Museums and the Web 2009

www.archimuse.com/mw2009/

Final Program

Hyatt Regency Indianapolis

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Museums and the Web 2009

Welcome

Thanks To Our Collaborators!

Many individuals and organizations help Archives & Museum Informatics put together MW2009. We appreciate the contributions of the MW2009 Program Committee, the Local Arrangements Committee, the Best of the Web Judges and our Collaborating Organizations. We couldn't do it without you!

Our thanks to ...

• Numerous museums and research institutions in Indianapolis for hosting "behind the scenes" pre-conference tours on April 14, 2009.

• The Indiana State Museum for hosting our Welcome Reception on Wednesday, April 15, 2009.

• The Indianapolis Museum of Art for hosting the Conference Reception on Friday, April 17, 2009.

David Bearman and Jennifer Trant
Archives & Museum Informatics
MW2009 Conference Co-Chairs

Greening Museums and the Web

We've heard over the years that lessening the environmental footprint of MW is important to you. Here are some of the things we're doing:

• We use electronic communication whenever possible, and don't mail unnecessarily.
• MW2009 *Selected Papers* and Final Program are printed on FSC paper with 100% post-consumer recycled inside pages and 10% post-consumer recycled covers.
• Our "green" conference bag is both made of recycled material and is recyclable.
• We're making fewer handouts, and reducing the size of the ones we do make.
• We've offered carbon offsets for flights.
• We recycle. Do you?

MW2009 Program Committee

Co-Chairs
• **David Bearman** and **Jennifer Trant**, Archives & Museum Informatics

Committee Members
• **Sebastian Chan,** Head of Digital Services & Research, Powerhouse Museum, Australia
• **Jonathan Cooper,** Manager of Information, Public Programmes, Art Gallery of New South Wales, Australia
• **Costis Dallas,** Research Fellow, Digital Curation Unit, Panteion University, Greece
• **Marthe de Vet,** Head of Education and Public Services, Education and Public Services, Van Gogh Museum, The Netherlands
• **Jim Devine,** Head of Multimedia, Hunterian Museum and Art Gallery, Scotland
• **Gail Durbin,** Head of V&A OnLine, Online Museum, Victoria & Albert Museum, United Kingdom
• **Karen Elinich,** Director, Educational Technology, Franklin Institute, USA
• **Franca Garzotto,** Associate Professor, Politecnico di Milano, Italy
• **Susan Hazan,** Curator of New Media, New Media Unit, Israel Museum, Jerusalem, Israel
• **Sherry Hsi,** Director of Online Learning, Exploratorium, USA
• **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
• **Ross Parry,** Senior Lecturer, Department of Museum Studies, University of Leicester, United Kingdom
• **Darren Peacock,** School of Management, University of South Australia, Australia
• **Nancy Proctor,** Head of New Media Initiatives, Smithsonian American Art Museum, USA
• **Jemima Rellie,** Assistant Director, Getty Conservation Institute, USA
• **Mia Ridge,** Lead Web Developer, Science Museum, London, United Kingdom
• **Conxa Roda,** Internet Project Manager, Museu Picasso, Barcelona City Council, Spain
• **Nina Simon,** Consultant, Museum 2.0, USA
• **Rob Stein,** CIO, Indianapolis Museum of Art, USA
• **Kevin von Appen,** Associate Director, Daily Experience Operations, Ontario Science Centre, Canada
• **Bruce Wyman,** Director of Technology, Denver Art Museum, USA

Would you like to be involved with MW2010? Volunteer on your Evaluation Form or email mw2010@archimuse.com

Thank You!

conference.archimuse.com

Museums and the Web is on-line – year-round – at http://conference.archimuse.com. There you can follow the Best of the Web awards, participate in discussions, post a blog, find other people, and search a bibliography of all MW and ICHIM papers.

During MW2009 *conference.archimuse.com* will be the focus for our on-line **backchannel**. We'll be gathering data from around the Web, and posting our own details about the conference, as it happens.

Some places to watch:

Twitter
http://www.twitter.com

> During the meeting, follow **mw2009** for up-to-date bulletins. Use the **#mw2009** hashtag to identify your tweets. Use @mw2009 to get our attention.
>
> *Find them all at http://search.twitter.com/search?q=mw2009*

Flickr
http://www.flickr.com/groups/mw2009

> Use the **mw2009** tag to identify your pictures. Add them to the **mw2009** group to help others find them too.

Your Blog
on your own site

> Use the **mw2009** tag to identify your posts, and we'll pull them together in the MW2009 on-line section of *conference.archimuse.com*

SlideShare
http://www.slideshare.net/group/museums-and-the-web

> We'll be collecting presentations from MW2009 speakers and posting them on SlideShare. Join our our group to find them – and other related material.

MW on other Social Networks

> You'll also find a "Museums and the Web" group on Linked In, and a "Museums and the Web 2009" event on Facebook. If you're looking for a Facebook group, try "International Museum Web Professionals".
>
> MW2009 on Yelp! has great Indianapolis restaurant recommendations.

Don't have a blog?
http://conference.archimuse.com
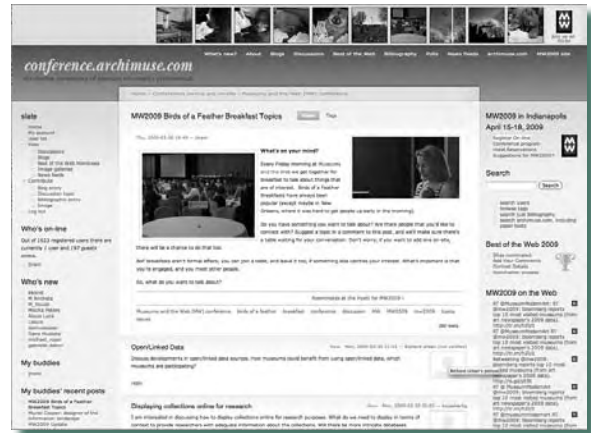
> Accounts @ *conference.archimuse.com* have been set up for everyone registered for MW2009. You can post a blog, start a discussion, make a comment, contact others … participate!
>
> Need some help? Catch up with Jon Pratty, our #mw2009 on-line mentor.

From the #mw2009 on-line mentor

#mw2009 on-line is weaving together all sorts of voices, on all kinds of platforms, telling the story of the place and the space as our sessions, workshops and in-between moments unfold. Together we'll tell the story of the conference while we're there, and open it up for others not able to attend.

From a base in the Directors Room, our team of volunteers will be actively weaving threads between Twitter comments, external blogs, and live post-session feedback. We'll collect everything onto conference.archimuse.com while ideas are still buzzing.

If you'd like to contribute, and write-up an MW tour, workshop, un-conference session, session, reception, or Birds of a Feather breakfast, please drop by and let me know. Or find me on-line on twitter @jon_pratty, by email at jonnypratty@gmail.com, or using the Contact tab on my profile at http://conference.archimuse.com/user/jon_pratty

Throughout MW2009 we'll be recognizing and rewarding the best comments, pictures and posts.

We're looking forward to your point of view!

Jon Pratty

#mw2009 on-line

Registration

Coffee Break

Hyatt Regency Level 1
arrive at least
15 minutes in advance

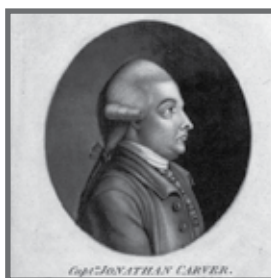### Pre-Conference Tours – Pre-Registration Required

9:30 am - 4:30 pm **Tour 1: Indianapolis Museum of Art, The Children's Museum of Indianapolis, and the Indianapolis Zoo**
Bus tour.

Tour 2: Indiana State Museum, Eiteljorg Museum of American Indians and Western Art, and Indiana University's Advanced Visualization Lab (AVL)
Walking tour.

Registration

8:00 am – 5:30 pm
Regency Foyer

Full Day Workshops

Content Management: Systems and Strategies
Darren Peacock, University of South Australia, Australia

9:00 am – 5:30 pm
Concept A

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.

Make It Multi-Touch
Paul Lacey and Jim Spadaccini, Ideum, USA

9:00 am – 5:00 pm
Theory B

We explore a variety of multi-touch technologies including off-the-shelf multi-touch-enabled PCs along with a look under the hood of a custom-built 50" touch-table. Participants will see a variety of examples and prototypes, including many that use Web-based technologies. We'll see how multi-touch technology is used to browse multimedia elements, RSS Feeds, mapping services, and other Web-based applications and mash-ups.

Programming the iPhone/iPod Touch for Your Museum
Bert Degenhart Drenth, Adlib Information Systems BV, The Netherlands

9:00 am – 5:00 pm
Theory A

This workshop explains how museums can create their own Web and native applications for the iPhone. What tools are available? What are the pros and cons of Web applications versus native applications? What skills are required to build both types of applications? How can iPhone mobile applications be integrated with existing systems, such as collection management systems?

Morning Workshops

Into the Blue with RSS: A Practical Workshop to Build Cultural Feeds
Jon Pratty, United Kingdom

9:00 am – 12:30 pm
Concept C

This is a half-day workshop (for tech fans and non-techies alike) on RSS/Geo-RSS and syndicated content distribution - with a keen emphasis on content issues and editorial content. During the session we'll appraise (in easy-to-assimilate terms) recent developments in RSS and feed-related technologies, concentrating on practical, usable facilities that are being used – or could be used – in cultural places like ours.

E-mail and Speaker Prep

12:30 pm – 6:00 pm
Studio Three

Workshops

Intro to Drupal for Museums

9:00 am – 12:30 pm
Concept D

David Henry, Missouri History Museum, USA

After attending this workshop, participants should know enough about Drupal to decide whether it would make sense to start building a Drupal based Web site for their own institutions and they will know where to find the resources they need to help them complete a Drupal installation.

10:30 am – 11:00 am
Regency Foyer

Coffee Break

Developing Effective E-Learning Resources: A Practical Guide

9:00 am – 12:30 pm
Regency E

Carolyn Royston, National Museums Online Learning Project and Steve Gardam, Imperial War Museum, United Kingdom

We'll provide educators and content producers with practical guidance on how to develop e-Learning resources using museum collections. During the workshop, participants will develop an outline action plan for use with learning resources they are planning to produce.

Planning for Social Media

9:00 am – 12:30 pm
Vision

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 will arise in planning for such applications; and how to anticipate/address such issues.

Workshop Lunch

12:30 pm – 1:30 pm
Regency AB

Afternoon Workshops

Remote Data Strategies with Drupal: Integrating & Extending Your Collection On-line

Tiffany Farriss and Larry Garfield, Palantir.net, USA

1:30 pm – 5:00 pm
Concept D

This session will cite practical examples and lessons learned from several museum Web sites that feature digital asset management system integration with Drupal: the Indianapolis Museum of Art (Drupal 5), the Art Institute of Chicago (Drupal 5) and the Mildred Lane Kemper Art Museum (Drupal 6). A key focus will be on how the different technical and cultural needs of each institution dictated the approach taken for each solution.

Evaluation Methods: A Practicum

1:30 pm – 5:00 pm
Concept B

Kate Haley Goldman and Jes Koepfler, Institute for Learning Innovation, USA

This workshop will cover the full breadth of evaluation components, methods, and applications so that workshop participants leave with the resources and understanding necessary to effectively test out a new tool or plan an evaluation for any technology project at their institution or organization.

Workshops

Coffee Break ....

3:30 pm – 4:00 pm
Regency Foyer

Interaction Design for Museums on the Web

Frankie Roberto, Rattle, United Kingdom

> This half-day workshop will assume you're already convinced of the value of on-line social tools, and will look at how you can actually design social interactions that work for your Web site, from simple calls-to-action to fully-fledged on-line communities.

1:30 pm – 5:00 pm
Regency E

Podcast Production: From Concept to Delivery

Ted Forbes, Dallas Museum of Art, USA

> This half-day workshop will take participants through aspects of audio and video podcast production. From concept to pre-production, post-production to delivery, participants will be ushered through all steps needed to create high-quality podcasts with limited resources.

1:30 pm – 5:00 pm
Concept C

Web Analytics and Measuring On-Line Success in a Rapidly Changing On-line Landscape

Sebastian Chan, Powerhouse Museum, Australia

> The workshop will begin with an examination of the traditional measurement tools available on the Web, explaining their pros and cons, before looking specifically at the new suite of tools needed to discover 'actionable insights' for your social media projects.

1:30 pm – 5:00 pm
Vision

MW2009 Orientation Session

Darren Peacock, University of South Australia, Australia and
Jennifer Trant, Archives & Museum Informatics, Canada

> Are you new to Museums and the Web? Join an informal session designed to orient first-time attendees and help you get the most out of the conference. A few old hands will explain how to make best use of MW and answer questions. A buddy system will be available, to match up new people with some more experienced hands who share your interests.

5:00 pm – 6:00 pm
Regency AB

Welcome Reception

ticket required for entrance

Indiana State Museum
Wednesday, April 15, 2009
5:30 pm - 7:00 pm

650 W. Washington Street, Indianapolis
walking distance from the hotel

Register at the Hyatt before walking to the Indiana State Museum. No Admittance without a ticket.

Workshops

7:30 am – 5:00 pm
Regency Foyer

Registration

9:00 am – 10:30 am
Regency

Opening Plenary

Chair: Jennifer Trant, Archives & Museum Informatics, Canada

Plenary

Moving from Virtual to Visceral

Maxwell Anderson, The Melvin & Bren Simon Director and CEO, Indianapolis Museum of Art, USA

As social networking continues to grow, a priority for museums should be to open the experiences they offer on-site to visitors on-line. By prioritizing production of Web-based high-definition video, real-time transparency in reporting museum activities, and new avenues for audience participation, museums may be able to stand out in the increasingly cluttered media landscape.

10:30 am – 11:00 am
Regency Foyer

Coffee Break

11:00 am – 12:30 pm
Regency A

Interacting with Teachers

Chair: Marthe de Vet, Van Gogh Museum, The Netherlands

Education

Pedagogy and Design: Understanding Teacher Use of On-line Museum Resources

Martin Bazley, ICT4Learning and Mariruth Leftwich, Museum of London, United Kingdom

As museums increase access to collections through Web-based digitization projects and create accompanying educational activities, it is important to consider the success of these as teaching tools in classrooms. This paper examines the pedagogical integration of museum Web resources through teacher surveys, focus groups, classroom observations and a case study from the Museum of London. This variety of qualitative sources, coupled with Web site statistics, helps build a picture of classroom practice. Understanding how teachers use digital assets and interactives in planning and instruction provides useful insight when developing resources for school audiences.

Reaching School-based Users with Museum Digital Content: A Comparative Analysis of New Initiatives in Australia and Canada

Darren Peacock, University of South Australia, Stuart Tait, Curriculum Corporation, Australia and Corey Timpson, Canadian Heritage Information Network, Canada

While many individual institutions host outstanding educational content on their individual Web sites, this material may remain inaccessible or under utilised in a classroom environment due to technology and security constraints, or simply through lack of awareness or discoverability. In Australia and Canada two new national approaches to solving the supply chain problem have been developed by two agencies working with museum organisations to facilitate the flow of content into classroom environments. This paper examines the imperatives driving these initiatives and the lessons learned in creating an integrated national approach to developing digital supply chains for school-based users of museum content.

Sessions

Organizational Change

Chair: Mia Ridge, Science Museum, United Kingdom

11:00 am – 12:30 pm
Regency B

Organisational Change for the On-line World: Steering the Good Ship Museum Victoria

David Methven and Timothy Hart, Museum Victoria, Australia

Institutional

> We present the challenges faced in managing the creation of a common on-line strategy and framework at Museum Victoria. In order to succeed we realised, after some false starts, that we had to lead an extensive consultation process across many levels of the organisation. Outcomes included structural changes, where we consolidated the on-line team, created an on-line steering committee, and created on-line strategic documents endorsed by the Executive Management Team and the Board.

Down to Earth: Social Media and Institutional Change

Vincent de Keijzer, Gemeentemuseum and Patricia Deiser, Museum voor Communicatie, The Netherlands

> We present a case study of the museum's recent project, a five-month survey, in which various staff members were interviewed about their knowledge, level of participation, attitude and opinion regarding new social media and community centered projects. Those interviewed included directors; curators; some collections workers, including restorers; some of those involved in documentation, in education, in exhibitions, in ICT; some marketing staff, and some in public relations.

After the Heroism, Collaboration: Developing an Inter-Departmental Interpretive Goals Process at SFMOMA

Peter Samis and Stephanie Pau, SFMOMA, USA

> At SFMOMA, an interpretive goals process has been instituted to bring together curators, educators, educational technologists and other concerned parties to design the interpretive "menu" for exhibitions. Three case studies illustrate the range of responses to this process, and the development of technology solutions at a variety of scales and budgets, with varying degrees of success. We include results of recent evaluations of mobile tours, both cell phone and multimedia-based, and indicate future directions stemming from this action research.

Wikis and the Expanded Museum Community

Chair: Kevin von Appen, Ontario Science Centre, Canada

11:00 am – 12:30 pm
Regency C

Museums & Wikis: Two Case Studies

Frankie Roberto, Rattle and Rhiannon Looseley, Museum of London, United Kingdom

Social Media

> The Science Museum Object Wiki and The British Postal Museum & Archive (BpmA) Wiki were both launched separately by the authors of this paper in early 2008. Although they use similar wiki software, they differ in their aims and objectives, in their methods of engaging their audiences, and in the types of audience behaviour that have arisen. This paper introduces and evaluates both wikis. Using them as examples, it goes on to demonstrate the benefits of wikis for museums, as well as the challenges.

E-mail and Speaker Prep

8:00 am – 6:00 pm
Studio Three

Sessions

Social Media

Collaborative History: Creating (and Fostering) a Wiki Community
Tracey Baker, Joe Hoover, and Rose Sherman, Minnesota Historical Society, USA

We describe and contrast two wiki projects, assess the key lessons from the initial project, and describe how those findings shaped our approach to the development of Placeography. Foremost among the findings is that creating, fostering, and sustaining a community is essential to the success of a wiki. Key performance measurements – barometers of the success of the project – indicate that deliberate attention to building the community of content contributors through promotion, partnerships, and outreach directly impacted the success of the project.

The Quilt Index Goes 2.0: A Fiberspace Case Study
Marsha MacDowell, Dean Rehberger, Justine Richardson, Amanda Sikarskie, and Mary Worrall, Michigan State University Museum, USA

This case study examines the establishment of a wiki for The Quilt Index. The paper presents the results of project planning, technical installation and customization, pilot set up and initial content population; also finding an information structure that works for audience needs, networking with community individuals and organizations, identifying the learning curve and providing training for the userbase, launch and response.

Technology Strategies

Chair: Bruce Wyman, Denver Art Museum, USA

Technology

Museums and Cloud Computing: Ready for Primetime, or Just Vaporware?
Rob Stein, Charles Moad, and Edward Bachta, Indianapolis Museum of Art, USA

The promise of distributed computing has long been touted by computer scientists working on Grids or in Clouds, but is the realization of these goals finally at hand? What are the benefits and risks associated with moving our institutional computing to the cloud? Is cloud computing a viable option for hosting the rich media and content common to many museums today, or is it still vaporware in need of more time? This paper discusses these questions and poses suggestions regarding how museums can begin to utilize cloud computing services.

hoard.it: Aggregating, Displaying And Mining Object-Data Without Consent
Dan Zambonini, Box UK and Mike Ellis, Eduserv, United Kingdom

A prototype system that allows the aggregation of data from museum and related Web sites, including object and event records, was rapidly developed. By screen-scraping the existing pages of 17 Web sites, tens of thousands of data records were collected without any technical agreement, investment or consent from the participating institutions. In this paper, we examine the reasons and benefits for aggregating this type of data, how our approach differs to other funded projects that have similar aspirations, and the relative strengths and weaknesses of each.

Fedora, Drupal, and Cloud Computing for a Low-Cost, Sustainable Dam
Ari Davidow, Jewish Women's Archive, USA

Digital asset management and digital preservation can require expensive, proprietary software and expensive servers. For a small, underfunded institution like the Jewish Women's Archive, the answer lies in using open source technology, leveraging what we can do by collaborating extensively, supplemented by relatively inexpensive cloud computer services that let us explore and take chances without tying down our resources in expensive hardware.

Sessions

Interface Design

Chair: Paolo Paolini, Università della Svizzera Italiana (USI), Switzerland

2:00 pm- 3:00 pm
Regency A

Action, Affection and Control: Interface Guidelines for Complex Visual Content

Slavko Milekic, University of the Arts, USA

Design

This paper examines emerging interface paradigms, to a certain extent exemplified by Apple's iPhone interface, for interacting with complex visual content. It provides an overview of 15 years of research devoted to the creation of intuitive user-friendly interfaces, as well as conceptual analysis of design principles. Implications for the design of interfaces for cultural heritage information are also discussed.

Emerging Web Browsing Alternatives

Steffen Böddeker and Alexandra McIntosh, Canadian Centre for Architecture, and Adriana Olmos, Bluesponge, Canada

Mechanisms such as tag-browsing, timelines, calendars, and the presentation of contextualised content are being offered to support general-purpose browsing. This paper addresses how these browsing alternatives can be used to fulfill the needs of the Canadian Centre for Architecture's (CCA) on-line audience. The new CCA Web site is presented as an innovative case study for the replacement of a traditional navigation menu in favour of browsing tools supported by search and calendar functions, and shows how different Web browsing alternatives can best be used to support goal-oriented tasks.

Evaluation 2.0

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

2:00 pm- 3:00 pm
Regency B

Using Online Maps for User-Generated Content in Museums

Mariana Salgado, Joanna Saad-Sulonen, and Lily Diaz, University of Art and Design Helsinki, Finland

Evaluation

We address what mechanisms are at play when using on-line maps in a museum context to trigger and expand visitors' involvement with an exhibition and its content. Our analysis is based on a comparison of two case studies carried out at Media Lab Helsinki in close cooperation with two museums in Finland: one with Kiasma, the museum of contemporary art in Helsinki, and the other with Design Museum Helsinki. Both made use of Open Source software (Urban Mediator and ImaNote) allowing users to leave comments in text or audio-visual format.

Take Two: A Study of the Co-Creation of Knowledge on Museum Web 2.0 Sites

Jeff Grabill, Stacey Pigg, and Katie Wittenauer, Michigan State University, USA

We present early results from a large, multi-year study of the impact of Web 2.0 technologies on museum learning and practice. Our analysis to date suggests that argumentative strategies such as making claims are most common on the Buzz blog. These forms of reasoning strategies are the focus of many discourse-based studies of concepts like "learning" in group environments. Yet we also saw a range of strategies associated with constructing individual identities (more common) and group identities (less common). These discourse strategies are often ignored in studies of learning or knowledge construction, but they are clearly integral to any understanding of the on-line spaces made available by museums to the public.

Sessions

2:00 pm – 3:00 pm
Regency D

Mapping Museum Content
Chair: Rich Cherry, Balboa Park Online Collaborative, USA

Institutional

Putting Museum Collections on the Map: Application of Geographic Information Systems
Megan Heckert, Avencia, USA

I'll explore potential applications of Geographic Information Systems (GIS), focusing on how two organizations, the Philadelphia City Archive and Philadelphia's Mural Arts Program, have used GIS to expand their on-line presence and reach wider audiences with collections of historic photos and information on public art. It explores how geographic technologies can be applied to both collections management and outreach for archives and museums to expand their reach and provide patrons with a new lens through which to view exhibits and collections.

The Interpretation of Bias (and the Bias of Interpretation)
Aaron Straup Cope, Flickr, USA

I'll examine both the technical and conceptual challenges involved in naming geographic "places" focusing on a variety of models used by different social networking sites with an emphasis on the approaches used by Flickr to identify and label geotagged photos and to allow community input when errors or conflicts occur.

2:00 pm- 3:00 pm
Regency C

Young Audiences and Creators
Chair: Dina Helal, Witney Museum of American Art, USA

Education

Doing It For The Kids: Tate Online on Engaging, Entertaining and (Stealthily) Educating Six to 12 Year Olds
Sharna Jackson and Rob Adamson, Tate, United Kingdom

Children between the ages of 6 and 12 are not a homogenous mass. Both ends of the age range have differing needs, abilities and expectations. When designing a Web site for them, it is crucial to appeal not only to all of them, but also to their 'gatekeepers' – their parents and teachers, who tend to manage their time on-line. Taking the new Tate Kids Web site as a case study (http://kids.tate.org.uk/), this paper will outline a process of designing a Web site that attempts to meet the needs of the three audiences, while embodying the Tate Kids ethos: smart, fun, irreverent, anarchic content with educational value.

The Roar of a Virtual Campfire: Using Video Podcasts to Attract Young Adults to New York's National Parks
John Harlan Warren, National Parks of New York Harbor Education Center, USA

Video podcasts seem like the ideal method for the United States National Park Service to attract new generations to its parks. At the National Parks of New York Harbor Education Center, two video podcast projects used very different strategies as ways of engaging teens and young adults.

3:00 pm- 3:30 pm
Regency Foyer

Coffee Break

Sessions

Un-conference Sessions

Facilitators: Jennifer Trant, Archives & Museum Informatics, Canada; Nina Simon, Museum 2.0, USA; Mia Ridge, Science Museum, United Kingdom; and you!

3:30 pm – 5:30 pm
Regency AB

Contributed Content

What is an Un-conference?

The un-conference model emerged from the popularity of "self-organizing" BarCamps, and Open Space informal meetings, where the agenda is set by the attendees, on the spot. People come to 'camp' events interested in common issues and ready to share.

We've adopted this format for part of MW2009, to offer a place to discuss emerging issues, pose [and answer] questions that are on your mind, and do it all in a less formal setting. It's early in the meeting, so that you can find others who share your interests, and pursue those connections throughout the rest of the week.

There are a few principles to an un-conference:
*   anyone can introduce a discussion topic for a session
*   everyone is expected to engage, participate and contribute. If you hate public speaking, offer to take notes and blog them for everyone to share, or find another creative way to add something.
*   if you find yourself somewhere that you are not comfortable, follow the *Rule of Two Feet:* use your own two feet to move somewhere else where you can contribute.

Un-conference Pitches

Regency AB

Got something you want to discuss? Looking for people interested in the same things you are? Make a pitch and form an un-conference session.
*   a pitch is succinct – it can take no more than 3 minutes to express
*   your pitch should persuade the attendees to vote to discuss it further – open questions are much more inviting than your answers

Unconference Breakout Sessions

After the pitches, groups will move to breakout rooms for discussion.

Breakout Rooms

Then, we'll all get back together for a reception and buffet supper in the Exhibit Hall.

Exhibitors' Reception

Exhibit Hall, Hyatt Regency Indianapolis
Thursday, April 16, 2009
5:30 pm – 8:00 pm

Cosmopolitan Ballroom

ticket required for entrance

Tickets Required

5:30 pm – 8:00 pm
Cosmopolitan AB

Sessions

Before people can become convinced...
...they must first *believe*.

To believe...
...they must first *understand*.

To understand...
...they must be *effectively informed*.

YOUR challenge?

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WINNER 2005 WEBBY AWARDS

Communication Arts Interactive COMPETITION 2003 WINNER

(Three of our awards for e-culture projects.)

Exhibit Hall

8:00 am – 5:00 pm
Cosmopolitan AB

ADLIB Information Systems

Booth 41

http://www.adlibsoft.com/

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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.

Avencia Incorporated

Booth 32

http://www.avencia.com

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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 Google Earth. Winner of Philadelphia Magazine "Best of Philly 2007" award.

Booth 15

Cortina Productions

http://www.cortinaproductions.com

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Cortina Productions specializes in designing and producing films and interactive media experiences that inform and entertain audiences, while pushing the envelope of technology. The expertise of Cortina Productions spans a full range of media exhibits - immersion multi-screen shows to single screen productions, and multi-player interactives to single-user kiosks, enabling them to select the best-suited approach and technology for each client and venue on a case-by-case basis. Based in McLean, VA, the multi-award winning Cortina Productions has produced media programs for some of the nation's most innovative institutions including the Smithsonian Institution's National Museum of the American Indian, Muhammad Ali Center, the U.S. National Holocaust Memorial Museum, Bethel Woods Woodstock Museum, Clinton Presidential Library, and the Monterey Bay Aquarium. For more information about Cortina Productions visit www.cortinaproductions.com.

Booth 63

Cuadra Associates

http://www.cuadra.com/

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Cuadra's STAR™ knowledge management solutions have been serving museums, archives, libraries, and historical societies since 1982. STAR/Museums, Cuadra's full-featured collections management system, provides the tools that both small and large institutions need to manage their collections. It is affordable, customizable, easy to use, and the built-in public access catalog will help you to extend your visibility. STAR/Museums can be used alone or with Cuadra's solutions for archival, library, and thesaurus management. All Cuadra solutions, including STAR/Museums, are available for installation on installations' own servers or on the Cuadra's Hosted Service.

Exhibits

ecentricarts

http://www.ecentricarts.com

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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, online collections, online databases and e-commerce (including online 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.

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eduweb

http://www.eduweb.com

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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 that people learn about the world through thoughtful application of learning theory, imaginative conceptualizations, and rigorous evaluation. Our clients include Colonial Williamsburg, Museum of Science and Industry, Solomon R. Guggenheim Museum, Smithsonian Institution, and many other museums, zoos, and aquariums around the country. Our projects have won numerous awards including Best of the Web awards from Museums and the Web and AAM Muse Awards.

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Gallery Systems

http://www.gallerysystems.com

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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.

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Guide by Cell

http://www.guidebycell.com/gbc/

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Guide by Cell turns cell phones into mobile technology hosted tours. We're the largest provider of cell phone, text messaging and podcasting services with over 500 clients worldwide. Create text message and audio content easily over our 24/7 web-based administrative site. Visitors use their cell phones to call in and listen to information, or text into an assigned shortcode with a keyword and receive information back on their phone. Interact with your visitors, collect feedback, and establish dynamic relationships. Visitors can sign up for text message alerts, text message subscription lists, play text message games, learn more information about the exhibit, and much more! Guide by Cell also provides real-time web statistics that show amazing information about your visitors. Embrace the spirit of mobile 2.0 to promote your institution!

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Exhibits

Coffee in Exhibit Hall: all day
Lunch in Exhibit Hall: 12:00 - 2:00 pm
Ice Cream Break: 3:30 - 4:00 pm

Ideum

http://www.ideum.com

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Ideum (http://www.ideum.com) is an interactive design firm specializing in the development of rich-internet applications, social networking sites, and computer-based interactive exhibits. Over the last nine years, the firm has collaborated with top museums and cultural institutions across North America. Ideum has worked on over fifty interactive media projects covering a variety of topics — in the fields of art, history, music, science, and technology. The goal is to create exhibits that are seamlessly integrated: a balance of compelling design, intuitive navigation and usability, and dynamic content.

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INVIONI

http://www.invioni.com

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Quite Simply – INVIONI helps museums, cultural institutions and civic organizations formulate and execute successful e-initiatives. Combining experience strategy and design expertise with a passion for interpretive/research-oriented online exhibits, INVIONI is expert at gaining and holding the interests of audiences as they're guided to tangible, significant outcomes. Having been recognized by the AASLH, The Academy of Digital Arts & Sciences, Communication Arts, The United Nations, and others for its work in e-Culture, INVIONI is now focused almost entirely on the e-Culture space and is excited to participate in this community on an ever-increasing level. INVIONI is led by John Lenker, online communications philosopher and author of "Train Of Thoughts: Designing The Effective Web Experience" (New Riders, 2002), and Maureen Otwell, former assistant director for museums at the Minnesota Historical Society. Although past projects have been completed for larger institutions, INVIONI is now also placing a significant emphasis on fulfilling its mission to offer service packages and tools that make it affordable for even the smallest organizations to publish exciting, dynamic and meaningful cultural works online.

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KE Software

http://www.kesoftware.com

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

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Luna Imaging

http://www.lunaImaging.com

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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 online 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.

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Exhibits

Booth 42

Mediatrope

http://www.mediatrope.com

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Mediatrope designs and produces award-winning museum Web sites and interactives. We ensure the success of each project by integrating strategy, design, and engineering with a focus on users. Mediatrope is a pioneer and leader in content management for museums. Our expertise encompasses open source, enterprise, and proprietary solutions including Drupal, Teamsite, and our own Sitebots® and MuseumCentric™ solutions. Our services and solutions make it easy to update your site, integrate with industry-standard systems, publish collections online, manage email marketing, and power e-commerce. Clients include The Fine Arts Museums of San Francisco, MFA Boston, Seattle Art Museum and the Smithsonian.
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Booth 25

Melia Design Group

http://www.meliadesign.com

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Melia Design Group was established in 1982 and is a multidisciplinary, digital-media studio specializing in interactive communications and brand development for museums, nonprofits and education. Primary service offerings include online master planning; interface design and CMS integration testing. Our extensive Flash experience includes online documentaries, oral histories, interactive education experiences and games. With single source solutions connecting creativity and technology, Melia Design Group delivers effective solutions across all media. The Nimbus online marketing suite allows a museum to transform its online presence into an effective communications engine by combining emarketing, content management, events calendar and registration, community tools and a powerful online CRM~all delivered in an easy-to-learn user interface that will empower your staff and online strategies.
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Booth 62

MUSEO Group

http://www.museogroup.com

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MUSEO Group is a leading interactive agency that works exclusively with museums to increase constituent engagement and enhance revenue generation on the web. We use our focused expertise to help museums plan and implement web strategies that fulfill their mission in new and creative ways.
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Booth 22

NOUS Knowledge Management

http://www.nousguide.com/

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NOUS is developing Museum Guides on Apple iPod touch and other mobile devices. With the NOUS-GUIDE museums and gallery spaces can provide audio and video information, animations or interactive games as well as information in sign language for their visitors. All information can be distributed worldwide via ITunes or WiFi within the museum. We serve some well known museums like MUMOK-Viennaor Austrian Gallery of Belvedere. This year NOUS and SFMOMA will be working on a project for the permanent collection of SFMOMA as a result of an exclusive development partnership.
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Coffee in Exhibit Hall: all day
Lunch in Exhibit Hall: 12:00 -2:00pm
Ice Cream Break: 3:30 - 4:00 pm

Exhibits

Palantir Inc.

http://www.palantir.net/

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Palantir.net is a Chicago-based firm that develops award-winning Web sites, database applications, and software for educational, cultural, not-for-profit, and corporate clients. Founded in 1996, Palantir provides user-centered agile development, architectural consultation, and training services for the Drupal content management platform. Please visit http://www.palantir.net for case studies and further information.

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PARAT Solutions

http://www.paratsolutions.com/

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PARAT Solutions is a developer and manufacturer of products that securely store, protect, transport, charge and synchronize mobile computing devices using innovative technology, sturdy craftsmanship, technical expertise and a high degree of creativity. Featuring the new PARASYNC® 20-unit iPod charging and synchronization dock, PARAT Solutions provides a simple, flexible and cost-effective means for museums to charge and manage large volumes of iPod devices that are used in audio/video self-guided tours and other specialized AV applications. Other PARAT Solutions products include a mobile IT lab (laptop cart) and various transport cases for mobile equipment. The PARADIDACT® mobile IT labs house 6, 12 or 24 laptops and integrate power and cable management, a wireless access point, speaker system and secure storage for onboard networked peripherals in one contained solution. Docked laptops are managed remotely via a network connection. PARAT mobile office cases integrate laptops and peripherals with associated power supplies, cabling and accessories enabling instant device accessibility. Located in suburban Philadelphia, Pennsylvania, PARAT Solutions is an independent U.S. affiliate of PARAT-WERK which is headquartered in Remscheid, Germany and employs some 1,000 employees at six locations.

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Synthescape Inc.

http://www.synthescape.com/

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Synthescape is a new media developer, focused on digitizing collections and exhibitions for art galleries, museums and cultural institutions. We are particularly skillful at creating interactive, 3-dimensional panoramic and object images. Our photography is superior. Our technology and image quality is unsurpassed. Our speed and efficiency is unparalleled. We create and deliver art experiences of exceptional accuracy and astonishing beauty – with matchless detail, sharpness and resolution. At this year's conference, we will be showcasing a number of exciting and innovative projects, resulting from collaborations with the Canadian Heritage Information Network, the National Gallery of Canada, the Detroit Institute of Arts, the Luce Foundation Center for American Art (Smithsonian American Art Museum), the Tate Modern, and the Courtauld Gallery.

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Vernon Systems

http://www.vernonsystems.com

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Vernon Systems develop collections management systems used by hundreds of museums, galleries and archives professionals worldwide to manage a vast array of collections. Our products include: Vernon CMS, providing comprehensive collections management software with sophisticated options for the management of collection based activity such as conservation, loans and exhibitions; Vernon 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 Hive, a simple and easy to use web based collections management system with built-in public access and the ability to create cross-museum communities.

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Exhibits

Wednesday April 15, 2009

Time	Sessions
8:00 am	Registration
9:00 am	Cultural RSS Feeds — Concept C • Drupal Introduction — Concept D • e-Learning Resources — Regency E • Social Media Planning — Vision • Content Mgt. — Concept A • Multi-Touch Theory B • iPhone / iPod Touch Theory A • Registration — Regency Foyer
12:30 pm	Workshop Lunch
1:30 pm	Drupal and Remote Data — Concept D • Evaluation Methods — Concept B • Interaction Design — Regency E • Podcast Production — Concept C • Web Analytics — Vision • Content Mgt. — Concept A • Multi-Touch Theory B • iPhone / iPod Touch Theory A
5:00 pm	Orientation — Regency AB • Walk to Welcome Reception • Welcome Reception: Indiana State Museum
7:00 pm	
7:30 pm	Walk from Welcome Reception

E-mail and Speaker Prep — Studio 3

Thursday April 16, 2009

Time	Sessions
8:00 am	Registration — Regency Foyer
9:00 am	Opening Plenary — Regency
10:30 am	Coffee Break
11:00 am	Technology Strategies — Regency D • Wikis and the Expanded Museum Community — Regency C • Changing Organizations — Regency B • Interacting with Teachers — Regency A
12:30 pm	Lunch on your own
2:00 pm	Mapping Museum ... — Regency D • Young Audiences... — Regency C • Evaluation 2.0 — Regency B • Interface Design — Regency A
3:00 pm	Coffee Break – Regency Foyer
3:30 pm	Unconference Pitches – Regency AB
4:15 pm	Unconference Breakouts
5:30 pm - 8:00 pm	Exhibitors' Reception — Cosmopolitan AB

Registration — Regency Foyer

E-mail and Speaker Prep — Studio 3

Overview

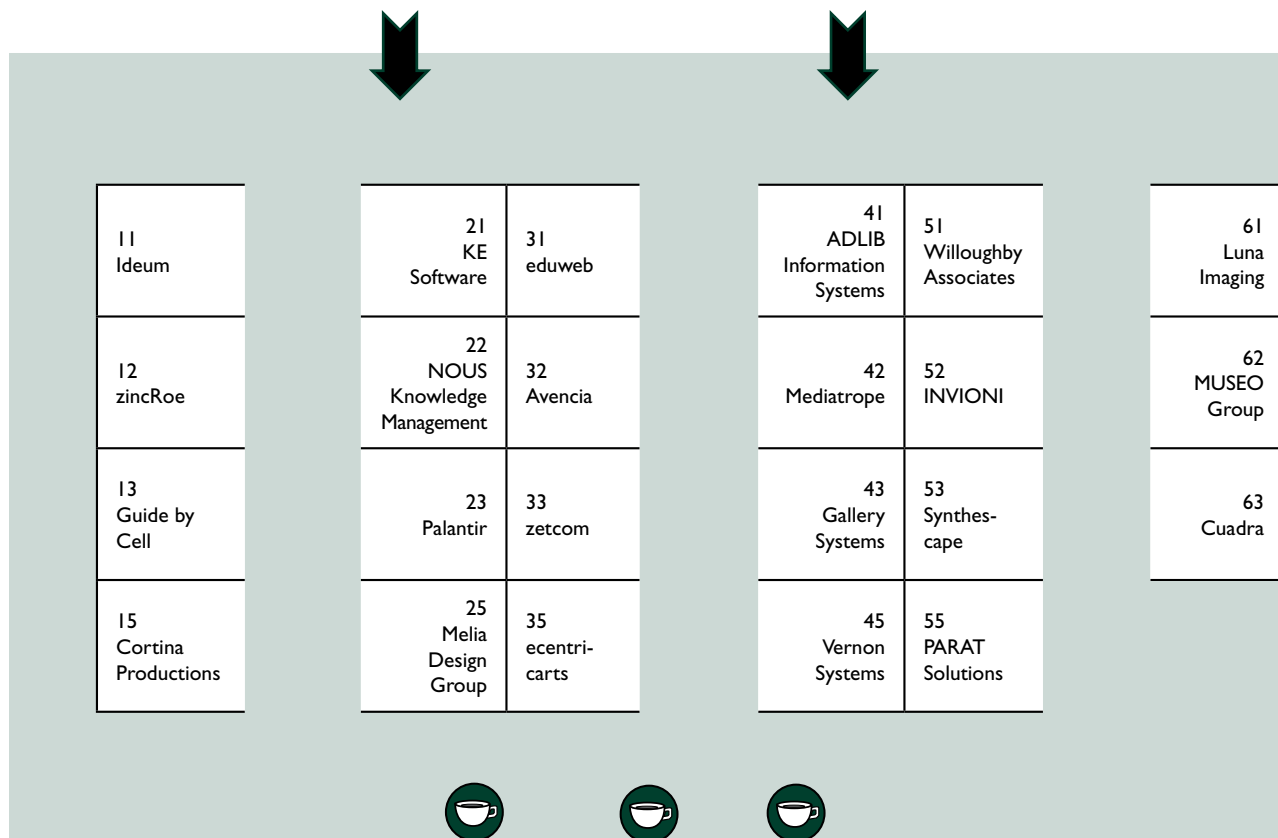| Time								
7:30 am	Registration – Regency Foyer							
8:00 am	Registration – Regency Foyer	Exhibit Hall – Cosmopolitan AB	Birds of a Feather Breakfast					E-mail and Speaker Prep Studio 3
8:30 am			Birds of a Feather Breakfast					
9:00 am				NEH Regency B	Images Vision			Usability Lab Regency A
9:30 am								
10:00 am			Coffee Break Cosmo AB					
10:30 am				APIs -1 Vision			CMS Regency B	
11:00 am					steve Cosmo C	iTunes U Cosmo D		
11:30 am				APIs - 2 Vision				
12:00 pm			Lunch in Exhibit Hall Cosmo AB					
12:30 pm				Video Cosmo D	NMOLP Cosmo C	Social Media Regency B		
1:00 pm							RD: Prioritize Vision	Crit Room Regency A
1:30 pm								
2:00 pm				Inst. Change Cosmo D	DNZ Cosmo C	HH: Practices Regency B		
2:30 pm							Redesign Vision	
3:00 pm								
3:30 pm			Ice Cream Cosmo AB			HH: Guides Regency B		
4:00 pm							RD: Survivors Vision	
4:30 pm			Exhibit Hall - last chance					
5:15 pm - 6:15 pm	Best of the Web Awards – Regency							
6:30 pm	Bus to Conference Reception							
7:00 pm - 10:00 pm	Conference Reception: Indianapolis Museum of Art							
10:00 pm	Bus from Conference Reception							

Time						
8:00 am	Registration – Regency Foyer	Registration – Regency Foyer				E-mail and Speaker Prep Studio 3
8:00 am - 9:30 am		Demonstrations 1 – Cosmo AB				
9:30 am - 11:00 am		Demonstrations 2 – Cosmo AB				
11:00 am		Location-Aware Services Regency C	Building and Using Online Collections Regency B	Learning From Games Regency A		
12:30 pm		Lunch on your own				
2:00 pm		User Feedback / User Content Regency C	Other Platforms Regency B	Redesign Frameworks Regency A		
3:00 pm		Coffee Break – Regency Foyer				
3:30 pm		Closing plenary: Open session Regency AB				
4:30 pm						

Overview

Exhibit Hall Map

8:00 am – 5:00 pm
Cosmopolitan AB

11 Ideum	21 KE Software	31 eduweb
12 zincRoe	22 NOUS Knowledge Management	32 Avencia
13 Guide by Cell	23 Palantir	33 zetcom
15 Cortina Productions	25 Melia Design Group	35 ecentri-carts

41 ADLIB Information Systems	51 Willoughby Associates	61 Luna Imaging
42 Mediatrope	52 INVIONI	62 MUSEO Group
43 Gallery Systems	53 Synthes-cape	63 Cuadra
45 Vernon Systems	55 PARAT Solutions	

Coffee in Exhibit Hall
All Day

Sandwiches in the Exhibit Hall
12:00 pm – 2:00 pm

Ice Cream Break
3:30 pm – 4:00 pm

Exhibits

Booth 51

Willoughby Associates

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

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Booth 33

zetcom

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MuseumPlus is a complete museum management system designed for the multi-facetted tasks museums, galleries and cultural institutions have to perform. In addition to the collection module MuseumPlus offers modules for exhibition and event management, address management as well as digital photo management, archive, and marketing. MuseumPlus securely transforms your MuseumPlus collection to a virtual showing by easily publishing multilingual collection information and data for your web-site. Besides web enabling your collection, webpages can access information about artists, coming exhibitions and events. MuseumPlus and eMuseumPlus are fast becoming the gold standard for museum management software with many of the world's most prestigious museum's turning to zetcom for a superior technical and functional solution. After year-long evaluation of the world's best packages, we are proud to announce the Louvre, Paris, has selected MuseumPlus.

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Booth 12

zincRoe design

http://www.zincroe.com

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zinc Roe is an award-winning studio specializing in creating engaging websites, games and activities for kids and youth. Our team of experienced staff provides services ranging from interface design, back end programming, and game design to user testing and consulting. We apply the same principles of efficiency, simplicity, portability, and usability to our programming as we do to our graphic design. Flexibility, attention to detail and a commitment to effective use of technology are our strengths. The key to our success is a tight integration between design and technology. In addition to our in-house team of programmers and designers, we have a strong network of illustrators, musicians, writers and content experts who all love working with kids. We reach our audience through activities that invite them to create, explore and participate. Our clients include the Toronto Public Library, Vancouver2010 Olympics, Canada Council for the Arts, and National Geographic. zinc Roe is the creator of Softcover – an application designed for the presentation and annotation of archival books and documents. Softcover brings bring documents to life through the addition of text, image and video annotations. Softcover documents can be published online and displayed through touch screen kiosks.

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E-mail and Speaker Prep

8:00 am – 5:00 pm
Studio Three

Exhibits

7:30 am – 5:00 pm
Regency Foyer

Registration

7:30 am – 9:00 am
Cosmopolitan C/D

Birds-of-a-Feather Breakfast

Topical interest tables are always 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. Check the Bulletin Board beside registration to see topics suggested in advance, and add yours to the list.

Interactions: A Full Day of Project Briefings, Mini-Workshops, Professional Forums, a Crit Room and a Usability Lab

9:00 am – 10:00 am
Regency B

Funding

NEH Funding Opportunities

Sonia Feigenbaum, National Endowment for the Humanities, USA

Sonia Feigenbaum, Deputy Director in the Division of Public Programs, will discuss the various funding opportunities available to cultural institutions and media makers. She will provide specific examples of successful projects, share grant-writing tips and more.

9:00 am – 10:00 am
Vision

International
Project

Project Briefing: Images of the Future: European Union

Johan Oomen, Netherlands Institute for Sound and Vision with Harry Verwayen, Lieke Heijmans, and Nikki Timmermans, Knowledgeland, The Netherlands

Images for the Future is the largest digitization effort in Europe to date. A consortium of 6 partners (including three archives) is migrating a substantial part of the Dutch audiovisual heritage to a digital environment. The project has three objectives: safeguarding heritage for future generations, creating social- economical value, and supporting innovation in cultural infrastructure. This article presents the theoretical framework in which Images for the Future is operating, and substantiates this framework with concrete examples of results.

9:00 am – 11:00 am
Regency A

Evaluation

Usability Lab

Michael Twidale, University of Illinois at Urbana-Champaign, USA

Twidale will demonstrate a variety of testing techniques throughout the day, but will emphasize the thinking-aloud method so it is easy to follow along with the test subject. For more information about this technique, see Marty and Twidale's article Usability@90mph in First Monday. Sign up to participate.

10:30 am – 11:30 am
Regency B

Technology

Content Management Systems: Taking Control of Your Web Site's Destiny

Kim Glover, MUSEO Group, USA

We'll tour three content management systems meant to fit varying levels of available resources and budgets – including those that can only spring for freeware. This way you can make an informed, non-technical decision as to which platform is best suited for your organization.

Coffee in the Exhibit Hall

10:00 am – 12:00 pm
Cosmopolitan AB

Interactions

What Is Your Museum Good At and How Do You Build an API for It?

Richard Morgan, Victoria & Albert Museum, United Kingdom

There has been an encouraging surge of interest in the museums sector in opening up museum data and building APIs on museum collections databases. However, a museum's collections are not the only and sometimes not even the most interesting service that a museum provides. Events, communities, shopping, learning and interpretation are all areas where museums have lively and engaging offerings. These areas typically have a Web presence, and therefore the possibility exists to build an API or make use of an existing API to open up that offering.

10:30 am – 11:30 am
Vision

Technology

SaaSy APIs (Openness in the Cloud)

Brian Kelly and Paul Walk, UKOLN, United Kingdom

What are the potential benefits which Open APIs and SaaS seek to provide? What about the associated risks in moving from an environment in which software is installed and managed either locally or by a hosting agency with formal contractual agreements to a environment in which there may be no formal agreements, the services may be hosted in different countries and governed by different legal frameworks? And at a time of global economic uncertainties, is it sensible to be seeking to make use of Open APIs and SaaS at the current time?

11:30 am – 12:30 pm
Vision

Technology

iTunes U

Jason Ediger, Katie Walton and Steve Wilson, Apple, USA

Museums, historical societies, public libraries and other cultural institutions have joined the hundreds of colleges and universities using iTunes U to make their educational content available to a world-wide audience. In this workshop, you will learn about iTunes U, how to prepare and present your content, and how your iTunes U site can extend your audience and further connect with your institution's patrons. You will also have the opportunity to learn from museums already using iTunes U.

11:00 am – 12:00 pm
Cosmopolitan D

Technology

Project Briefing: Steve in Action: Social Tagging Tools and Methods Applied

Tiffany Leason and Rob Stein, Indianapolis Museum of Art, and Susan Chun, USA

Members of the project team will discuss their plans for extending the steve project's existing tool set (including the Open Source steve tagger) to simplify installation of the tools and management of the data; to support better integration with existing museum systems, including collections management, content management, and digital asset management systems; and to develop interfaces to the steve tagger that will engage and motivate taggers. Particular attention will be paid to the ways in which research results from the project's first phase have informed our planning in the development of "live" tools: we will consider lessons learned about tagger demographics, about the effectiveness of interface variables to elicit "useful" tags, and about the role of object type or characteristics on tagger behavior.

11:00 am – 12:00 pm
Cosmopolitan C

International
Project

Sandwiches in the Exhibit Hall

12:00 pm – 2:00 pm
Cosmopolitan AB

Interactions

25

12:30 pm – 1:30 pm
Cosmopolitan D

Technology

Seeking Balance in the On-line Video Landscape
Rob Stein and Daniel Incandela, Indianapolis Museum of Art, USA

The IMA has been making museum video for the past three years and has pioneered award winning Web sites and applications that leverage video content. IMA staff members will discuss their experiences with video deployment strategies, including reasons why museums may choose one platform over another. We will illustrate some of these reasons using statistics and analysis of IMA's own content on sites like YouTube and iTunes-U. We'll also compare these statistics with the IMA's use of video in custom exhibition Web sites and in a newly released High-Definition Video channel called ArtBabble.

12:30 pm – 1:30 pm
Cosmopolitan C

International
Project

Project Briefing: National Museums Online Learning Project: UK
A guide to managing a large multi-institutional project in the cultural sector
Carolyn Royston, National Museums Online Learning Project, United Kingdom

I'll describe the approach to the management of this multi-institutional project, and discuss some of the key partnership issues we addressed, and some of the specific challenges raised in order to deliver resources that meet the expectations of the stakeholders, the wider sector, the government and the public. We'll discuss how we found solutions and worked together to gain consensus on key decisions.

12:30 pm – 1:30 pm
Regency B

Social Media

Out There: Museum and User Generated Content on Social Media Sites
Gail Durbin, Victoria & Albert Museum, United Kingdom

Using V&A examples and others, we'll look at how museums have used social media sites such as Flickr, YouTube, and Facebook or have utilised other people's blogs. We'll see how museums are both constrained and liberated by this approach and consider whether skills in task setting are still relevant when activities are based on other people's rather than the museum's own Web site. The workshop will include practical activity. The aim is to provide a large number of relatively simple workable ideas for people to take away and adapt.

1:00 pm – 2:00 pm
Vision

Design

Techniques for Prioritizing, Road-Mapping, and Staffing Your Web Site
Renee Anderson, Hot Studio, USA

You will be introduced to prioritization techniques and tools, how and when to use them, methods for navigating the myriad needs and wants of stakeholders, and some approaches for achieving compromise. You will learn to balance "requirements" with "desires" by using concrete proof points and a convincing defense. And you will also learn about building a phased roadmap that will accommodate the immediate needs of your organization at launch, yet will provide a plan for future iterations and builds.

1:00 pm – 3:00 pm
Regency A

Evaluation

Crit Room
Chair, Jennifer Trant, Archives & Museum Informatics, Canada

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 MW2009 attendees who are present to pose the problem and respond. See the Bulletin Board at Registration for full details of the sites participating.

2:00 pm – 3:00 pm
Regency B

Technology

The Handheld Handbook: Capturing Best Practices in Mobile Interpretation for Museums
Allegra Burnette, The Museum of Modern Art, Daniel Incandela, Indianapolis Museum of Art, Nancy Proctor, Smithsonian American Art Museum, Peter Samis, San Francisco Museum of Modern Art, Koven Smith, The Metropolitan Museum of Art, USA

Aimed at both experienced mobile developers and museum professionals just getting started with handheld platforms, this workshop is designed to capture and share best

Interactions

practice in developing mobile interpretation programs in museums. We hope both to help those new to these platforms get started and avoid common pitfalls, and to gather new ideas and challenges to carry the conversation to the next level and begin collectively developing the next generation of mobile solutions.

Project Briefing: Digital New Zealand

Virginia Gow, National Library of New Zealand, New Zealand

Digital New Zealand aims to help make New Zealand content easy to find, share and use. A customisable search builder lets people design their own search widget. New Zealanders can remix film, photographs, objects and audio clips into a short video that can then be saved, shared, and embedded. Finally, an open API enables developers to connect the metadata that fuels DigitalNZ with other data sources, enabling new digital experiences, knowledge, and understanding.

2:00 pm – 3:00 pm
Cosmopolitan C

International
Project

Going Analog: Translating Virtual Learnings into Real Institutional Change

Nina Simon, Museum 2.0, USA

Now we should be going in the other direction and applying the methods and lessons of the Web and Web 2.0 to the museum itself. How can museums be more like the Web? How can they be open 24/7? How can visitors customize their experiences? We will focus on the "how" and "what" of translating from virtual to real.

2:00 pm – 3:00 pm
Cosmopolitan D

Institutional

Pimp My Website: Tech Tools to Redesign and Reinvigorate on a Budget

Layla Masri and Emily Grossman, Bean Creative - Funktional Web Design, USA

All museums are looking for ways to stretch Web and marketing budgets as well as maximize staff time. By showcasing enhancements and upgrades to existing sites and functionality using tech tools that are readily available, easily implementable and free (or extremely inexpensive), museums of any size or focus can not only keep their existing content relevant, but also feature the latest and greatest without a complete site overhaul.

2:30 pm – 3:30 pm
Vision

Design

Mobile Guides and Context-Specific Educational Mobile Games

Kris Gabriëls and Jolien Schroyen, Hasselt University, Belgium

To meet the variety of contexts a mobile guide should respond to, there is a clear need for a generic, though flexible, framework that aids in the realization of context-specific mobile guides. We created such a generic mobile guide framework that supports three core services: location-detection, personalization and communication, and provide a flexible solution to tailor mobile guides to the specific requirements of the target environment.

3:30 pm – 4:30 pm
Regency B

Technology

Redesigning Your Museum's Web Site: A Survivor's Guide

Charlotte Sexton, The National Gallery, United Kingdom and Allegra Burnette, The Museum of Modern Art, Joanna Champagne, National Gallery of Art, Dana Mitroff Silvers, San Francisco Museum of Modern Art, USA

Using case studies from the Web site redesigns of The Museum of Modern Art, New York (MoMA), the National Gallery of Art, Washington, DC (NGA), the National Gallery, London, and the San Francisco Museum of Modern Art (SFMOMA), this mini-workshop considers the changing role of museum Web sites, outlines the goals of the respective projects, compares and contrasts the different approaches taken, and presents valuable insights from the four institutions.

4:00 pm – 5:00 pm
Vision

Design

Ice Cream Break
3:30 pm – 4:00 pm
Cosmopolitan AB

Interactions

Best of the Web Awards Ceremony

5:15 pm – 6:15 pm
Regency

Recognizing achievement in heritage Web site design, a committee of museum professionals selects the Best of the Web each year. Museum Web sites from around the world – launched or significantly updated in 2008 – were nominated in an open process, and reviewed by a committee of museum professionals. Categories are:

- On-line Exhibition
- Educational Site
- Museum Professionals' Site
- On-line Community or Service
- Podcast (Audio / Video)
- Innovative or Experimental Site
- Research Site
- Small * [chosen from sites nominated in all categories]

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

People's Choice Award

In addition, users registered at conference.archimuse.com will choose a site as the WM2009 People's Choice.

Chair

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

Panel

- **Matthew Cock,** *The British Museum, United Kingdom*
- **Ian Edelman,** *Hampshire County Council, United Kingdom*
- **Mike Ellis,** *Eduserv, United Kingdom*
- **Peter Gorgels,** *Rijksmuseum, The Netherlands*
- **David Greenfield,** *Loyola Marymount University, USA*
- **Kajsa Hartig,** *Nordiska museet, Sweden*
- **Douglas Hegley,** *The Metropolitan Museum of Art, USA*
- **Dina Helal,** *Whitney Museum of American Art, USA*
- **Tana Johnson,** *California College of the Arts, USA*
- **Brad Larson,** *Brad Larson Media, Inc., USA*
- **Marjo Mäenpää,** *University of Art and Design, Helsinki, Finland*
- **Lawrence Monda,** *National Museums of Kenya, Kenya*
- **Dave Patten,** *Head of New Media, The Science Museum, London, United Kingdom*
- **Jon Pratty,** *Journalist / Digital Publishing Consultant, United Kingdom*
- **Craig Rosa,** *KQED | Public Radio, TV and Interactive, USA*
- **Charlotte Sexton,** *The National Gallery, London, United Kingdom*
- **Bruce Wyman,** *Director of Technology, Denver Art Museum, USA*

6:30 pm – 10:30 pm
*Continuous Bus Shuttle
to and from the IMA
Leaving from the Motor Lobby*

Conference Reception

Indianapolis Museum of Art
Friday, April 17, 2009
7:00 pm – 10:00 pm

4000 Michigan Road, Indianapolis

ticket required for entrance

Demonstration Session 1

8:00 am-9:30 pm
Location: Cosmopolitan AB

Booth 11

Combining All the Resources on the Bccks: Easy Way To Create On-Line Brochures of Events

Junko Iwabuchi, Keio University, Japan

The "BCCKS" (pronounces as "books") is a web service that enables us to give attractive presentations in a visual format reminiscent of paper magazines.
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Booth 12

Digital New Zealand – Helping Make New Zealand Content Easier to Find, Share, and Use

Virginia Gow, National Library of New Zealand, New Zealand

Digital New Zealand aims to help make New Zealand content easy to find, share and use. It is testing new ways to create digital content, collect and share existing digital content and build smart, freely available search and discovery tools.
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Booth 13

My Karsh

Intiaz Rahim, Canada Science and Technology Museum Corporation, Canada

Photographic portraits by Yousuf Karsh and stories by his sitters about the experience are posted to Flickr.
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Booth 15

Popped!

Sally Olding, The Whitworth Art Gallery, United Kingdom

Popped! is an online database of teenagers' drawings of pop stars and celebrities, spanning the last fifty years of pop culture.
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Booth 21

Quilt Explorer: High Touch Tech, Timeless Tradition

Maureen Ose, International Quilt Study Center & Museum, USA

The Quilt Explorer provides site visitors with unparalleled access to high-resolution images and details on over 1000 quilts from the collection.
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Coffee in the Demonstrations .... 🍵
8:30 am – 10:00 am

Booth 22
Best of the Web Category Winner

Bo   23
Best of the Web Category Winner

Bo   th 25
Best of the Web Category Winner

Booth 31

21st-Century Abe

Nicholas Schonberger, Rosenbach Museum and Library, USA

21st-Century Abe is an innovative, interactive Web site celebrating Abraham Lincoln's legacy for people in their teens and twenties and rooted in the Rosenbach Museum & Library's collections of rare and important Lincoln materials.
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Booth 32

ArtBabble: A High Quality, Cloud Based Video Platform for Art Content

Edward Bachta, Matt Gipson, Daniel Incandela, Charles Moad, Rob Stein, Indianapolis Museum of Art, USA

ArtBabble.org is a new on-line video platform developed and produced by the Indianapolis Museum of Art to serve as a hub for art related video content on-line.
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Booth 33

ArtsConnectEd

Robin Dowden, Walker Art Center, USA

This demonstration will provide a preview of the redesigned Web site launching May 2009.
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Booth 35

California Video Exhibition Kiosk and Web Site

Jack Ludden, J. Paul Getty Trust, USA

In 2008, the Getty Research Institute, in collaboration with the J. Paul Getty Museum, put together the California Video exhibition. My demonstration will focus on the kiosk and web site from this show, which allowed visitors to select and view works of video art.
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Booth 41

CultureSampo - A Collective Memory of Finnish Cultural Heritage on the Semantic Web 2.0

Eero Hyvönen, Helsinki University of Technology (TKK), Finland

This demo presents the operational SemanticWeb 2.0 application CULTURESAMPO, an ambitious system of creating a collective semantic memory of the cultural heritage of a nation on the Semantic Web 2.0.
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Demonstrations

Engaging Students as Producers of Culture

Lauren Addario, New Mexico Highlands University and Mimi Roberts, New Mexico Department of Cultural Affairs, USA

This demonstration session will feature three Web projects produced during the past year by students from the Media Arts Program at New Mexico Highlands University in Las Vegas, New Mexico.

G.O.D. Brought to Life (and Mashed Up)

Mia Ridge, Science Museum, United Kingdom

Underlying this site is an innovative 'Global Object Database' (or G.O.D) that acts as 'middleware', making data from disparate and heterogeneous collections and image database available to a content management system (CMS) so they can be enhanced and published online.

Hybrid Realities: Visiting the Virtual Museum

Jesse Allison and John Fillwalk, Ball State University, USA

The Institute for Digital Intermedia Arts at Ball State University has been incorporating mixed-reality approaches into museum exhibitions, musical performances, installation art, and interface over the last several years.

Web Dissemination of Cultural Content Through Information Landscapes

Marcello Carrozzino and Chiara Evangelista, IMT Institute for Advanced Studies, Italy

We will demonstrate the philosophy underlying the Information Landscapes concept, the tools which comprise the authoring framework and a selected set of case studies which illustrate the potentialities of such a means to distribute knowledge over the Web.

Jewish Women: A Comprehensive Historical Encyclopedia

Ari Davidow, Jewish Women's Archive, USA

JWA was faced with taking the text from a CD-ROM-based Encyclopedia and putting it online, as cheaply as possible, while also taking maximum advantage of existing Web 2.0.

Merging the Physical and the Virtual in Science Education

Angela McNew and Rick Crosslin, The Children's Museum of Indianapolis, USA

Designed for both schools and families, SciencePort® consists of virtual activities that can be accessed via the web at home or school, as well as staff-led investigation activities at the museum.

Social Tagging in the Museum: The Chipstone Galleries at the Milwaukee Art Museum

Ethan Lasser, Chipstone Foundation, USA

Our presentation will focus on an innovative reinstallation of the American Collections Galleries at the Milwaukee Art Museum.

The Reciprocal Research Network

Nicholas Jakobsen and Ryan Wallace, Museum of Anthropology at UBC, Canada

The Reciprocal Research Network (RRN) is an open-source, Web-based, federated museum information system. It allows geographically dispersed users to conduct individual and collaborative research on cultural objects held in multiple institutions simultaneously.

I Know What This is!

Erik Hekman, University of Applied Sciences Utrecht, The Netherlands

People can add information by tagging photos. The social tagging tool will be demonstrated, including first results and future work

Museum Pipes: A Yahoo Pipes Data Integration Experiment

Piotr Adamczyk, The Metropolitan Museum of Art, USA

Experimental Yahoo Pipes (a mashup/aggregator tool) connect Museum Web site and collection information to Web APIs.

Best of the Web People's Choice

See the winner of the BoW 2009 People's Choice Award.

E-mail and Speaker Prep

8:00 am- 3:30 pm
Location: Studio Three

Demonstrations

Demonstration I: 8:00 am - 9:30 am Cosmopolitan AB

11 BCCKS	21 Quilt explorer	31 21st C. Abe	41 Culture Sampo	51 Information Landscapes	61 RRN
12 Digital NZ	22 BoW Category Winner	32 ArtBabble	42 Engaging Students	52 Jewish Women	62 I Know What This Is
13 My Karsh	23 BoW Category Winner	33 Arts ConnectEd	43 G.O.D.	53 Science Education	63 Museum Pipes
15 Popped!	25 BoW Category Winner	35 California Video	45 Hybrid Realities	55 Chipstone	65 BoW People's Choice

Demonstration 2: 9:30 am - 11:00 am Cosmopolitan AB

11 Literary Map	21 Wexner	31 Museum Guide	41 Canadian War Museum	51 Piero Project	61 Web-Quests
12 Creative Spaces	22 Small scale video	32 Real-time Restor-ation	42 Dipity Timelines	52 Patchwork Proto-typing	62 BoW Category Winner
13 Deaf Children	23 BoW Category Winner	33 Docu-ments to Life	43 Joe Fafard	53 Seeing Tibetan Art	63 BoW Best Overall
15 CCC	25 BoW Category Winner	35 Building Commu-nity	45 Portables in gallery	55 Multi-Gigapixel GLIMPSE	65 Touch Tech History at Fingertips

Demonstration Session 2

10:00 am–11:30 am
Location: Cosmopolitan AB

Booth 11

A Literary Map for the Future: Integrating Technology, History, and Culture

Jenny Litz, Penn State University Libraries, USA

The Pennsylvania Center for the Book's Literary and Cultural Heritage Map of Pennsylvania project provides a geographic portal to the rich background of the Commonwealth of Pennsylvania.

Booth 12

Creative Spaces - National Museums Online Learning Project

Steve Gardam, Imperial War Museum, United Kingdom

The aim of this application is to take the partner museums into a dialogue with their users by providing the tools and inspiration to create museum-based on-line communities.

Booth 13

On-line Videos of Deaf Children Interpreting the Collections in Sign Language

Matthew Cock, The British Museum, United Kingdom

The British Museum asked children aged 8 –10 from Frank Barnes School for the Deaf to sign interpret some key highlights from their collections. The results are displayed as on-line videos.

Booth 15

Digital Content: Identifying the "Orphans" & Monetizing the Heirlooms

Christopher Kenneally, Copyright Clearance Center, USA

"DiscoverWorks" leverages social networking and the power of the World Wide Web to develop communities of interest in this important aspect of copyright law and regulation – communities that certainly include museums and their curators and technologists.

Booth 21

Wexner Center for the Arts

Robert Duffy, Wexner Center for the Arts, USA

In October 2008 the Wexner Center for the Arts redesigned the front page of the Web site as well as the navigation.

Booth 22

Small Scale Museum Videos on the Web

Andrew Lewis, Victoria & Albert Museum, United Kingdom

This demonstration is aimed at people considering the use of video on museum websites. It focuses on a micro-pilot on the Victoria and Albert Museum (V&A) website that is looking at improving the user experience of gallery pages by the use of small scale video.

Booth 23

Best of the Web Category Winner

Booth 25

Best of the Web Category Winner

Booth 31

A Responsive Virtual Human Museum Guide at the Boston Museum of Science

Timothy Bickmore, Northeastern University, USA

"Tinker" is a virtual museum guide installed as a six-foot-tall 3D cartoon robot. In this demonstration, I will show Tinker's dialogue and animation systems, using simulated sensor input.

Booth 32

An Interactive Display for the Real Time Viewing of Virtually Restored Museum Artifacts

Daniel Aliaga, Alvin Law, Yu Hong Yeung, and Larry Zimmerman, Indiana University/Purdue University, USA

In this demonstration, we introduce and show an interactive display that virtually restores a museum artifact through visual illusion.

Booth 33

Bringing Documents to Life

Vivian Ducat, Ducat Media, USA

A website created for the New-York Historical Society was tasked with bringing life and younger audiences to an exhibition of original documents associated with the constitutional convention held in Poughkeepsie, New York, 1788.

Booth 35

Building Museum Communities through On-line Exhibits

Jeff Doyle, Heritance, USA

Heritance (a 501c3 corporation) and Zirgoflex (a Vermont L3C low-profit social venture) have joined forces to develop Open Museum Online (OM_o), a free, non-commercial on-line exhibit space where museums can create and host collaborative, Web-based exhibits and collections.

Demonstrations

Booth 41

Canadian War Museum On-line Resource: Canada and the First World War

Kathryn Lyons and Genevieve de Mahy, Canadian War Museum, Canada

Canada and the First World War is designed to provide multi-faceted, contextualized information, supported by evocative and rare artifacts, to better understand a critical event in Canadian history.

Booth 42

Creating Interactive Timelines Using Dipity

Rose Sherman, Minnesota Historical Society, USA

Dipity.com is a free tool for creating Flash timelines, flipbooks, and placing events on a map. Any size museum can use this tool and embed the timelines its their own Web site.

Booth 43

Joe Fafard at the National Gallery of Canada

Ashish Bhagrath, National Gallery of Canada and Corey Timpson, Canadian Heritage Information Network, Canada

Our demonstration introduces new 3-dimensional imaging technologies for both interactive panoramic and object imaging, as well as a new model for integrating clips from a pre-existing audio-guide to the Web medium.

Booth 45

Learning in the Galleries Using Portable Devices, Web Sites and Digital Content

Paul Clifford, Museum of London, United Kingdom

The Museum of London is delivering a plethora of sessions that will be gallery based using a range of portable equipment including PSPs, mobile projectors, mobile phones and MP4 players using websites and authored digital content in innovative ways with the full range of museum audiences in mind.

Booth 51

New Technology Brings New Life to Art History: The Piero Project Story

Marcello Carrozzino, IMT Institute for Advanced Studies, Italy

We identify the art historical reasons for seeking to develop a 3-D, interactive, walk-through computer model for one of the greatest works of the Italian Early Renaissance. We further describe how the problem was solved and how it was made available to the public at large on-line.

Booth 52

Patchwork Prototyping a Collections Dashboard

Amy Jackson, Michael Twidale, and Richard Urban, University of Illinois at Urbana-Champaign, USA

This demonstration will explore the problem of how to provide users with an immediate low effort understanding of collection/item contexts and relationships through the construction of a "collections dashboard" prototype.

Booth 53

Seeing Tibetan Art

Shelley Mannion, Switzerland

Seeing Tibetan Art is among the earliest independent implementations of the steve tagger (http://steve.museum) , an open source tool for museums wishing to crowdsource the cataloguing of their on-line collections.

Booth 55

Spitzer's Multi-Gigapixel GLIMPSE of the Milky Way

James Harold, Space Science Institute, USA

Through a NASA supplementary education grant we've developed a bilingual, annotated image browser which can be delivered both over the Web or in a standalone kiosk in a library or science center.

Booth 61

WebQuests - National Museums Online Learning Project

Carolyn Royston, National Museums Online Learning Project, United Kingdom

WebQuests are curriculum-based activities that use the partners' online museum collections as part of an interactive and engaging experience.

Booth 62

Best of the Web Category Winner

Booth 63

Best of the Web Overall

Booth 65

Multi-touch Technology

Lola Pyne, Library of Congress, USA

The Library of Congress's interactive multi-touch application showcased historical content on the Microsoft Surface platform at the 2008 Democratic and Republican National Conventions.

Demonstrations

8:00 am – 3:30 pm
Regency Foyer

Registration

Learning From Games

11:00 am – 12:30 pm
Regency A

Chair: Nate Solas, Walker Art Center, USA

Design

Learning in the Wild: Evaluating WolfQuest's Impact on Game Players

David Schaller and Steven Allison-Bunnell, eduweb, Kate Haley Goldman and Jes Koepfler, Institute for Learning Innovation and Grant Spickelmier, Minnesota Zoo, USA

WolfQuest is a 3D wildlife simulation game developed by Eduweb and the Minnesota Zoo, funded by the National Science Foundation, and distributed on-line as a free download for Mac and Windows computers. With over 250,000 game downloads and 30,000 multiplayer game sessions per month, the game has definitely found an audience. But are these players learning what we intended? This paper details the evaluation results from the summative evaluation, discusses the theory behind the project, and reflects on our experience developing the game.

Fictional Press Releases and Fake Artifacts: How the Smithsonian American Art Museum Is Letting Game Players Redefine the Rules

Georgina Bath Goodlander, Smithsonian American Art Museum, USA

Museums can reach out to their audiences in more ways, using blogs, podcasts, video, and social media, but can they meaningfully engage visitors using games? In the fall of 2008, the Smithsonian American Art Museum hosted an Alternate Reality Game titled "Ghosts of a Chance." We did this with three goals in mind: to broaden our audience, to do a bit of self-promotion, and, most importantly, to encourage discovery around our collections in a new, very interactive way. This paper will discuss the challenges that the

museum faced, evaluate the successes and failures of each part of the game, and make recommendations for other museums interested in trying something similar.

City Treasure: Mobile Games for Learning Cultural Heritage
Luca Botturi, Alessandro Inversini, and Alessandra di Maria, UNISI, Switzerland

We present the design, development and evaluation of eTreasure, an application which exploits mobile technologies for the development of engaging outdoor learning experiences in the cultural heritage domain for primary and secondary school classes. The paper presents the idea and design of the game, its technological development process, the results of the evaluation, and the future challenges for the game, including the ability for teachers to develop their own treasure hunt paths through the city.

Building and Using On-line Collections

Chair: *Darren Peacock, University of South Australia, Australia*

NZMuseums: Showcasing the Collections of all New Zealand Museums
Paul Rowe, Vernon Systems, and Wallis Barnicoat, Museum of New Zealand Te Papa Tongarewa, New Zealand

The NZMuseums Web site provides a focal point for all museums in New Zealand. A major redevelopment of the site set out to provide a strong presence on the Internet for several hundred small mainly voluntary museums. Challenges included developing a process for museums with only basic knowledge of technology to contribute, generating momentum in the sector for the project, data quality issues, and a long list of desirable functionality.

Institutional

CultureSampo – Finnish Culture on the Semantic Web 2.0: Thematic Perspectives for the End-user
Eero Hyvönen, Helsinki University of Technology (TKK), Finland

We present an overview of CultureSampo, an ambitious system for creating a collective semantic memory of the cultural heritage of a nation on the Semantic Web 2.0, combining ideas underlying the Semantic Web and the Web 2.0. The system addresses the semantic Web challenge of aggregating highly heterogeneous, cross-domain cultural heritage collections and other contents into a semantically rich intelligent system for human and machine users. At the same time, CultureSampo is an approach to solving the social and practical Web 2.0 challenge of organizing the underlying collaborative ontology development and content creation work of memory organizations and citizens. This paper focuses on CultureSampo's search, recommendation, and visualization services for the end-users.

Collection Effects: Examining the Actual Use of On-line Archival Images
Brian Dawson, Marc Ladouceur, and Marcia Rak, Canadian Science and Technology Museum, Canada

The importance of evaluating on-line collection offerings has been noted in several recent studies. A clearer understanding of just how and why on-line collections are used is vital if we are to appropriately plan enhancements to collection access, such as visitor tagging, visitor contributed content, and other Web 2.0 features. In examining the use of the CN Images of Canada Gallery, an on-line archival collection, this paper explores the practical application of analytical approaches that may be broadly applicable to on-line collections as a whole. The findings should be broadly usable as a basis of comparison with other collections and their use, as institutions prepare for the next iteration of their on-line offerings.

Sessions

11:00 am – 12:30 pm

Regency C

Location-Aware Services

Chair: Nancy Proctor, Smithsonian American Art Museum, USA

Technology

Cheap, Accurate RFID Tracking of Museum Visitors for Personalised Content Delivery

Timothy Baldwin and Lejoe Thomas Kuriakose, University of Melbourne, Australia

In this project, we explored the deployment of RFID-based technologies to observe visitors' behaviour in a museum to record what exhibits they visit and when. This data has tremendous potential to enhance museum visits through personalizing information via dynamic interfaces, or profiling the visitor to make recommendations for future activity inside or outside the museum. The outcomes of the project demonstrate the viability of (passive) RFID technologies for museum visitor tracking and provide empirical validation of the near-human tracking accuracy of the system in two different environments.

Out There: Connecting People, Places and Stories

Dick van Dijk, Kristel Kerstens, and Frank Kresin, Waag Society, The Netherlands

How can museums employ new media to enhance their visitors' experience and their collections' accessibility? With the Internet moving into the public domain through wireless connections, broadband mobile telephony, and location-aware technology, museums are no longer bound by their physical limits (the building), but can use all relevant spaces, be it the city, the country or the public domain. Waag Society recently developed a number of projects in which users are guided by mobile technology. The paper gives an overview of these projects and argues that the physical non-institutional environment is a great setting for appreciating cultural content and inducing active user participation.

GPS-Triggered Location-Based Technologies at Parks Canada: The Explora Project

Morag Hutcheson and Tamara Tarasoff, Parks Canada, Canada with Christophe Rhin, Camineo, France

Handheld GPS-triggered location-based devices seem ideal for outdoor heritage sites. But what do we really know about how these devices impact visitor experience and learning? Which segments of our audience do they actually appeal to? Can heritage institutions with limited financial and human resources develop these types of projects sustainably? To find out, between November 2007 and July 2008, Parks Canada staff developed and launched three handheld GPS-triggered tours. The process of developing the tours was monitored closely. The project had many positive outcomes, including recommendations for streamlining the development process and product delivery, a better understanding of the target audience, and suggestions for improving the usability and effectiveness of the devices.

12:30 pm – 2:00 pm

Lunch on your own ....

Sessions

Frameworks for Redesign

2:00 pm – 3:00 pm
Regency A

Chair: Dana Mitroff Silvers, San Francisco Museum of Modern Art, USA

Tear Down the Walls: The Re-design of ArtsConnectEd.org

Robin Dowden, Walker Art Center and Scott Sayre, Sandbox Studios / Museum411, USA

Design

In the fall of 2006, the Minneapolis Institute of Arts and Walker Art Center embarked on a large-scale redesign of their highly acclaimed Web site, ArtsConnectEd. This paper will provide an overview of the research, design, and development strategies employed in the creation of ArtsConnectEd2, particularly focusing on the roles and products of the internal, cross-institutional, and external collaborative teams. Extensive project research generated a unique set of requirements which illuminate new expectations for museums, staff roles, and technology, all applicable to any museum interested in developing a similar resource.

Time To Stop Doing and Start Thinking: A Framework For Exploiting Web 2.0 Services

Brian Kelly, University of Bath, United Kingdom

The benefits of Web 2.0 in a museum context are now being increasingly accepted, with papers at recent Museums and the Web conferences having highlighted a range of ways in which services such as Flickr and YouTube and technologies such as blogs and wikis can be used. But what of the associated risks? This paper describes a framework for supporting cultural heritage organisations in their use of Web 2.0 services, with examples of how this framework can be used in various contexts.

Museum Content on Other Platforms

2:00 pm – 3:00 pm
Regency B

Chair: Phyllis Hecht, Johns Hopkins University, USA

Flickr Commons: Open Licensing and the Future for Collections

Paula Bray, Powerhouse Museum, Australia

Institutional

How can we learn from the Commons project on Flickr and use it as a benchmark to develop policy for allowing our collections to be used under open access? How do we measure the success, maintain our new community, progress with better access to our collections and develop new business models? On April 8th 2008 the Powerhouse Museum loaded 200 images from the Tyrrell Photographic Collection onto the Commons project on Flickr. This project has allowed us to evaluate how we can utilise on-line communities so that our collections can reach a far greater audience and therefore has set a benchmark with documented successes to allow the Museum to think differently about how we engage with our audiences and improve access to our content for future applications.

We Tube: Getting Physical with a Virtual Community through a YouTube Meetup

Kevin von Appen, Kathy Nicholaichuk, and Karen Hager, Ontario Science Centre, Canada

The Science Centre began a pilot project of creating and posting science communication videos to YouTube in October, 2006. It now has 18 separate channels on YouTube alone and more than 1300 subscribers. But we have a nagging question: how can on-line video spark physical visits and deeper engagements at, and with, our science centre? YouTube itself suggested an answer in the spontaneous emergence of large-scale in-person gatherings of site users called meetups in 2007. We decided to host the 2008 Meetup at the Toronto Science Centre. This paper explores what we observed at the event, analyzes the video content produced by participants and its potential impact on the Science Centre's profile and mission, and suggests opportunities for collaboration between a network of museums and their YouTube audiences through a next generation of meetups.

Sessions

2:00 pm – 3:00 pm
Regency C

User Feedback / User Content

Chair: Kate Haley Goldman, Institute for Learning Innovation, USA

Social Media

Collaborative Annotation System Using Vocal Comments Recorded on Mobile Phones and Audioguides: The Centre Pompidou Exhibition

Vincent Puig, Yves-Marie L'Hour, Yves-Marie Haussone, Cécilia Jauniau, and Yves Bourel, Musée de l´hôtel Sandelin, France

To enrich the exhibition Traces du sacré (Centre Pompidou, May 7th - August 11th 2008), a new multimedia system was designed to manage contradiction and debate on a controversial theme related to the spiritual dimension in modern and contemporary art. In the exhibition, visitors were able to record their own comments (vocal and drawings), using the multimedia guide or their mobile phone and afterwards to access them on the Internet, modifying, annotating and indexing them, thanks to the software Lignes de temps, before sharing, publishing or podcasting them. This paper is a case study report summarizing a 6 months qualitative study performed with different types of public (professional, amateurs, non-amateurs) and consequently different types of practices and expectations in an unstable and experimental situation.

Great Expectations: Sustaining Participation in Social Media Spaces

Darren Peacock, University of South Australia and Angelina Russo, Swinburne University, Australia

Blogs, wikis, podcasts, vodcasts, photo and video sharing, virtual environments, tagging, annotation and other authoring tools offer people new opportunities to engage with museum content processes through co-creation and interactive cultural experiences. Arguably, these platforms and tools are creating new relationships between institutions and the public. We contend that to create sustained participation in social media spaces, museums need to reconsider their relationships with the public and thoroughly explore user motivations and intentions for participation in social media activities. We suggest some ways in which museums might design and evaluate their social media initiatives to ensure their success and sustainability, and offer some questions for further research.

3:00 pm – 3:30 pm
Regency Foyer

Coffee Break
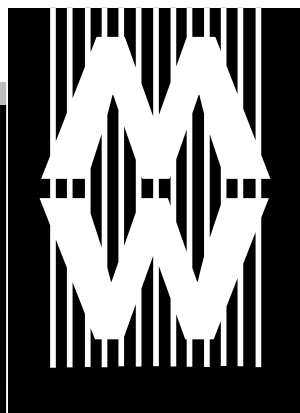
3:30 pm – 4:30 pm
Regency AB

Closing Plenary Panel: Open Session

Nina Simon, Museum 2.0, USA; David Bearman and Jennifer Trant, Archives & Museum Informatics, Canada

Plenary

Join members of the MW2009 Program Committee for a wrap-up of the week's discussions. Contribute your thoughts about the issues we face and the themes we'll take forward in the coming year.

Sessions

Museums and the Web 2010

April 13-17, 2010
Denver, Colorado, USA

Call For Participation

http://www.archimuse.com/mw2010/

The MW program is built from the ground up, based on your suggestions. Proposals are encouraged on any topic related to museums creating, facilitating, delivering or participating in culture, science and heritage on-line.

Session Formats

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

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

Multiple Submissions

Please co-ordinate your proposals with your collaborators. Multiple proposals about the same project will not be accepted. Multiple submissions from the same person are rarely accepted.

Session Proposals

Proposals for sessions should be submitted as individual papers with a covering note. Papers are reviewed individually; full sessions are rarely accepted.

Peer Review

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

Deadlines

- *September 30, 2009* for papers, workshops, mini-workshops + professional forums (written paper required by Jan. 31, 2010)
- *December 31, 2009* for demonstrations (written paper optional)

Further Details?

For more information contact the MW2010 Conference Co-Chairs David Bearman + Jennifer Trant by e-mail: mw2010@archimuse.com

Produced by
Archives & Museum Informatics
www.archimuse.com

Watch http://www.archimuse.com/mw2010/ for on-line proposal submission, program details, and registration information.

Search past Museums and the Web papers at http://conference.archimuse.com/researchForum
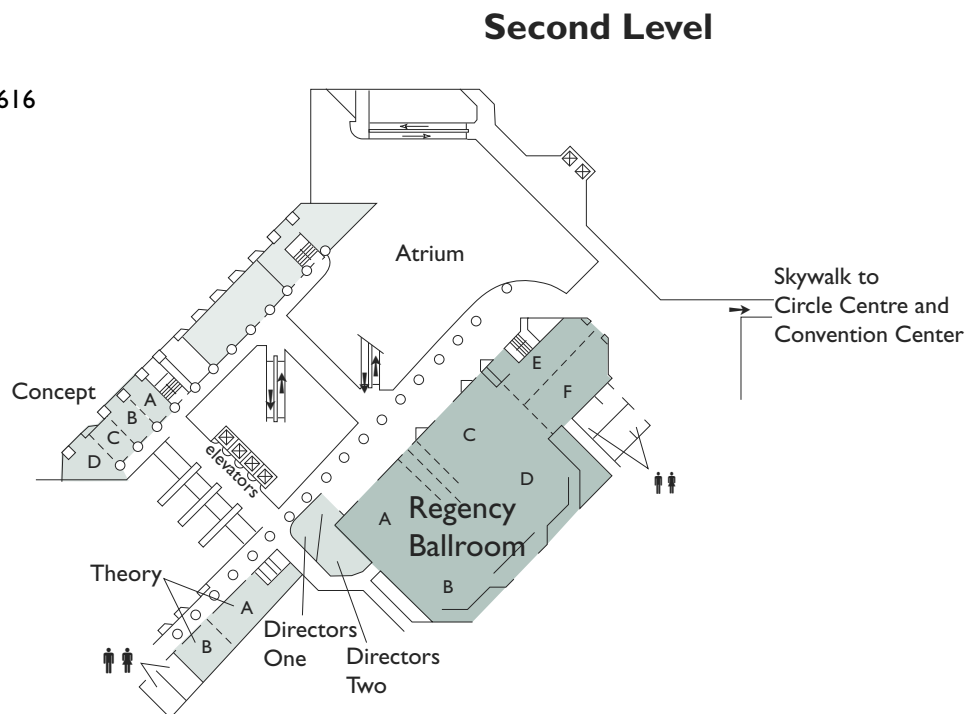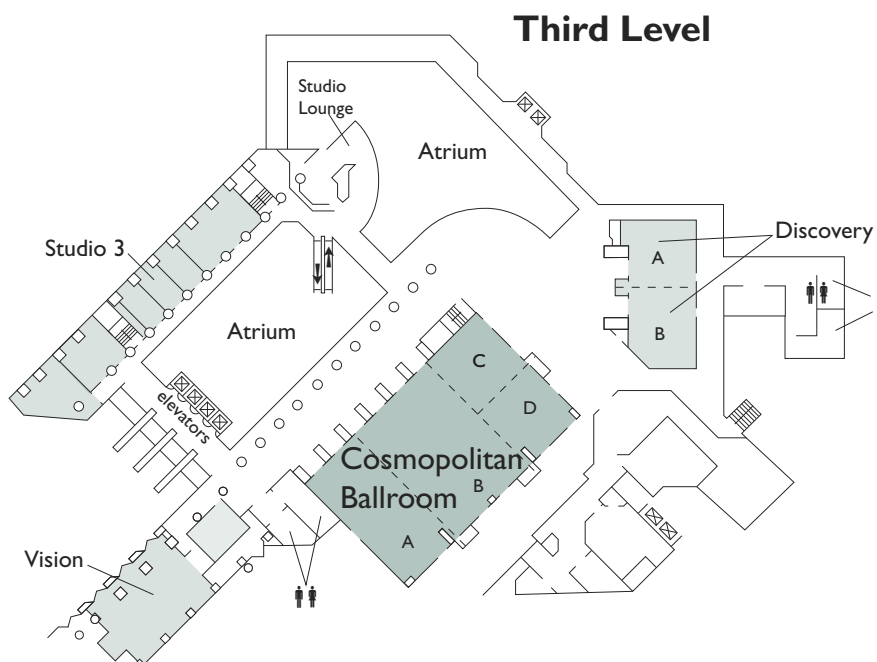
Hyatt Regency Indianapolis

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6299

MW2009 Registration is in the foyer
outside
the Regency Ballroom.

Plenary Sessions are in the
Regency Ballroom.

Second Level

Atrium

Concept

A
B
C
D

elevators

Theory

A

B

Directors
One

Directors
Two

E
F
C
D
A Regency
Ballroom
B

Skywalk to
Circle Centre and
Convention Center

MW2009 Exhibit Hall is
in Cosmopolitan AB.

Third Level

Studio
Lounge

Atrium

Studio 3

Atrium

elevators

Vision

Cosmopolitan
Ballroom

C
D
B
A

Discovery

A

B

Hotel

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