspace: Collaborative Approaches to Public History and New Media**

*Mandy Koroniak, Canada*

In 2005, the Canada Science and Technology Museum signed a memorandum of understanding with the Public History Program, at Carleton University in Ottawa that led to development of the programs featured here.

Booth 55

**Museums and Heritage Institutions Working in Network. The Regional System of Museu de la Ciència i de la Tècnica de Catalunya**

*Janine Sprünker, Universitat Oberta de Catalunya, Spain*

I will show the results obtained of the network analysis of the Regional System of mNACTEC. The methods and techniques of network analysis offer useful mechanisms applicable to the field of organization and management of museums and heritage institution.

Booth 56

**The Virtual Museum of the University's Cultural Heritage of The Universidad Nacional Autónoma de México**

*Francisco Caviedes, Universidad Nacional Autónoma de México, Mexico*

The Virtual Museum of the University's Cultural Heritage (VMUCH) is a dynamic interactive space where users navigate and interact with UNAM's cultural, scientific and historical heritage in 3D real-time space.

Booths 29 + 39

**Non-Profit Literature Tables**

Non-profit organizations are welcome to place their literature on these tables for distribution to other delegates. Commercial materials will be removed. Available for both Demonstrations Sessions.

**Coffee in the Demonstrations**

8:30 am – 10:00 am



# Demonstrations

**Demonstrations – 2**

9:30 am – 11:00 am

Fontaine B

**MuseTech Central, the MCN Project Registry**

*Susan Chun, Consultant; Michael Jenkins, The Metropolitan Museum of Art; Robert Lancefield, Davison Art Center, Wesleyan University; and Willy Lee, The Minneapolis Institute of Arts, USA*

A joint initiative of the Museum Computer Network (MCN) and the Museum Software Foundation (MSF), the newly-launched MuseTech Central is a persistent, searchable resource where the museum community can share information about technology-related projects.

Booth 13

Booth 14

**Providing Freely Downloadable Images To The Academic Community**

*Sarah Winmill, Victoria & Albert Museum, United Kingdom*

In April 2003 the Victoria and Albert Museum (V&A) made available on-line approximately 4,000 images of objects within its collection to be searched and viewed. Over time this grew to 27,000 works represented in over 43,000 available images.

Booth 15

**Teens Connect to Art and Each Other at Young Peoples Laboratories for Art: Statens Museum for Kunst embraces user-created content and social networking**

*Anne Tessing Skovbo Nielsen and Tine Nygaard, Statens Museum for Kunst, Denmark*

Statens Museum for Kunst (SMK), the Danish national gallery, wanted to use Web 2.0 technologies, social networking and user-contributed content to reach a teenage audience. In 2007 SMK launched a new art community designed for teens.

Booth 21

**Web 2.0 on the Beach: The V&A experiments with a Mashup**

*Mark Hook, Victoria & Albert Museum, United Kingdom*

We will demonstrate how we developed the World Beach Project with artist and weaver Sue Lawty, from initial concept to launch; we will also discuss what the challenges have been in building the interface, and moderating the submissions, and how we have dealt with those issues.

Booth 23

**Parliament and the British Slave Trade 1600-1807**

*David Prior, Parliamentary Archives, UK, United Kingdom*

A Web site was commissioned to enable users to interact with documents, works of art and museum artifacts of slavery on the 200th anniversary of the parliamentary abolition of the British slave trade.

**Virtual Rome: A Tour of Ancient Rome**

*Edward Bachta, Indianapolis Museum of Art, USA*

Travel back to 320 AD and take a tour of the Roman Forum. Panoramic images provide the backdrop for the experience. A panorama tool called Flash Panorama Player provided the framework for development.

Booth 25

**Art History Images on the Website of Siberian Federal University**

*Inna Kizhner, Siberian Federal University, Russia*

Siberian museums and research centres contributed by studying standards for creating visual information resources, building an art history image database, developing cataloguing tools, and involving students in research projects, as well as doing the practical work of creating an art history image library.

Booth 26

**Evidence: How Do We Know What We Know?**

*Aaron Kline and Adrian Van Allen, Exploratorium, USA*

For the past three years, a diverse project team has worked with media specialists, scientists, journalists, evaluators, educators, and more to create an on-line resource that not only offers users a window into the way scientists evaluate and use evidence in their research, but also mirrors the way individuals assess information to build their own body of scientific knowledge.

Booth 27

**Electronic Remembrance: From Roll Of Honour Interactive To Biographical Base For National On-line Collaboration**

*Bruce Ralston, Auckland War Memorial Museum, New Zealand*

The demonstration will show the relationship between the Museum and a data resource, Cenotaph, a biographical database of New Zealanders who have died in conflicts. Establishment of persistent URLs and web browsability, have had a flow-on impact for access to other Museum collection data sets.

Booth 28

**Matsumoto-jo: A 16th Century Japanese Castle**

*Jonathan Amakawa, Studio Amakawa, USA*

Interactive 3D artist and programmer Jon Amakawa will demonstrate a project that he is currently developing titled Matsumoto-jo: A 16th Century Japanese Castle.

Booth 31

**The MultiMatch Project: Multilingual/Multimedia Access to Cultural Heritage on the Web**

*Jennifer Marlow, University of Sheffield, United Kingdom*

The EU-funded MultiMatch project aims to overcome language barriers and media and distribution problems affecting access

# Demonstrations

to on-line cultural heritage material. Partners are developing a vertical search engine able to harvest and synthesize heterogeneous information from distributed sources.

Booth 33

**Teaching with Art: On-line Curriculum-Building at the Museum of Fine Arts, Boston**

*Willamarie Moore and Jenna Fleming, Museum of Fine Arts, USA*

See a new on-line education resource created by the Museum of Fine Arts, Boston. This tool encourages teachers to create and share theme-based on-line artwork collections tailored to their lesson plans.

Booth 34

**ExhibitFiles: a community site for exhibit designers and developers**

*Wendy Pollock, Association of Science-Technology Centers, and Jim Spadaccini, Ideum, USA*

ExhibitFiles is a creation of the Association of Science-Technology Centers (ASTC), an international organization of science centers and museums, in collaboration with Ideum and a core group of exhibit developers and designers.

Booth 35

**Pachyderm Project Update**

*Scott Sayre, Sandbox Studios / Museum411 and Christina De Paolo, Seattle Art Museum, USA*

This demonstration will highlight recent developments with the Pachyderm open-source authoring tool. The presenters will provide a short overview of the new community Web site "PachyForge", as well a variety of new on-line and in-gallery programs developed using the Pachyderm authoring tool.

Booth 36

**Nisenet.org: Visualizing Small Science and Dispersed Communities**

*David Beck and Kate Duckworth, Exploratorium, USA*

Nisenet.org is designed to foster cross-disciplinary collaboration between informal science educators and nanoscale science researchers, to capture and disseminate current knowledge about nanoscale education, and to explore novel ways of visualizing both the nanoscale and the network itself.

Booth 38

**The Biodiversity Heritage Library: An International Museum and Library Collaboration**

*Constance Rinaldo, Harvard University, USA*

The Biodiversity Heritage Library (BHL) is an open access digital library that covers the legacy taxonomic literature. The integration of taxonomic intelligence will enable linkages to other relevant indexed content in the Encyclopedia of Life and other web-accessible name-based sources.

Booth 51

**National Gallery of Canada: Reaching our Audiences**

*Jo-Anne Landriault, National Gallery of Canada, Canada*

CyberMuse is the National Gallery of Canada's Education and Research website, targeted to five specific audiences. It includes user-friendly interactive learning tools, as well as practical teaching resources for schools. CyberMuse has an average of 4 million hits and more than 125,000 user sessions per month.

Booth 52

**National Gallery of Canada: What the Visitor Wants**

*Ashish Bhagrath, National Gallery of Canada, Canada*

The National Gallery of Canada's website has a new look! Thanks to a more intuitive design and increased accessibility, visitors will experience the National Gallery of Canada's rich virtual resources with their needs in mind.

Booth 53

**iPhone: Next Generation Museum Device?**

*Chris Alexander, San Jose Museum of Art, USA*

This demonstration will focus on a prototype tour that the San Jose Museum of Art has developed using the iPhone and iPod Touch. The tour is constructed by creating small Web pages which are viewable on either device.

Booth 54

**The Tool For Temporary Exhibition Organizers**

*Debora Mugica, Culturable, Spain*

Culturable.com enriches the cultural arena by linking organizations and individuals wishing to create temporary nonprofit art, science or historical exhibits.

Booth 55

**Reach new audiences, increase numbers of visitors, and become a major part of the local community by using on-line social networking sites and blogs**

*Ingrid Beazley, Dulwich Picture Gallery, United Kingdom*

Using existing on-line communities and blogs the Friends of Dulwich Picture Gallery organization is reaching and attracting new and more diverse visitors, increasing interest and involvement in, and ultimately revenue for, Dulwich Picture Gallery.

Booth 56

**Science Now, Science Everywhere: Interact and Learn More Using Your Phone**

*Denise Bressler, Gary Hetzel, and Kirk Rahusen, Liberty Science Center; and Kate Haley Goldman, Institute for Learning Innovation, USA*

On December 22, 2007, Liberty Science Center (LSC) unveiled texting as a new way to interact with our exhibits. Our intention is to extend the learning experience beyond the walls of the museum by providing URLs for visitors to view after their visit.

# Demonstrations



## Museums and the Web Save the Date!

**MW2009: April 15-18, 2009**  
Indianapolis, Indiana, USA  
at the Hyatt Regency

**MW2010: April 14-17, 2010**  
Denver, Colorado, USA  
at the Grand Hyatt

**MW2011: April 6-9, 2011**  
Philadelphia, Pennsylvania, USA  
at the Loews Hotel



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# Put your digital assets on the map.

Sajara is a unique web-based **geographic** digital asset management tool. Manage, retrieve, and display digitized photographs, maps, audio, and video using geographically-based criteria like an address, intersection or neighborhood, from any location in the world.

Stop by **Booth 28** and let us tell you how we can meet your needs and budgets.



Sajara® is a product of Avencia. It supports a variety of mapping platforms: ESRI, Open Source, Google.

**Registration**



8:00 am – 3:00 pm  
bottom of Escalators

**Designing for Young Children**

Chair: Liddy Nevile, La Trobe University, Australia

**Industrial Heritage, Memory, Preservation and ICT. Results**

*Glòria Munilla, Laura Solanilla, Patricia Castellanos, Magda Martínez Daniel, and Elisa Ibáñez Anguera, Open University of Catalonia, Spain*

The Museia Research Group of the Open University of Catalonia (Spain) and the Catalan National Museum of Science and Technology have completed two joint research projects: the Social Perception of Science, and the Knowledge and Heritage Value of Gerri de la Sal. The Knowledge and Heritage Value of Gerri de la Sal was planned for the school-age public. It involved the design of a series of educational activities and teaching dossiers adapted to the different educational levels interested in exploring the on-line products. The outcome of the 9-month-long evaluation process is seen in the series of interesting results that we present here.

11:00 am – 12:30 pm  
Outremont



Education

**Bringing Cultural Heritage into Primary School Classrooms through Web Technology: The Milano Romana Tecnologica Case-Study**

*Franca Garzotto and Paolo Paolini, Politecnico di Milano, Italy*

The project Milano Romana Tecnologica (i.e., Milan at the time of the Roman Empire presented through Technology), was carried out by a classroom of 24 pupils (K5) in Milan, Italy. Children combined several activities in a period of 2 months: they visited the Archeological Museum in town; they searched for additional material on the Internet or in the school library; they shot pictures or made drawings when they could not find the proper visual documentation; they creating narratives; they recorded MP3 audios...and finally, they developed a “multichannel” hyperstory on Roman Milan, using “1001 stories.” Qualitative evaluations are reported.

**Community Engagement**

Chair: Madeleine Lafaille, Canadian Heritage Information Network (CHIN), Canada

**Seeing Tibetan Art through Social Tags**

*Shelley Mannion, University of Lugano, Switzerland*

Most current efforts in social tagging by museums focus on how to improve public access to on-line collections. Indeed, tags do supplement existing documentation by providing an alternative vocabulary to describe works of art. But what can tags tell us about how images are perceived? Are the same images perceived differently by viewers from diverse cultures? This study is collecting tags on Tibetan artworks from Tibetans and Westerners in Switzerland and New York on a customized steve installation.

11:00 am – 12:30 pm  
Westmount



Social Media

**Breaking Apart Participation in Museums**

*Mariana Salgado, University of Art and Design Helsinki, Finland*

This paper presents and compares interactive design pieces that intend to motivate visitors to participate in co-creating the message of the museum by leaving in-depth commentaries. Design options are chosen as parameters for comparison because they affect participation and therefore the museum visit experience. The design options relate to the theme chosen for participation and how openly this theme is presented, as well as the atmosphere of the piece, the input-output modalities, the on-site or on-floor configurations, the accessibility and the ties with the time of the visit and with the larger community.

**The Reciprocal Research Network**

*Lee Iverson, Susan Rowley, Ryan Wallace, Nicholas Jakobsen, and Ulrike Radermacher, University of British Columbia; Leona Sparrow, Musqueam Indian Band; Dave Schaepe, Stó:lō Research and Resource Management; and Andrea Sanborn, U'mista Cultural Society, Canada*

The Reciprocal Research Network (RRN) is an open-source, Web-based, federated museum information system intended to provide First Nations, researchers and museum professionals with interactive access to worldwide collections of Northwest Coast and British Columbia First Nations' cultural heritage. Collaborative tools built within a social networking environment will provide users with the ability to carry out individual and/or collaborative research projects. The overall goal of the RRN is to re-connect objects, people, land, languages, and traditions culturally and historically significant to First Nations community researchers, and to create a collaborative, reciprocal, and inclusive environment in which to explore museum collections of First Nations' cultural heritage.

11:00 am – 12:30 pm  
MHC

**Search**

Chair: Brian Kelly, University of Bath, United Kingdom



Technology

**The National Museums Online Learning Project Federated Collections Search: Searching Across Museum And Gallery Collections In An Integrated Fashion**

*Terry Makewell, Victoria & Albert Museum, United Kingdom*

The National Museums Online Learning Project has been developed by a consortium of national museums and galleries within the UK and is a 3-year project funded by Treasury. The purpose of the project is to get the vast amount of content already on these national museum and gallery Web sites better used through the creation of on-line resources. The enabling of end-users to efficiently search across the partner collections was deemed crucial for these on-line resources. This paper addresses the questions around these types of federated searching and debates the models and possible solutions for the sector.

**Approaches To Presentation Of Cultural Heritage Information In The Alm-area In Denmark And Scandinavia**

*Johan Møhlenfeldt Jensen, Museum of Copenhagen, Denmark*

During the last few years a number of projects combining materials from archives, libraries and museums have been initiated in Denmark and Scandinavia, using different new technologies, including mind-mapping, topic maps and other similar technologies, to present material in innovative and immediately accessible ways. This paper describes and analyzes the approaches underlying the different projects and the resulting differences in user experience. It analyses advantages and drawbacks of the specific solutions on a background of user reactions in order to glimpse a pattern in the interplay between the choices made and the groups of users that prefer each of the sites.

8:00 am – 3:30 pm  
St. Michel

**E-mail and Speaker Prep**



## Designing with Teens

Chair: Anne-Marie Millner, Canadian Heritage Information Network (CHIN), Canada

1:30 pm – 3:00 pm  
Outremont

### ArtPad: Here's the collection – Did we make a connection?

Quyên Hoang, Glenbow Museum, and Melanie Kjørlién, The House of Invention, Canada

The Web site ArtPad: A Collection. A Connection has ambitious goals. At its core is the on-line presentation of works from the Glenbow Museum's contemporary art collection, an exceptional collection that is not often presented to the public. This paper will focus on the user evaluation process employed to develop the site, the features and components developed specifically for the target audience, and the Web 2.0 components used to create and build discussion around contemporary art practice. ArtPad dispenses with the traditional curatorial stance – that of one authoritative voice – and instead opens the discourse to users. This curatorial view, user statistics and feedback, and responses and reactions from artists featured on the site will also be addressed in the paper.



Social Media

### Expressing Diverse Institutional Identities Through Web 2.0

Cynthia Graville-Smith, Saint Louis Science Center, USA

This paper examines digital outreach efforts by the School and Community Partnerships Department of the Saint Louis Science Center (SLSC.) The department's work is centered on Youth Exploring Science (YES), an extensive work-based science outreach program targeted to urban youth facing multiple risk factors. 'Web 2.0' has served as a facilitator of the YES program and participants' identity to both internal and external audiences.

### Teens Connect to Art and Each Other at u.l.k.: Statens Museum for Kunst embraces user-created content and social networking on its new site for teens

Anne Tessing Skovbo Nielsen and Tine Nygaard, Statens Museum for Kunst, Denmark, Ethan Wilde, Mediatrope, USA

At Statens Museum for Kunst (SMK), the Danish national gallery, we wanted to reach a teenage audience. Our assumption was that if we truly wanted to engage this difficult – very elusive, ever changing, and perfidious – age group in dealing with art, we had to invite them to be active partners in creating this new initiative as well as in running it when launched. We wanted to let young people decode art for their peers. The result was a new art community on-site in the museum and on-line for teens age 12-20. We called it u.l.k. (in Danish u.l.k. is an abbreviation for Young Peoples' Laboratories for Art). This paper evaluates the work done together with the teenagers, with a special focus on creating the Web site. The paper represents the outcomes of focus groups, interviews, usability tests, as well as log file analysis. We discuss what we've learned, how the community on the Web site has developed since the launch, and what our perspectives on the future are.

### From Boring and Non-Offensive to Dancing Unicorns and Glitter Text: How to Create a Teen Web Site with Teenagers

Witt Siasoco and Justin Heideman, Walker Art Center, USA

For more than 15 years, the Walker Art Center Teen Arts Council (WACTAC) has been a successful model for engaging teenagers through contemporary art and artists. Upon examining their on-line presence, teens.walkerart.org, WACTAC became increasingly dissatisfied with the content, dated interface, and stagnant nature of the site. In March 2007, WACTAC and the Walker's New Media and Education departments collaborated to design and implement a Web site that allows teenagers to create their own content using readily available social networking applications. In this paper we will examine the process of developing a site that balances the needs of an institution and the desires of its teenage users.

1:30 pm – 3:00 pm  
Westmount



Technology

### Semantic Search

Chair: Nancy Proctor, Smithsonian American Art Museum, USA

#### Contexta/SR: A multi-institutional semantic integration platform

*Hernan Astudillo, Claudia Andrea López Moncada, Pablo Inostroza, Universidad Técnica Federico Santa María, Chile*

Contexta/SR is a platform under construction to provide uniform and unified access to digital repositories belonging to ARPA, a multi-institutional museum- and archive- consortium in Valparaiso, Chile. The original motivation is to bring on-line and connect existing isolated heritage collections, to incorporate them into tourism and education initiatives. Participating repositories may be physically scattered and may have different policies for role-based access, intellectual property, bandwidth management, and so on; these differences are actively managed. Digital contents can be queried and explored as a unified collection, using three global semantic contexts that the system maintains: of the artifacts themselves, of their digital renderings, and of the circumstances that they are witness to. Users and providers keep their own contexts, and the system can formulate personalized recommendations based on profiles, history, nearness, and other criteria.

#### The Delphi Toolkit: Enabling Semantic Search for Museum Collections

*Patrick Schmitz, University of California, Berkeley, and Michael Black, Phoebe A. Hearst Museum of Anthropology, USA*

We describe the Delphi framework of semantic tools and community annotation for museum collections. The toolkit includes linguistic analysis tools, and services that produce an easy-to-use faceted browsing user interface (UI) that makes it simple and fun to explore and understand museum collections. Personalization and social media tools allow creation and sharing of favorite sets of objects. The tools abstract the core technologies, and so can be used by designers and information architects without requiring specialized technical knowledge. We deployed Delphi for the large collections at the Phoebe A. Hearst Museum of Anthropology with good success. We describe our experience with this deployment and lessons learned along the way. We explain the major components of the Delphi open source toolkit, and we discuss ongoing research that builds upon the platform.

3:00 pm – 3:30 pm  
Promenade

### Coffee Break



### Closing Plenary

Chair: Jennifer Trant, Archives & Museum Informatics

3:30 pm – 5:00 pm  
Westmount / Outremont



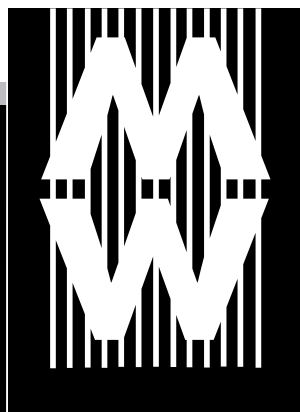
Plenary

#### Reflections on Museums and the Web 2008

*Clifford Lynch, Coalition for Networked Information, USA*

For many years Clifford Lynch has been at the center of networked information initiatives in the academic and library communities. As Executive Director of the Coalition for Networked Information he has developed a unique, synthetic perspective that brings together a broad range of concerns about networks and connectivity: technological, institutional, content and personal. Clifford will offer a summation of key issues he's heard discussed – and overlooked – at Museums and the Web 2008, and set the stage for closing reflections from delegates.





# Museums and the Web 2009

April 15-18, 2009  
Indianapolis, Indiana, USA

## Call For Participation

<http://www.archimuse.com/mw2009/>

*The MW program is built from the ground up, from your suggestions. Submissions are welcome on any topic related to museums creating, facilitating or delivering culture, science and heritage on-line. Themes for 2009 include:*

#### Social Issues and Impact

- Building Communities
- Public Content Creation
- On-going Engagement

#### Organizational Strategies

- Open Source Architectures
- Multi-Institutional Ventures
- Facilitating Institutional Change
- Sustainability

#### Applications

- Wireless + Geo-aware
- Visitor Support On-site + On-line
- Schools + Educational Programs
- E-commerce for Museums

#### Technical and Design Issues

- APIs and Protocols
- Interface + Design Paradigms
- Tools + Methods
- Managing Content + Metadata

#### Museum 2.0 / 3.0 Services

- Podcasting + Blogging
- RSS + Wikis
- Social Tagging + Folksonomy,
- Museum Mashups
- Semantic Web

#### Evaluation + User Studies

- Research Methods + Results
- Metrics
- User Analysis + Audience Development

#### Session Formats

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

##### • **Research?**

Propose a Paper, to be given in a formal session with other papers and discussion

##### • **Case Study?**

Present a Paper or a Demonstration, depending on whether you wish to emphasize generalizability (a paper), or your specific case (a demo)

##### • **Methods and Techniques?**

Teach others in a Pre-conference Workshops (full or half-day) or Mini-workshop (1 hr)

##### • **Debate or Problem Statement?**

Engage colleagues in a Professional Forum

##### • **Product to Show?**

Propose an Exhibit (commercial) or Demonstration (non-commercial)

##### • **Performance? Interaction? Service?**

Propose any other format of participation + explain how it works.

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

#### Deadlines

- **September 30, 2008** for papers, workshops, mini-workshops + professional forums (written paper required by Jan. 30, 2009)
- **December 31, 2008** for demonstrations (written paper optional)

#### Further Details?

For more information contact the MW2009 Conference Co-Chairs  
David Bearman + Jennifer Trant by e-mail: [mw2009@archimuse.com](mailto:mw2009@archimuse.com)

Watch <http://www.archimuse.com/mw2009/> for on-line proposal submission, program details, and registration information.

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

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MW2008 Registration is at the bottom of the escalators, on the Premier Level (one level below Hotel Registration / Lobby level).

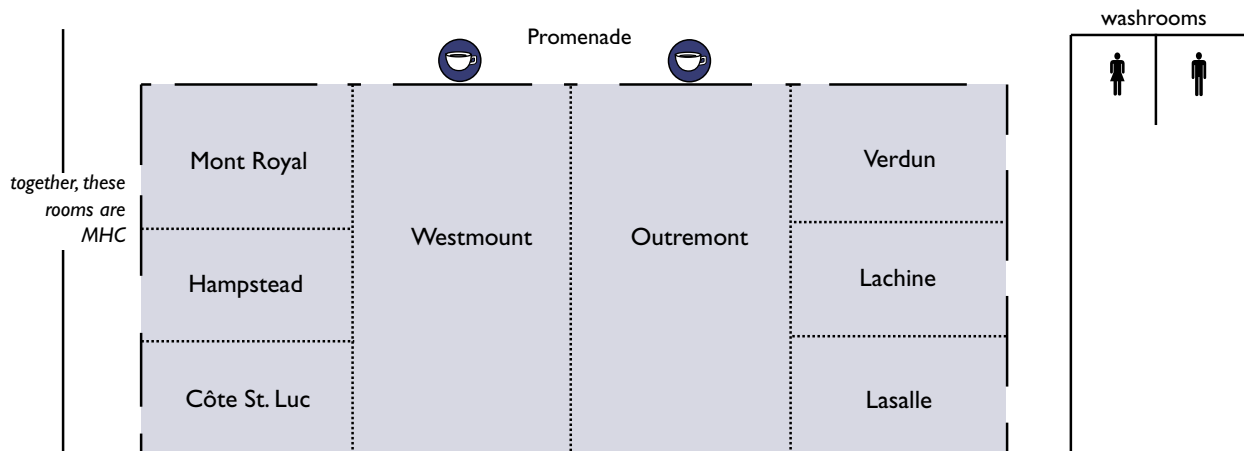
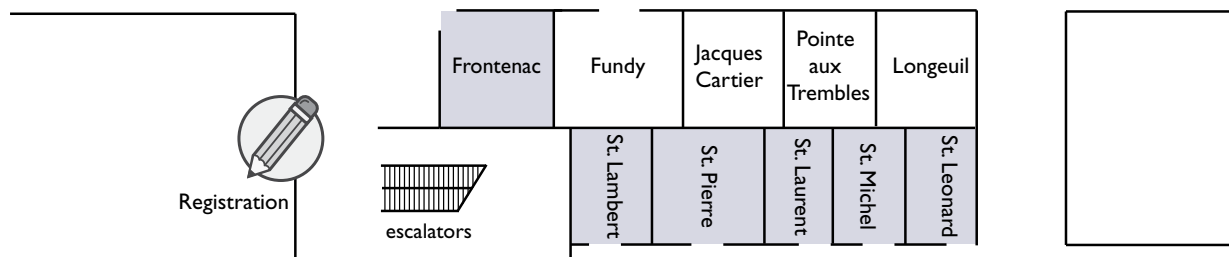
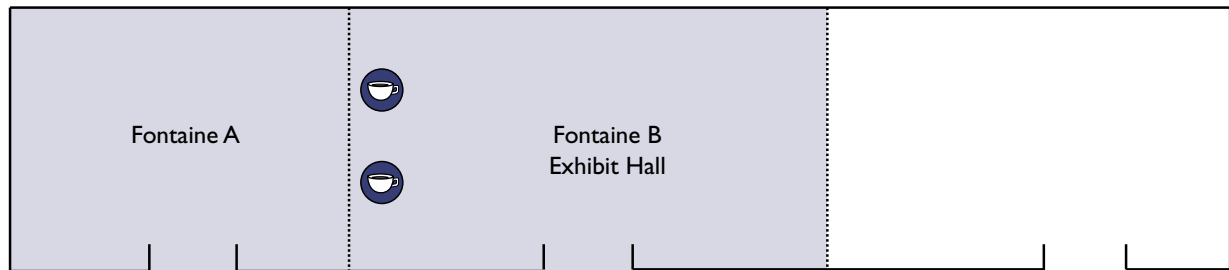
Pre-Conference Tour Registration is in La Verrière (Hotel Registration / Lobby level).

Sessions are on the Premier Level (one level below Hotel Registration / Lobby).

Workshop Lunch is in La Portage (Hotel Registration / Lobby level).

Meet for buses to receptions at the main entrance, ground level.

## Conference Sessions: Premier Level





## Preserve Your Collection.

Your digital assets are the virtual extensions of your museum's collection.  
Interwoven helps you extend your vision and maximize their usage.

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Interwoven and Interflow Systems Consulting have teamed together to offer the Interwoven MediaBin Digital Asset Management for Museums Solution. This combination provides best-of-breed technology and best practices integration and implementation services to make it simple for your museum to quickly find, use, and publish the images of your collections, while digitally preserving their historical value.



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