

Digital exhibitions: audience development [also] through the reuse of digital cultural content

Rossella Caffo MICHAEL Culture AISBL rosa.caffo@beniculturali.it

Giuliana De Francesco Ministero dei i beni e delle attività culturali e del turismo

giuliana.defrancesco@beniculturali.it

Maria Teresa Natale

MiBACT- ICCU |Istituto Centrale per il catalogo unico delle biblioteche italiane mariateresa.natale@gmail.com



Ministero dei beni e delle attività culturali e del turismo



http://www.minervaeurope.org

http://www.michael-culture.org

Coordinating digitization in Europe and deploying new services

- Not-for profit organisation
- Founded in April 2007 under Belgian law
- Gathers professionals working in the field of digital cultural heritage
- Members: from all over Europe & beyond including public agencies, cultural institutions and private organisations.



The purpose of the association is promoting and valorising European cultural heritage.

Its activities are:

- Networking (Minerva Network)
- Technology watch and dissemination of best practices
- Training and publications
- Management and development of services Michael platform Other services
- Participation in European and international projects



NETWORK

Michael Culture Association and Minerva Network

Members Over 150 institutions from 22 countries from EU and beyond

in Europe

Austria • Belgium • Bulgaria • Czech Republic • Estonia • Finland • France • Germany • Greece • Hungary • Ireland • Italy • Latvia • Luxembourg • Malta • Norway • Poland • Portugal • Slovak Republic • Slovenia • Spain • Sweden • United Kingdom

outside Europe

Azerbaijan • Egypt • Jordan • Israel Morocco • Russian Federation • Turkey





Offices:

•Bruxelles •Paris •Roma

President: Rossella Caffo Vice-President: Monika Hagedorn-Saupe (Berlin)



Placing audiences at the centre of cultural organisations

- Audience development is a strategic, dynamic and interactive process of making the arts and culture widely accessible. It aims to engage individuals and communities in experiencing, enjoying, participating in and valuing the arts and culture through various means available today for cultural operators, from digital tools to volunteering, from co-creation to partnerships
- Audience development embraces the long term process of attracting and engaging target arts and culture participants and retaining them by establishing and maintaining strategic, dynamic and sustainable relationships





Digital exhibitions may be used by cultural institutions in order to:

- Present a theme through digital cultural resources and tailored storytelling
- Communicate about their collections through quality attractive content
- Collaborate across diverse organisations, eg in order to present side by side in the same context items that would be impossible to bring together in the physical reality
- Reach out to new potential or "virtual" audiences
- Involve and engage users through interaction
- Enable re-use and co-creation, fostering creative experiences





The outputs of the Digital Exhibitions Working Group



Digital Exhibitions Working Group

However:

Limited competence, research, guidelines, tools available

- Expert group established in 2011 on a voluntary basis
- Later connected with the EC CIP funded Linked Heritage, then ATHENAplus projects
- Experts from Germany, Greece, Hungary, Israel, Italy, Poland, Romania and Sweden contribute to the activities





Digital Exhibitions Working Group



- Identifying key questions
- Analyse theories and practices
- Develop a working definition of d.e.

- Literature and reading materials
- Tools & services
- Guidelines
- Examples of digital exhibitions

- Checklist
- Metadata schema
- Databases
- ...



digital exhibitions	Search
HOME ABOUT US RESOURCES DIGITAL EXHIBITIONS CONTACT	
Welcome to digital exhibitions! The digital age offers new ways of presenting/experiencing cultural content using a variety of technology. However, the use of certain digital technologies alone never constitutes a Digital Exhibition, there is more in it: concept, context and a curational approach! An <u>international working group</u> takes up Digital Exhibitions as a topic, suggests a <u>definition</u> , discusses current practices and experiments with the standardisation of appropriate <u>metadata</u> . This website reflects the discussions of the working group and it collects resources for a further understanding of what Digital Exhibitions are. This is work in progress and we welcome your contribution, please <u>contact us</u> .	THE VIRTUAL MUSEUM OF IRAQ
News Send us your favourite Digital Exhibitions here. Access print and online resources from our database.	
Digital Exhibitions 2011-2015 Disclaimer Login With support of:	









Literature (general)

(90 resources listed here)

Clough, G. Wayne

- 2013 Best of Both Worlds. Museums, Libraries, and Archives in a Digital Age. Washington D.C.: Smithsonian Press. 75 p. ISBN: 978-0-9819500-1-3
 - http://www.si.edu/bestofbothworlds (2014-01-12)

The secretary general of the Smithsonian Institution explains how his institution manages the reconciliation of the physical museum and the digital world. The goal is to use the best of both worlds. A central role plays the 'Smithsonian experience' of the visit in person that is to be extended to the virtual visit as digital technology becomes more pervasive. The Institution offers content and the audience will copy Smithsonian content at schools and homes and use digitized collections to put together their own stories and exhibitions. The connections the users make will be as diverse as the individuals themselves.

Language: EN

Dierickx, Barbara (PACKED vzw) and Julien Brouillard, Claire Loucopoulos (Dédale)

- 2013 Report on existing tools and devices related to narrative approaches and requirement functionalities
 - http://athenaplus.eu/getFile.php?id=178 (2015-06-10)

This Report rovides an overview of existing tools and applications that may serve as examples for the development of the creative applications for the (re)use of digital cultural heritage content that will be developed in the AthenaPlus Project. The report is composed of three parts: it starts off with a theoretical introduction to the concept of narrative and digital storytelling. This is followed by an overview of common features for data, tools and supports that are needed in the realisation of digital stories, and ends with an overview of relevant components that might be implemented in the online AthenaPlus application environment.

Language: en

Petrelli, Daniela, Luigina Ciolfi, Dick van Dijk, Eva Hornecker, Elena Not, and Albrecht Schmidt

2013 Integrating Material and Digital: A New Way for Cultural Heritage. In: ACM Interactions Magazine 20 (4) 2013: 58-63.

The paper describes the crossover between virtual and physical interactions in smart exhibits. The authors, all co-workers in the EU project meSch, suggest a tool that integrates physical and digital assets in an exhibition. This approach seems particularly appealing, as it enables renewed focus on the physical heritage and, at the same time, digital capabilities specifically tailored to fit the curator's vision as well as the visitor's personalized experience. Existing tools have high technical hurdles, new tools should be as simple as building with Legos and have the possibility for sharing interactions and templates. Language: EN

Schweibenz, Werner

2013 Museum Exhibitions - The Real and the Virtual Ones: An Account of a Complex Relation. Uncommon Culture - Journal of the ATHENA Project

http://journals.uic.edu/ojs/index.php/UC/article/view/4715 (2014-02-15)

This article analyses some major issues of the complex relation between real and virtual museum exhibitions. A hindering aspect for creating virtual exhibitions seems to be the relation between object and reproduction on the one hand and mediated and unmediated museum experience on the other, including the intricate issue of the aura of the original object. Lanquage: EN

Verboom, Jessica and Payal Arora

2013 Museum 2.0: A study into the culture of expertise within the museum blogosphere. In: First Monday - Peer-reviewed Journal on the Internet, 18 (8) 2013. http://firstmonday.org/ojs/index.php/fm/article/view/4538/3735 (2014-01-12)

Although the paper focuses on social media issues, it also contains some interesting topics on expertise in the museum field in general. An interesting aspect is the internal shift of power from museum educators as 'educational gatekeepers' to other experts inside the museum (e.g. marketing professionals, digital curators) as wells to 'amateur experts' in the audience. This effect does not only affect social media but also digital exhibitions.

Language: EN



	digital exhibitions		Search	Search		
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HOME ABOUT	US RESOURCES	DIGITAL EXHIBITION	IS CONTACT			
Tools						
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Google Cultural	Institute					
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http://www.go	oogle.com/opengallery	y (2015-02-13)				
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2013 MOVIO	nenaplus.eu/index.php	o/MOVIO (2015-02-13)				
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Resources on Trainings

(4 resources listed h

Dierickx, Barbara (PACKED vzw)

2014 Training materials for supporting the use of MOVIO http://wiki.athenaplus.eu/index.php/MOVIO#MOVIO_manual_pages (2015-06-10) This WIKI presents an overview of the available training materials for using MOVIO as a tool to create virtual exhibitions. Language: en

Grinstead, Leigh

 2013 Lyrasis online seminar on online exhibitions http://lyrasis.adobeconnect.com/p8u04keszj7/ (2014-01-12) Resources from an online seminar on online exhibitions conducted by Leigh Grinstead, April 23 2013. Language: EN

EU-Project Coordinator (Jamtli, Sweden)

- 2010 Digital extra. Digital Exhibition Training
 - http://www.eucourses.eu/digital-extra (2014-10-02)

The aim is to create a sector specific training course with associated e Learning resource material for professional personnel in the cultural sector and vocational trainees.

Language: EN

Dawson, David

2002 Inclusion and ICT. The Challenge. Museum International (UNESCO) No 215: Heritage Issues in the Information Society (1), 54 (3) 2002: 59-63. The National Grid of Learning (UK). Information and communication technology (ICT) as a service of delivery and agent for social development. Visitors are able to bring their own materials and stories together with the more traditional view of curators. Language: EN



"A digital exhibition is based on a clear concept and is well curated. It assembles, interlinks and disseminates digital multimedia objects in order to deliver innovative presentations of a theme, or series of themes, allowing user interaction to a great extent."

This definition is work in progress Comments and suggestions to: info@digitalexhibitions.org





Some outcome

Checklist digital exhibitions Checklist: Things to consider before creating a digital exhibition (Version 1.0 - 06/18/2015) This checklist consists of guiding questions for planning and realising digital exhibitions. The guiding questions may correspond the observe of your project. These four phases - occored representations

questions may correspond to phases of your project. These four phases – concept, resources planning, outreach and evaluation phase - are marked as headings in order to help to structure the work process. Each of the guiding questions contains a key word that is written in italias and for each question some explanatory statements are provided. Please note: Neither do all questions and statements necessarily apply to your project, nor does their order evoke a step-by-step hierarchy - rather they are intended to serve as aide memoires. References can be found on the digital exhibitions web site.

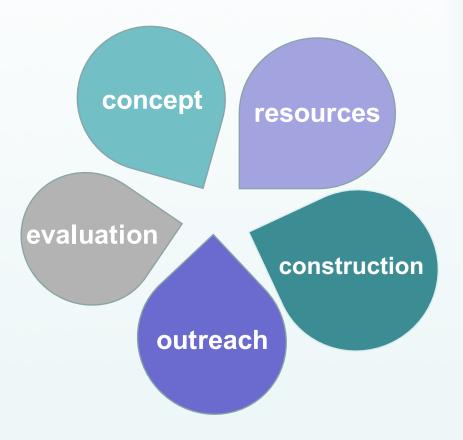
> METADATA FOR THE DESCRIPTION OF DIGITAL EXHIBITIONS: THE DEMES ELEMENT SET



Checklist

"Things to consider before creating a digital exhibition"

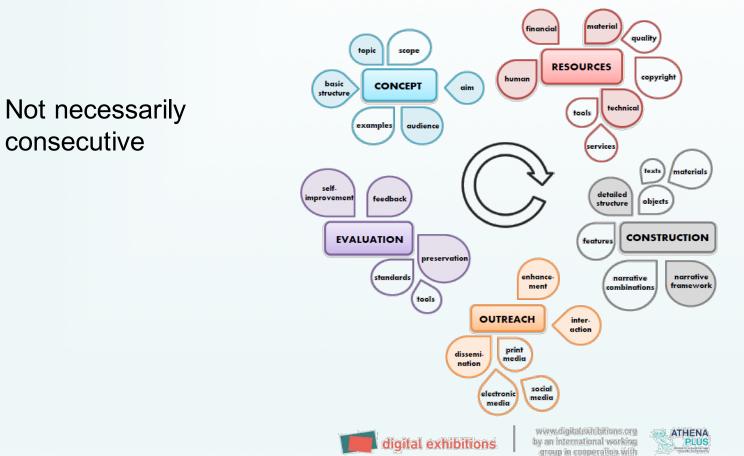
- Guiding questions and hints for planning and realizing a digital exhibition
- Correspond to project phases:
 - \rightarrow concept
 - \rightarrow resources
 - \rightarrow construction
 - \rightarrow outreach
 - \rightarrow evaluation





Checklist

Things to consider before creating a



DIGITAL EXHIBITION

Poster produced by the digital exhibitions working group in 2015



Digital Exhibition Metadata Element Set (DEMES)

Aim:

Improving findability, use and enjoyment of cultural digital exhibitions through the establishment of a practice of systematic structured description by the organisations that produce and make available digital exhibitions.





Objectives

- Supporting identification, selection and access to digital exhibitions by the interested target public;
- Improving the current descriptive practice through standardisation;
- Facilitating the discovery of digital exhibitions through search engines, cultural portals or other services;
- Facilitating data sharing and exchange of information about digital exhibitions;



Metadata for the description of digital exhibitions

Approach

- Keeping it simple
- Building on available standards
- Selecting descriptive elements used in the descriptive practice of cultural organisations
- Ranking elements (mandatory, recommended, optional) with only a few mandatory ones, for a maximum of flexibility

Result

- 30 descriptive elements, grouped into
- 7 semantic sections, packaged as
- DEMES, Digital Exhibition Metadata Element Set, 0.9
- Expected to be improved, integrated, updated and evolved based on feedback by the professional community and the experience that will be developed through use



Metadata for the description of digital exhibitions



http://www.athenaplus.eu/index.php?en/206/demes



DEMES structure

_			
1.	Identification	5-	Access
	- Identifier - Title		- Is accessed via - Requires
2.	Description	6.	Rights
	- Description - Language - Type - Date		- Rights - Rights holders
		7.	Relations
	- Item type - Item format - Target audience - Accrual policy - Provenance		 Super collection Sub collection Relation Associated physical exhibition Associated digital exhibition
3.	Subject		 Associated digital collection Associated event
	- Subject - Spatial coverage - Temporal coverage		- Catalogue or index - Associated publication
4.	Responsibility		
	- Curator - Contributor - Publisher		



AthenaPlus Musem Pilot





How to find your beautiful material in a bin of 42 million records?



Joris Pekel and Marie-Claire Dangerfield, Collection Development and Metadata Quality http://de.slideshare.net/Europeana/collection-development-and-metadata-quality p.14



Requirements Analysis Indexing

"Give end-users consistent, reliable access to information"

- Precision is getting more and more important in the context of large-scale aggregation of metadata!
- Indexing in Europeana
 - only "administrative" facets
 - no browsing aids for the user in terms of content

•	Add more keywords	
		+ A
Þ	By media type	
Þ	By language of descrip	tion
Þ	By year	
Þ	By providing country	
Þ	Can I use it?	
Þ	By copyright	
Þ	By provider	
Þ	By data provider	



Research

Research Home
Tools
Art & Architecture Thesaurus
Hierarchy Die



Art & Architecture Thesaurus® Hierarchy Display

Use Getty vocabularies!

- ISO 25964 compliant
- Trusted and maintained source
- Multilingual
- Open licenses
- LOD publication

Minimum: Reference to generic classification!

1	.	Top of the AAT hierarchies
1	•	Objects Facet
1	Δ.	Built Environment (hierarchy name)
1	Δ.	Settlements and Landscapes (hierarchy name)
1	Δ.	Built Complexes and Districts (hierarchy name)
1	A	Single Built Works (hierarchy name)
1	A	Open Spaces and Site Elements (hierarchy name)
1	Δ.	Components (hierarchy name)
1	Δ.	components (objects parts)
1	Δ.	Furnishings and Equipment (hierarchy name)
1	Δ.	Furnishings (hierarchy name)
1	.	Costume (hierarchy name)
1	Δ.	Tools and Equipment (hierarchy name)
1	Δ.	Weapons and Ammunition (hierarchy name)
1	Δ.	Measuring Devices (hierarchy name)
1	Δ.	Containers (hierarchy name)
1	A	Sound Devices (hierarchy name)
1	Δ.	Recreational Artifacts (hierarchy name)
1	A	Transportation Vehicles (hierarchy name)
1	A	Object Genres (hierarchy name)
1	Δ.	objects
1	Δ.	object genres (object classifications)
1	A	Object Groupings and Systems (hierarchy name)
1	A	object groupings
1	A	systems (equipment)
	A	Visual and Verbal Communication (hierarchy name)
	Δ.	Visual Works (hierarchy name)
1	Δ.	Exchange Media (hierarchy name)
1	Δ.	Information Forms (hierarchy name)



Musem Collections Pilot aims at show casing museum collections with a new presentation model. The enhanced and quality metadata produced by museum curators in respect to LIDO metadata model is generated by MINT and elaborated inside MOVIO. The resources are more than 1.000 content items from more than 20 museum institutions and organized in respect to a thesaurus navigation (similar to Getty's AAT).

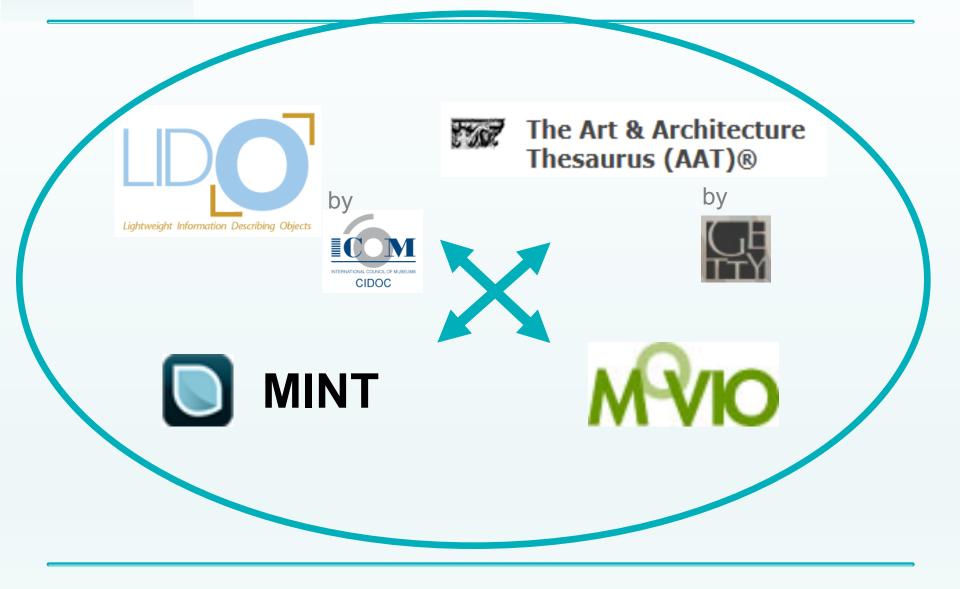


Museum Collections Pilot aims at show casing museum collections with a new presentation model. The enhanced and quality metadata produced by museum curators in respect to LIDO metadata model is generated by MINT and elaborated inside MOVIO. The resources are more than 1.000 content items from more than 20 museum institutions and organized in respect to a thesaurus navigation (similar to Getty's AAT).

Ajuntament de Girona **Bildarchiv Foto Marburg** Budakeszi Helytörténeti Gyűjtemény és Tájház Central Library of the Bulgarian Academy of Sciences **Hungarian National Gallery** ICCU Kupferstichkabinett, Staatliche Museen zu Berlin Lietuvos dailės muziejus / Lithuanian Art Museum Livrustkammaren och Skoklosters slott med stiftelsen Hallwylska museet Muzej za umjetnost i obrt, Zagreb Nationalmuseum, Sweden Petőfi Literary Museum online public access catalogue **ICIMSS Royal Collection Trust** Royal Institute for Cultural Heritage (KIK-IRPA) Schola Graphidis Art Collection, Hungarian University of Fine Arts, Budapest Šiaulių "Aušros" muziejus / Šiauliai Aušros Museum The Cyprus Institute – STARC The Israel Museum, Jerusalem **Technical Implementation: META – NTUA - UNIMAR**



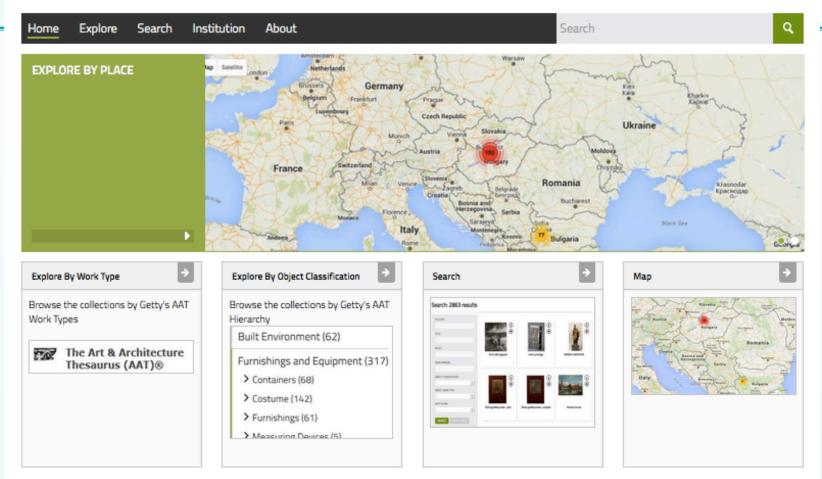
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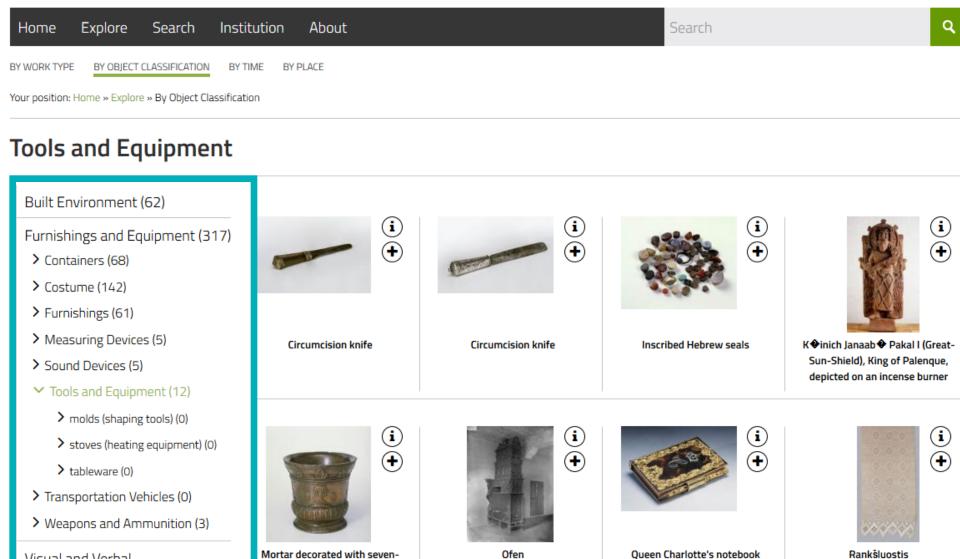
You can Explore by worktype, by object classification, by time, by place, by institution







Museum Collections Pilot aims at show casing museum collections with a new presentation mode The enhanced and quality metadata produced by museum curators in respect to LIDO metadata model is generated by MINT and elaborated inside MOVIO. The resources are more than 1.00 content items from more than 20 museum institutions and organized in respect to a thesauru navigation (similar to Getty's AAT



branched candelabrum and

Hebrew letters

Visual and Verbal Communication (1212)





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View item at Bildarchiv Foto Marburg

W Cite on Wikipedia

Translate details

Select language 🔻

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Evangelischer Dom Sankt Nikolaus (Westfassade von Westen)

Date:

1258; Part of: 3 quarter of the 13th century; From: 01-01-1258 — To: 31-12-1258; 1843/1847; 1887/1893; 1945; Part of: Mid 20th century; From: 01-01-1945 — To: 31-12-1945; 1945/1952; 13-th, 13th, 13th century; Part of: Second millenium AD; From: 01-01-1201 — To: 31-12-1300; Mid 20th century; From: 01-01-1934 — To: 31-12-1966; 20-th, 20th, 20th century; Part of: Second millenium AD; From: 01-01-1901 — To: 31-12-2000

Date of creation: 1201/1300; 1423/1473

Type: Dom; Architecture

Format: Backstein; brick (clay product); bricks (clay products)

Identifier: obj/20340094-fmd454119

Provenance: Stendal

Data provider: Bildarchiv Foto Marburg

Provider: AthenaPlus

Providing country: Germany





Evangelischer Dom Sankt Nikolaus (Westfassade von Westen)

Institution

Bildarchiv Foto Marburg

Data provider's object view



C

Location:

Stendal Stendal, Kreis Sachsen-Anhalt - Germany

Object measurements:

Staffelhalle dreischiffig

Use

O Date: 1258

Production Date: 1201/1300

Material/Technique: Backstein

Production 2 Date: 1423-1473

Restoration

O Date: 1843-1847

Restoration O Date: 1887-1893

Onte: 1945

Odification

Rights:

Foto: Gaasch, Uwe

Rights Holder: Bildarchiv Foto Marburg

Resource Rights Type: The second sec

Legal status: CC0 1.0 Public Domain Dedication

Textiles from Naszód, Kolozs county and donation of Fr. Fischbach

Institution

Schola Graphidis Art Collection, Hungarian University of Fine Arts - High School of Visual Arts, Budapest

C www.scholagraphidis.org

Data provider's object view

🗞 Link to this page

A MAGYAR HAZI IPAR DISZIT MENYEL 60000

Cultural Heritage type:

Visual Works

Location: Hungary - Hungary

Object measurements:

37.7 x 26 cm

Creation

O designed by Fischbach, Friedrich (1839-1908) (designer)

Culture: Hungarian Romanian

Date: 1878 Historicism

Production

O printed by Dorndorf, Bernhard (printing house)

Material/Technique: chromolithography

Publication

O published by Hungarian National Museum, Budapest (museum)

Subject/theme:

ornaments, decorations, decorative arts, folk art, pattern books

Rights:

Schola Graphidis Art Collection, Hungarian University of Fine Arts - High School of Visual Arts, Budapest

Resource Rights Type:





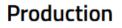
Pair of medal cabinets

Institution Royal Collection Trust

 (\mathcal{D})

Data provider's object view





O André-Charles Boulle (1642-1732) (furniture maker) Attributed to

🕘 Date: c.1735-40

Place: France

• Material/Technique: boulle work, mounted, inlaid

Provenance

O George IV, King of the United Kingdom (1762-1830) (Acquirer)



C

bory and boullework cabinets; each with two doors mounted in gilt bronze with a kneeling, bearded, man (Socrates) and seated woman (Aspasia), right hand and points with her left; surrounded by garlands of medals. White marble tops. Twenty-five of these cabinets, dating from three have been identified. The first group, made under the direction of André-Charles Boulle himself, probably dates from 1705-15; the from Boulle's workshop of the 1720s and 1730s. A third group dates from the period after 1760 when a number of new isting examples, from the first or second periods, were restored. Although the earliest of these cabinets were certainly intended for medals, XIV as diplomatic gifts (Présents du Roi), by the 1730s they were as likely to have been used - in spite of their very specific decoration - simply as In the case of these cabinets and several others of this second group, there is no physical evidence that they ever contained medal shelves, al foot which was originally designed to support the weight of medals. The figures of Socrates and Aspasia (the mistress of Pericles), constant cabinets, derive either from Michel Corneille's painting of 1673 on the ceiling of the Salon des Nobles at Versailles or perhaps from a drawing koulle's possession. Both figures of Aspasia on the cabinets are signed on the reverse by an unidentified bronze-maker, C(?) Richar[d]. The en 1643 and 1697, record the principal events of Louis XIV's reign and are often (as in the present case) of surprisingly low quality. ary passion for Boulle furniture and acquired many splendid examples. These cabinets may have been purchased from the dealer were at Carlton se in the Blue Velvet Closet in 1818 and in the library by 1826. Despatched in 1828 to Morel & Seddon for restoration and placed n at Windsor Castle re subsequently transferred to the Grand Corridor. One stamped DELORME (for J.L.F. Delorme, maître 1763, as restorer); IT par C [?] Richar, Cata from Royal Treasures, A Golden Jubilee Celebration, London 2002.

	Production	Resource Rights Type:
	O André-Charles Boulle (1642-1732) (furniture maker) Attributed to	
	O Date: c.1735-40	
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vhale abject)	Material/Technique: boulle work, mounted, inlaid	
	Provenance O George IV, King of the United Kingdom (1762-1830) (Acquirer)	
	http://www.com/action/a	
	Restoration O Marel & Seddon (Restorer)	
	O Delorme (Restorer)	
	http://www.com/action/a	
	Subject/theme:	
	Medals	



Museum Collections Pilot aims at show casing museum collections with a new presentation model. The enhanced and quality metadata produced by museum curators in respect to LIDO metadata model is generated by MINT and elaborated inside MOVIO. The resources are more than 1.000 content items from more than 20 museum institutions and organized in respect to a thesaurus navigation (similar to Getty's AAT).



By Time

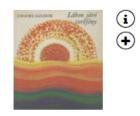




Abbau der ständigen Ausstellung des Ägyptischen Museums und der Papyrussammlung im Bode-Museum



Altar to the Chases High School (Autel Chases)



Lábon járó verőfény : [versek]



Mechanischer Weihnachtsberg











Rossella Caffo Michael Culture aisbl rosa.caffo@beniculturali.it www.athenaplus.eu

Acknowledgement The International Digital Exhibitions Working Group and Sam Minelli (Gruppo META) Nikos Simou (NTUA) Regine Stein (UNIMAR)