Online training seminar

Presentation and interpretation of living heritage in museums

United Nations Educational, Scientific and Cultural Organization

Regional Centre for the Safeguarding of Intangible Cultural Heritage in South-Eastern Europe under the auspices of UNESCO

Национален фонд КУЛТУРА

Digital Strategy of the museum

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MUSEOLOGY LAB IONIAN UNIVERSITY

Aims & objectives – Parts of presentation

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Aims and objectives:

- to present the attributes and the characteristics of the notions of ‘modern museum’, ‘museums in the digital world’, and ‘digital strategy for museums’
- to help towards defining digital strategies for museums in the 21st century (steps, processes, ethics, the future)
- to stimulate discussion towards museum digital strategies and the future of museums

Parts of this presentation:

- PART 1: Overview of the modern museum and the digital heritage world
- PART 2: Towards digital strategies for the modern museum

What is a museum?

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The International Council of Museums (ICOM), established in 1946, is the biggest museum organisation in the world and the reference point for museums and museum professionals in the globe. **The current ICOM's definition of museums**, a definition that has been included in national or international legislations, is as follows:

"A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment."

What is a museum?

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The Executive Board of ICOM selected **a new alternative museum definition**. Voting for it took place at ICOM's Extraordinary General Assembly (EGA), on 7 September 2019, from 9:30 to 10:30 a.m., at the Kyoto International Conference Centre (ICC Kyoto) in Kyoto, Japan. Here it is:

Museums are democratising, inclusive and polyphonic spaces for critical dialogue about the pasts and the futures. Acknowledging and addressing the conflicts and challenges of the present, they hold artefacts and specimens in trust for society, safeguard diverse memories for future generations and guarantee equal rights and equal access to heritage for all people.
Museums are not for profit. They are participatory and transparent, and work in active partnership with and for diverse communities to collect, preserve, research, interpret, exhibit, and enhance understandings of the world, aiming to contribute to human dignity and social justice, global equality and planetary wellbeing.

What is a museum?

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- *"A very, very big place with lots of stuff on the walls and the ground! Some of them have nice colours!".*

  5 years old.

- *"A house which has very old things inside. Some of them I guess belonged to my grandpa".*

  6 years old.

- *"It's a place where people come and put their sculptures so that everyone can see".*

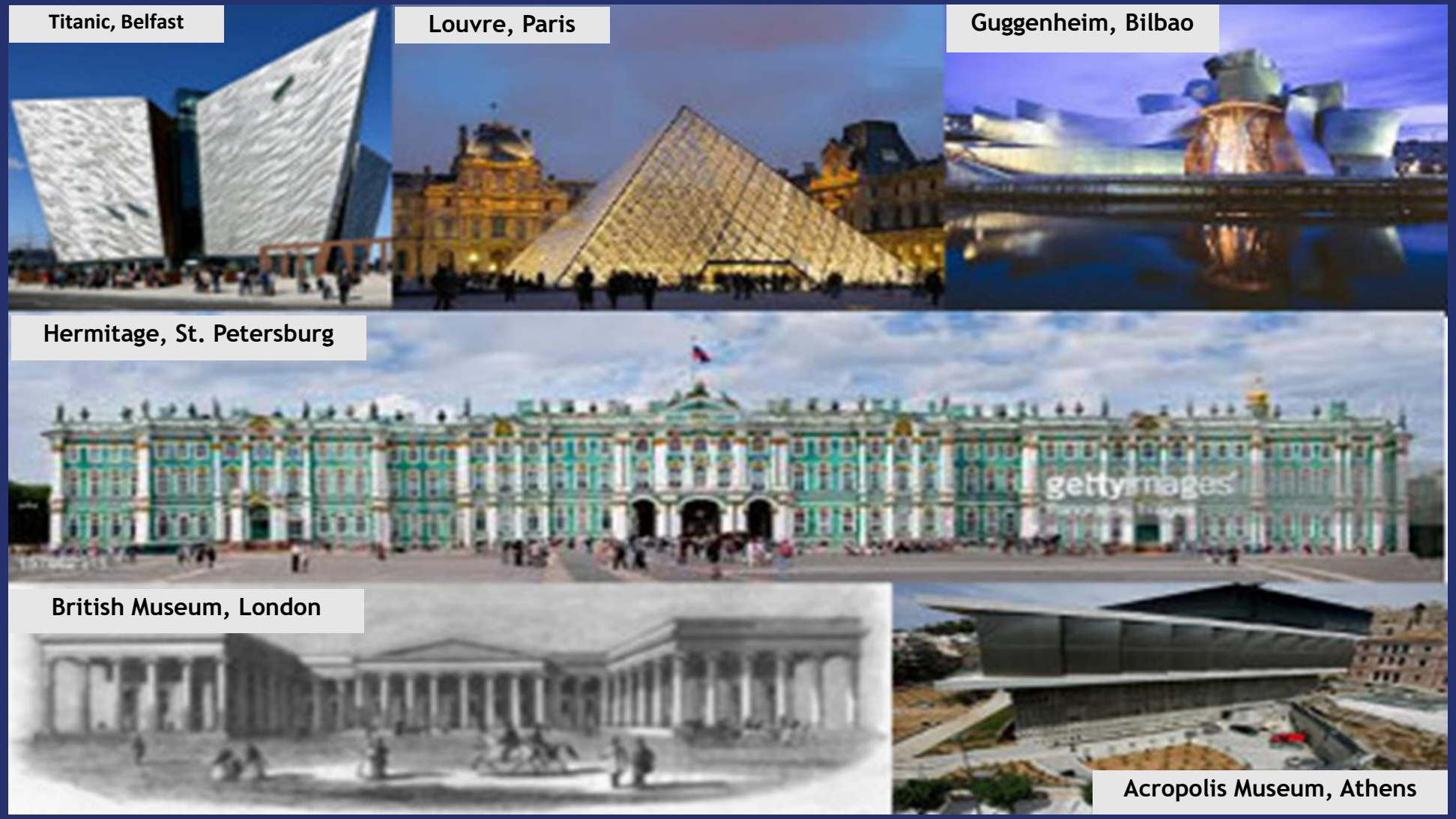
  7 years old.

- *"A place with lots of exhibits where people pay a ticket to get in!".*

  10 years old.

- *"A really cool place to play football!".*

  6 years old.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Louvre, Paris
Guggenheim, Bilbao
Hermitage, St. Petersburg
gettyimages
British Museum, London
Acropolis Museum, Athens

Louvre Abu Dhabi

National Museum, Doha

Museum inside

Metropolitan Museum
New York, 2020

source : Getty images

source: The New York Times

Louvre, 1796

source : https://www.wikiart.org/

source: A.G. Sakellariou

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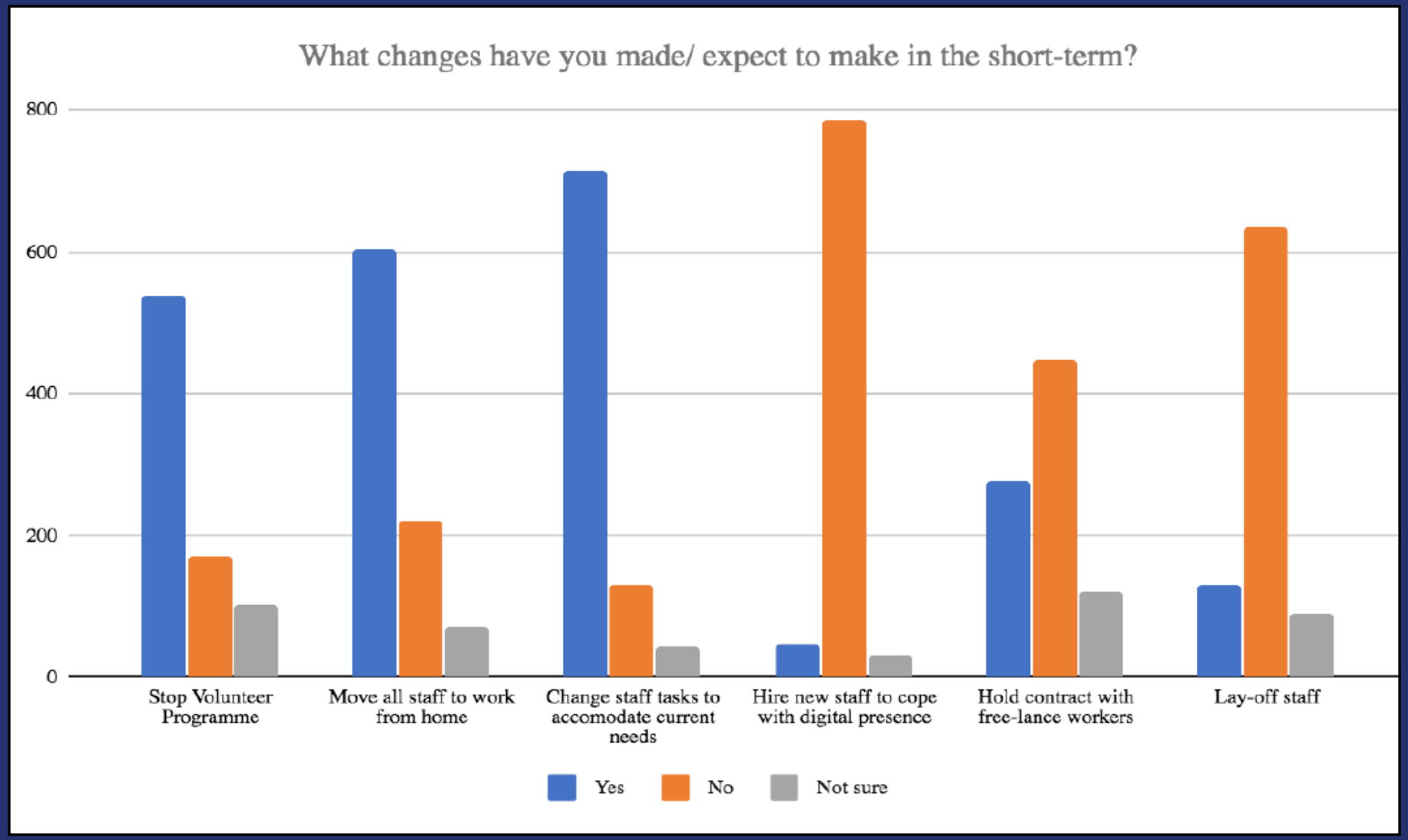

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ΜΟΥΣΕΙΟ
ΑΡΤΑΡΙΤΙΟΥ
MUSEUM OF MARGARITI

The Digital Museum – Digital Cultural Heritage

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The Museum as Predators in the Digital World "…for the purposes of education, study and enjoyment…"

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Who is the predator?	What's the precious prey?	Define the digital habitat
The museum, the museo-saur!	Exhibits – exhibitions Visitors and e-visitors Numbers Funding ---------- Ideas Participation Views Comments Attention Time! Inspiration Enjoyment Involvement ---------- Evaluation and Assessment	• Documentation, digitization, cataloguing, metadata • Multimedia applications in the exhibitions • Information uploaded: museum websites, museum portals, cultural portals • ~~No~~ Comments: museums in/and the social media • Communication, marketing, online ticketing / shopping • Games • Virtual and Augmented Reality • Second Life • Digital co-curation • The Internet of Museum Things – The Smart Museum

The Past

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Classification and Taxonomies

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Documentation, digitization, cataloguing, repositories, metadata

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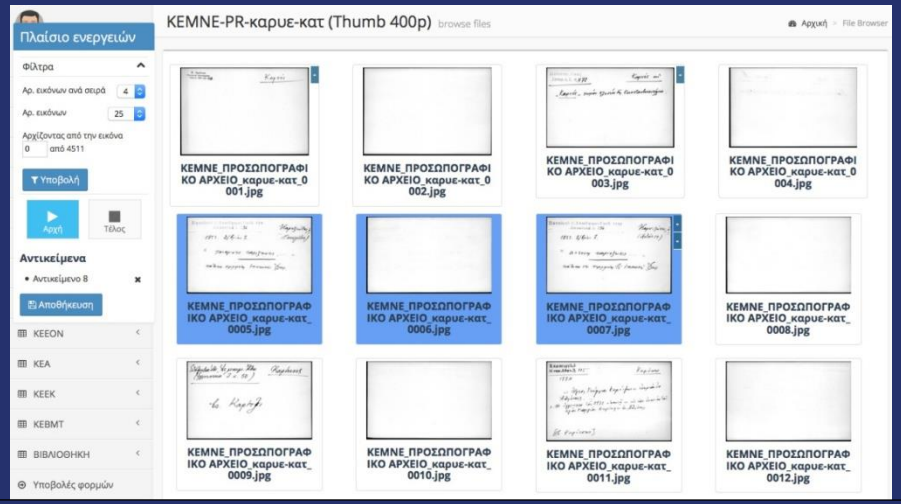

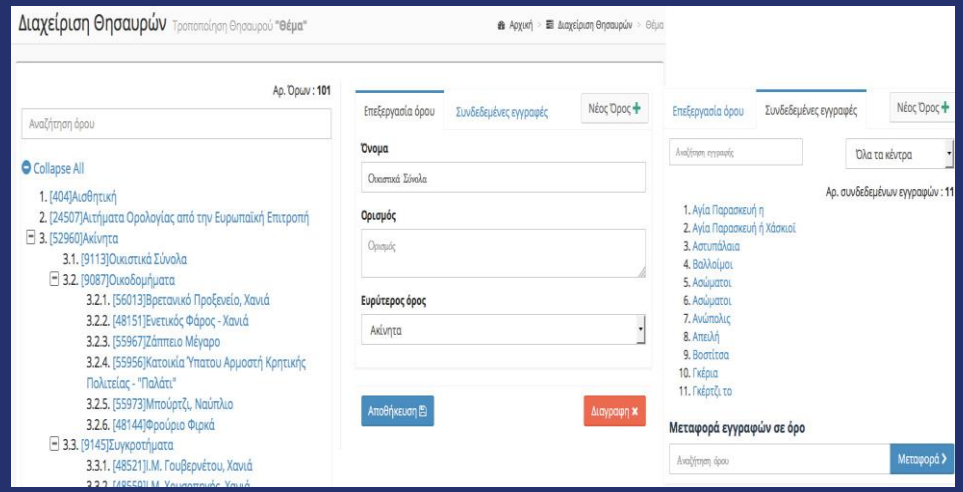

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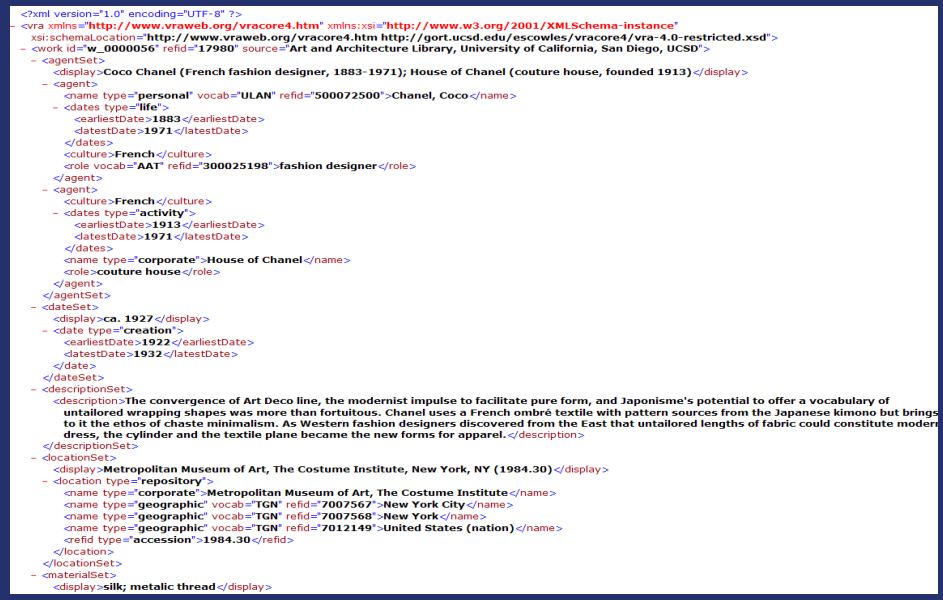
Architect/Builder:
Nation: Greece
Site: Crete
Detail: interior view with detail of frescoe
City: Knossos (Extinct city)
State:
CE Date of Construction:
BCE Date of Construction: 1600
Object/Building Name: Palace of Knossos (Knossos)
Materials:
Type: frescoes
Style:
Other terms:
Notes:
Digital Collection: Cities and Buildings Database
Slide Number: ew73
Contact information: All files on this site are copyright controlled as indicated. Copying, printing, or distributing any of them
the permission of the copyright holder is expressly prohibited. For further information please contact
Meredith Clausen at: mlc@u.washington.edu
Photographer: Webb, Eugene, 1938-
Date of Photograph: 1960
Source: Webb, Eugene, 1938-
Copyright Holder: Webb, Eugene, 1938-

XML



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Towards heritage documentation uniformity: CIDOC-CRM

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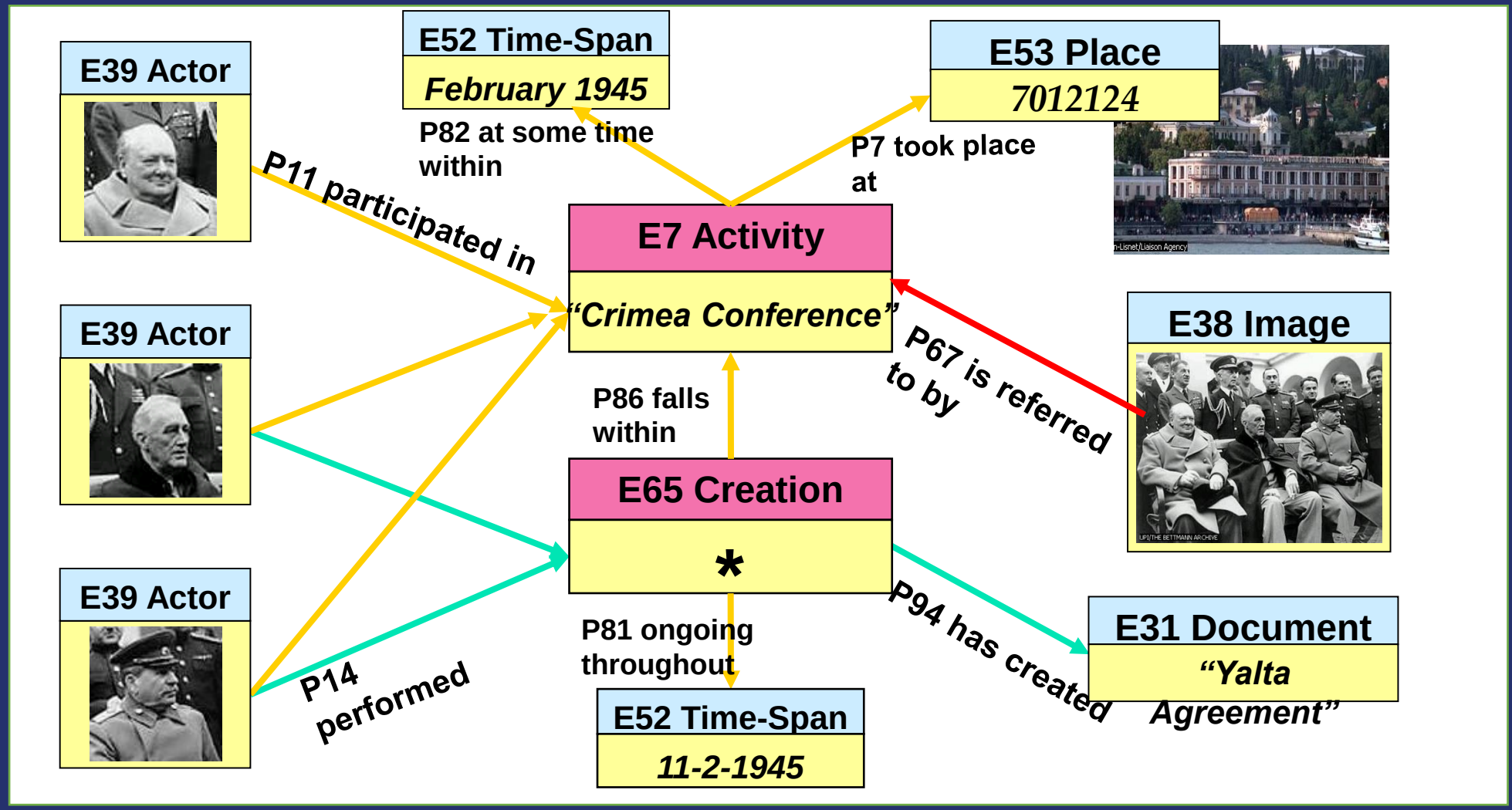

Are we digital enough? - Let's keep getting digital!

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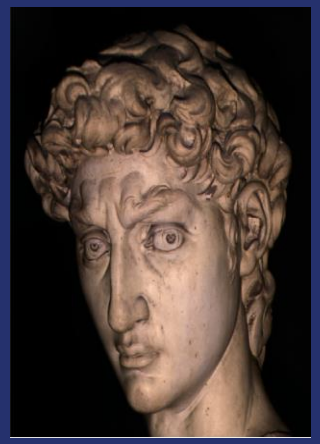
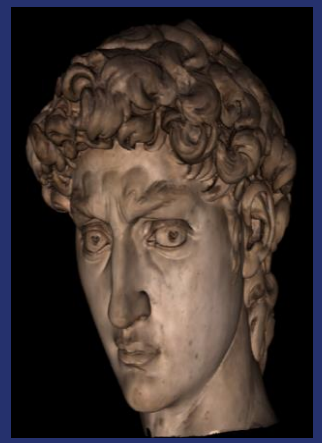


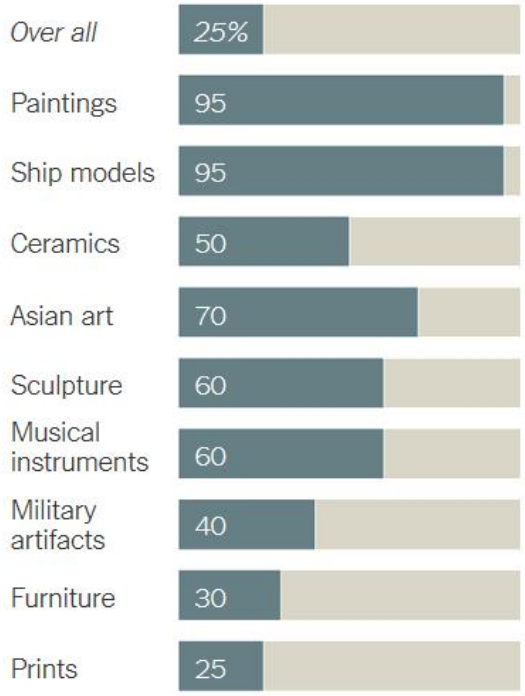


From the Digital Michelangelo Project

Digitizing a Collection

The program at the Rijksmuseum in Amsterdam is distinguished by its ambitions — to digitize the entire collection of one million objects by 2020 — and its liberal approach to copyright. The high-resolution images, freely available on the museum's website, can be used for any purpose.

Percentage digitized



Most popular downloads from the Rijksmuseum website

1	The Night Watch *Rembrandt*	1642
2	The Milkmaid *Johannes Vermeer*	circa 1657
3	Winter Landscape with Ice Skaters *Hendrick Avercamp*	1608
4	Self portrait *Vincent van Gogh*	1887
5	The Little Street (View of Houses in Delft) *Johannes Vermeer*	circa 1657
6	Still Life With Flowers in a Glass Vase *Jan Davidszoon de Heem*	1650-83
7	Floral Still Life *Hans Bollongier*	1639
8	Isaac and Rebecca, or 'The Jewish Bride' *Rembrandt*	circa 1665
9	The Merry Family *Jan Steen*	1668
10	Children of the Sea *Jozef Israëls*	1872

IMAGES FROM RIJKSMUSEUM

Cross-border digital data travelling: EUROPEANA – GMN - IMR

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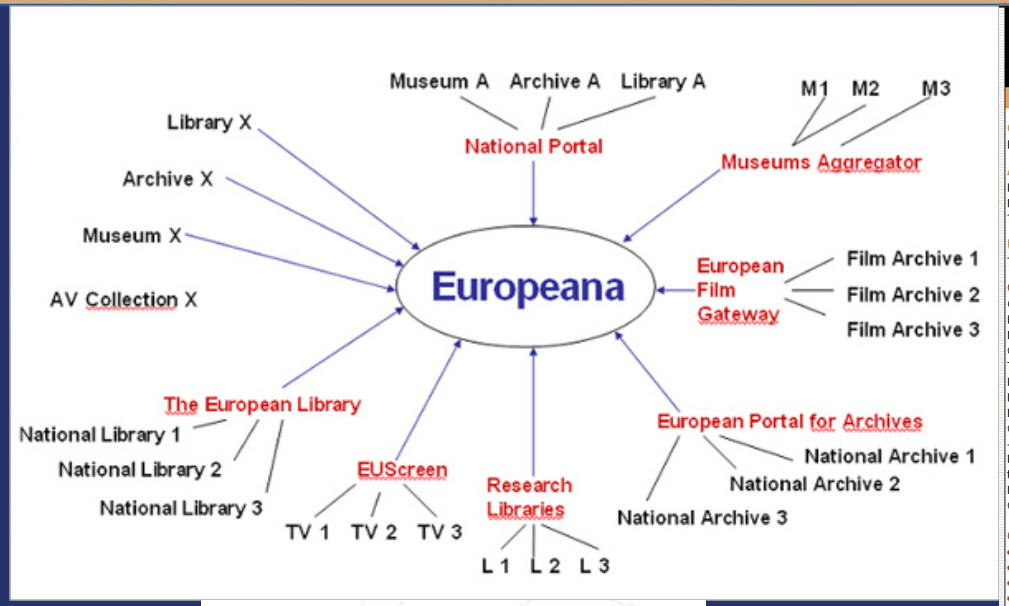

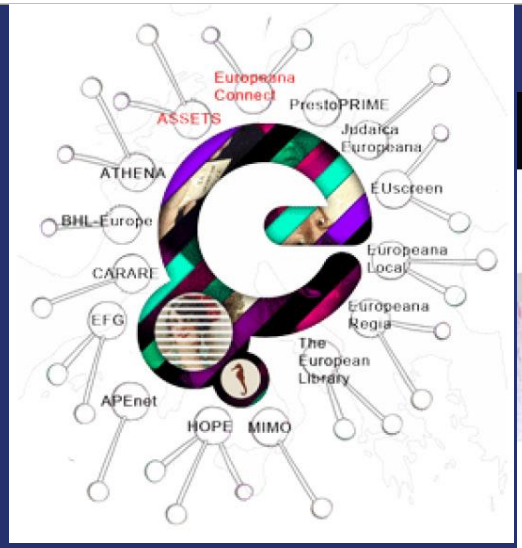

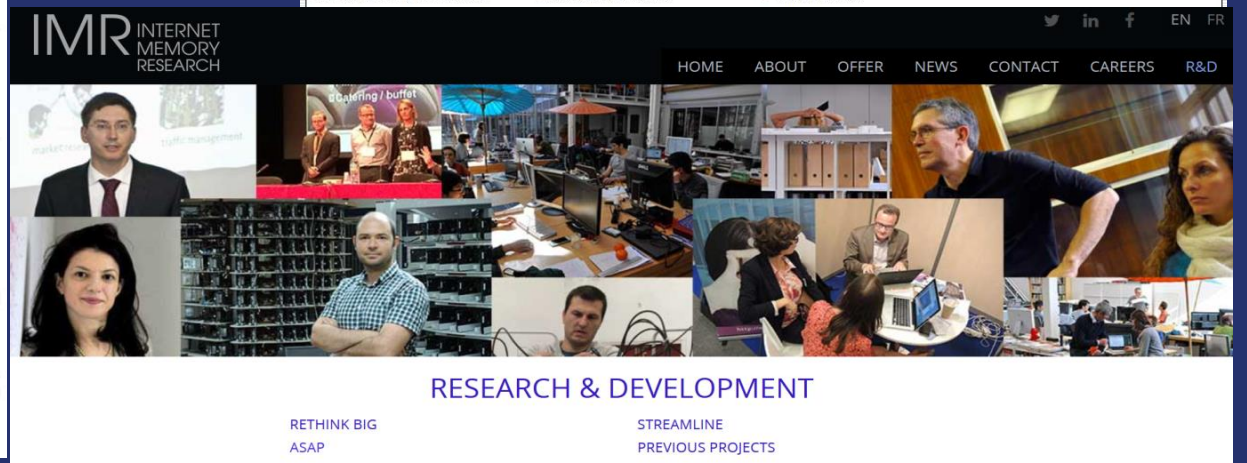

Beyond screens and guides: Holograms – Animatronics - 3D modelling

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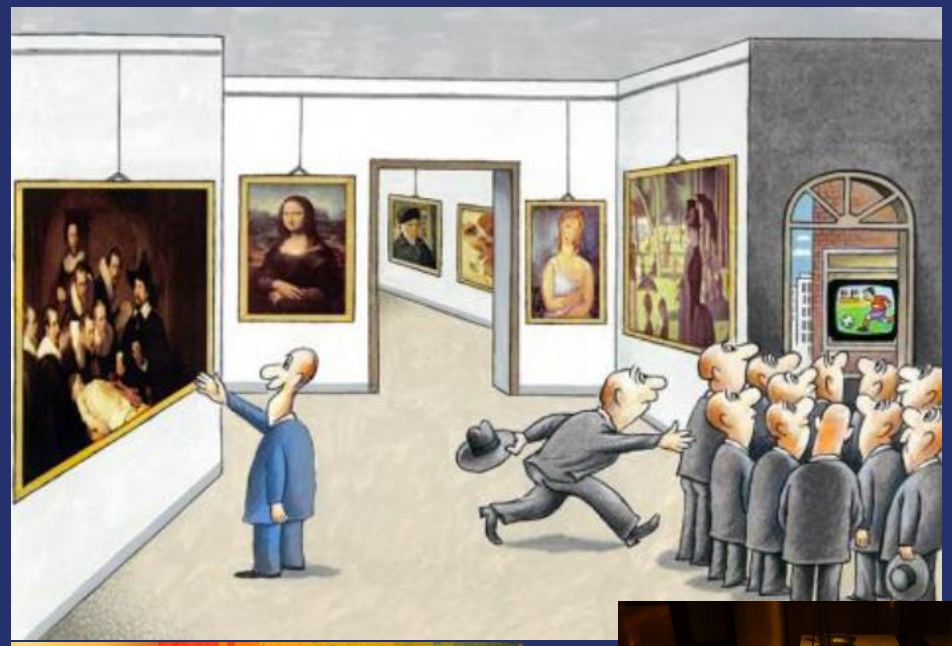
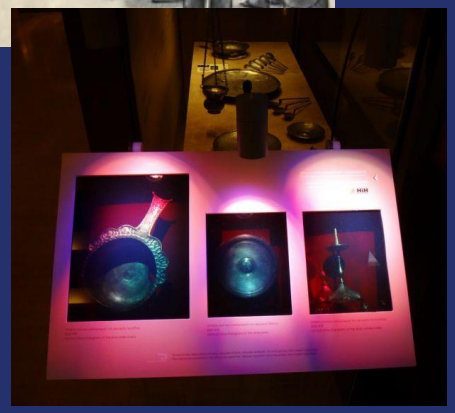


Animatronics

Railway Museum, London



Byzantine and Christian Museum, Athens

Helping Pheidias, ACT2013

Beyond screens and guides: Holograms – Animatronics - 3D modelling

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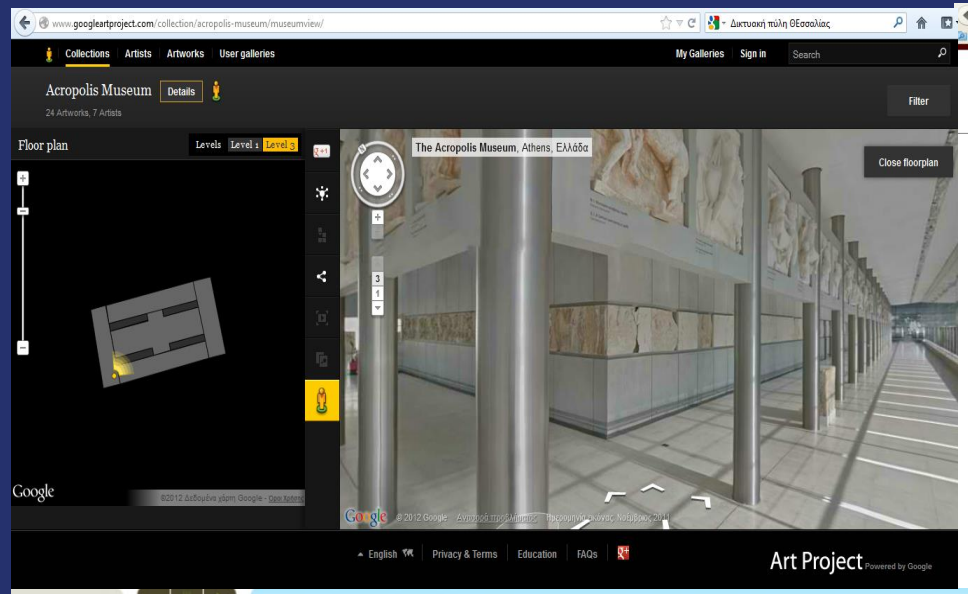

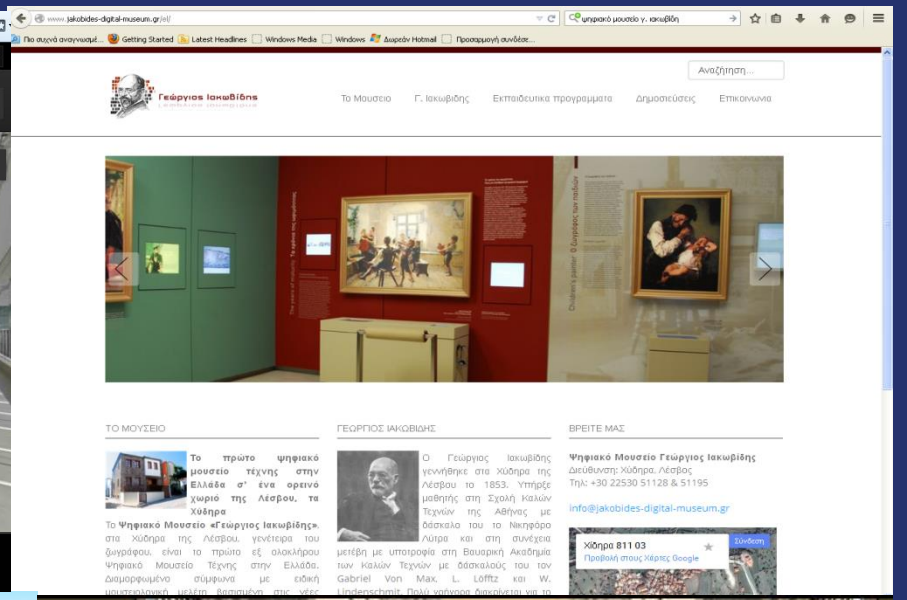

Virtual & Augmented Realities

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Games!!!

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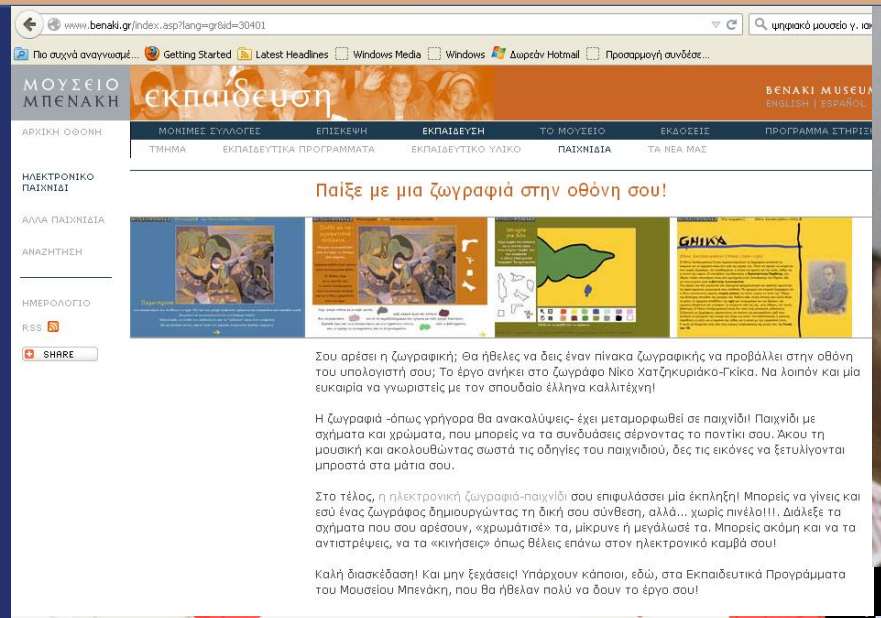

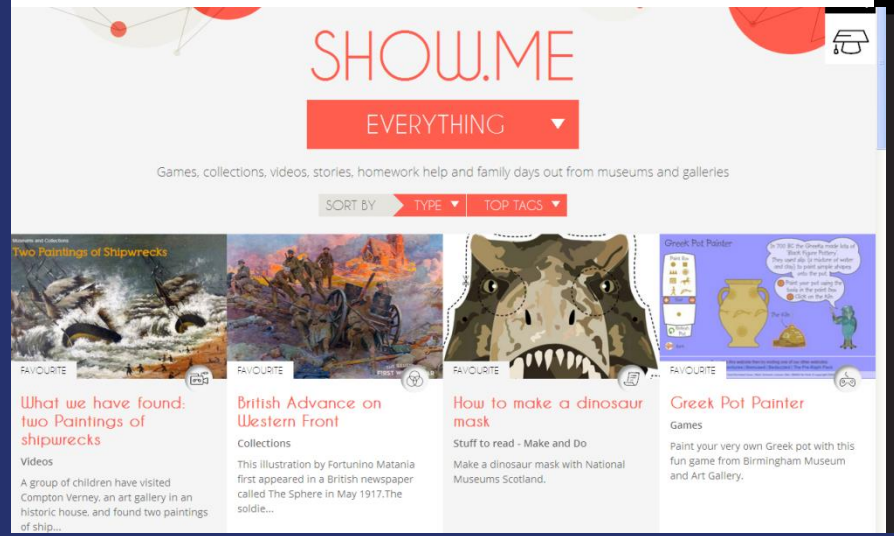

Museums in Videogames

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The Last of us, Part II, 2020

Second Life

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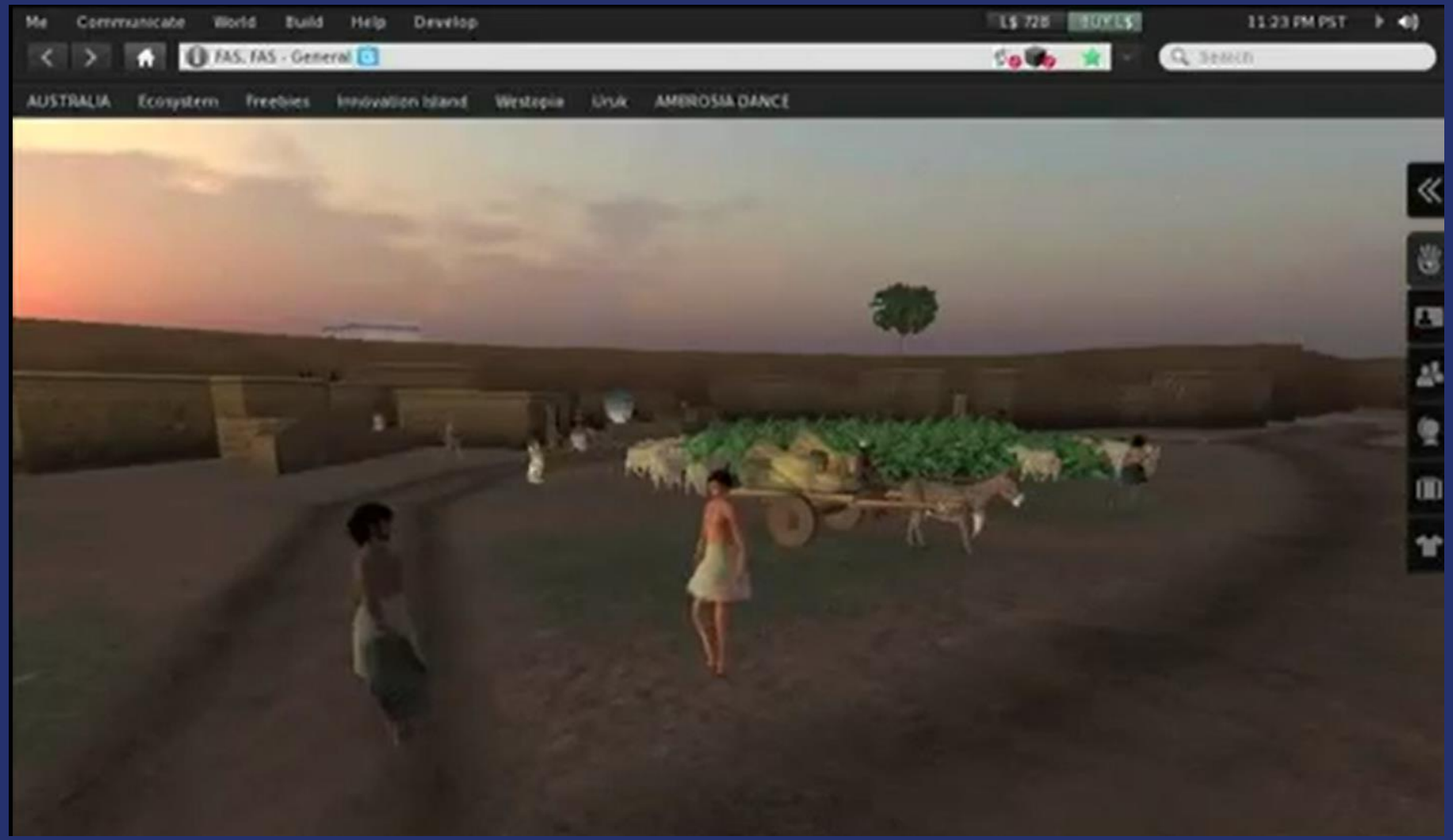

Digital Co-curation

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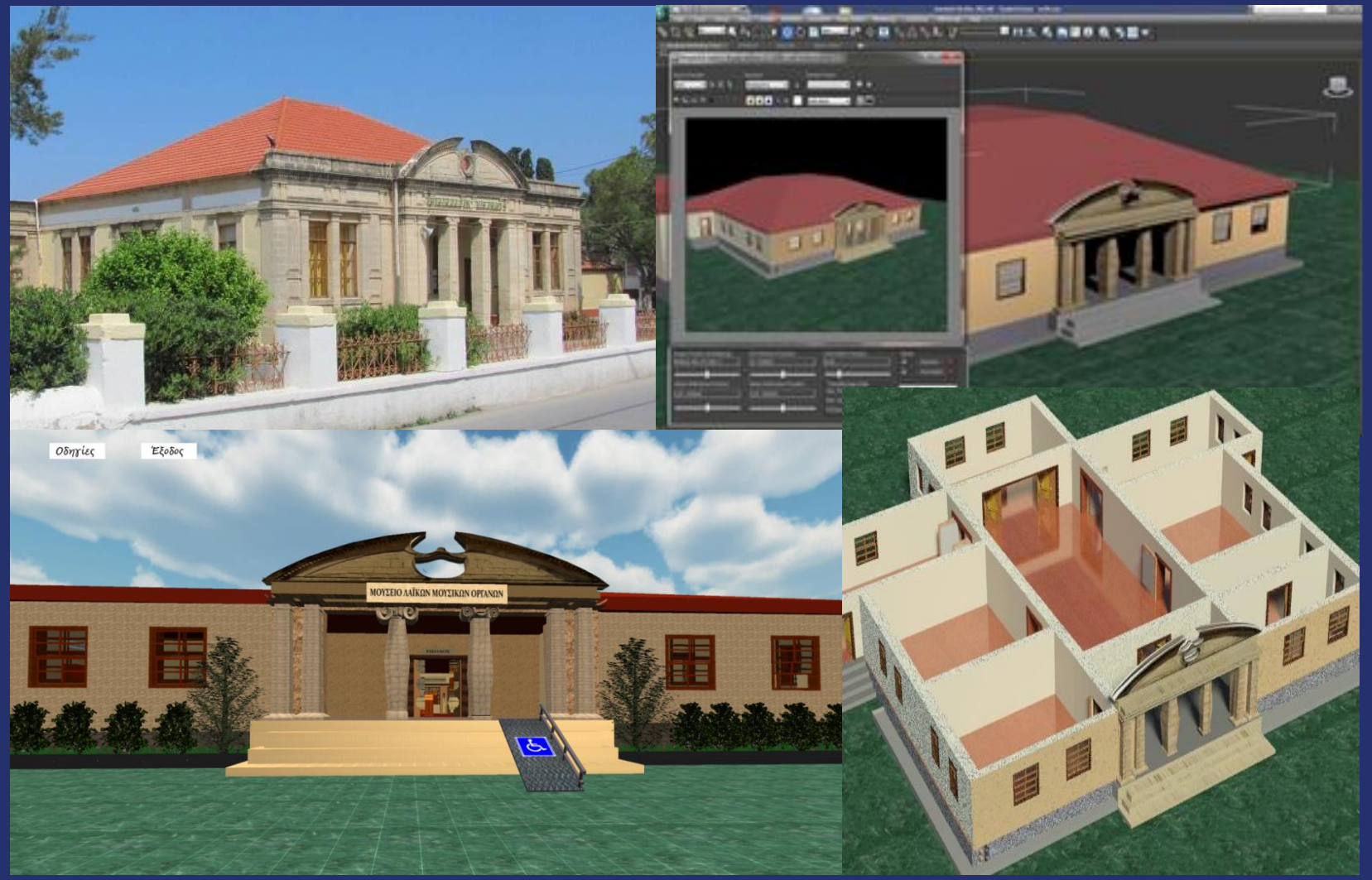

Digital Co-curation

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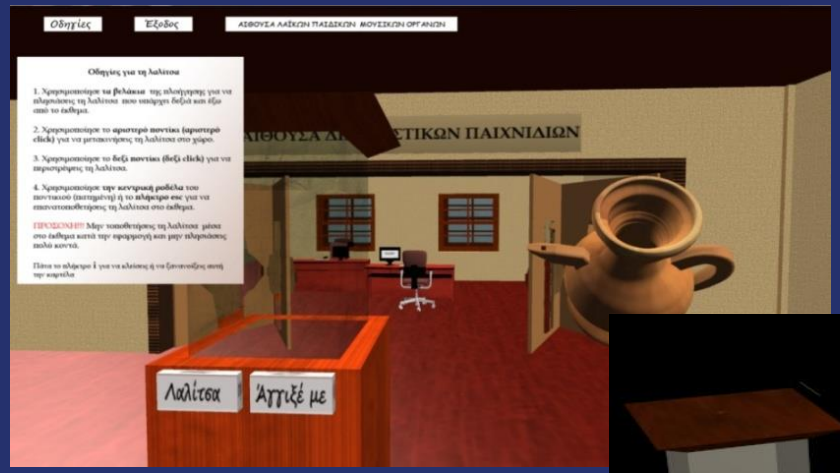

Museums and Social Media

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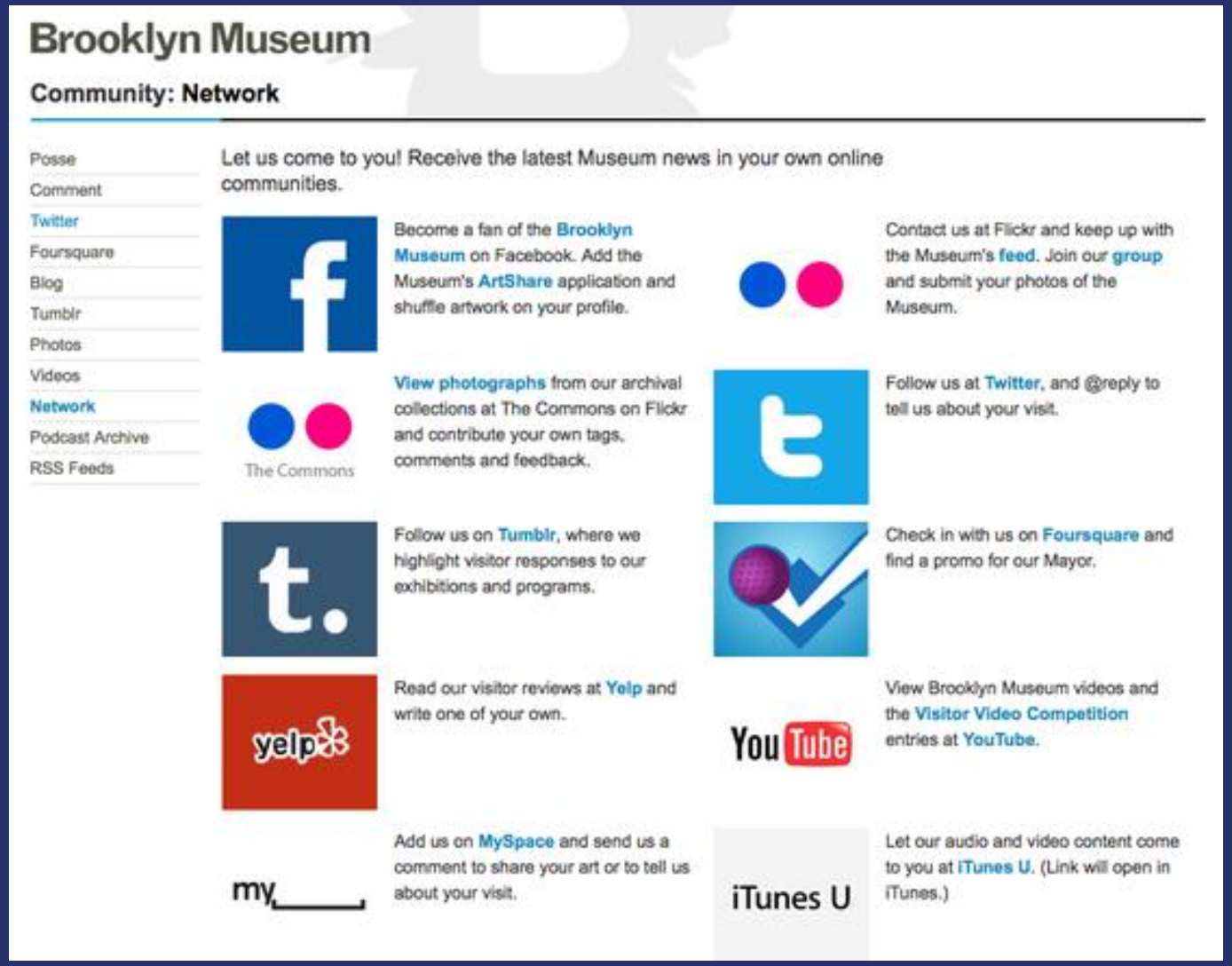


Brooklyn Museum

Community: Network

- Posse
- Comment
- Twitter
- Foursquare
- Blog
- Tumblr
- Photos
- Videos
- Network
- Podcast Archive
- RSS Feeds

Let us come to you! Receive the latest Museum news in your own online communities.

Become a fan of the Brooklyn Museum on Facebook. Add the Museum's ArtShare application and shuffle artwork on your profile.

Contact us at Flickr and keep up with the Museum's feed. Join our group and submit your photos of the Museum.

View photographs from our archival collections at The Commons on Flickr and contribute your own tags, comments and feedback.

Follow us at Twitter, and @reply to tell us about your visit.

Follow us on Tumblr, where we highlight visitor responses to our exhibitions and programs.

Check in with us on Foursquare and find a promo for our Mayor.

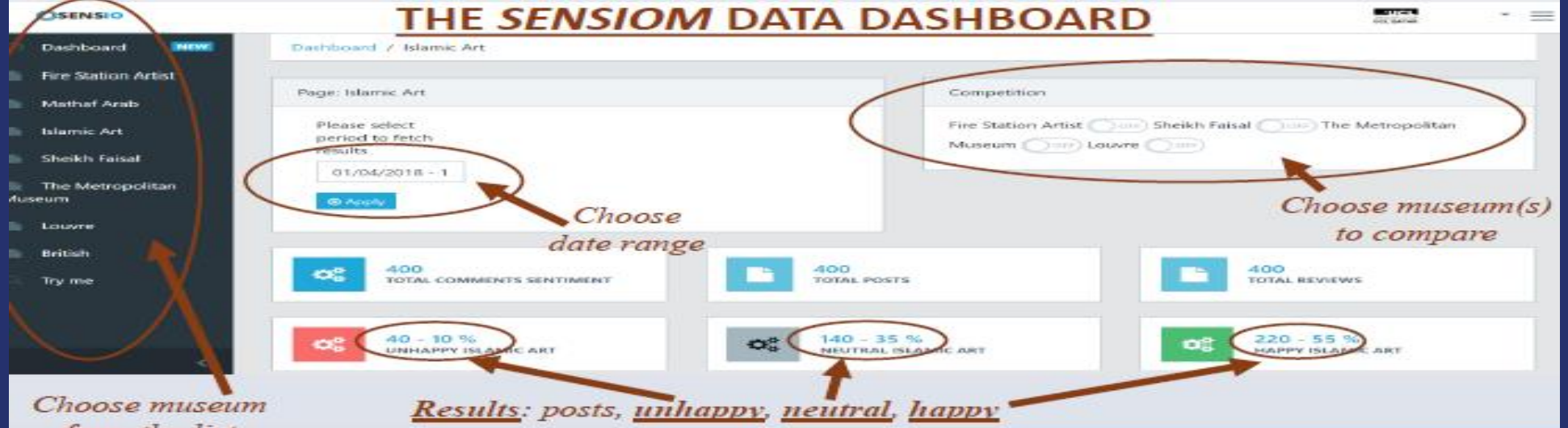
Read our visitor reviews at Yelp and write one of your own.

View Brooklyn Museum videos and the Visitor Video Competition entries at YouTube.

Add us on MySpace and send us a comment to share your art or to tell us about your visit.

Let our audio and video content come to you at iTunes U. (Link will open in iTunes.)

THE *SENSIOM* DATA DASHBOARD



Choose date range

Choose museum(s) to compare

Choose museum from the list

Results**: posts, **unhappy**, **neutral**, **happy

Too much things from Egypt , not good as rated , if compared museums in Paris ,Rome, definitely disappointed .

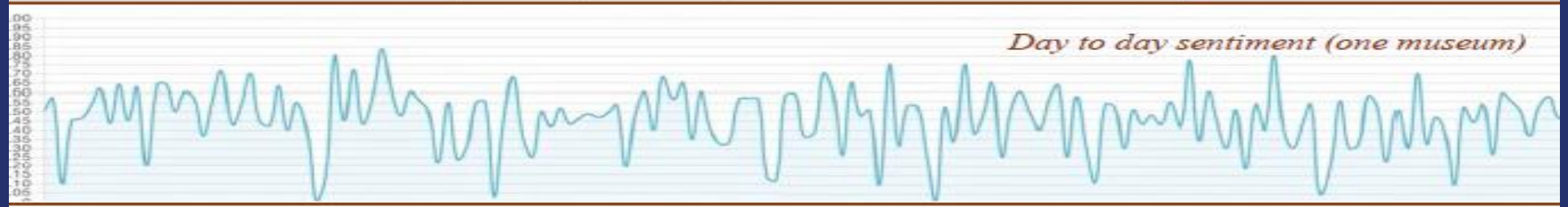
Unhappy (score 2.0)

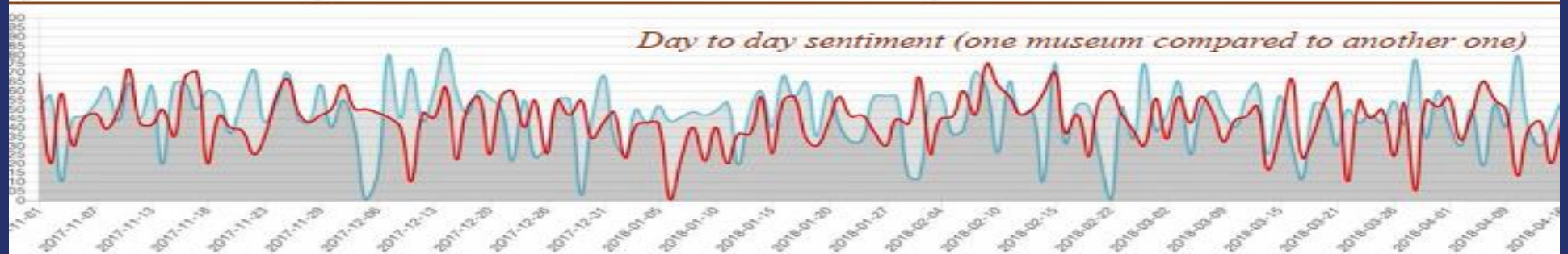
The museum is located in a beaitiful building with stunning architecture especially the new roofed area.\nThe museum has lots of brilliant exhibits a lot

Happy (score 9.0)

Hard to believe one museum could hold some many wonderful subject areas. Well displayed. Very clean and safe. You should plan plenty of time - like most of the day. A wonderful experience.

Neutral (score 6.0)





Museum Big Data - The Internet of Things – The Smart Museum!

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Be an artwork!

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https://www.youtube.com/watch?v=XYRjaZl08lQ&t=95s

ARTLENS Gallery: Create, Engage, Connect
The Cleveland Museum of Art

What is Strategy?

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"The kernel of a strategy contains three elements: a diagnosis, a guiding policy and coherent action"

Richard Rumelt

What is a Digital Strategy?

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The goal of digital strategy is a statement of **vision with objectives** for the museum's digital programmes, based on evidence, 'owned' by leadership, backed up by adequate resources and used as a guide by management and operations

Towards a Museum Digital Strategy

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- Start from the Museum's overall strategy
- Understand the need of a digital strategy
- Involve the museum's leadership
- List the digital aspects and programme(s) of the museum as they currently are
- Apply the digital strategy across the museum's departments and services
- Research on the museum's digital needs
- Focus on digital audiences
- Develop the digital strategy framework
- Write up and get approvals
- Implement, evaluate, fine-tune

Digital Strategy Canvas

For | Status | Date

Our Organisation

Strategic Context

What are our organisational priorities? Business plan? Strengths, weaknesses, opportunities, threats?

Our Digital Programmes

Management and Governance

How are our digital programmes managed?
What is our governance process?
Regular communications? Dashboard?

Staffing and Resources

What is our staffing and resource position relative to our needs?
What is our capacity to recruit, develop and retain staff?
Agency relationships?

Monitoring, Support, Maintenance and Development

How are our digital programmes supported?
What mechanisms are in place to keep them maintained?
What is our backlog of development work?

Traffic

How are our traffic figures?
Where is our traffic coming from?
What mechanisms are we using to generate traffic?

Content

What is the state of our content?
How is our capacity to create new content?

Infrastructure

What is the state of the infrastructure for our digital programmes (servers, systems, page templates, etc)?

Services

What digital services do we provide? What state are they in?

Value Capture

How do we capture value from the services we provide?
How do we measure that value?

Key Suppliers and Partners

Who are the key suppliers and partners for our digital programmes?

Expenditure on Digital

What are we spending on our digital programmes?

Income from Digital

What money is coming in through our digital programmes?

Related Public-Facing Activities

What public-facing activities are we planning that relate to our digital programmes? Exhibitions? Campaigns? Education?

Our Customers

Customer Intelligence

Who are our key customer segments?
What difference do we want to make in our customers' lives?
Who are we asking them to become? (see 'Who do you want your customers to become?' by Michael Schrage)
What do we know about their experience of our organisation and our digital programmes?

Customer Relationships

What forms of customer relationship do we support (members, email subscribers, social media followers, etc...)?
What are we doing to recruit, develop and retain customers?

Our Environment

Key Technologies, Social Media and Digital Services

What are the significant developments?

Peers and Rivals

Who are our peers and rivals?
How do our digital programmes compare to theirs?

Cultural Trends

What cultural trends will impact our organisation? Our customers?

Local Trends

What local trends will impact our organisation? Our customers?

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What to do:

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- Front Matter: Who? What? Where? When?
- Description of current state of digital assets
- Museum's Vision and Mission
- Personnel and Teams
- Current digital programmes and provisions
- Audiences
- Benefits and Drawbacks
- The New Digital Strategy
- Description of new programmes and actions
- Expected Benefits and Drawbacks
- Action Plan and Involved Parties
- Evaluation and Revisiting Milestones

What can go wrong:

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- Not enough (any) research
- Not enough focus on audiences and their needs
- Not enough input from senior management / departments
- Misguided formulation of ‘the significant challenge’, i.e. pursuing objectives that don’t really matter
- All ‘what’ and no ‘how’. A good strategy needs to explain.
- Too many disjoint objectives
- Poor analysis of key risks
- Failure to consider ‘value for money’ i.e. resource costs in relation to outcomes
- Not enough resources for implementation
- Weaknesses that block successful implementation (e.g. strategy predicated on unrealistic staffing and resource plan)

Thank you!

and do not hesitate to keep in touch!

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