

# Museums and the Web 2010

[www.archimuse.com/mw2010/](http://www.archimuse.com/mw2010/)

## Final Program

produced by  
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# Museums and the Web 2010

## About MW2010

---

Thanks!.....	2
Program Committee.....	2
#mw2010 on-line.....	3

## Tuesday April 13, 2010

---

Pre-conference Tours.....	4
Wikimedia@MW2010 Workshop.....	4

## Wednesday April 14, 2010

---

Pre-conference Workshops.....	5
First Timers' Orientation.....	7
Welcome Reception: Denver Art Museum.....	7

## Thursday April 15, 2010

---

Opening Plenary.....	8
Morning Sessions.....	8
Afternoon Sessions.....	10
Un-conference Sessions.....	12
Exhibitors' Reception: Grand Hyatt Denver.....	13

## Friday April 16, 2010

---

Exhibits.....	15
Demonstration Sessions I, II and III.....	23-26, 30-31
Exhibits and Demonstrations Maps.....	23, 25, 30
Birds of a Feather Tables.....	27
Usability Lab.....	27
Exhibitor Briefings.....	27-28
Crit Room.....	29
Professional Forums.....	27, 28, 29
Best of the Web Awards.....	32
Conference Reception: Denver Museum of Science & Nature.....	32

## Saturday April 17, 2010

---

Interactions and Mini-Workshops.....	33-34
Morning Plenary.....	35
Afternoon Sessions.....	36-38
Closing Plenary.....	38

<b>Schedule Overview</b> .....	20-21
--------------------------------	-------

<b>Hotel Map</b> .....	40
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Produced by  
*Archives & Museum Informatics*

Conference Co-Chairs  
David Bearman and Jennifer Trant

# Welcome

## Thanks To Our Collaborators!

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Many individuals and organizations help Archives & Museum Informatics put together MW2010. We appreciate the contributions of the MW2010 Program Committee, the Local Arrangements Committee chaired by Bruce Wyman of the Denver Art Museum, the Best of the Web Judges, and our Collaborating Organizations. We couldn't do it without you!

## Our special thanks to ...

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The Denver Art Museum and the Denver Museum of Nature and Science for hosting pre-conference tours and evening receptions in conjunction with Museums and the Web 2010.

The student volunteers, led by Rebecca Krause-Hardie and Betsey Brock, for helping things run smoothly.

David Bearman and Jennifer Trant  
Archives & Museum Informatics  
MW2010 Conference Co-Chairs

## Greening Museums and the Web

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You regularly remind us that lessening the environmental footprint of MW is important to you.

Last year we reported steps we've taken to reduce our carbon footprint, including using electronic communications instead of mail, printing the Final Program and *Selected Papers* volumes on 100% post-consumer recycled paper (inside) and 10% post-consumer paper covers, providing a conference bag that is both composed of 100% post-consumer recycled materials and can be re-used by you (this year for picnics and lunches brought from home). For MW2010, we're making sure everyone has a mug for coffee, water or whatever...

Thanks to everyone who has contributed by paying carbon offsets for flights and declining even the environmentally conscious conference bag.

## MW2010 Program Committee

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### Co-Chairs

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

### Committee Members

- **Sebastian Chan**, Head of Digital, Social and Emerging Technologies, Powerhouse Museum, Australia
- **Brian Dawson**, Director, Informatics, Canada Science and Technology Museum Corporation Canada
- **Marthe de Vet**, Head of Education and Public Services, Van Gogh Museum, The Netherlands
- **Jim Devine**, Head of Multimedia, Hunterian Museum and Art Gallery, University of Glasgow, Scotland
- **Karen Elinich**, Director, Educational Technology & Integrated Learning, Franklin Institute, USA
- **Gail Durbin**, Head of V&A OnLine, Online Museum, Victoria & Albert Museum, United Kingdom
- **Jane Finnis**, Director, Culture24, United Kingdom
- **Kate Haley Goldman**, Senior Research Associate, Institute for Learning Innovation, USA
- **Timothy Hart**, Director, Information Multimedia & Technology, Museum Victoria, Australia
- **Susan Hazan**, Curator of New Media, New Media Unit, Israel Museum, Jerusalem, Israel
- **Phyllis Hecht**, Assoc. Program Chair, Museum Studies, Johns Hopkins University, USA
- **Justin Heideman**, Designer, New Media Initiatives, Walker Art Center, USA
- **Sherry Hsi**, Director of Online Learning, Exploratorium, USA
- **Paul Marty**, Associate Professor, School of Library and Information Studies, Florida State University, USA
- **Dana Mitroff Silvers**, Head of Online Services, Publications, Web, and Graphic Design, San Francisco Museum of Modern Art, USA
- **Darren Peacock**, Director, Sweet Technology, Australia
- **Nancy Proctor**, Head of New Media Initiatives, Smithsonian American Art Museum, USA
- **Mia Ridge**, Lead Web Developer, Science Museum, London, United Kingdom
- **Conxa Roda**, Internet Project Manager, Museu Picasso, Barcelona City Council, Spain
- **Rob Stein**, Chief Information Officer, 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

# Thank You!

**conference.archimuse.com**

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

During MW2010 **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>

Follow **musweb** for up-to-date bulletins, and useful info year-round. Use **@musweb** to get our attention.

Use the **#mw2010** hashtag to identify your tweets as related to Museums and the Web 2010. Find them all at <http://search.twitter.com/search?q=mw2010>

**Flickr**

<http://www.flickr.com/groups/mw2010>

Use the **mw2010** tag on your pictures. Add them to the **mw2010** group to help others find them.

**SlideShare**

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

We'll be collecting presentations from MW2010 speakers and posting them on SlideShare. Join our group to find them – and other related material.

**Linked In**

Join the **Museums and the Web** group on Linked In and connect with professionals from around the world.

RSVP for the Museums and the Web meeting, and let people know if you're exhibiting or presenting as well.

**Facebook**

Show us you're a fan! Join the **Museums and the Web** fan page on Facebook. There's news posted there regularly.

Let people know you came to MW2010. RSVP for the **Museums and the Web 2010** event.



**Your Blog**

*on your own site*

Use the **mw2010** tag to identify your posts, and we'll pull them together in the MW on the Web section of **conference.archimuse.com**

**Don't have a blog?**

<http://conference.archimuse.com>

You can contribute to **conference.archimuse.com** as often as you'd like.

Accounts have been set up for everyone registered for MW2010. You can post a blog, start a discussion, make a comment, contact others ... participate!

**Best of the Web: People's Choice**

Before Friday, review the Best of the Web nominations on **conference.archimuse.com** and cast your vote for the People's Choice Award.



**#mw2010 on-line**



**Registration**

Meet in the Hotel Lobby 9:00 am – 9:15 am

Meet in the Grand Hyatt  
Denver Hotel Lobby  
Welton Street Exit

**Denver Museums Tour**

**Denver Museum of Nature & Science**

9:30 am - 4:30 pm

lunch included at  
Denver Museum  
of Nature & Science

In the morning, experience a behind-the-scenes tour of the Denver Museum of Nature and Science Expedition Health Exhibit, possibly the most technology intensive museum exhibit in the country. The new 10,000 square foot exhibit utilizes personalized interactives, multi-media stage demonstrations, a special-effects theater, and a hands-on wet lab to allow visitors to learn how their body responds to a host of stresses and situations. Over 65 computers power the intensively personal interactives, media presentations, AMX command & control system, and a backbone network that collects visitor data from each interaction and returns it to the visitor on a printed card at check-out, as well as allowing visitors to explore their personal data in more depth at home via a secure Web-session.

**Denver Museum of Art**

In the afternoon, attend briefings and tours focusing on current Web, in-gallery and new media technology applications conducted by staff of the Denver Museum of Art.



**Registration**

HCC 8:00 - 9:00 a,m

9:00 am – 5:00 pm

**Wikimedia@MW2010**

Mount Elbert – HCC  
Breakouts in Mount  
Evans A&B, Pike’s Peak

*Co-Chairs: Liam Wyatt, Wikimedia Australia; Erik Möller, Wikimedia Foundation; and David Bearman and Jennifer Trant, Archives & Museum Informatics, Canada*

**Keynote Addresses by Maxwell Anderson, Director, Indianapolis Museum of Art, and Samuel Klein, Trustee, Wikimedia Foundation**

Wikimedia@MW2010 is a workshop for exploring how museums can contribute to and use Wikipedia or Wikimedia Commons and how the Wikimedia community can benefit from the expertise in museums – and for developing policies to enable collaboration. It brings together leaders from both communities to examine the opportunities for greater synergy between the museum sector and the Wikimedia community, and to address current barriers to collaboration. Specifically, we will address rules, guidelines and examples that can be clarified in order to promote active engagement between the two communities.

**Coffee Breaks**

HCC



**Lunch**

in the hotel



**Registration**



8:00 am – 5:30 pm  
Second Floor Lobby

**Full Day Workshops**

**Content Management Strategies and Systems**

*Darren Peacock, Sweet Technology Pty Ltd, Australia*

Effective content management is essential to developing, managing and sustaining a quality on-line presence. Sound content management strategies and the right content management software can significantly improve the quality and reduce the running costs for museum Web sites. We'll make an in-depth introduction to the issues and technologies that underpin digital content management for museum Web sites.

9:00 am – 5:00 pm  
Castle Peak  
37th floor

**Make It Multitouch**

*Jim Spadaccini and Paul Lacey, Ideum, USA*

Multitouch and multiuser exhibits are changing the ways in which visitors interact with computer-based exhibits in museums. Multitouch exhibits allow designers to move away from traditional graphical user-interfaces and incorporate more natural and intuitive controls. In this full-day workshop, we'll explore a variety of multitouch technologies, including off-the-shelf multitouch-enabled PCs, along with a look under the hood of our second-generation custom-built 50" touch table.

9:00 am – 5:00 pm  
Pike's Peak  
HCC

**Morning Workshops**

**Building and Evaluating Collection Dashboards**

*Piotr Adamczyk, The Metropolitan Museum of Art; Michael Twidale and Richard Urban, University of Illinois at Urbana-Champaign, USA*

This workshop will provide a basic introduction to the concepts and techniques of visualization using tools. Designed presentation of collection information can have real, functional benefits. We will use real data in practical examples. We will build simple prototypes during the workshop and show how these can be extended to fit the needs of researchers, curators, colleagues and other targeted audiences.

9:00 am – 12:30 pm  
Mount Evans A  
HCC

**Managing a Web Project Effectively**

*Mark Hook and Richard Morgan, Victoria & Albert Museum; and George Crabb, The Other Media, United Kingdom*

This half-day workshop is aimed at anyone thinking of redesigning a Web site, undertaking a major Web project, or wishing to share the experience of just having done so. We will consider how an organisation might plan and manage the process of developing a major Web project with an external design agency or internal developers.

9:00 am – 12:30 pm  
Mount Elbert  
HCC

**Mobile Content Workshop**

*Nancy Proctor, Smithsonian American Art Museum; Beth Harris and Steven Zucker, Fashion Institute of Technology; Sandy Goldberg, free-lance writer; David Torgersen, Exploratorium; Chris Alexander, San Jose Museum of Art; and Koven Smith, The Metropolitan Museum of Art, USA*

The workshop leaders represent several different approaches to mobile content design. Participants are asked to bring a 'meaningful object' to the workshop to be used as the focus of the interpretive content development exercises. They will imagine that this object will be on display in the galleries and on-line exhibition spaces of their museum.

9:00 am – 12:30 pm  
Gray's Peak  
HCC

# Workshops

9:00 am – 12:30 pm  
Mount Evans B  
2<sup>nd</sup> floor

**Rules of Play: Designing Addictive Gameplay for On-line Learning Games**  
*David Schaller, eduweb, USA*

Inspired by a broad array of research emphasizing the effectiveness of problem-based, anchored instruction, developers have been creating games about subjects ranging from childhood obesity to electoral politics to personal finance. We will focus on a handful of game mechanics that help us move from the kinds of “game-like” interactives commonly found on museum Web sites into the realm of true games.

9:00 am – 12:30 pm  
Maroon Peak  
2<sup>nd</sup> floor

**Better Web Metrics**  
*Sebastian Chan, Powerhouse Museum, Australia*

We will examine the traditional measurement tools available on the Web, explaining their pros and cons, and then look specifically at the new suite of tools needed to discover ‘actionable insights’ for your social media projects. We will dig deep into audience segmentation and divine some new insights from your existing analytics.

9:00 am – 12:30 pm  
Long’s Peak  
HCC

**Web Surveys: Don’t Just Do It. Do It Right**  
*Silvia Filippini Fantoni, British Museum, United Kingdom, and Kate Haley Goldman, Institute for Learning Innovation, USA*

Web-based surveys are a relatively quick and easy way to gather information that can help you create better exhibitions, programs, applications and grant proposals. Yet seemingly inconsequential differences in how you ask the questions and distribute your survey can have enormous implications for how reliable or valid your data actually are. Do your results really represent your audience?

12:30 pm – 1:30 pm  
Mount Sopris  
Lobby Level

**Lunch for all Workshop Participants**



**Afternoon Workshops**

1:30 pm – 5:00 pm  
Gray’s Peak  
HCC

**Designing Platforms for Visitor Participation**  
*Nina Simon, Museum 2.0, USA*

Design patterns for social participation are just emerging, and many institutions are still in an experimental phase when it comes to developing contributory and visitor co-created platforms. We will explore proven design frameworks for participation that can help museum staff more effectively create platforms that will engage visitors, invite them to contribute, and support user actions that satisfy both visitors’ and institutional goals.

1:30 pm – 5:00 pm  
Mount Evans B  
2<sup>nd</sup> floor

**Kidding Around: Designing Effective Digital Experiences for Families**  
*Shelley Mannion, British Museum, and Lorna O’Brien, Victoria & Albert Museum, United Kingdom*

We will examine technology-enhanced family visits through recent research and real-world case studies, and review different types and styles of digital activities that can work for institutions of different sizes and those with limited resources. The emphasis will be on on-site programs with special attention paid to the use of free Web-based applications and social media sites.

1:30 pm – 5:00 pm  
Long’s Peak  
HCC

**Handheld Coding Workshop**  
*Nancy Proctor, Smithsonian American Art Museum; Theodore Forbes, Dallas Museum of Art; Chris Alexander, San Jose Museum of Art; and Rob Stein, Indianapolis Museum of Art, USA*

Get to know some of the open source solutions that are currently available; discuss how these open source solutions are similar, different, compatible & incompatible; and gain an understanding of whether choosing one rules out the others (or makes them redundant).

# Workshops



**Coffee Break**



3:30 pm – 4:00 pm  
Hyatt Conference Center

**Introduction to Drupal**

*George deMet and Larry Garfield, Palantir.net, USA*

The Open Source Drupal Content Management System (CMS) has been rapidly gaining popularity among museums and other not-for-profit institutions in recent years. We will provide an introduction to Drupal, from installation to basic concepts to the “right way” of approaching a Drupal site. Attendees will come away with a good grounding in how they can leverage Drupal at their own institutions.

1:30 pm – 5:00 pm  
Mount Elbert  
HCC

**Machine Tags: Theory, Working Code and Gotchas (and Robots!)**

*Aaron Cope, Stamen Design, USA*

Machine tags are just like regular tags with a special syntax to denote a faceted relationship: a namespace (or a subject domain); a predicate (or a subject topic); and a value. They provide just enough structure to define and expose faceted metadata without all of the friction that prevents traditional approaches from achieving widespread adoption. They are the sweet spot between formal taxonomy and the perceived mayhem of uncontrolled “folksonomies”.

1:30 pm – 5:00 pm  
Mount Evans A  
HCC

**Planning Social Media in Museums**

*Sebastian Chan, Powerhouse Museum, and Angelina Russo, Swinburne University, Australia*

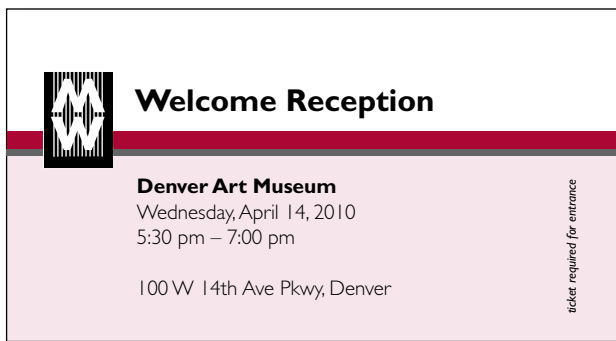
Develop a new, or refine an existing, social Web strategy as an element of a broader digital, Web, communications, or ICT strategy. Participants will use a framework that focuses on identification of desired outcomes, audiences, and opportunities, and will work collaboratively in small groups to develop a sample strategy based on several scenarios.

1:30 pm – 5:00 pm  
Maroon Peak – 2<sup>nd</sup> floor

**Orientation Session**

*Is this your first MW? Join an orientation session to get an overview of the meeting, and meet some new people before heading over to the Welcome Reception.*

4:30 pm – 5:30 pm  
Mount Sopris,  
Lobby Level



Register at the Hyatt and take the bus to the Denver Art Museum. Continuous Bus shuttle from the lobby, Welton St. Exit: 5:15 pm – 7:15 pm. Tickets required.

**Paint Out – Virtual Graffiti**

*Lauren Addario, Leif Percifield, and Kara Pajewski, New Mexico Highlands University, USA*

*PaintOut is a collaborative work that enables the creation of virtual graffiti on any reflective surface. It facilitates the creation of temporary street art and graffiti, and allows normally marginalized street artists to participate in current contemporary art dialogue without defacing or damaging public property. Try your hand at the reception!*

5:30 pm – 6:30 pm  
Denver Art Museum

# Workshops

7:30 am – 6:00 pm  
Second Floor Lobby

**Registration**



**Coffee Break** 8:00 am – 9:00 am  
Grand Ballroom Foyer



**Opening Plenary**

9:00 am - 10:30 am  
Grand Ballroom – 2<sup>nd</sup> floor

Chair: Jennifer Trant, Archives & Museum Informatics, Canada

*Introduction: Bruce Wyman, Denver Art Museum, USA*



Plenary

**It's So Hard When Contemplated In Advance And So Easy When You Do It**

*Brad Feld, Foundry Group, USA*

As museums move into a new era of engaging with their audiences, some of the best sources of inspiration and examples may come from outside the field. Focusing on how visitors engage and re-imagining the innovative process – essentially acting as a technology startup in the museum – museums can find new partners and new techniques to build long-term relationships and relevance with their visitors.

10:30 am – 11:00 am  
Grand Ballroom Foyer

**Coffee Break**



11:00 am – 12:30 pm  
Grand Ballroom

**Collections: Tag / Search / Deploy – Part I**

Chair: Susan Hazan, The Israel Museum, Israel

**Buckets and Vessels**

*Aaron Cope, Stamen Design, USA*



Access

I'll examine the act of association, the art of framing, and the participatory nature of robots in creating artifacts and story-telling in projects like Flickr "Galleries", the API-based "Suggestify" project (which provides the ability to suggest locations for other people's photos) and the increasing number of bespoke (and often paper-based) curatorial productions.

**Hiding our Collections in Plain Site: Interface Strategies for "Findability"**

*Nate Solas, Walker Art Center, USA*

I will explore the use of 3 different search interfaces on the same site over 2 years, and examine how these lessons may be applied to the general problem of presenting large collections on-line.

**Can Structured Metadata Play Nice with Tagging Systems? Parsing New Meanings From Classification-Based Descriptions on Flickr Commons**

*Joe Dalton, The New York Public Library, USA*

I'll discuss the rationale behind NYPL's decision to combine existing metadata – in the form of subject headings – with user-generated tags, and demonstrate some of the challenges encountered in implementing this decision.

11:00 am – 12:30 pm  
Mount Elbert – HCC

**Collaboration Outcomes – Part I**

Chair: Kevin von Appen, Ontario Science Centre, Canada



Organizations

**Protecting Treasures: Engaging Communities and Recreating Narratives**

*Samuel Mann and Khyla Russell, Otago Polytechnic, New Zealand*

We'll provide an assessment of the success of SimPā from two perspectives – the milestones and objectives required of formal reporting and a more holistic Te katoa approach (everything). The SimPā project is a multiyear collaborative project that aims to convey and strengthen Māori culture, tikaka and knowledge using innovative and cutting edge technology – telling Māori stories in 3D game format.

# Sessions

**Benedict Arnold Slept Here: New Life for Local History On-line and In the Community**

*Steve Bromage, Maine Historical Society, USA*

The Maine Memory Network has helped mobilize Maine communities around the gathering and sharing of their local history. I will consider key technical and programmatic elements of this project, the opportunities created by collaboration and partnership at the state and local level, and the development of key 21st century skills.

**A Walk in the Park: The Balboa Park Online Collaborative 1 Year Report**

*Rich Cherry, Balboa Park Online Collaborative, USA*

Balboa Park Online Collaborative (BPOC) is a collaborative technology project involving 17 museums, performing arts venues, gardens and the San Diego Zoo in Balboa Park, San Diego. I will present the challenges we faced in managing the creation and execution of a common strategy and framework during our first year.

**Actionable Research**

Chair: Darren Peacock, Sweet Technology Pty Ltd, Australia

11:00 am – 12:30 pm  
Mount Evans – HCC

**Annotators and Agents in a Web-based Collaboratory around Cartographical Collections in Cultural Heritage Institutions**

*Leen Breure, Hans Voorbij and Sandor Spruit, Utrecht University; and Charles van den Heuvel, Royal Netherlands Academy of Arts and Sciences, The Netherlands*

We will discuss two interrelated projects on making old maps in archives, museums and libraries better accessible to larger user groups: Manuscript Map Annotation and Presentation System, and Multi-Agent Technology Contextualizing Historical Maps.



Research

**Gaze-Tracking and Museums: Current Research and Implications**

*Slavko Milekic, The University of the Arts, USA*

I will present current research on eye- and gaze-tracking, using cheap, commercially available components (Web cams, open source software) for building applications that use eye- and gaze-tracking.

**Promoting Positive Attitudes towards Museums and Art: A Case Study of the Use of Tate Kids in Primary Arts Education**

*Koula Charitonos, Institute of Educational Technology, United Kingdom*

What are the mechanisms needed to support good use of museum Web sites for teaching and learning in the arts? I attribute specific importance to the role that museum Web sites can have in promoting positive attitudes in young people towards museums and art. In particular I seek to address to what extent the use of museums' Web-resources can enhance learning and engage young people with museums.

**Conveying Culture Heritage and Legacy with Innovative AR-based Solutions**

*Manfred Bogen and Matthias Krauss, Fraunhofer Gesellschaft (Institute for Media Communication), Germany*

We developed an Augmented-Reality-based teaching platform (ARTP) that we successfully used for educational purposes in European schools as part of a European research project. We claim that our solution is not only useful in schools, but that it can be installed for museums visitors too to allow an innovative and interactive access to museum collectibles and finally a new individualized museum experience.

**E-mail and Speaker Prep**

8:00 am – 6:00 pm  
Torrey's Peak – 2<sup>nd</sup> floor



Sessions

(session continues)

11:00 am – 12:30 pm  
Mount Evans – HCC



Research

### Evaluating the On-line Audience of a New Collections Web Site

*Graham Davies and Dafydd James, Amgueddfa Cymru – National Museum Wales, United Kingdom*

Amgueddfa Cymru – National Museum Wales's virtual Museum Rhagor (Welsh for 'more') – was launched on-line in 2007. We report on practical user testing exercises and post launch evaluation undertaken over an entire year to examine both widescale usage trends and specific visitor behaviour patterns.

### In SEARCH of Novel Ways to Design Large Cultural Heritage Web Sites

*Nicoletta Di Blas and Luigi Spagnolo, Politecnico di Milano; and Stefano De Caro, Italian Ministry for Cultural Heritage, Italy*

We suggest a new approach that we call SEE-IA (SEarch-Enhanced Information Architecture), where 'traditional' information architecture is combined with multi-facets search mechanisms, with advanced interface features such as tag-clouds and interactive maps.

### Multimedia Communication Issues: Why, What and When

*Marco Francioli, Museo Cantonale d'Arte; Elisa Rubegni, Università della Svizzera Italiana, Switzerland; and Paolo Paolini, Politecnico di Milano, Italy*

We raise fundamental issues in ICT-based cultural heritage communication: what is the best timing (before going to the exhibition, during the visit, or after a satisfactory visit) for providing what kind of information, and for what purpose?

### Educators, Curators and Docents: Creating Interpretive Resources Based on Conversation

*Beth Harris, SmartHistory; Christina Olsen, Portland Art Museum; and Steven Zucker, Fashion Institute of Technology, USA*

A workshop for curators, docents and educators at the Portland Art Museum produced 20 video-based "conversations" about works of art in the museum's permanent collection. We will present the museum's evaluation of the effectiveness of the videos with different audiences to determine best practices.

12:30 pm – 1:30 pm

### Lunch on your own

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1:30 pm – 3:00 pm

Grand Ballroom

### Collections: Tag / Search / Deploy – Part 2

Chair: Susan Hazan, The Israel Museum, Israel



Access

### How to Manage and Build a Web Collections Search Project in a Museum

*Richard Morgan, Victoria & Albert Museum, United Kingdom*

I will present techniques for project management, technical strategies and frameworks for making technology decisions that can be generalized and applied in any museum. These practical and pragmatic methods work in the reality of a museum context and can achieve a radical shift in culture and practice without top-down organisational change.

### Van Gogh's Letters: Or How to Make the Results of 15 years of Research Widely Accessible for Various Audiences, and How to Involve Them

*Marthe de Vet, Edith Schreurs and Marianne Peereboom, Van Gogh Museum, The Netherlands*

The letters of Van Gogh, after 15 years of research, are brought into the world by a 6-volume book, a freely accessible, extensively annotated multisearch Web site, an exhibition, a multimedia tour, a blog and an iPhone application. We discuss how we came to deploy this range of multimedia and which choices we made.

# Sessions

**Spreadable Collection: Gaining Insights from Educational Cut & Paste**

*Sebastian Chan, Powerhouse Museum, Australia*

I'll present early results of ongoing research at the Powerhouse Museum to examine the differences in visitor behaviour between viewers and "re-users" of the Museum's on-line object database.

**Collaboration Outcomes: Part 2**

Chair: Kevin von Appen, Ontario Science Centre, Canada

1:30 pm – 3:00 pm  
Mount Elbert – HCC

**Web-Supported Collaborations: Building, Evaluating, and Sustaining a Museum Partnership Network**

*Scott Sala, University of Colorado at Denver; Jes Koepfler, University of Maryland; and Brad McLain, Space Science Institute, USA*

We cover the strategies used to 1) build an integrated network of museum professionals, 2) formatively evaluate the collaboration process using a quarterly Web-based pulse check, and 3) research participation and professional identity with an emergent coding rubric and content analysis of the Basecamp site.



Organizations

**ArtBabble: A Year's Worth of Lessons Learned and Thoughts about Collaborative Content Platforms**

*Daniel Incandela and Rob Stein, Indianapolis Museum of Art, USA*

On April 6, 2009, the Indianapolis Museum of Art launched a collaborative video portal called ArtBabble in partnership with six other arts and culture organizations. Since that time, ArtBabble has continued to grow. We examine the first year of ArtBabble's existence and critique what went well and what didn't.

**Building Communities for Distributed Curation**

*David Wood and Eric Miller, Zepheira, USA*

We present experiences in building communities for the distributed curation of digital content gained while working with the U.S. Library of Congress and the National Digital Information Infrastructure and Preservation Program (NDIIPP).

**The State of Open Source**

Chair: Bruce Wyman, Denver Art Museum, USA

1:30 pm – 3:00 pm  
Mount Evans – HCC

**Open Source Collaboration: New Models for Technology Development in the Museum Community**

*Laura Mann and Ethan Wilde, Mediatrope Interactive, USA*

We explore recent and current projects in which museums collaborate on the development of open source tools and applications that are shared with the wider museum community. We will provide data on the goals and outcomes on the projects and critical analysis of the opportunities and challenges of this new model for technology development in museums.



Technology

**Connecting the Collection**

*Pepijn Lemmens and Henk Vanstappen, Netherlands Architecture Institute, The Netherlands*

The NAI has been developing an infrastructure for maintaining and disclosing its architectural collection. In 2010 the *City of Holland* project will present architectural data via a personalized Web site and a mobile augmented reality application for Android and iPhone, thereby completing the last step in the process of bringing material from physical archives via digital media into the physical reality.

(session continues)  
1:30 pm – 3:00 pm  
Mount Evans – HCC



Technology

**New Technology in the Museum: A Case Study of Three Museums in the Fluid Community Working Together**

*Jess Mitchell and Jutta Treviranus University of Toronto, Canada and Jennifer Czajkowski, The Detroit Institute of Arts, USA*

Fluid Engage is a suite of design tools for managing, transforming, and presenting museum content in fresh and accessible ways for mobile, Web, and in-house environments. We examine how Fluid's open source community is collaborating to produce visitor experiences that are engaging, rich, flexible, easy to implement, and low cost.

**Developing Web Applications for Museum Professionals: A CollectionSpace Case Study and Status Report**

*Colin Clark, University of Toronto, Canada; Carl Goodman, Museum of the Moving Image, USA; Patrick Schmitz, CollectionSpace, USA; and Dan Sheppard, University of Cambridge, United Kingdom*

CollectionSpace is a multi-institutional project developing an open-source, Web-based software application for collections management and information access. By exposing the collections information through standard (REST) Web services, many other applications can easily access the collections information within a CollectionSpace repository, or otherwise connect to or incorporate CollectionSpace functionality.

3:00 pm – 3:30 pm  
Grand Ballroom Foyer

**Coffee Break**



**un-conference session pitches**

Chairs: Mia Ridge, Science Museum, United Kingdom and Jennifer Trant, Archives & Museum Informatics, Canada

3:30 pm – 4:15 pm  
Grand Ballroom  
2<sup>nd</sup> floor



Contributed Content

Unconference sessions are 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 or productive, follow the Rule of Two Feet: use your own two feet to move somewhere else.

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, ideally less.
- your pitch should persuade people to want to discuss it further – open questions are much more inviting than your answers.

When pitching, remember that un-conference sessions are:

- topical and current – breaking news and emerging issues are the most engaging
- informal and conversational – this is not the place to give the paper you forgot to propose
- non-commercial – you can find out about products and services in the Exhibit Hall
- distinct from things going on elsewhere on the MW2010 program – don't trump your presentation later in the week by pitching the same thing here.

# Sessions

**un-conference sessions**

We'll listen to all of the pitches together, and assign discussion spaces based on a 'show of hands' indicating interest. After the pitches, self-organizing groups will move to breakout areas for discussion. You'll have a good chunk of time to get your teeth into a question.

Each group is asked to report on their discussion on the conference community site: <http://conference.archimuse.com>

4:15 pm – 5:30 pm

- Breakout Rooms:*
- Grand Ballroom*
  - Maroon Peak*
  - Mount Elbert*
  - Mount Evans*
  - Mount Harvard*
  - Mount Oxford*
  - Mount Princeton*
  - Mount Wilson*

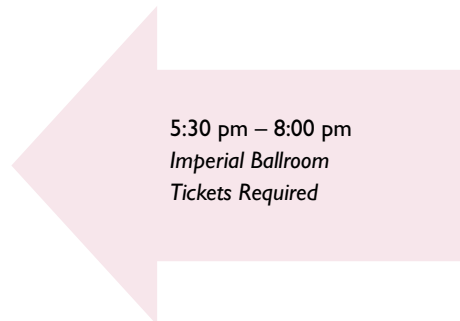


**Exhibitors' Reception**

**Exhibit Hall, Grant Hyatt Denver**  
 Thursday, April 15, 2010  
 5:30 pm – 8:00 pm

Imperial Ballroom

ticket required for entrance



5:30 pm – 8:00 pm  
*Imperial Ballroom*  
*Tickets Required*



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Vernon Systems Ltd  
Collection Management  
Software Provider

12A McDonald Street, Kingsland  
PO Box 6909, Wellesley Street  
Auckland 1141, New Zealand

ph: +(64) 9 815 5599  
fax: +(64) 9 815 5596  
[www.vernonsystems.com](http://www.vernonsystems.com)





**Exhibit Hall**

8:00 am – 5:00 pm  
Imperial Ballroom

**ADLIB Information Systems**

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URL: <http://www.adlibsoft.com>

Adlib Information Systems have automated the collections of numerous museums, libraries and archives over the past two decades. By listening carefully to the specific requirements of our customers, and by applying cutting-edge technology, we are able to continually improve our software. We put emphasis on open systems and international standards. The result: software that is exceptionally easy and pleasant to use, and a rapidly growing number of customers. Adlib Information Systems was one of the first, if not the first, vendor that recognized that archives, libraries and museums have an important common ground. This resulted in a unique approach of one core application for all three domains, with respect for the specifics of each domain, and using the relevant international standards for each domain.

**Audissey Guides**

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Audissey makes it fast, easy and affordable for museums to create and manage their own mobile media tours. Our new Audissey Mobile Platform does it all – gives you the freedom to load content, create new tours, and interact with your visitors. We provide a turnkey interpretive solution: from handheld devices to mobile applications to audio and video production. Founded in 2005, we're an award-winning new media company that creates extraordinary mobile experiences for museums. Come hang out with us.

Booth 22

**Azavea (formerly Avencia)**

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Azavea (formerly 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. Azavea developed Sajara, a unique Web-based digital asset management (DAM) system, for geo-referencing, managing, searching, and displaying collections. Unlike other DAM solutions, Sajara is unique for its ability to retrieve assets and full collections by using the power of geography. Users can search assets by address, intersection or neighborhood. Assets in the geographic vicinity are returned with metadata and displayed on a map, in GoogleMaps or GoogleEarth.

Booth 40

Booth 31

**Digimarc Corporation**

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Marketing Programs Manager  
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URL: <http://www.digimarc.com>

Digimarc for Images with ImageSpan™ LicenseStream™ provides peace of mind for museums and archives seeking to protect valuable image assets from misuse but also opening them up for licensing. The solution embeds unique digital watermarks into each image to provide a digital identity that is imperceptible and persists even as images are copied, manipulated, distributed, transformed, converted to new formats, etc. Once a watermark is embedded into an image, the Digimarc Search Service can locate where the image is being used online. The image owner can quickly identify unauthorized use and take appropriate action. To learn more, please visit [www.digimarc.com/museums](http://www.digimarc.com/museums).

# Exhibits

Booth 45

**ecentricarts**

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 URL: <http://www.ecentricarts.com>

*ecentricarts is an award winning web design and development company. We provide innovative online solutions to: cultural organizations; government; not-for-profits and select corporate clients. Utilizing best of breed 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, and content management solutions. We have worked with organizations such as the McMichael Canadian Art Collection, the Canadian Music Centre, the Glenbow Museum, Canada's National History Society, the Dominion Institute, Canadian Heritage, the Textile Museum of Canada and the Virtual Museum of Canada.*

Booth 52

**Extensis**

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 Extensis  
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*Extensis is a software developer that allows creative workgroups and professionals to streamline their workflow and securely manage their digital assets and fonts. Extensis' award-winning client/server and desktop products are used by hundreds of Fortune 5000 companies and include Universal Type Server for server-based font management, Suitcase for single-user font management and the Portfolio suite for digital asset management. Extensis was founded in 1993 and is based in Portland, Oregon, and the United Kingdom. For additional information, visit [www.extensis.com](http://www.extensis.com) or call 1-800-796-9798.*

Booth 33

**Gallery Systems**

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 Email: robb@gallerysystems.com  
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*Gallery Systems provides data-driven Web applications for museums publishing collections and exhibitions online. We offer integrated, affordable solutions incorporating our eMuseum and EmbARK Web Kiosk applications, combining advanced technologies with flexible interface design to publish content directly from any database to the Web. Our clients include the Dallas Museum of Art, Memorial Art Gallery of the University of Rochester, National Portrait Gallery (Smithsonian Institution), Seattle Art Museum, Brooklyn Children's Museum, San Francisco Museum of Modern Art and the International Center of Photography/George Eastman House.*

Booth 30

**Ideum**

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*Ideum (<http://www.ideum.com>) is an interactive design firm specializing in the development of multitouch-enabled computer exhibits, rich-internet applications, and social networking sites. Over the last decade, the firm has collaborated with top museums and cultural institutions across North America. Ideum has worked on over sixty interactive media projects covering a variety of topics – in the fields of art, history, music, science, and technology. Along with custom development work, Ideum sells multitouch tables and has developed GestureWorks, a multitouch software framework for Adobe Flash.*

# Exhibits

Booth 32

**ImageSpan**

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 Enterprise Business Development  
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 Email: cmurray@imagespan.com  
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*ImageSpan is the creator of LicenseStream, the market-leading licensing and royalty payment automation platform. LicenseStream's cloud-based licensing solution monetizes content via publication to search engines and content tracking. Both drive revenue-generating traffic to content owners. LicenseStream with Digimarc for Images gives museums, archives, publishers and media companies the valuable insight they need into where and how their content is used. The combined solution also provides automated options to effectively address and manage unauthorized use, often resulting in incremental revenue. Customers include the Missouri History Museum, Chicago Tribune and McEvoy Group, publisher of SPIN magazine and Chronicle Books.*

Booth 63

**KE Software**

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 URL: http://www.kesoftware.com

*EMu is the world's premier museum management system – the first choice of leading museums around the globe. EMu lets you turn your data into information and your information into knowledge and then to share your knowledge with the world! Our extensive industry experience and commitment to delivering success through quality service mean that we offer you a complete solution – from professional project management, to accurate and cost-effective data migration services and personalized development and support. KE understands that every museum is unique so EMu is a flexible and configurable solution that can evolve dynamically as your collection and knowledge base expand, creating maximum value for your museum. And it works the way it should – just ask our clients.*

Booth 20

**Mediatrope**

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 Business Development Director  
 Mediatrope Interactive  
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 Fax: +1 415 896 2212  
 Email: laura@mediatrope.com  
 URL: http://www.mediatrope.com

*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 on-line, manage e-mail marketing, and power e-commerce. Clients include The Fine Arts Museums of San Francisco, MFA Boston, Seattle Art Museum and the Smithsonian.*

Booth 25

**Night Kitchen Interactive**

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 Marketing & Communications Director  
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*Night Kitchen Interactive is an award-winning interactive design firm with over 12 years of experience working with arts and cultural heritage organizations. Together with curators and educators, we create unique, participatory online experiences that range from digital narratives for collections-based storytelling, to interactive exhibits, Web sites, and on-line communities. Clients include the Pew Charitable Trusts, the National Constitution Center, and the Smithsonian Institution.*

# Exhibits

Booth 60

**NOUSguide Inc.**

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 NOUSguide Inc.  
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*NOUSguide Inc. is developing innovative Museum Guides on Apple's iPhone, iPod touch and other mobile devices. With the NOUS-Guide museums and gallery spaces can provide audio and video information, animations or interactive feedback as well as information in sign language to their visitors. All information can be distributed worldwide via iTunes or WiFi within the museum and can be triggered and communicated via indoor location services (RFID). We serve some well known museums all over Europe and in the US, and e.g. developed the "Making Sense of Modern Art Tour" at SFMOMA 75th anniversary show starting January 2010 hand in hand with the SFMOMA Rooftop Garden iPhone App available in Apples AppStore with its capacity for direct user feedback via social media tools like Twitter, etc.*

Booth 61

**Palantir Inc.**

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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.*

Booth 51

**Scopitone**

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*Scopitone is a studio specializing in multimedia cultural content, with multilingual localization. After being in the digital cultural sector for years, producing audio and video guides for museums, Scopitone has now released its own interface: Visioid. Scopitone developed Visioid, a unique application for Android and iPhone, specially designed for museums needs. Visioid offers a 360° panorama highlighted by hotspots, hyperlinked to multimedia content. Visioid by Scopitone comes with a full production team, and years of experience in digital cultural content. More than a video-guide Visioid offers an exceptional before and after visit experience to visitors.*

Booth 50

**Selago Designs**

Andrea Boyes  
 Owner  
 Selago Designs Inc.  
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*Selago Design, Inc. designs software to manage and promote collections of all types and sizes. Our flagship system, Mimsy XG, works together with our Möbius Web product to manage your collections and broaden your reach. We have solutions for Call for Artists competitions, Web tools for exhibition planning, photography and movement requests, and if your project requires a custom solution, we can do that, too. Selago Design's systems benefit from 30 years experience working in the field. Contact us about our free licensing offer, and let us help you make your project a success!*



**Coffee in Exhibit Hall: all day**  
**Lunch in Exhibit Hall Foyer: 12:00 - 1:30pm**  
**Ice Cream Break: 3:30 - 4:00 pm**

# Exhibits

Booth 21

**STERNA (Semantic web-based Thematic European Reference Network Application)**

Renate Steinmann  
 Researcher  
 Salzburg Research Forschungsgesellschaft  
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 URL: <http://www.salzburgresearch.at>

STERNA (Semantic web-based thematic Thematic European Reference Network Application) is the contribution of twelve European Natural History Museums and other organisations that collect and hold content on biodiversity, wildlife and nature, to the European digital library initiative. STERNA is a search facility that provides access to a digital library with contents on birds. The library currently holds a plethora of media-rich content in different languages, including bird sounds, 3D bird models, bird bones, birds as focus of art paintings, photographs, videos, articles on birds, description of bird species, and bird distribution maps. The digital library includes information on many European but also African and other, more exotic bird species. Bird lovers and wildlife enthusiasts worldwide may access and use this wealth of bird related content for free.

Booth 65

**The GLAMkit Foundation**

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 Director  
 the Interaction Consortium  
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 URL: <http://glamkit.com>

The Interaction Consortium is building a free, open source Web framework specifically for the GLAM (Galleries, Libraries, Archives and Museums) sector. GLAMkit is based on the leading-edge Web framework Django, and has out-of-the-box support for public events, exhibitions, visitor info, social media, and hooks for collections, ecommerce, ticketing etc.. Developed with audience experience in mind, GLAMkit does the things that the majority of museum sites need to do, leaving museum staff to concentrate on the things that they would rather control themselves. Australia's Art Gallery of NSW and National Film & Sound Archive are developing the initial GLAMkit as part of their forthcoming sites, but development and documentation will be open to the global community.

Booth 23

**Think Design**

Ray Shah  
 President  
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 URL: <http://www.thinkdesign.com>

Building and designing custom-made Web sites + applications since 1997.

Booth 41

**TOKY Branding & Design**

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 Senior Interactive Designer  
 TOKY Branding + Design  
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TOKY is one of the most awarded design firms in the nation, with clients ranging from galleries in New York City to museums in Los Angeles. Our sites for museums have won back-to-back Webby honors. Our work has been published in the AIGA design annual, as Communication Arts Site of the Week, and in Print Magazine's Regional Design Annual. Our [photogravure.com](http://photogravure.com) site is included in the permanent collection of the Museum of Online Museums. TOKY's award-winning print design for museums, galleries and other cultural institutions is refined, elegant, appropriate. More at [toky.com](http://toky.com).

Booth 35

**Toura, LLC.**

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Toura is partnering with the world's most renowned museums and attractions to launch a state-of-the-art mobile application. Toura's rich user experience makes this multi-media tour the first of its kind.

# Exhibits

## Wednesday April 14, 2010

8:00 am	Registration – Second Floor Lobby																		
9:00 am	Collection Dashboards Mount Evans A – HCC	Managing a Web Project – Mount Elbert – HCC	Mobile Content Gray's Peak – HCC	Online Games Mount Evans B – 2 <sup>nd</sup> floor	Web Surveys Long's Peak – HCC	Web Metrics Maroon Peak – 2 <sup>nd</sup> floor	Content Mgt. Castle Peak – 37 <sup>th</sup> floor	Multi-Touch Pike's Peak – HCC	Registration – Second Floor Lobby		Coffee HCC								
10:30 am																			E-mail and Spkr Prep Torrey's Peak – 2 <sup>nd</sup> floor
12:30 pm	Workshop Lunch – Mount Sopris, Lobby Level																		
1:30 pm	Designing for Partici- pation Gray's Peak – HCC	Intro to Drupal Mount Elbert – HCC	Hand-held Coding Long's Peak – HCC	Digital Experiences for Families – Mount Evans B – 2 <sup>nd</sup> floor	Machine Tags Mount Evans A – HCC	Planning Social Media Maroon Peak – 2 <sup>nd</sup> floor	Content Mgt. Castle Peak – 37 <sup>th</sup> floor	Multi-Touch Pike's Peak – HCC					E-mail and Spkr Prep						
3:30 pm																			
5:00 pm	Orientation Session – Mount Sopris, Lobby Level (from 4:30)																		
5:30 pm - 7:00 pm	Welcome Reception – Denver Art Museum										Bus to Reception								
7:15 pm											Bus from Reception								

## Thursday April 15, 2010

8:00 am	Registration – Second Floor Lobby										E-mail and Speaker Prep Torrey's Peak – 2 <sup>nd</sup> floor	
8:30 am												
9:00 am	Opening Plenary Grand Ballroom – 2 <sup>nd</sup> floor											
10:30 am	Coffee Break - Grand Ballroom Foyer											
11:00 am	Registration – Second Floor Lobby	Actionable Research Mount Evans – HCC			Collaboration Outcomes Part I Mount Elbert – HCC			Collections: Tag / Search / Deploy Part I Grand Ballroom				
12:30 pm		Lunch on your own										
1:30 pm		The State of Open Source Mount Evans – HCC			Collaboration Outcomes Part 2 Mount Elbert – HCC			Collections: Tag / Search / Deploy Part 2 Grand Ballroom				
3:00 pm		Coffee Break – Grand Ballroom Foyer										
3:30 pm		unconference session pitches Grand Ballroom – 2 <sup>nd</sup> floor										
4:30 pm		unconference sessions – Maroon Peak, Mount Elbert, Mount Evans, Mount Harvard, Mount Oxford, Mount Princeton, Mount Wilson										
5:30 pm - 8:00 pm		Exhibitors' Reception – Imperial Ballroom & Foyer										

# Overview

## Friday April 16, 2010

8:00 am	E-mail and Speaker Prep Torrey's Peak – 2 <sup>nd</sup> Fl	Exhibit Hall Imperial Ballroom	Demos 1 Imperial Ballroom	IMLS: 21st c. Skills Mount Elbert – HCC	BOF Tables I Imperial Foyer	Registration – Second Floor Lobby		
8:30 am				ImageSpan Maroon Peak – 2 <sup>nd</sup> Fl				
9:00 am				Night Kitchen Maroon Peak – 2 <sup>nd</sup> Fl				
9:30 am			Demos 2 Imperial Ballroom	NOUS Maroon Peak – 2 <sup>nd</sup> Fl	BoF Tables II Imperial Foyer		Usability Lab Mount Elbert – HCC	
10:00 am				Azavea Maroon Peak – 2 <sup>nd</sup> Fl				
10:30 am				Scopitone Maroon Peak – 2 <sup>nd</sup> Fl				
11:00 am			Demos 3 Imperial Ballroom	Vernon Systems Maroon Peak – 2 <sup>nd</sup> Fl	Ice Cream Break Exhibit Hall		Crit Room Mount Elbert – HCC	Wikipedia Grand Ballroom
11:30 am				GLAMkit Maroon Peak – 2 <sup>nd</sup> Fl				
12:00 pm				BoF Tables III + Lunch Imperial Ballroom & Foyer				
1:30 pm			Demos 3 Imperial Ballroom	Extensis Maroon Peak – 2 <sup>nd</sup> Fl	BoF Tables IV Imperial Foyer		The "Commons" Grand Ballroom	
2:00 pm				Adlib Maroon Peak – 2 <sup>nd</sup> Fl	The "Commons" Grand Ballroom			
3:30 pm				GLAMkit Maroon Peak – 2 <sup>nd</sup> Fl				
4:00 pm			Best of the Web Awards – Grand Ballroom – 2 <sup>nd</sup> Fl					
4:30 pm			Bus to Conference Reception - Welton St. exit, Hotel lobby					
5:00 pm			Conference Reception – Denver Museum of Science and Nature					
6:30 pm	Bus to Reception							
7:00 pm - 10:00 pm	Bus from Reception							

## Saturday April 17, 2010

8:00 am	E-mail and Speaker Prep Torrey's Peak – 2 <sup>nd</sup> Fl	Registration – Second Floor Lobby				
8:30 am		Gallery Interactives Mount Elbert – HCC	Calendar Mount Evans B – HCC	Agile Methods Grand Ballroom – 2 <sup>nd</sup> Fl	Exhibit Design Mount Evans A – HCC	User Involvement Maroon Peak – 2 <sup>nd</sup> Fl
9:30 am		Google Wave Mount Elbert – HCC	Podcasting Mount Evans A – HCC	Redesign Evaluation Grand Ballroom – 2 <sup>nd</sup> Fl	Many heads... Mount Evans B – HCC	Site Architecture Maroon Peak – 2 <sup>nd</sup> Fl
10:30 am		Coffee Break - Grand Ballroom Foyer				
11:00 am		Social Media: Reconstructing the Elephant – Grand Ballroom – 2 <sup>nd</sup> Fl				
11:30 am		Lunch on your own				
12:00 pm		Multi-Institutional Collaboration Mount Elbert – HCC				
12:30 pm		Mobiles: A Panel Grand Ballroom – 2 <sup>nd</sup> Fl				
1:30 pm		Organizational Strategy Mount Evans – HCC				
3:00 pm		Wikis for Content Management Maroon Peak – 2 <sup>nd</sup> Fl				
3:00 pm		Coffee Break – Grand Ballroom Foyer				
3:30 pm - 5:00 pm		Closing Plenary: Reflections, Reaction, and Action – Grand Ballroom – 2 <sup>nd</sup> Fl				

Booth 55

**Tristan Interactive**

Chris Heijdens  
 Business Development Manager  
 Tristan Interactive Inc.  
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 Canada  
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*Tristan Interactive creates interactive guides on mobile devices such as the iPhone, iPod Touch and Blackberry for museums, galleries and more. These guides allow visitors to take audio tours, view exhibits, navigate maps, find events, and more – from their own personal devices, both on and off-site. The museum, in turn, stays connected to all visitors and can let them know about upcoming exhibits and events directly. Let us show you what we can do for you!*

Booth 62

**Vernon Systems**

Paul Rowe  
 Joint CEO  
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 PO Box 6909  
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*Vernon Systems Limited offers a range of software solutions for managing your collection and publishing it on-line. Our core product, Vernon CMS, is a widely implemented and acclaimed collection management system. The additional Activities Module provides comprehensive workflow control for your collections management processes. Vernon Browser and HTML Export offer public access solutions for the Internet, intranet and in-house kiosks. Our latest product is eHive, a simple to use and secure on-line CMS with built in publishing options to the Web. [www.ehive.com](http://www.ehive.com) Our team of technical and museum professionals provides exceptional support. With hundreds of clients worldwide, we are dedicated to developing innovative and well-designed products. [www.vernonsystems.com](http://www.vernonsystems.com)*

Booth 42

**zetcom**

Nicole Czerw  
 zetcom  
 9300 W. 110th Street, Suite 620  
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 USA  
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*MuseumPlus is a complete museum management system designed for the multi-faceted 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. eMuseumPlus 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, Web pages 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 museums turning to zetcom for a superior technical and functional solution.*

**Continental Breakfast**

8:00 am – 10:00 am  
 Imperial Ballroom Foyer

**Registration**

7:30 am – 5:00 pm  
 Second Floor Lobby



**Coffee in Exhibit Hall**

All Day



**E-mail and Speaker Prep**

8:00 am – 5:00 pm  
 Torrey's Peak  
 Second Floor



**Ice Cream Break**

3:30 pm – 4:00 pm  
 Exhibit Hall



# Exhibits



**Demonstrations – I**

8:00 am – 9:30 am  
Imperial Ballroom

**Creativity Resources: An On-line Teacher Resource from the Denver Art Museum**

*Patterson Williams and Ellen Spangler, Denver Art Museum, USA*

We will present Creativity Resources Web site and discuss content and community partnerships that contributed to its shape and form.

Booth 10

**Ontario's Small Jewish Communities Virtual Exhibit**

*Ellen Scheinberg, Ontario Jewish Archives, Canada*

This virtual exhibit is the most ambitious undertaking that the Ontario Jewish Archives has ever tackled.

Booth 11

**KuratorTool**

*Majken Overgaard, Robodays, and Patrik Svensson, shiftcontrol, Denmark*

KuratorTool is a Web-based, social 3D tool built as a teaching platform targeted at highschools on the subject of curation and museology.

Booth 12

**TAP: A Hybrid CMS-Mobile Tour Architecture for Multi-Platform Interactive Content**

*Edward Bachta, Daniel Incandela, and Rob Stein, Indianapolis Museum of Art, USA*

A hybrid CMS-Mobile tour system, TAP uses familiar models for Web content development to support the creation of mobile tours, making it easy for content creators to develop, update and maintain multiple simultaneous mobile tours.

Booth 13

**Demonstrations I – 8:00 am - 9:30 am**



10 Creativity Resources	20 Mediatrope	30 Ideum	40 Azavea	50 Selago Design	60 NOUS-Guide	70 Virtual Tour for School Groups
11 Ontario Jewish Communities	21 STERNA	31 Digimarc	41 TOKY Branding & Design	51 Scopitone	61 Palantir	71 Pub. Digital Museum Collections
12 KuratorTool	22 ADLIB	32 ImageSpan	42 Zetcom	52 Extensis	62 Vernon Systems	72 Modular Perspectives
13 TAP	23 Think Design	33 Gallery Systems	43 Amgueddfa CMS	53 This Week's Hidden Treasure	63 KE Software	73 Collection-Web
14 First World War in Second Life	24 Landscape for Naval History	34 BoW Finalist	44 BoW Finalist	54 BoW Finalist	64 Audissey Guides	74 Collections Dashboard
15 whitney.org	25 Night Kitchen Interactive	35 Toura	45 eentricarts	55 Tristan Interactive	65 Interaction Consortium	75 Omeka.net



# Demonstrations

**Demonstrations – I (cont.)**

8:00 am – 9:30 am  
Imperial Ballroom

Booth 14

**Bringing The First World War To Second Life**

*Christopher Stephens, Oxford University, United Kingdom*

By piloting the use of Second Life, the First World War Poetry Digital Archive is moving beyond the archival Web site in an innovative way.

Booth 15

**whitney.org: A Wiki-Based Web Site**

*Dina Helal and Alexandra Nemerov, Whitney Museum of American Art, USA*

Our redesigned site is managed using a unique, shared wiki-based interface allowing staff across the Museum to enter and manipulate text, images, audio, and video; vet content; and customize workflows to ensure accuracy and scholarship.

Booth 24

**Combining Memory, Museums and Material Culture – Creating a New Digital Landscape for Naval History**

*Hill Goodspeed, Karin Hill, and Gary Petersen, Naval History and Heritage Command, USA*

The Naval History and Heritage Command Web site is a resource that combines the Navy's material collections, archives, museums, and libraries into a dynamic virtual resource.

Booth 43

**Amgueddfa CMS: The In-House Content Management System for National Museum Wales**

*Christopher Owen, Amgueddfa Cymru – National Museum Wales, United Kingdom*

At Amgueddfa Cymru – National Museum Wales we have developed our own custom content management system to power our Web sites, intranet and gallery work.

Booth 53

**This Week's Hidden Treasure: Library of Congress and the History Channel Collaborate ...**

*Lola Pyne and Geraldine Otremba, Library of Congress, USA*

The on-line video series "This Week's Hidden Treasure" launched in February 2009 as weekly explorations of the Library's best-known (Gutenberg Bible) and less well-known rare items (the first drawing of Spider-Man).

Booth 70

**A Low-Budget Virtual Tour for School Groups**

*Louise Cameron, St. Louis Art Museum, USA*

We will demonstrate a low-budget project from the Saint Louis Art Museum and discuss its objectives and the process by which it came about.

Booth 71

**Publishing Digital Museum Collections on the Web Using the Metadata Assignment and Search Tool**

*Anne Diekema and Nancy McCracken, Syracuse University, USA*

The open source Metadata Assignment and Search Tool (MAST) is freely available to museums to assist in putting collections on-line.

Booth 72

**Modular Perspectives: Scholar / Explorer / Dreamer: Tate Online's Collection Concept**

*James Davis, Tate, United Kingdom*

We explore how an on-line database of art has been reconceived as a rich, flexible and dynamic experience.

Booth 73

**The CollectionWeb Digital Ecosystems: A Semantic Web and Web 2.0 Framework ...**

*Peter Eklund, Amanda Lawson, Peter Goodall, Fatima Hijazi, and Tim Wray, University of Wollongong, Australia*

In this research, a combined Semantic Web, Web Services and Web 2.0 approach is adopted in order to semi-automate social media Web sites for Museum Collections.

Booth 74

**Design and Development of a Collections Dashboard**

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

See how a technique we call patchwork prototyping serves to elicit requirements for visualizations based on casual interactions with expert informants.

Booth 75

**Museums in the Clouds: Omeka.net**

*Tom Scheinfeldt, George Mason University, USA*

The open source software Omeka allows museums to share their collections; display images, text documents and multimedia materials; create digital archives of user-generated content; and build rich narratives and collections-based on-line exhibits.

# Demonstrations

**Demonstrations – II**

10:00 am - 11:30 am

Imperial Ballroom

Booth 10

**Building an On-line Community and Resource for Informal Science Education Professionals**

*Jeremy Flores and Marti Louw, University of Pittsburgh, USA*

InformalScience.org is developing an on-line community resource dedicated to the dissemination and development of informal science learning, evaluation and projects.

Booth 11

**Place-Royale from Today to Yesterday**

*Jules Morissette, Musée de la Civilisation, Canada*

The project is a cyber-exhibition that uses 12 themes to present the highlights of the history of Québec City's Place-Royale, as well as its

historic figures, society, and architectural evolution through the various periods of its history.

Booth 12

**Cultural Technology Showcase**

*Veronica Black and Devyn Dennison, New Mexico Highlands University, USA*

The New Mexico Department of Cultural Affairs will demo two projects showcasing our mission of "cultivating a homegrown, ethnically diverse, creative talent pool of multimedia specialists capable of working with cultural content and committed to working in their communities".

**Demonstrations II – 10:00 - 11:30 am**



10 Building an Online Community	20 Mediatrope
11 Place- Royale	21 STERNA
12 Cultural Technology Showcase	22 ADLIB
13 ARKive	23 Think Design
14 BoW Finalist	24 3D Museums on the Web
15 Webcam- based Eye-tracking	25 Night Kitchen Interactive

30 Ideum	40 Azavea
31 Digimarc	41 TOKY Branding & Design
32 ImageSpan	42 Zetcom
33 Gallery Systems	43 Exhibitions Enhanced by AR
34 BoW Finalist	44 BoW Finalist
35 Toura	45 eentricarts

50 Selago Design	60 NOUS- Guide
51 Scopitone	61 Palantir
52 Extensis	62 Vernon Systems
53 myLOC. gov	63 KE Soft- ware
54 BoW Finalist	64 Audissey Guides
55 Tristan Interactive	65 Interaction Consortium

70 Immersive Experiences
71 Map of Mexico 1550
72 Caboodle
73 BMFA Digi- tal Imaging Solutions
74 Trenton Bath House
75 Sharing Stories



# Demonstrations

Booth 13

**ARKive: The Digital Noah's Ark**

*Merove Heifetz, Wildscreen USA, USA*

ARKive is gathering together the very best films and photographs of the world's species into one centralized digital museum, to create a unique audio-visual record of life on Earth, prioritizing those species at most risk of extinction.

Booth 15

**Use of Webcam-Based Eye-Tracking for Museum Outreach & Research,**

*Slavko Milekic, Matthew Miller and Gareth Roberts, The University of the Arts, USA*

See a Webcam-based eye-tracking device and explore its possible uses in the design of museum Web sites, distance education, museum studies research (data collection), and browsing on-line galleries.

Booth 24

**Creating 3D Museums on the Web**

*Stefan Decker, Izabela Irzynska, Jacek Jankowski, Marek Jozwicz and Bill McDaniel, National University of Ireland, Galway, Ireland*

We introduce 3dWiki, a 3D wiki engine. It resembles MediaWiki, the engine used by Wikipedia.

Booth 43

**Exhibitions enhanced by AR technology: Exploring New Visions with Widely Available iPhone and its Application**

*Junko Iwabuchi, Keio University, Japan*

See how a free iPhone application called "Sekai Camera" works with museum content in an implemented example at the museum of City of Sciences and Industries in Paris, and other locations in Tokyo in video.

Booth 53

**myLOC.gov: Continuing the Library of Congress Experience**

*Lola Pyne and Robert Sokol, Library of Congress, USA*

myLOC.gov, the companion Web site to the Library of Congress Experience, serves as a planning tool for those interested in visiting the Library in-person, an enriching on-line experience for those unable to visit, and an on-going means of connecting to the Library in a personalized way at the conclusion of a visit.

Booth 70

**Immersive Experiences for Museums**

*Philip Galanter, Carol LaFayette and Fred Parke, Texas A&M University, USA*

We present two completed exhibits as test cases for immersive museum experiences.

Booth 71

**The Digital-Signs in the Map of Mexico 1550**

*Lily Diaz, University of Art and Design Helsinki, and Blanca Acuña, Aalto University, Finland*

Explore the Map of Mexico 1550 and the use of ImaNote (Image Annotation Notebook), a Web-based multi-user tool that allows for displaying, annotating and linking to multimedia resources.

Booth 72

**Caboodle by Culture24: How to Engage Children with Your Collection On-line in a New Way (and how they can engage you in theirs!)**

*Jane Finnis, Anra Kennedy and Mark Slawinski, Culture24, United Kingdom*

Caboodle is a place for children and museums to interact, share, explore, tag and curate their collections on-line. It provides a wide range of exciting, creative and playful cultural experiences for young children, supporting existing community and voluntary organisations, schools and families in the process.

Booth 73

**Museum of Fine Arts, Boston: Digital Imaging Solutions – Collections, Business Development & Strategic Partnerships**

*Sionan Burke and Debra LaKind, Museum of Fine Arts, Boston, USA*

The Digital Image Resources Department (DIR) has conceived a business development and strategic partnership plan to seek new and alternate sources of revenue involving Amazon, eBay and Google.

Booth 74

**Louis Kahn Trenton Bath House**

*Vivian Ducat, Ducat Media LLC, USA and Ana Vezaj, Bogata, Columbia*

The Louis Kahn Bath House Web site will serve as a pre- and post visit source, and will offer podcasts and maps to be used during an actual visit.

Booth 75

**Sharing Stories: Putting the Illinois State Museum Audio-Video Barn On-line**

*Erich Schroeder, Illinois State Museum, USA*

To provide flexible navigation, filtering, and searching of multimedia clips, the Illinois State Museum used the digital-indexing software "InterClipper" for cutting and annotating, and the CMS software "Drupal" for our display framework.

**Coffee Break**

10:00 am - 11:00 am  
Imperial Ballroom



# Demonstrations

**Birds of a Feather Tables**

Join a table for conversation on a topic or theme.

time	session	topic or grouping
8:30 -10:00 am	Group I	<i>institution type</i>
10:00 -11:30 am	Group II	<i>see sign-up sheets</i>
12:00 -1:30 pm	Group III	<i>job description and/or responsibility</i>
2:00 - 3:30 pm	Group IV	<i>see sign-up sheets</i>

Imperial Ballroom  
Foyer



**Museums, Libraries, and 21st Century Skills, an IMLS Report**

*Helen Wechsler, Institute of Museum and Library Services, USA*

This session will introduce and discuss a recent IMLS report, “Museums, Libraries, and 21st Century Skills”. This report includes a self-assessment tool that enables museums and libraries to position themselves on a 21st century skills/community engagement continuum. Of course, the use of digital technologies and media plays a big role in the report and the recommendations.

8:00 am – 9:00 am  
Mount Elbert – HCC



Professional Forum

**Exhibitor Talk: ImageSpan**

**LicenseStream and Digimarc for Images Empower Missouri History Museum to Manage, Monitor and Monetize Its Digital Assets**

*Candice Murray, ImageSpan Inc.; Angela Dietz, Missouri Historical Society; and Mary Kuch-Nagle, Digimarc Corporation, USA*

ImageSpan and Digimarc will demonstrate how their joint image management solution empowered the Missouri History Museum to unlock and share its vault of digital assets while better managing, monitoring and monetizing those images.

9:00 am – 9:30 am  
Maroon Peak – 2<sup>nd</sup> Floor

**Exhibitor Talk: Night Kitchen**

**PhilaPlace: Place-based Storytelling with Google Maps and CollectiveAccess**

*Michelle Ghadfa, Night Kitchen Interactive, USA*

Developed for the Historical Society of Pennsylvania, the PhilaPlace Web site weaves historical records with stories shared by ordinary people of all backgrounds to present an interpretive picture that captures the rich history, culture, and architecture of Philadelphia’s unique neighborhoods.

9:30 am – 10:00 am  
Maroon Peak – 2<sup>nd</sup> Floor

**Usability Lab**

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

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

9:30 am – 11:30 am  
Mount Elbert – HCC



**Lunch and BoF Discussions**

*Pick up your lunch in the Exhibit Hall and join a table to meet others who do the same job as you in a different place.*

12:00 pm – 2:00 pm  
Imperial Ballroom  
& Foyer

**Interactions**

10:00 am – 10:30 am  
Maroon Peak – 2<sup>nd</sup> Floor

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**Exhibitor Talk: NOUS**

**Making Sense of Modern Art Mobile: SFMOMA and NOUS-Guide**

*Peter Samis, San Francisco Museum of Modern Art, and Alexander Stickelberger, NOUSguide Inc., USA*

Continuing our R&D in handheld interpretation, SFMOMA launched v 1.0 of “Making Sense of Modern Art Mobile” at its 75th anniversary celebration in January 2010. The program has been developed in close partnership with Earprint Productions (sound design and engineering) and NOUSguide Inc., whose NOUS-Conductor CMS has permitted us to author in-house in our own server-environment and publish to a variety of touchscreen templates specially design for mobile interpretation.

10:30 am – 11:00 am  
Maroon Peak – 2<sup>nd</sup> Floor

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**Exhibitor Talk: Azavea (formerly Avencia)**

**From Cardboard Boxes to Google Maps: How Multiple Institutions’ Digital Collections Can Find a New Life on the Internet as a Consortium**

*Deborah Boyer and Carissa Brittain, Azavea, USA*

Utilizing Sajara, Azavea’s geographic digital asset management tool, PhillyHistory.org enabled visitors to search through photographs and maps based on a variety of criteria including geographic options such as address, street intersections, or neighborhoods.

11:00 am – 11:30 am  
Maroon Peak – 2<sup>nd</sup> Floor

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**Exhibitor Talk: Scopitone**

**Visioid: The Interactive and Multimedia Mobile Solution**

*Romarc DeFrance, Scopitone, France*

How to offer a better experience to visitors, before and after an exhibition? This paper presents Visioid, an iPhone and Android based application for museums and exhibitors. It offers a 360° view of a room hyperlinked to multimedia content.

11:00 am-12:00 pm  
Grand Ballroom

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**Wikimedia and Museums**

*Liam Wyatt, Wikimedia Australia, Australia; David Bearman and Jennifer Trant, Archives & Museum Informatics, Canada*



Professional Forum

This forum will report on results of the pre-conference workshop “Wikimedia@MW2010” co-sponsored with the Wikimedia Foundation, and then turn to an open discussion of opportunities and issues with an eye towards imagining and possibly launching new initiatives and collaborations.

11:30 am – 12:00 pm  
Maroon Peak – 2<sup>nd</sup> Floor

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**Exhibitor Talk: Vernon Systems**

**Software as a Service – The Hosted eHive Collections Management System**

*Paul Rowe, Vernon Systems Ltd., New Zealand*

eHive is a hosted, Web-based collections management system developed by Vernon Systems Ltd. This new product was developed to make it easier for smaller, volunteer-run organisations, and geographically spread organisations, to manage their collections. Public access to the collections is a key feature of eHive.

1:30 pm – 3:30 pm  
Maroon Peak – 2<sup>nd</sup> Floor

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**Exhibitor Workshop: Extensis**

**DAM Best Practices**

*Marisela Alzuhn, Extensis, USA*

An Extensis DAM subject matter specialist shares best practices to help you successfully implement digital asset management in your organization. Throughout the session you will see examples from organizations like The World Bank, Yale, The National Gallery of London, and Methodologie. This is a limited enrollment workshop. Sign up on the Bulletin Board.

# Interactions

**Crit Room**

*Chair: Bruce Wyman, Denver Art Museum, USA*

2:00 pm – 4:00 pm  
Mount Elbert – HCC

*Panelists: Dana Mitroff, San Francisco Museum of Modern Art; Christina DePaolo, Seattle Art Museum; and Nate Solas, Walker Art Center*

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 MW2010 attendees who are present to outline the challenges they faced and respond to the panel’s suggestions.



Design

Sites to be considered are listed on the bulletin board.

**Coffee in the Demonstrations**

3:30 pm – 4:00 pm



**Exhibitor Talk – AdLIB**

**Cool Developments from Adlib!**

*Bert Degenhart Drenth, Adlib Information Systems BV, The Netherlands*

Learn about these new Adlib projects: The Rembrandt Project with the Netherlands Institute for Art History (RKD); The “Hebbes” (Gotcha) 3D-modeling project; Adlib Media Management application (DAMS) at the Imperial War Museum; Adlib API group

3:30 pm – 4:00 pm  
Maroon Peak – 2<sup>nd</sup> Floor

**Exhibitor Talk – the Interaction Consortium**

**Introducing GLAMkit: a Free, Open-Source Web Framework for the GLAM Sector**

*Greg Turner, the Interaction Consortium, Australia*

We present GLAMkit (<http://glamkit.com>), a free, open-source framework for building customised Web sites for GLAM sector organisations (Galleries, Libraries, Archives and Museums).

4:00 pm – 4:30 pm  
Maroon Peak – 2<sup>nd</sup> Floor

**Should We Be Organizing a Museum Commons?**

**Museum Commons: Tragedy or Enlightened Self-Interest?**

*Rich Cherry, Balboa Park Online Collaborative, and Michael Edson, Smithsonian Institution, USA*

There has been an exciting surge of interest in the museum sector in expanding access to museum data through the classic idea of creating a commons. This forum will provide an overview of both organizations’ plans for creating these commons environments, how they arrived at these conclusions, and the challenges of implementation. Both speakers will then participate with the audience in a dialogue on the potential and requirements for replication of these as-yet-unfinished models among other institutions.

3:30 pm – 4:30 pm  
Grand Ballroom



Professional Forum

**E-mail and Speaker Prep**

8:00 am – 5:00 pm

Torrey’s Peak

Second Floor



4:00 pm – 4:30 pm

**Ice Cream Break**

Imperial Ballroom



# Interactions

**Demonstrations – III**

3:30 pm – 5:00 pm

Imperial Ballroom

Booth 10

**Museum Victoria’s Collections On-line: A Visual Approach**

*Timothy Hart, Museum Victoria, Australia*

A key consideration was the belief that our users needed a visual interface and not an endless series of highlighted text and search boxes to navigate and discover the collections.

Booth 12

**Using Ning to Create a Teacher Community of Inquiry at The Children’s Museum of Indianapolis**

*Angie McNew, Children’s Museum of Indianapolis, USA*

The Children’s Museum of Indianapolis created a community for its existing teacher network as a way to engage educators and provide

a forum for teachers to share how they use the museum’s materials in the classroom.

Booth 11

**Wellcome Collection: Explore**

*Danny Birchall, Wellcome Trust, United Kingdom*

Explore provides a unique themed guide to medicine, life and art through objects and media in the Wellcome collections.

Booth 13

**In Defense of the Casual Game**

*James Harold and Brad McLain, Space Science Institute, USA*

We report here on an NSF and NASA funded project that uses an open source physics engine (Box2D) in conjunction with Adobe Flash to develop a web-delivered, physics-based game.

**Demonstrations III – 3:30 - 5:00 pm**



10 Museum Victoria	20 Mediatrope	30 Ideum	40 Azavea	50 Selago Design	60 NOUS- Guide	70 doppelgän- ger
11 Wellcome Collection	21 STERNA	31 Digimarc	41 TOKY Branding & Design	51 Scopitone	61 Palantir	71 1964/65 New York World’s Fair
12 Ning Teacher Community	22 ADLIB	32 ImageSpan	42 Zetcom	52 Extensis	62 Vernon Systems	72 Dulwich OnView
13 In Defense of the Ca- sual Game	23 Think Design	33 Gallery Systems	43 Augmented Reality	53 A Voice for Freedom	63 KE Software	73 Polynesian Navigation
14 Farallones Webcam	24 On-site Digital Learning	34 BoW Finalist	44 BoW Finalist	54 BoW Finalist	64 Audissey Guides	74 SmartVisit
15 SpicyNodes	25 Night Kitchen Interactive	35 Toura	45 eentricarts	55 Tristan Interactive	65 Interaction Consortium	75 Real, the Virtual & the Local



# Demonstrations



### Farallones Webcam

Booth 14

*Kathi Koontz, California Academy of Sciences, USA*

The California Academy of Sciences, the U.S. Fish and Wildlife Service and PRBO Conservation Science partnered together to launch a live streaming Web cam – atop a lighthouse on the Farallon Islands.

### Concept Maps for On-line Exhibits: Using SpicyNodes

Booth 15

*Michael Douma and Greg Ligierko, IDEA.org*

The Institute for Dynamic Educational Advancement (IDEA), a non-profit organization, will demonstrate SpicyNodes, a free Web-based concept mapping tool that can enhance on-line exhibits and help to reach graphical and kinesthetic learners.

### On-site Digital Learning Programs at the British Museum and the V&A

Booth 24

*Shelley Mannion, British Museum, and Lorna O'Brien, Victoria & Albert Museum, United Kingdom*

The past two years have seen the launch of new digital learning centers at large UK museums. Results, as well as activities, applications and artwork produced in both centers, will be available to view.

### Augmented Reality for Interpretive and Experiential Learning

Booth 43

*Karen Elinich, The Franklin Institute Science Museum, USA*

The Franklin Institute, in partnership with the Entertainment Technology Center at Carnegie Mellon University, is developing an open-source application that will enable museums to create augmented reality experiences within exhibits.

### A Voice for Freedom: The McCormick Freedom Project's Social Media Experiment

Booth 53

*Kelli Landes and Jamie Loo, McCormick Freedom Project, USA*

After closing our museum in March, the Freedom Project has made social media a priority to connect audiences to our educational mission centered on the First Amendment.

### doppelgänger: the National Portrait Gallery of Australia's Second Life Experience

Booth 70

*Gillian Raymond, National Portrait Gallery, Australia*

Based in Second Life, the exhibition *doppelgänger* featured the work of five artists interested in exploring the concepts of constructed self, beauty and likeness, truth and illusion in self representation.

### Interconnections: STEM Learning Through the Lens of a Virtual 3D 1964/65 New York World's Fair Environment

Booth 71

*Charles Hughes, Eileen Smith and Lori Walters, University of Central Florida, USA*

The Media Convergence Laboratory at the University of Central Florida was recently awarded a National Science Foundation Informal Science Education grant to explore STEM learning through the lens of a virtual 3D 1964/65 New York World's Fair Environment.

### Dulwich OnView: A Museum Blog Run By the Community For the Community

Booth 72

*Ingrid Beazley, Dulwich Picture Gallery; Jonathan Bowen, London South Bank University; Sarah McDaid, Institute for Computing Research, United Kingdom; and Alison H.Y. Liu, National Taiwan Normal University, Taiwan*

Dulwich OnView (DOV) is an on-line blog magazine associated with the Dulwich Picture Gallery (DPG) in south London set up by some Friends of DPG in the local community, with a symbiotic relationship between that community and the museum.

### Polynesian Navigation: Communicating Oral Tradition Through a 3-D Immersive Interactive

Booth 73

*David Beck, Exploratorium, USA*

Through a NASA-funded grant, the Exploratorium is creating a Web project (launching in early 2010) that will explore the science and culture of Polynesian navigation and how it relates to current research in astrophysics.

### SmartVisit: Integrating the On-Line and On-Site Experience

Booth 74

*Steven Beasley and Scott Beveridge, Museum of Science and Industry, USA*

How do you connect a museum's on-line experience with a visit to the building in a way that is meaningful to its guests? See a demonstration of SmartVisit, then hear about the process, results and learnings of this major technology, strategy, and user experience initiative.

### The Real, the Virtual & the Local

Booth 75

*Gunnar Liestøl, University of Oslo, Norway*

Museums move cultural artefacts into centralized institutions for conservation, research and display – away from their original places and contexts. The demonstration shows examples of digital recontextualization.

# Demonstrations

## Best of the Web Awards Ceremony

5:00 pm – 6:30 pm  
Grand Ballroom  
Second floor

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 2009 – were nominated in an open process, and reviewed by a committee of museum professionals. Categories are:

- Education
- Exhibition
- Innovative or Experimental
- Long-lived
- Museum Professional
- Podcast (Audio / Video)
- Research
- Social Media

Awards will be given in each of the categories above, and in the following general areas:

- Small [by the discretion of the panel]
- Best Overall, selected by the panel from all of the sites nominated.



### People's Choice Award

In addition, users registered at [conference.archimuse.com](http://conference.archimuse.com) will choose a site as the MW2010 People's Choice. Voting is open April 1-16, 2010.


### Chair

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

### Panel

- **Matthew Address**, Miami-Dade County Department of Cultural Affairs, USA
- **Steven Beasley**, Museum of Science and Industry, Chicago, USA
- **Matthew Cock**, The British Museum, United Kingdom
- **Jim Devine**, Hunterian Museum and Art Gallery, University of Glasgow, Scotland
- **Peter Gorgels**, Rijksmuseum, The Netherlands
- **Kajsa Hartig**, ABM-centrum, Sweden
- **Douglas Hegley**, The Metropolitan Museum of Art, USA
- **Jes Koepfler**, iSchool, University of Maryland, USA
- **Brad Larson**, Brad Larson Media, Inc., USA
- **Pamela Lovis**, Te Papa, New Zealand
- **Marjo Mäenpää**, University of Art and Design, Helsinki, Finland
- **Rohn Jay Miller**, AlphaBeta LLC, USA
- **Jemima Rellie**, Getty Conservation Institute, USA
- **Corey Timpson**, Canadian Museum for Human Rights, Canada
- **Bruce Wyman**, Director of Technology, Denver Art Museum, USA
- **Julie Zilber**, 7th Floor Media, Simon Fraser University, Canada

6:30 pm – 10:30 pm  
Continuous Bus Shuttle  
to and from the museum  
Leaving from the Lobby  
Welton St. Exit



### Conference Reception

Denver Museum of Nature & Science  
Friday, April 16, 2010  
7:00 pm – 10:00 pm  
2001 Colorado Blvd., Denver

ticket required for entrance

**Registration**



8:00 am – 3:00 pm  
Second Floor Lobby

**Prototype an Interactive Exhibit in 90 Minutes**

*Bob Ketner and Robert Stephenson, The Tech Museum, USA*

In this workshop, participants will learn how to format a design brief for exhibits at their institution which could benefit from on-line collaboration. They will submit exhibit proposals using The Tech Virtual, and experience the process of collaboratively prototyping one of the proposed exhibits on-line.

8:30 am – 9:30 am  
Mount Evans A – HCC



Design

**Play at Work: Applying Agile Methods to Web Site Development**

*Dana Mitroff Silvers, San Francisco Museum of Modern Art; and Alon Salant, Carbon Five, USA*

Participants will learn first-hand how games and other Agile tools and techniques can be successfully adapted and applied to museum Web site development, resulting in rapid delivery, reduced expenses, and improved teamwork. Special emphasis will be placed on experiential learning through Agile games and exercises such as “Planning Poker” and “Story Mapping” in this hands-on, interactive session.

8:30 am – 9:30 am  
Grand Ballroom



Development

**Delivering Gallery Interactives Using Web Technologies**

*Eric Bates, Victoria & Albert Museum, United Kingdom*

This mini-workshop looks at examples of how the V&A has delivered high tech interpretation using Web technologies for both development and delivery. Examples will include gallery interactives that share content with the museum’s Web presence, delivery of video in various formats, using APIs to harvest data in gallery interactives from our own Web site.

8:30 am – 9:30 am  
Mount Elbert – HCC



On-site

**Building a Cultural Calendar**

*Bill Bostick, Balboa Park Online Collaborative, USA*

This mini workshop will focus on the calendar subproject of our multi-institutional Drupal deployment. In a multi-institutional cultural environment, there is significant need for an automated centralized calendar system that will streamline workflows for marketing staff by simplifying the data entry process and help the institutions coordinate their events with their neighbours.

8:30 am – 9:30 am  
Mount Evans B – HCC



Technology

**More than the Sum of its Parts: Pulling Together User Involvement in a Museum Web site**

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

Experimenting with social media? Asked for some user-generated content? Tested out a forum? Cracked on-line sales? Got coherence and clarity? Drawing both on the experience of participants and lessons from the V&A, this workshop will suggest ways of working with visitors to create increased community and coherence. Participants should leave with ideas they might put into practice in their own museum.

8:30 am – 9:30 am  
Maroon Peak – 2<sup>nd</sup> floor



Users

**Pimp My Site Architecture: Reorganization and Usability Tools and Tactics to Reinvigorate Museum Web Sites on a Budget**

*Emily Grossman and Layla Masri, Bean Creative Web & Interactive Design, USA*

In this mini-workshop, we will showcase a variety of methodologies that you can use in rearchitecting your museum’s site for maximum impact. We’ll focus on tools and techniques that help museums ensure that audience and site goals are achieved, that the content structure is clear, and that you have accommodated the essential top-level information needs to be featured on main and tertiary site pages.

9:30 am – 10:30 am  
Maroon Peak – 2<sup>nd</sup> floor



Design

# Interactions

9:30 am - 10:30 am  
Mount Evans B – HCC



Development

**Many Heads Are Better than One**

*Thijs van Exel and Lieke Heijmans, KnowledgeLand; Johan Oomen and Maarten Brinkerink, Netherlands Institute for Sound and Vision, The Netherlands*

In an interactive workshop, we would like to go deeper into how to engage crowds as much as possible in our effort of gaining knowledge about our materials. We are organizing our workshop around short presentations (5-10 min) of our past and present projects, which we think are typical of our concerns with access, openness and (creative) reuse.

9:30 am – 10:30 am  
Grand Ballroom  
2<sup>nd</sup> floor



Evaluation

**Tales of the Unexpected: A Pragmatic and Candid View of Life Post-Launch**

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

We will continue the discussions and analysis begun at MW2009 in the paper, "Redesigning Your Museum's Web Site: A Survivors' Guide". Using real-life stories and examples from the post-launch lives of The Museum of Modern Art, New York (MoMA), the National Gallery, London, and the San Francisco Museum of Modern Art (SFMOMA), the authors will reflect upon the often-overlooked and under-considered period in most on-line projects: the post-launch period.

9:30 am – 10:30 am  
Mount Evans A – HCC



Production

**Ràdio Web MACBA: Four Years of Experience with Podcasting**

*Sònia López and Anna Ramos, Museu d'Art Contemporani de Barcelona (MACBA), Spain*

Awarded the Best of the Web 2009 Podcast award at the last Museums and the Web, Ràdio Web MACBA (RWM) has podcast radio programs since 2006. In this informal session, we would like to share the RWM project philosophy, explaining in depth the different lines of work we're currently developing with our guest curators. We will explain our methodology of work and the main problematics we deal with, such as working in a trilingual context and publishing on-line with copyrighted material.

9:30 am - 10:30 am  
Mount Elbert – HCC



Technology

**Rapid Prototyping and Collaboration Using Google Wave**

*Jes Koepfler, University of Maryland, and Joseph Maki, Independent Consultant, USA*

We will introduce our experiment using Google Wave as a tool for 1) low-fidelity rapid prototyping, 2) record keeping, 3) establishing a consistent language, and 4) enabling both synchronous and asynchronous communication between an evaluator and a programmer. We will then open the floor for questions and a brainstorming session on the possibilities of using Google Wave for our work.

10:30 am – 11:00 am  
Grand Ballroom Foyer

**Coffee Break**



**E-mail and Speaker Prep**

8:00 am – 3:30 pm  
Torrey's Peak – Second Floor



# Interactions

**Social Media: Reconstructing the Elephant**

Co-Chairs: Sebastian Chan, Powerhouse Museum, Australia, and Jane Finnis, Culture24, United Kingdom

11:00 am – 12:30 pm  
Grand Ballroom  
2<sup>nd</sup> floor

**Can Social Media Transform the Exhibition Development Process? Cooking the Exhibition – An Ongoing Case Study**

*Wayne LaBar, Liberty Science Center, USA*

Liberty Science Center (LSC) embarked four years ago on an ongoing effort to engage the general public in the creation of the exhibition experience at its institution. The project continues to be a research, as well as creative, work in progress.

**Cosmic Collections: Creating a Big Bang**

*Mia Ridge, Science Museum, United Kingdom*

'Cosmic collections' is a Web site mashup competition held by the Science Museum in late 2009 to encourage members of the public to create new interfaces for newly accessible collections data.

**Clearing the Path for Sisyphus: How Social Media is Changing Our Jobs and Our Working Relationships**

*Jeff Gates, Smithsonian American Art Museum, USA*

Social media is changing the inner workings of our museums. By the conclusion of this presentation, I'd like to have challenged the audience to consider how social media are changing our museum jobs and our relationships with our co-workers. How can we clear that social media path for Sisyphus?

**NaturePlus – Developing a Personalised Visitor Experience Across the Museum's Virtual and Physical Environments**

*Ailsa Barry, The Natural History Museum, United Kingdom*

With the opening of the new Darwin Centre at the Natural History Museum in September 2009, the Museum created NaturePlus, a personalised visitor experience that drew on its expertise in developing integrated virtual and physical offers, and that used the latest social media platforms for delivery.

**Common Ground: A Community-Curated Meetup – a case study**

*Paula Bray, Powerhouse Museum, Australia and Ryan Donahue, George Eastman House, USA*

*Common Ground* was a global, community-focused meetup held in October 2009 by participating institutions of The Commons on Flickr to celebrate the Flickr community's deep engagement with the historical photographic collections. This paper will analyse the resources of participating in the meetup and discuss the outcomes for both community and institution in taking on-line audiences to physical meetups.

plenary  
social media

**Small Towns and Big Cities: How Museums Foster Community On-line**

*Dana Allen-Greil and Matthew MacArthur, National Museum of American History, USA*

While the formally constrained (gesellschaft) expert-novice relationship that has so long been the paradigm for museums is still valued, we find compelling reasons to also explore the potential of gemeinschaft "whole person" interactions to change the nature of community relationships with museums. Using this framework, we review examples from the National Museum of American History and other museums using technology to foster community.



(session continues)  
11:00 am – 12:30 pm  
Grand Ballroom  
2<sup>nd</sup> floor



plenary  
social media

**Can Twitter Save Bletchley Park?**

*Sue Black, University of Westminster; Jonathan Bowen, London South Bank University; and Kelsey Griffin, Bletchley Park, United Kingdom*

After a visit by Sue Black to Bletchley Park in July 2008, a campaign was launched to save it. Following traditional media coverage, a blog was established, and then social media, (particularly Twitter), which have been used to great effect to raise awareness and support for the campaign. Other Web 2.0 technologies, including Facebook, have also been used as part of the campaign.

**Flickr as Platform: Astronomy Photographer of the Year**

*Fiona Romeo and Natasha Waterson, National Maritime Museum, United Kingdom*

*Astronomy Photographer of the Year* is an annual competition and exhibition organised by the Royal Observatory, Greenwich. This paper will outline how we used the Flickr platform to reach new visitors, build a community of practice, develop an innovative standard for identifying and locating astronomy photographs: ‘astrotagging’, short-list and judge competition entries, develop an on-gallery interactive showcasing all contributed photographs, and repurpose user-generated content for exhibition labels.

**The Impact of Blogs and Other Social Media on the Life of a Curator**

*Erika Dicker, Powerhouse Museum, Australia*

A Web developer can create a blogging platform and give curators the keys to start blogging, but is it really that simple? This paper will review the creation of the ‘Object of the Week’ curatorial blog and discuss how the phrase “culture and heritage on-line” can excite and inspire a museum’s Web developer, and at the same time strike fear and dread into the heart of a curator.

12:30 pm – 1:30 pm

**Lunch on your own**

1:30 pm – 3:00

Maroon Peak – 2<sup>nd</sup> Floor

**Wikis for Content Management**

Chair: Karen Elinich, Franklin Institute, USA



Content

**Breaking the Bottleneck: Using Pseudo-Wikis to Enable Rich Web Authoring for Non-Technical Staff Members**

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

In this paper, we propose that a modified use of wiki technology provides museums with an innovative way to allow non-technical staff members to participate in the authoring of Web content. We present a model for extending standard wiki syntax which allows for sophisticated integrations with collection management systems, digital asset management and a variety of rich-media elements. In addition, we share guidelines for how to role out community authoring to your institution, while maintaining an organized navigational structure and a consistent brand presentation.

**Barn-raising: Building a Museum Website Using Custom Wiki Tools**

*Dina Helal and Brad Henslee, Whitney Museum of American Art; and Dan Michaelson, Linked by Air, USA*

The new whitney.org is a modular wiki that serves as both an authoring system and an interface among museum staff, curators, artists, and the public. Our primary goals for the new Web site were to leverage the Whitney’s rich resources and variety of voices within a cohesive site design that meets visitor expectations for style and quality. The project included a yearlong development process that could be described as a museum-wide barn-raising. This approach offered an unusually high degree of organic flexibility to accommodate the museum’s current and future growth.

**Putting Mallala on the Map: Creating a Wiki community with Now and Then***Darren Peacock, Sweet Technology Pty Ltd, Australia*

Mallala is a small community of some 500 people in rural South Australia. The Collection Connections project worked with members of this community to develop new ways of recording, preserving and sharing local history using Web 2.0 approaches and technologies. The wiki Web site that emerged: [www.nowandthen.net.au](http://www.nowandthen.net.au) demonstrates the potential of wiki-based collaboration to create and nurture communities of interest, enliven the presentation of history, and develop new information management and knowledge sharing paradigms for small, volunteer-run collecting organisations.

**Mobiles: A Panel**

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

1:30 pm – 3:00 pm  
Grand Ballroom – 2<sup>nd</sup>  
floor**Old Masters at Your Fingertips: The Journey of Creating a Museum App for the iPhone & iTouch***Elena Lagoudi and Charlotte Sexton, The National Gallery, London, United Kingdom*

The National Gallery, in partnership with Antenna Audio, has developed the first museum downloadable application for iPhone and iTouch mobile devices. This paper will follow the journey of making the application: it will discuss the lessons learned in the process of developing the application; the links to the gallery's brand; IPR issues; the process of selecting content to publish according to the medium and the audience; and how we matched the interface's capabilities with what we chose to publish.



Mobile

**The iPhone effect: Comparing Visitors' and Museum Professionals' Evolving Expectations of Mobile Interpretation Tools***Loic Tallon and Matthew Petrie, Pocket-Proof, United Kingdom*

The launch of the iPhone and similar smart-phones have raised expectations relating to the performance, functionality and content of a museum's mobile interpretation provisions: mobile Internet, community interaction and participatory content are increasingly presented as essentials of a 'modern' interpretation tool. But whose expectations are shaping this change: the museum professionals that design the tools, or the visitors that use them?

**Mixing Social Glue with Brick and Mortar: Experiments Using the Mobile Web to Connect People, Objects, and Museums***Jeff Doyle, Open Museum, and Maureen Doyle, Heritage, USA*

We present the results of a case study testing Open Museum's Mobile service in partnership with the Hood Museum of Art at Dartmouth College. We explore preferences, challenges, and barriers to use for the various participants (including visitors, our museum partners and Open Museum itself) and look at the lessons learned about the technical, content, and social aspects of a mobile Web access project in museums.

**The Museum Is Mobile: Cross-platform Content Design for Audiences on the Go***Nancy Proctor, Smithsonian American Art Museum, USA*

Acknowledging that the only constant in technology is change, this paper focuses on how we can engage constituents through great mobile content on the platforms that they already use. Based on research conducted at the Smithsonian American Art Museum, the Indianapolis Museum of Art, and with the principals of SmartHistory.org, it offers a 'question-based' methodology for developing an interpretive strategy that starts with mapping visitors' queries in the galleries.

1:30 pm – 3:00 pm  
Mount Elbert – HCC

### Multi-Institutional Collaboration: Process

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Chair: Conxa Rodà, Museu Picasso, Spain



Organizations

#### **ATHENA: A Mechanism for Harvesting Europe's Museum Holdings into Europeana**

*Georgia Angelaki, Europeana, The Netherlands; Rossella Caffo, Ministry of Cultural Resources and Activities, Italy; Monika Hagedorn-Saupe, Institute for Museum Research, Germany; and Susan Hazan, The Israel Museum, Jerusalem, Israel*

Europeana is currently in prototype; the full service will launch later in 2010. The operational Europeana portal will provide improved search functionality and access to over 10 million objects. We discuss this ambitious project from the point of view of the organizational strategies required to coordinate the pan-European ATHENA Network, as well as the thesauri and multilingual developments that the partners are currently dealing with towards the integration of digital content.

#### **Building an On-Line Research Community: The Reciprocal Research Network**

*Nicholas Jakobsen, Susan Rowley, Ryan Wallace, Ulrike Radermacher, Hannah Turner, Sivia Sadofsky, and Tristan Goffman, Museum of Anthropology, University of British Columbia; Dave Schaepe, Stó:lō Research and Resource Management; Leona Sparrow, Musqueam Indian Band; and Andrea Sanborn, U'mista Cultural Society, Canada*

In this paper we explore the Reciprocal Research Network (RRN), launched in March of 2010. The RRN creates an on-line research community, allowing geographically dispersed users to collaborate while studying cultural objects held in institutions around the world. Museums and other cultural institutions are contributing their data to the RRN in order to facilitate this research. Diverse user groups, including indigenous communities, share their own perspectives and knowledge with the people and institutions that make up the RRN community.

1:30 pm – 3:00 pm  
Mount Evans – HCC

### Organizational Strategy

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Chair: Timothy Hart, Museum Victoria, Australia



Organizations

#### **Smithsonian Web and New Media Strategy: What It Is, How We Made It, and Why it Makes a Difference**

*Michael Edson, Smithsonian Institution, USA*

This presentation describes the Smithsonian's Web and New Media Strategy, the unusual process we used to create the strategy, and the impact of the strategy on day-to-day decision making and operations at the Institution.

#### **Think Globally, Digitize Locally: Charting an Institution's Course toward the digital Social Good**

*Brian Dawson, Canada Science and Technology Museum Corporation, Canada*

This paper examines the intersection of policies, priorities and strategies between the institutional and national levels, and how this intersection influences the path that institutions take with their digitization and access initiatives. To help explore these questions, the paper examines the context in Canada. It reflects on a range of projects at three of Canada's national museums, looking at how these projects supported institutional mandates and objectives vs. external priorities.



**Coffee Break**



3:00 pm – 3:30 pm  
Grand Ballroom Foyer

**Closing Plenary: Reflections, Reaction, and Action**

Chair: David Bearman, Canada

3:30 pm – 5:00 pm  
Grand Ballroom  
2<sup>nd</sup> floor

Bring your thoughts on where we are, where we've been, and where we should be going to this open discussion.

Be prepared to contribute: highlight what you've heard at MW2010 that bears repeating, and share what you're going to act upon when you get home.



Plenary

**Could you help out with MW2011?  
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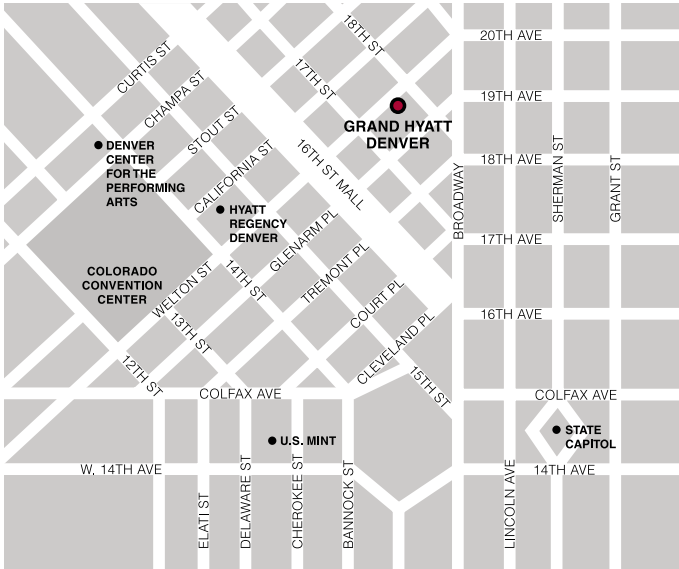
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- CAPTURE stories and interpretive information.
- CREATE learning journeys and education resources.
- STORE and publish all associated audio, video, images and documents.
- MAP history trails and guided tours for the public.
- PLOT objects on floor plans for curators (you can even overlay pest trap data for better pest management).
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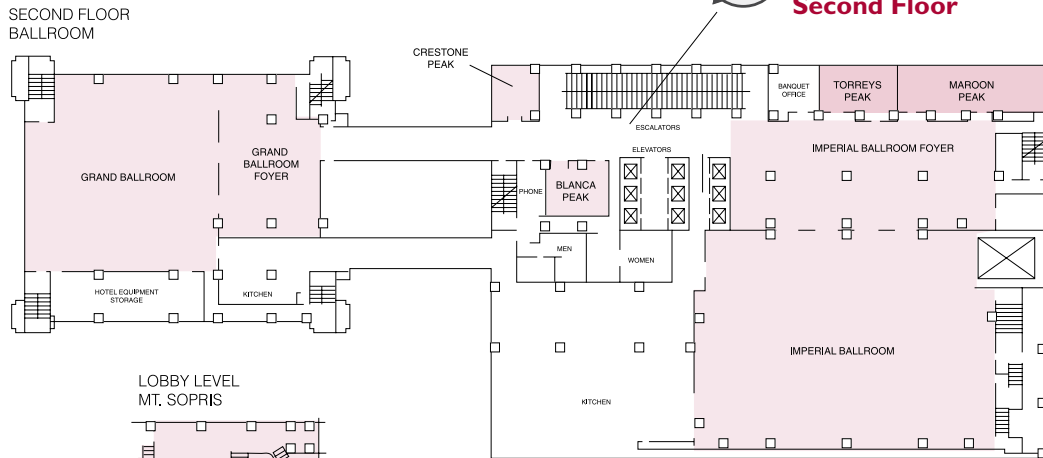
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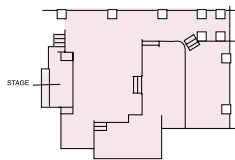
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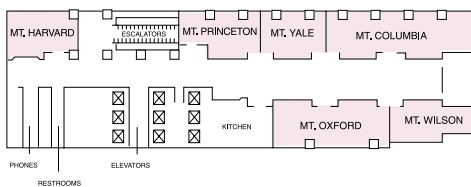
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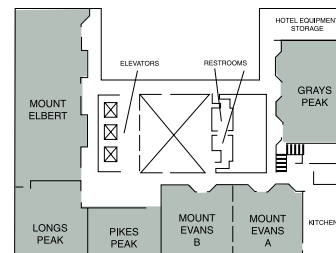
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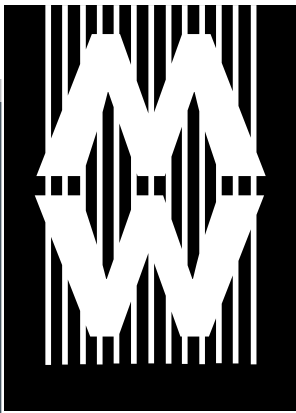


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# Museums and the Web 2011

April 6 – 9, 2011

Philadelphia, Pennsylvania, USA

## Call For Participation

<http://www.archimuse.com/mw2011/>

***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. Carefully choose the right format for your proposal. Even the best ideas may be rejected if proposed for a less than appropriate presentation format.***

### ***A Paper in a Session***

Research results and case studies are presented in formal sessions with other papers followed by moderated discussion.

### ***Demonstrations***

Recent implementations are often best shown in this intimate, face-to-face, format that ensures almost all delegates will see you, and talk one-on-one.

### ***Workshops (full or half-day) or Mini-Workshop (1 hr)***

If you have something you can teach others, relating to methods or techniques, offer a [Mini-] Workshop.

### ***Professional Forums***

A forum is the best way to engage colleagues in debate around a topic of concern to the field or to explore an opportunity for collaboration.

### ***Performances? Interactions? Services?***

Propose any other format of participation and explain how it works. We are open to one-off ideas.

### ***Exhibitor Briefings***

Exhibitors of commercial products and services may give briefings on recent projects, along with showing products in the Exhibit Hall.

### ***Multiple Submissions***

Multiple proposals about the same project will not be accepted. Multiple submissions from the same person are rarely accepted. Co-ordinate your proposal with your colleagues.

### ***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 (except Exhibitor Briefings) are subject to critical peer review by an International Program Committee.

### ***Further Details?***

Contact the MW2011 Conference Co-Chairs: David Bearman and Jennifer Trant by e-mail: [mw2011@archimuse.com](mailto:mw2011@archimuse.com)

### ***Deadlines***

- September 30, 2010 for Papers, Workshops, Mini-Workshops and Professional Forums (written paper required by Jan. 31, 2011)
- December 31, 2010 for Demonstrations (written papers optional, due Jan 31, 2011)
- February 28, 2011 for Exhibitor's Briefings

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