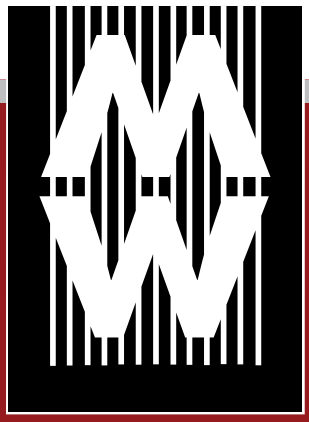

Museums and the Web 2012

museumsandtheweb.com/mw2012

Final Program

Produced by
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Produced by
Museums and the Web

Conference Co-Chairs
Nancy Proctor and Rich Cherry

Welcome

Thanks to our Collaborators!

Many individuals and organizations help Museums and The Web put together MW2012. As always, we thank the MW2012 Program Committee, the Local Arrangements Committee, the Best of the Web Panel, the volunteers and all the MW2012 authors, presenters, chairs, demonstrators, and the leaders of the MW2012 Workshops, Crit Rooms, Mobile Crit, and Usability Labs. We couldn't have done it without you!

Our special thanks to:

Conference Sponsor **MailChimp**

Thanks also to our Collaborating Organizations: **Balboa Park Central**, **Museum of Photographic Arts, San Diego Museum of Natural History**, **The Old Globe**, **San Diego Air and Space Museum**, **The San Diego Zoo Institute for Conservation, Research and Library/Archives, The Museum of Contemporary Art San Diego,** and **The New Children's Museum** for hosting pre-conference tours.

San Diego Air and Space Museum and **The Museum of Contemporary Art San Diego** for hosting evening receptions.

Reception Sponsors **Tumblr** and **Piction;** Coffee break sponsor **Johns Hopkins University**

Archimuse, Antenna International, and **Selago** for sponsoring scholarships to Museums and the Web 2012

Dr. Sarah Kenderdine, our keynote presenter

Halsey Burgund and **Dr. Vince Dziekan**, for helping bring art to Museums and the Web

Sue Varga, Local Arrangement Committee Chair

IMA Labs for producing the online scholarly catalog version of the proceedings and an epub. Thanks to **Bruce Wyman** for taking the lead on the program publication this year!

And thanks to everyone who joins us at MW2012 and contributes their time, their ideas and their experience! We're looking forward to another great week of fantastic ideas and friendships.

— Nancy & Rich

Thank You!

MW2012 Program Committee

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museumsandtheweb.com

Museums and the Web is online – year-round – at http://museumsandtheweb.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 growing bibliography based on all MW papers.

During MW2012 museumsandtheweb.com will be the focus for our online **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

https://twitter.com/museweb

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

Use the **#mw2012** hashtag to identify your tweets as related to Museums and the Web 2012. Find them all at http://search.twitter.com/search?q=mw2012

Facebook Page

http://mwconf.com/mw2012-on-fb

Show your interest! Like the **Museums and the Web** fan page on Facebook. There's news posted there regularly. Let people know you are at MW2012. RSVP for the **Museums and the Web 2012** Facebook event.

Flickr

http://www.flickr.com/groups/mw2012-sandiego

Use the **mw2012** tag on your pictures. Add them to the **mw2012-sandiego** group to help others find them.

Lanyrd

http://lanyrd.com/2012/museums-and-the-web/

If you're on Twitter, Lanyrd will help you find others at MW2012.

SlideShare

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

We'll be collecting presentations from MW2012 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.

Your Blog

on your own site

Use the **mw2012** tag to identify your posts, and we'll pull them together in the MW on the Web section of **museumsandtheweb.com**

Don't have a blog?

http://museumsandtheweb.com

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

Accounts have been set up for everyone registered for MW2012. 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 **museumsandtheweb.com** and cast your vote for the People's Choice Award.

#mw2012 online

Tour Registration

Meet in the Bayview Foyer, buses depart at 8:00 am

Continental Breakfast will be served at 7:30 am

8:00 am – 5:00 pm
Meet in Bayview Foyer

Balboa Park Tour

Get a behind-the-scenes tour of the museums and technology of Balboa Park. The Park is the nation's largest urban cultural park. Home to 15 major museums, renowned performing arts venues, beautiful gardens, and the San Diego Zoo, the Park has an ever-changing calendar of museum exhibitions, plays, musicals, concerts, and classes—all in the beautiful and timeless setting of this must-see San Diego attraction.

8:00 am – 5:00 pm
Meet in Bayview Foyer

San Diego Zoo's Safari Park, MCASD and NCM Behind the Scenes Tech and Social Media Tour

Go behind-the-scenes at the Arnold and Mabel Beckman Center for Conservation Research, at the San Diego Zoo's Safari Park, and see first-hand some of the work that goes on in the Institute's six labs, Archives and Library which houses most of the Zoo's 11,000+ books, and 400+ print journal titles. The tour will also include the Museum of Contemporary Art San Diego Downtown and The New Children's Museum in Downtown San Diego.

Throughout the Entire Conference

Hotel Dreamy: The MW2012 Mobile Experience

Halsey Burgund, Artist

We hope that MW2012 is the conference of your dreams. But even if you find it a bit hard to sleep, we'd like to hear about your hopes, aspirations, and, yes, your nocturnal wish fulfillments if you dare! The crowdsourced MW2012 mobile experience, Hotel Dreamy by artist Halsey Burgund, is a playful app for iOS and Android that invites conference attendees and others to record and listen to their dreams. It is also a reminder that sometimes the most innovative uses of new technologies occur in artistic practices and other fields outside of what may be our habitual spheres.



Tours

Registration



8:00 am – 5:30 pm
Bayview Foyer

Morning Workshops

CMS and Web Framework Workshops Part 1: So, You Want a Content Management System

9:00 am – 12:30 pm
Seabreeze 1

Titus Bicknell, Discovery Communications, USA

This workshop is an introduction to the world of Content Management Systems. In this session, a seasoned team of museum professionals compares and contrasts the most prominent Content Management Systems in use in the museum field today, considering the strengths and weaknesses of each. We then further dive into the differences between full-blown systems vs frameworks that aren't an all-in-one package, but may be more appropriate for your specific needs. Additional topics will include costs, platforms, support effort, and general resources needed to help professionals plan their next museum deployment. (half day morning workshop with part two to follow after lunch)

Creating Your Social Media Strategy: A Workshop

9:00 am – 12:30 pm
Marina 3

Jeff Taylor, LaPlaca Cohen, USA with JiaJia Fei, Solomon R. Guggenheim Museum, USA and Lindsay Martin, Lord Cultural Resources, USA

This workshop starts with a scan of recent audience and new media research that examines how culture-seeking audiences utilize social media in their everyday lives, spotlighting their expectations and desires for online interactions and their connection to arts organizations. Drawing on the key takeaways of the research presentation, we lead a set of small group discussions during which each of the workshop instructors shares a series of nuts-and-bolts steps for social media implementation applicable to museums and institutions of all sizes. We also discuss the ways in which different demographic segments utilize social media, and where differences between these segments are breaking down, so that each participant is armed with the necessary information to activate affinity activities at their respective institutions.

Going Further with Web Metrics

9:00 am – 12:30 pm
Marina 6

Sebastian Chan, Cooper-Hewitt, National Design Museum, USA

This workshop looks in detail at best practices for web analytics using Google Analytics. Participants learn how to bake in analytics when designing and building digital projects, and how to ensure that useful reports are generated and insights learned. We specifically look at tweaking tracking codes and health, checking analytics gotchas, understanding the new look Google Analytics, understanding and designing segmentation and goal tracking, making useful dashboards and reports, and social tracking and 'engagement' metrics. We also look at integration with Excel for advanced reporting, as well as integration with heat mapping, and ISP-level analytics..

Coffee Break



10:30 am – 11:00 am
Grande Foyer

Workshops

9:00 am – 12:30 pm
Marina 4

Kidding Around: Hands-on Digital Learning for Children and Families

Shelley Mannion, The British Museum, London

Representatives from the British Museum, Museum of London and Victoria & Albert Museum offer a workshop on designing digital learning activities for children and families. All have on-site digital education centers that offer ambitious programs for young people. Topics include: What are kid-friendly objects? How to use them in digital learning? What are the profiles of young visitor types, e.g. very young children, elementary school age, pre-teens and teens? What does each group need? How to integrate technology effectively into successful models of gallery education? Quick hands-on activities selected from our vast repertoires of fun offer ways to engage children in the galleries. The workshop also includes a design activity where participants are asked to break up into small groups to brainstorm and describe a digital learning activity for an audience and institution of their choice.

9:00 am – 12:30 pm
Marina 5

Rules of Play: Design Elements of Addictive Online Learning Games

Dave Schaller, eduweb, USA

This workshop focuses 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. With a firm understanding of these mechanics, we can design online games that incorporate our content and create compelling, even addicting learning experiences for our audiences. Please note that this workshop will use paper prototyping methods to explore game elements and mechanics. Understanding these elements is essential to design an effective and engaging online games, but our focus is on design principles, not on production aspects of online games.

9:00 am – 12:30 pm
Seabreeze II

Weaving and Hacking Collections

Paul Stork, Kars Veling, Matthijs van der Meulen, Hein Wils, Ebelien Pondaag, The Netherlands

Using the APIs of our museum colleagues, in this workshop we will create new concepts and experiences for our (online) visitors that combine our collections. Not only will we think and talk about how to create a good user experience out of this, we will start building and implementing it on the spot.

Anyone with an interest in open data can join as long as you are willing to take part in the actual creation of an online experience. We need people who can design, code, write requirements, and people who can conceptualize ideas and curate these. And the good thing is: It won't stop after half a day. We will continue building an online experience during a three day Hackathon during MW2012. Anyone can join in and all skills are needed. Our goal is to present a joint effort and a concrete result during closing sessions on Saturday

12:30 pm – 1:30 pm
Grande Ballroom C

Lunch for all workshop participants

Workshops

Afternoon Workshops

Advancing Collaboration in Museum

1:30 pm – 5:00 pm
Seabreeze II

Annet Dekker, SKOR, Foundation for art and public domain, The Netherlands; Jill Sterrett, San Francisco Museum of Modern Art, USA; Chris Jones, and Kelly Meanley, Hot Studio, US

This workshop is a practical and solution oriented approach to some of the challenges of information and knowledge management in museums today. SFMOMA invited the San Francisco-based experience design company, Hot Studio, to explore these challenges and describe a refreshed conceptual framework for museum information and knowledge, one that could be broadly adopted and easy to use. This workshop is designed to test the underlying assumptions of this conceptual framework by inviting participants to join in an exercise, an artwork-centered case-study. Through this exercise, participants are also encouraged to explore their individual roles within a complex organizational structure and the shared and collaborative potential each person brings to the larger enterprise of a museum's service to the public.

Clicks that Count: Achieve and Measure Online Success with Google Analytics & Adwords (Google Analytics Custom Dashboard Workshop)

1:30 pm – 5:00 pm
Marina 6

Brian Alpert, Smithsonian Institution, United States; Maren Dougherty, Balboa Park Online Collaborative, USA

In the first section of this Google-oriented workshop, we discuss the basic practice of using web analytics to improve a website, highlighting an Excel-based "custom dashboard" based on data exported directly from Google Analytics. This dashboard enables web practitioners to use trended data to discern actionable trends and insights, articulate the impact it is having on their organization, and further articulate the steps being taken to correct or improve the situation. The discussion will incude a case study illustrating how the Smithsonian came up with the goals, strategies, tactics, and finally, measurements that drive their Google Analytics dashboard. Consideration is also given to a broader analytics approach, using techniques to gain insight pertaining into other, non-web program elements. The workshop also provides an overview of how to create and track effective AdWords campaigns. The session starts with the basics of developing keyword lists, creating campaigns, and evaluating ad performance using Conversion Tracking. Participants then use their museum's upcoming events or exhibitions to develop new ad campaigns.

CMS and Web Framework Workshops Part 2: Our Content Management System is Installed. Now What?

1:30 pm – 5:00 pm
Seabreeze I

Titus Bicknell, Discovery Communications, USA

This session takes the next steps in planning how to extend your installed Content Management System. You know what it does out of the box; what else can you make it do? Different tools, technical approaches, and case studies are explained and demonstrated to give practical hands-on knowledge and experience for when you return home after leaving the conference. This session is taught by the people that have walked the walk and may be technical at times as details are discussed. .

3:00 pm – 3:30 pm
Grande Foyer

Coffee Break



1:30 pm – 5:00 pm
Marina 5

Cross-platform Mobile App Development with Phonegap and Other JS Frameworks

Carlos Arroyo, Australia

In this half-day workshop participants learn how to use their existing JS knowledge and skills to quickly develop mobile applications for iOS and Android.

Working in small groups we will rapidly design and build a simple collection browsing or guided tour mobile app utilizing native phone hardware features unable to be called by HTML5 such as the device camera, unprompted GPS and compass, unique hardware details, contact list, etc. The pros and cons of using this sort of approach and frameworks will also be discussed through the development process. The presenter has had significant experience building and deploying commercial applications in the mobile space and currently works at the Powerhouse Museum in Sydney.

1:30 pm – 5:00 pm
Marina 4

Digital Project Management 101: Getting Your Project off the Starting Blocks

Charlotte Sexton, National Gallery, United Kingdom; Carolyn Royston, Imperial War Museum, United Kingdom

This workshop will help you to get your project off to the right start by providing a toolkit for initiating a digital project in cultural organizations ensuring that you know the right questions to ask in order to get the answers you need. These approaches will be applicable to large or small-scale website development, multimedia and mobile projects. Working together we will troubleshoot your real-world examples and explore the best ways to tackle these issues in order to help you deliver a successful project. This is an opportunity to test out some of your ideas, share your concerns and benefit from the support and experience of the wider group. This is not a technology workshop; the focus is to provide some practical advice on how best to initiate a digital project in order to give you a solid foundation for delivery.

1:30 pm – 5:00 pm
Nautilus 1

Hands on DIY communications with Arduino, Ethernet & li'l Xbee and Kinect Hacking: Sensing Spaces

Miriam Langer, and Lauren Addario New Mexico Highlands University, USA; Chris Weisbart and Michael Wilson, Natural History Museum of Los Angeles, USA, Bruce Wyman and Thomas Wester, Second Story Interactive Studios, USA

This workshop will explore using the popular Arduino microcontroller to sense users/interactions in a gallery space. This might take the form of switches, motion detection, automated counters, or audio control to enliven and enhance experiences in the gallery. Arduino interfaces seamlessly with Ethernet, video, audio, and flash, allowing easy and exciting ways to trigger sensors from different locations. The afternoon workshop will introduce the Ethernet shield, xbee, and rfid for network communication between objects & objects, people & objects, and people & people (and any combination thereof)

The workshop also takes a look at new trends in sensing technologies for immersive exhibits and environments. We will review a broad spectrum of interface techniques and technologies, comparing their strengths, strategies, and weaknesses. We will also look at how these technologies can be integrated with frameworks such as Flash, Processing and OpenFrameworks and experience hands-on interaction using Microsoft's Kinect.

Workshops

Quick and Dirty AR for Mobile Devices
1:30 pm – 5:00 pm
Marina 2

Shelley Mannion, The British Museum, London

This workshop demonstrates how easily an Augmented Reality application can be built. Participants build a working app by the end of the session that can be viewed throughout the conference. Jointly-led between museum staff who have implemented Junaio channels and developers from Metaio, which produces Junaio, the session is intended for technical staff, programmers or project managers who want to quickly get up to speed with AR. It will be of particular benefit for small museums which have limited resources to devote to cutting edge technologies like AR, but want to understand how to put together a compelling, working app on a shoestring budget. To be clear, the workshop is not intended to promote use of Juanio to the exclusion of other tools, but to show the steps in creating any successful AR application and how museum content should be designed and produced for mobile AR. Wherever possible alternative tools and techniques will be mentioned and parallels drawn between what is being shown in Junaio and how to accomplish the same task on other platforms.

First Time Attendees Orientation

5:00 pm – 6:00 pm
Grande Ballroom C

Rich Cherry

Is this your first Museums and the Web? Meet other newbies and join up with veterans who share your particular interests and have volunteered to help you find the people you'll want to know. We'll give you some pointers about how to make this meeting work and what to look out for. And we'll have some fun – and then head off to the Welcome Reception!

Welcome Reception sponsored by tumblr

6:00 pm – 8:00 pm
offsite / downtown

Museum of Contemporary Art San Diego (MCASD)

Meet Buses outside of the Bayview Foyer. Buses start departing at 6:00 pm.



Workshops

7:30 am – 5:00 pm
Bayview Foyer

Registration

All Day
Marina 5

E-mail and Speaker Prep

9:00 am – 10:00 am
Grand Ballroom A&B

Opening Plenary

Chair: Nancy Proctor, Smithsonian Institution, USA

Plenary

Total Immersion: Re-living the Archive

Sarah Kenderdine, City University of Hong Kong, China

This year's keynote presentation plunges off–the-web into new paradigms for articulating and enlivening archives as embodied museum experiences. With the rapid growth in participant culture, creative production has overtaken basic access as the primary motive for interaction with digital collections. This desire for creative engagement poses significant experimental and theoretical challenges for museums, and encourages museums to act as applied laboratories, nodes of experimentation for the cultural imaginary of our times. Dr Kenderdine presents examples of such experimentation through interactive applications inside a series of large-scale immersive visualization systems: interactive 3D panoramic 360-degree displays (PLACE; AVIE), hemispherical domes (Media Dome and iDome), 3D panoptic hexagonal viewing systems (Re-Actor, The Virtual Room) and more.

7:30 am – 10:30 am
Grande Foyer

Coffee Break

10:30 am – 12:00 pm
Harbor Island III

Connecting to Data

Chair: Piotr Adamczyk, The Metropolitan Museum of Art, USA

The tools and standards for providing greater access to data are maturing and becoming more widespread in their adoption - though often still appealing mainly to the developer community. This session draws on a number of international case studies in opening up data to discuss not just the "how" but also the "why" and "for whom," with all the issues of ethics and cultural identity that such projects can entail.

Sharing Cultural Heritage the Linked Open Data Way – Everyone's Invited

Johan Oomen, Netherlands Institute for Sound and Vision; Marieke van Erp, VU University Amsterdam, The Netherlands

An overview of the practical uses and implications of using Linked Open Data through four projects currently running in the heritage domain in Europe. The lessons-learned within those projects will offer practical guidelines to start working with Linked Open Data, including key topics such as publishing and aligning datasets, developing new services and managing copyrights.

Sessions

Virtual Repatriation and the Application Programming Interface: From the Smithsonian Institution's MacFarlane Collection to 'Inuvialuit Living History'
Kate Hennessy, Simon Fraser University, Canada; Nicholas Jakobsen, Museum of Anthropology, Canada; Ryan Wallace, University of Bristish Columbia, Canada; Charles Arnold, University of Calgary, Canada

Digitization has opened spaces for virtual repatriation and the production of alternative representations of tangible and intangible cultural knowledge. Inuvialuit elders, youth, cultural workers, and media producers and anthropologists from the Smithsonian Institution's National Museum of Natural History and developers of the Reciprocal Research Network (RRN) collaborated to make the MacFarlane Collection's digital records available for the Inuvialuit production of the virtual exhibition, "Inuvialuit Living History." We discuss new questions that were raised in this project about histories of ownership, the possibility of repatriation, and opportunities and challenges associated with the virtual repatriation of cultural heritage.

Mubil: a Digital Laboratory
Alexandra Angeletaki, Norwegian University of Science and Technology, Norway; Letizia Jaccheri, Norwegian University of Science and Technology, Norway; Marcello Carrozzino, Scuola Superiore Sant'Anna, Italy

Mubil, a digital laboratory, has created a hybrid exhibition space allowing the visitors to interact with archive documents without touching the authentic physical objects. The visitor can experiment with a 3D digital copy through an augmented board in an immersive virtual environment.

Digital Strategy

10:30 am – 12:00 pm
Grande Ballroom C

Chair: Timothy Hart, Museum Victoria, Australia

Digital Strategy: Do you need one? How do you develop strategies and working methods that will both serve the museum's mission and respond to future trends – and get your organization behind it? Some of our most experienced museum technology leaders share their experiences and insights.

Navigating the Bumpy Road: A Tactical Approach to Delivering the Digital Strategy
Charlotte Sexton, National Gallery, United Kingdom and Carolyn Royston, Imperial War Museum, United Kingdom

Using recent experiences of developing, delivering and sustaining a digital strategy at The National Gallery, UK and the Imperial War Museum (IWM), UK, we will demonstrate why having a strategy is so fundamental to the long-term success of digital development in organizations, and how it can be used as a driver to shape direction for a strategic program of work that is aligned with organizational needs and priorities.

The Future of Interactivity
Bruce Wyman, Second Story Interactive Studios, USA

People are moving from traditional information consumption, changing the future of interactivity and what it means for user experience, not only for museums but consumers in general. In this session, we'll explore a number of new trends and their implications for the future. using examples of our own work to demonstrate the scalability of content, new ways of using HTML5 for interactive installations, and changes in sensing technologies.

Blow Up Your Digital Strategy: Changing the Conversation about Museums and Technology

Robert Stein, Indianapolis Museum of Art, USA

This session offers practical suggestions about how to communicate with senior leadership about technology projects when thinking about how to merge the benefits achieved through technology with the core strategic planning of the museum. We will discuss specific examples of how to establish metrics and goals that can be indexed to the strategic plan of the museum, along with techniques for avoiding the "shiny-object-syndrome." of new technology projects are important to demonstrate how technology tools can be fundamental in achieving the museum's primary purposes of stewarding collections, engaging audiences, and promoting the mission of the museum at a global level.

10:30 am – 12:00 pm
Seabreeze I & II

Pervasive Fun

Chair: Titus Bicknell, Discovery Communications

What is the true value and impact of gaming, augmented reality, location-based services and interpretation on the museum experience? Presenters share both the tools and the results of their own research, shedding new light on how to delight and inspire visitors.

Levelling Up: Towards Best Practice in Evaluating Museum Games

Danny Birchall, Wellcome Trust, United Kingdom; Kate Haley Goldman, Center for Interactive Learning at the Space Science Institute, USA; Dan Evans, The Science Museum, United Kingdom; Martha Henson, Wellcome Trust, United Kingdom

Games and game-like experiences are becoming increasingly important to museums seeking to engage new audiences and provide deeper engagement with existing audiences. Demonstrating the value of commissioning and producing games as a core activity of museums is imperative. This presentation will focus on initial objective setting and three areas of evaluation: Quantitative evaluation, Qualitative evaluation, and Pre vs Post-release evaluation. In each of these areas, we also consider aligning evaluation approaches for different types of games: autonomous games, and gamified or gameful experiences, and both quantitative and qualitative methods.

Augmented Reality—What Reality Can We Learn From It?

Cherry Thian, Asian Civilisations Museum, Singapore

The Asian Civilizations Museum's iPhone app combines augmented reality , location-based gaming, and interactive features with its special exhibition, Terracotta Warriors: The First Emperor and His Legacy. This "successful" app, which became one of the top 5 downloaded iPad apps for June 2011, inspired us to reflect on where to draw the line to avoid turning the museum into a theme park. We also asked, how can we most effectively get everyone up to speed with the latest technology? As museums work to engage younger visitors with appealing technologies, are we at risk of distracting them from meaningful engagement with real objects?

Delightfully Lost: a New Kind of Wayfinding at Kew

Natasha Waterson, and Mike Saunders, Royal Botanic Gardens, Kew, United Kingdom

Our summative evaluation of the Kew Gardens app revealed the counter-intuitive idea that visitors love the sense of unguided exploration and the serendipitous discoveries they make at Kew: they want to become 'delightfully lost' in the Gardens, not follow predictable and prescribed pathways to learning. This session will discuss

how this insight has influenced mobile thinking at Kew, and considers whether this principle might reasonably apply in other outdoor visitor attractions, museums and galleries, using existing case studies to draw out parallels and differences. We also discuss whether the app achieved our aims, and what this means for future mobile developments across the Gardens?

Tools for Tapping Into Visitor Behavior

10:30 am – 12:00 pm
Nautilus 1

Chair: Corey Timpson, Canadian Museum for Human Rights

How can digital tools help us understand and connect with visitors better? Just as importantly, where does technology fall short? This panel looks at how audiences engage with the museum, in person and through new media platforms, and makes recommendations about how to gather and use this data in future.

Evaluating the Practical Applications of Eye Tracking in Museums

Ed Bachta, Indianapolis Museum of Art, USA

Seeking to better understand how in-gallery visitors actually "see" the objects in our collection, the Indianapolis Museum of Art conducted research into whether or not eye tracking technology can be useful to museums. The project seeks to understand whether eye tracking can be used to measure visitor attention to artworks, understand the correlation between guided interpretation and visitor comprehension, and trigger interpretive content delivery.

Using QR Codes, Mobile Apps and Wifi Tracking Data to Understand Visitor Behaviour in Exhibitions

Sebastian Chan, Cooper-Hewitt, National Design Museum, USA with Luke Dearnley, Powerhouse Museum, Sydney, Australia, Australia

In early 2009, the Powerhouse Museum experimented unsuccessfully with QR codes but again tried implementing them in a new temporary exhibition in 2011. Coming from the failures of 2009 and the need to understand more about how visitors used the codes, a three tiered approach was designed to understand the behavior of smartphone carrying visitors in an exhibition. This presentation discusses the technical implementation of the project, how the design evolved as the exhibition launched and then attracted visitors, and the results of the different tracking technologies.

A Study of Digital Media, Tools, and Technology Use

Steven Beasley and Annie Conway, Museum of Science and Industry, Chicago, USA

In this discussion, the Museum of Science and Industry, Chicago will present the results To better understand its audience's relationship with digital media and technology, the Museum of Science and Industry, Chicago conducted its Digital Media In Everyday Life research initiative, a national study of youth and adults. This presentation of the results covers current and projected trends in mobile device ownership, consumption of and behaviors with digital media in different demographic groups, how youth and adults are using social media differently, and how users feel about digital experiences in the lived environment.

Lunch Cart: Purchase a sandwich and salad

12:00 pm – 1:00 pm
Grande Ballroom C

Sessions

1:00 pm – 2:00 pm
Grande Ballroom A & B

UnConference Topic Proposal Session

Chair: Nancy Proctor Smithsonian Institution, USA

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

There are a few principles to an un-conference:

- *anyone* can introduce a discussion topic for a session
- *everyone* is expected to engage, participate and contribute. If you hate public speaking, offer to take notes and blog them for everyone to share, or find another creative way to add something to the group's experience
- 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 the attendees to want to discuss it further – open questions are much more inviting than your answers

Things to remember about pitching – un-conference sessions are:

- *topical and current* – breaking news and emerging issues are the most engaging
- *informal and conversational* – it's 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.

We'll listen to all of the pitches together, and assign discussion spaces based on a 'show of hands' indicating interest.

2:00 pm – 3:00 pm
Grande Ballroom A & B

Unconference Sessions

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://museumsandtheweb.com

3:00 pm – 3:30 pm
Grande Foyer

Coffee Break



Sessions

After Gutenberg

3:30 pm – 5:00 pm
Nautilus I

Chair: Allegra Burnette, Museum of Modern Art, USA

As the tools we use to communicate with museum audiences have changed, so have the structures in which museums make meaning. This session tries to understand the fundamental ways in which digital elements and interactions combine, operate, and ultimately touch people through digital platforms, while also offering practical advice on how to leverage digital publishing tools in-house.

Steps Towards an Ontology of Digital Mediation in Museum Communication

Costis Dallas, Panteion University, Greece

This discussion shifts the focus from digital objects – i.e., parts of digital communication applications in museums – to the activities emerging in their rhizomatic periphery, as they become loci of interaction. Such an activity-based conceptualization of digital museum mediation serves both as a tool for reflecting upon existing digital media applications, and as a potentially fruitful way, firstly, to establish theoretically-grounded links with museum exhibition, learning and media theory, and, secondly, to develop more theoretically-informed design methodologies for digital media in museums.

Narrating Culture on the Web

Mary Pettice, Lebanon Valley College, United States

New Zealand's Puke Ariki Museum, Library and Visitor Center in New Plymouth used two different formats for collecting and displaying visitor comments in recent (2010-2011) exhibits, which met with different levels of success in experience and presentation. One approach collects comments in an exhibit with a counterpart graphic-rich online display, while an alternate approach focuses on online forums using readily available software. Read together, these comment areas offer insight into visitor interaction with exhibition material and point toward new possibilities for designing and hosting audience-generated material that builds on and interrogates museum exhibits.

From the Ground Up (or the Inside Out): New Approaches in Digital Publishing

Sarah Hromack, Whitney Museum of American Art, USA and Rachel Craft, Indianapolis Museum of Art, USA

Institutionally-generated publications are a valuable means of engaging wider audiences, but there are disparate approaches as well as practical and theoretical implications for developing online publishing projects. Presenters discuss the process of garnering in-house support for digital publication, building an editorial and writing team, and pooling resources across departments in order to envision and articulate behind-the-scenes institutional narratives to the public. Those who face operational and budget limitations will find practical advice in this narrative, which presents publishing platforms and useful online tools for organizing and running an in-house publication.

Megadata

3:30 pm – 5:00 pm
Seabreeze I & II

Chair: David Bearman, Archives & Museum Informatics, Canada

"More is different," as Philip Anderson said. With digitization have come new challenges for preserving and making content accessible to the widest possible public. These issues become epic at the scale of the projects and networks presented in this session, and indicate the future horizon of museum data management.

Linking European Television Heritage

Nikolaos Simou, National Technical University of Athens, Greece; Vassilis Tzouvaras, National Technical University of Athens, Greece; Nasos Drosopoulos, Institute of Communication and Computer Systems - National Technical University of Athens, Greece, Greece; Jean-Pierre EVAIN, European Broadcasting Union (EBU), Switzerland; Johan Oomen, Netherlands Institute for Sound and Vision, The Netherlands; Marco Rendina, CRR, Italy

The EUscreen project (http://euscreen.eu) provides unified access to large integrated digital collections on European television history by supporting the Linking Open Data W3C community project and signing the new Europeana Data Exchange Agreement. This presentation discusses the reasoning behind the workflow, the set-up and overview of the process and how technical developments effectively improve access to students, teachers and the general audience. The ongoing operation on Linked Data publication and consumption within the project, and especially the participation of television archives in its validation, is also an important and new aggregation task.

10 Museums, 12 Months, 1 DAM system: Adventures in Centralized Systems at Balboa Park

Perian Sully, Balboa Park Online Collaborative with Howard Goldstein, HR Goldstein Consulting, USA

Digital asset management (DAM) can be difficult, expensive, and time-consuming for a cultural institution to implement, yet DAM has become a central process to everyday workflows within cultural organizations. This paper outlines the processes and steps to analyze needs, choose an application vendor, and implement the system. We focus on the opportunities and challenges of providing centralized solutions to institutions with localized or parallel interests while using the Balboa Park Online Collaborative's rapid DAM deployment for ten small and mid-sized museums as a case study.

Preserving Flickr and Other Sites of Interest to Museums

Ryan Donahue, George Eastman House and Aaron Cope, Stamen Design, USA

Historically, museums have dealt primarily with objects that are graspable in some physical sense, yet museums today must become adept at preserving digital objects and ephemera in their original context, e.g. Flickr. This presentation addresses the expectations of the museum community about the quality and characteristics of the information that is needed for digital preservation, the state of Flickr today, and technical specifications towards formulating a strategy for preservation that may be applied to Flickr and other sites of interest, using the OAIS model.

3:30 pm – 5:00 pm
Grande Ballroom C

NextGen Mobile Applied

Chair: Bruce Wyman, Second Story Interactive Studios, USA

Location-based mobile, augmented reality & QR-codes are all the rage, but do they actually work? These presenters show us how to get results from bleeding-edge technology applications with a variety of audiences, and pitfalls to avoid.

Beyond Cool: Making Mobile Augmented Reality Work for Museum Education

Shelley Mannion, The British Museum, London

This presentation reports on more than a year of intensive experimentation with Augmented Reality at The British Museum, focusing especially on how AR impacts learning and the use of tablets in museum galleries. It explores the challenges of implementing

the two main styles of mobile AR (marker-based and location-based) in gallery environments with low lighting, visitor overcrowding and without wireless networks. We share our experience of implementing AR applications for children and families within the constraints faced by nearly all museum education departments: small budgets, lack of staff resources, technical expertise and technical infrastructure.

Sounds of the Sea: Making a Mixed Reality Oral History Application for the St Ives Archive

Jeanie Sinclair, University College Falmouth, United Kingdom

Walking around is often the best way to get an idea of what a town is like, its history, identity, its many senses of place. This paper looks at how re-performing the archive using pervasive media can both make the archive more accessible, and be a tool for research. This project created an augmented reality experience in St Ives, mapping memories to physical locations throughout the town, allowing for serendipitous discovery of content and a site-specific ambient audioscape created by composer Philip Reeder. The resulting poetic narrative is deeply personal and deliberately non-didactic.

Enhancing Museum Narratives with the QRator Project: a Tasmanian Devil, a Platypus, and a Dead Man in a Box.

Steven Gray, Claire Ross, Andrew Hudson-Smith, and Claire Warwick, UCL, United Kingdom

Society is moving to a ubiquitous form of computing called 'The Internet of Things,' in which every device is 'on', and every device is connected to the Internet. The QRator project explores how handheld mobile devices and new Internet-enabled interactive digital labels can create new models for public engagement, personal meaning-making and the construction of narrative opportunities inside museum spaces. This presentation offers our initial findings from the first six months of installation and next steps for adding multimedia experience to the QRator, linking into the already established framework of the 'Tale of Things' project.

Optimizing Engagement

3:30 pm – 5:00 pm
Harbor Island III

Chair: Susan Hazan

On-line, on the go, and in open collaboration with audiences, these presentations discuss how to get the most – and the most meaningful – engagement for and from museum projects.

Delivering Mobile from the Ground-Up: Exploring the Approach

Hugh Wallace, National Museums Scotland, United Kingdom with Dafydd James, Amgueddfa Cymru - National Museum Wales, Wales and Loic Tallon, Pocket-Proof, United Kingdom

The challenges of delivering a meaningful 'mobile' experience for an institution are not always technology-related. Drawing on projects at the National Museums Scotland and National Museum Wales, this presentation offers a common approach to planning mobile projects that can be adopted by other institutions. We discuss strategies for securing cross-departmental stakeholder investment and ensuring alignment with the institution's core mission while considering the broader implications for developing mobile products in terms of cost and impact on the museum technical infrastructure.

Exploring the Relationship Between Visitor Motivation and Engagement in Online Museum Audiences

Silvia Filippini Fantoni, and Robert Stein, Indianapolis Museum of Art, USA

This presentation discusses a series of online studies at the Indianapolis Museum of Art (IMA) of the way visitors engage with the museum's website. From this research, we define audience segments that can be used as a reference in the evaluation and the development of content and services. The presenters also review the method used for analysis and how these results might provide both a reference dataset and a replicable model for other museums that are interested in better understanding their online audience and in conducting similar studies for their own web efforts.

Open Innovation and Open Source: A Guide for Content Developers

Bob Ketner, The Tech Museum, USA

There are clear advantages to working in collaboration with outside partners when developing exhibits and museum content. This presentation discusses several of the actual structures open collaborations can take, along with methods for open innovation, outcomes that can be expected and findings from The Tech Virtual project.

5:00 pm – 8:00 pm
Nautilus Foyer

Exhibitors' Reception

Sheraton San Diego Hotel & Marina

A reception sponsored by the Exhibitors opens the Exhibit Hall at MW2012. New products, services, and designs are featured in a concentrated gathering of interactive multimedia museum vendors.



5:00 pm – 8:00 pm
Nautilus Foyer

Sessions

MW2012 Demonstrations – I

6:00 pm -7:00 pm
Nautilus Foyer

Booth 105

A Metadata Interoperability Platform

Nasos Drosopoulos, Institute of Communication and Computer Systems - National Technical University of Athens; Vassilis Tzouvaras and Nikolaos Simou, National Technical University of Athens, Greece

Metadata Interoperability (MINT - http://mint.image.ece.ntua.gr/) is an open source, web based platform for the ingestion, mapping, transformation and enrichment of metadata records.

Booth 106

AirBrush

Sharna Jackson, Tate, United Kingdom

AirBrush is a that literally allows you to 'paint with air' using innovative, browser-based motion-tracking technology. Moving your hand produces the most refined marks, but there's nothing to stop you from moving your head, feet or doing a dance.

Booth 107

All Devices, All Formats, All Contexts

Paolo Paolini, and Nicoletta Di Blas, Politecnico di Milano, Italy with Matteo Agosti and Alberto Terragni, Università della Svizzera Italiana, Switzerland

Using a variety of devices and examples, this demo will present a new technology that allows museums to create and deliver several applications, "repurposing", with a very limited effort, the same content across multiple platforms.

Booth 108

DAM_SCOUT: A Mobile Experience Platform at the Denver Art Museum

Koven Smith, The Denver Art Museum, USA

This demonstration will showcase the capabilities of the DAM_SCOUT mobile application platform, developed in 2011 at the Denver Art Museum to support a number of the possible scenarios including traditional tours, sharing, long-term narratives, person-based content triggering, and others.

Booth 109

Demonstrating Holistic Digital Imaging for Cultural Heritage

Michael Ashley, Center for Digital Archaeology, USA

This demonstration will highlight the Presidio's holistic digital imaging with live demos of gigapixel panorama, stereo photogrammetry for objects and buildings, time-lapse, and Time Machine video.

Booth 200

EUscreen: Access to Distributed Television Archives

Johan Oomen, Netherlands Institute for Sound and Vision, The Netherlands

The EUscreen portal presents the digitized collection of Europeen television material from 28 partners in 19 countries, supporting curricula and research programs, remix, and leisurely dives into popular history.

Booth 201

MEMA : Using Tags, Posts, and Tweets to Help Users Build a Personal Narrative of the Teeny Harris Exhibition

William Real, Carnegie Museum of Art, USA; Yi-Ling Lin, Yuanyuan Ye, and Chenxi Zhao, University of Pittsburgh, USA

MEMA (Museum Exhibition MAnagement) is a personalized and interactive community-oriented system built upon a collection of some 80,000 photographs by Charles "Teenie" Harris with mobile and Web features.

Booth 202

Museum as Memoryscape: The Virtual Shtetl Portal of the Museum of the History of Polish Jews

Pauline Sliwinski, Museum of the History of Polish Jews, Warsaw, Poland, USA, Poland (Warsaw)

The Virtual Shtetl Portal of the Museum of the History of Polish Jews (www.sztetl.org.pl) enables registered users to participate in the sharing of memories, public history and other information relevant to the preservation of Jewish cultural heritage.

Booth 203

National Park Service Museum Collections Website

Mark Freeman, University of Tennessee, USA

The new website for the National Park Service (NPS) museum collections enables easier visitor access the collections by making the site more exploratory, without over-reliance on the search box.

Demonstrations

Booth 204

Blogging the Past: Recreating History and Creating Community with Bound for South Australia 1836

Darren Peacock, Sweet Technology Pty Ltd, Australia; Margaret Anderson and Allison Russell, History SA, Australia

The "Bound for South Australia 1836" website retraces through weekly, real time updates the sea voyages made by nine vessels 175 years ago to establish the British Province of South Australia.

Booth 205

Idea Hub: Introducing the New Walker Website

Robin Dowden, Walker Art Center, USA

The new Walker Art Center website is an online hub for ideas about contemporary art and culture, both inside the Walker and beyond, that 'makes visible the Center's role as a generative producer and purveyor of content.'

Booth 206

Museums Count

Carlos Manjarrez, Institute of Museum and Library Services, USA

Museums Count is an open-source, web-based census collection for U.S. museums designed to be useful to museums and museum researchers as well as the broader public.

Booth 207

MyBatMitzvahStory and Living the Legacy

Patrick Dash and Ari Davidow, Jewish Women's Archive, USA

MyBatMitzvahStory.org targets girls who are of bat mitzvah age (11-13) and helps them explore and express their emerging identities as Jewish women.

Booth 208

New Techniques for Visualizing Large Image and Video Collections

Lev Manovich, UCSD, United States

The visual techniques of the Software Studies Initiative, at University of California, San Diego (UCSD) combine the strengths of media viewing applications with graphing and visualization applications.

Booth 209

Preserving the Web Content of the 21st Century: How the Internet Archive, Museums and Art Libraries can Work Together on Collection, Curation and Access

Elizabeth Skene, Arab American National Museum and Lori Donovan, Internet Archive, USA

A demonstration of the web archiving service Archive-It, which museums and other cultural institutions can use to preserve their own web presences (main websites and social media sites) as well as content from other collecting areas.

Booth 210

Sicilian Cultural Heritage and Museums Global Website

Flavia Zisa, "Kore" University, Enna, Italy

A demonstration of the "prototype" website for all Sicilian museums, art galleries, archaeological parks and sites with their event and exhibition news, practical info and a database with thousands of art objects and images.

Booth 603

A Framework to Construct a Digital History Museum through Crowdsourcing: Collecting Historical Stories and Objects on the Web

Mihyun Nam and Jungwha Kim, Korea Advanced institute of Science and Technology, South Korea

This demo reviews plans to create a test-bed for The Museum of Korea Emigration History. The study expects to validate the potential of the website as a platform where the audience can supplement content and engage with a physical history museum.

Booth 605

Your Paintings - A Nation's Oil Paintings Goes Online, Tagged by the Public

Andy Ellis, The Public Catalogue Foundation; Dan Gluckman, BBC, UK

The nine-year "Your Paintings" project of the BBC and PCF is creating a comprehensive photographic record of all oil paintings in public ownership across the United Kingdom with social tagging, data sharing services, and plans to create an online network of pro bono oil paintings expertise for participating collections.

Demonstrations

Exhibit Hall

All Day Friday and Saturday Morning
Nautilus 3, 4, & 5

Booth 501

Antenna International

http://www.antennainternational.com

Traci Garceau
383 Main Ave
Norwalk, CT, 06851 US

Connecting the world to culture

World leaders in our field, Antenna International create handheld audio and multimedia tours that help museums, historic and cultural sites and tourist attractions shape and enrich their visitors' experiences.

Rather than simply delivering information, we tell stories. We interpret art and artefacts. We recreate historical events and sights. We create perspectives, insights and connections. We provide understanding.

And for over 60 million visitors every year, at 1,200 cultural sites and institutions around the world from the Louvre to Alcatraz, we turn visits into engaging, fascinating, unforgettable experiences.

Booth 403

Art Processors

http://artprocessors.net/

Scott Brewer
Level 2 / 28 Block Place
Melbourne, VIC, 3000 Australia
t: +61 3 9663 1266

Art Processors invented the first mobile interpretive solution designed to replace traditional wall labels and signage: The O. The O gives visitors access to rich content relevant to nearby items of interest. Our locative platform allows you to create inspiring exhibitions free from the limitations imposed by traditional interpretive approaches.

Art Processors also pioneered Virtual Tours, enabling the visit to be extended beyond fixed opening hours. Integrated social networking features promote increased participation, and our statistical reporting tools profile all aspects of visitor engagement: movement, usage, interaction, and satisfaction.

For more information, see our video presentation. To discuss how our technology can be used to grow your audience, please get in touch.

Connect with someone who knows your audience and is focused exclusively on the art and culture community.

Let us buy you a beer to explain what Artfinder can do for you.

Email **beer@artfinder.com** to meet up.

art FINDER

Artfinder's goal is to help our users find the art and exhibitions they love. By partnering with a growing number of museums, galleries and artists worldwide, we are creating a 'home' for fine art on the web, on mobile phones and on tablet devices. As TripAdvisor is for vacations, IMDB is for movies and iTunes is for music, so Artfinder aims to be a digital home for fine art.

As an Artfinder partner, we'll help you reach audiences that you may not currently be able to access, develop new income streams, and get more people to experience your art. And because our aim is to help people visit great art, success for us is also success for you.

Exhibits

Booth 402

Bluespark Labs

http://www.museumsandtheweb.com/BlueSparks

Michael Tucker
3001 Weston Green Loop
Cary, NC 27513 USA

Bluespark Labs researches, designs, and develops the social web for museums and cultural institutions. We build sites and applications that are purposely designed to be content-rich, functionally sophisticated, and easy to administer and support. We are experts in user experience (UX), web user interface (UI), mobile UI (MUI), interaction design, Drupal site building, and custom module development. The Bluespark team places a high emphasis on agile software development processes, project management, and enlightened web principals. Projects designed in our R&D labs are well-balanced, blending the best elements of modern design, scalable architecture, and intelligent engineering.

Booth 404

Digital Opportunities Ltd

http://www.digitalopps.co.uk

Ian Smith
Digital Opportunities Ltd
19 Loder Gardens
Worthing, West Sussex, BN14 7AZ UK

Digital Opportunities is a consultancy dedicated to helping museums make the most of digital content and delivery. With over 18 years experience in the heritage sector we provide production, strategic planning, and management for digital projects, both online and on-gallery. We are also the creators of the low-cost digital exhibit builder 'Interactive Galleries On Request' (or Igor for short).

Booth 302

Eduweb

http://www.eduweb.com

Dave Schaller
1776 Iglehart Avenue
St. Paul MN 55104 USA

Eduweb develops award-winning learning games and interactives for the web, museum exhibits, and mobile devices. Our mission is to create exciting and effective learning experiences that hit the sweet spot where learning theory, digital technology, and fun meet. Our projects have won dozens of prestigious awards, including fifteen MUSE Awards from the American Association of Museums, four Best of the Web awards from Museums and the Web, an Editor's Choice Award from Children's Software Review, and many others. Visit our booth to see our new augmented-reality heritage site tours on iPhone and iPad!

Booth 303

Eriksen Translations

http://www.eriksen.com

Matthew Heenan
32 Court St., 20th fl.
Brooklyn, NY 11201 USA

Eriksen Translations provides multilingual services in over 100 languages including translation, Web site localization, multimedia, cultural consulting, typesetting, and interpreting. Since 1986, we have assisted museums and cultural institutions domestically and abroad, working with departments such as visitor services, marketing, exhibitions, strategic development, conservation services, and publications.

Booth 400-401

Fluxguide

http://www.fluxguide.com

Kasra Seirafi
Zinckgasse 20-22
1150 Vienna Austria
office@fluxguide.com

Fluxguide is an inspiring new technology for exhibitors to provide visitors with a unique art experience. Fluxguides are fully capable mobile multi-media guides (audio, video, interlinked text) which offer new communicative, participative, and personalized features for visitors during their tour. Due to the open structure of the solution, visitors may use their own smartphones instead of handed out devices.

Unlike other solutions, with Fluxguides visitors are not only passive consumers of content but generate content themselves. Visitors are able to comment on exhibits and to communicate with others: on-the-spot and in real time.

Additionally, Fluxguides can be used to add exhibits to a favorite list which they later receive as email. This gives visitors a new way in keeping a permanent & personalized memory of the visit, as well as to share their experiences with others.

For the exhibitor all data is stored centrally and is accessible via an easy-to-use web-frontend. An analysis tool offers real-time feedback in order to track popularity & ratings of exhibits.

Fluxguide is an award-winning solution ("AWS Preseed-Call" and "Mingo Award 2011") developed in Austria. Fluxguide environments have been set up in several renowned Museums in Europe and is suited for generally all sorts of exhibitions.

Exhibits

Booth 301

Front Porch Digital, Inc.

http://fpdigital.com/

Stephen Kwartek
2011 Cherry Street
Suite 202
Louiseville, CO, 80027 USA
t: 201.736.7084

Front Porch Digital has been at the heart of digital file-based workflow for over ten years. Combining critical video-aware file management with integration to the leading systems and tools in media operations, Front Porch Digital has become the global leader in mission critical workflow solutions.

Front Porch Digital product offerings are encompassed by DIVASolutions, an integrated workflow to Migrate, Manage and Market your media.

Migrate - SAMMArobot and SAMMAsolo products take content from videotape on the shelf into the digital environment using an automated workflow that's tried and tested in high profile installations.

Manage - DIVArchive and DIVAdirector are the cornerstone of DIVAsolutions, managing assets reliably and efficiently, while distributing content throughout the organization to the key systems and platforms.

Market - DIVApublish automates the creation of extensive frame-based, searchable metadata for each asset. This "metadata map" offers detailed content insight into your media. DIVApublish also provides complete online distribution, scheduling, and in depth analytics

Booth 300

Gallery Systems

http://www.gallerysystems.com

Robb Detlefs
261 W. 35th Street, 12th Floor
New York, NY 10001 USA

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 304

GuideOne

http://www.guideonemobile.com

juan sanabria
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t: 2123003376

GuideOne makes mobile applications that enable deeper and more meaningful connections with your visitors. How do we do it? By developing inspiring and educational handheld tours for the iPhone and iPad that help you enhance the way visitors experience your space. Our GI Curator CMS makes it easy for you to get started – simply add your content, hit publish, and your app is ready for visitors to use. To learn more about our modular features and get a feel for our work, visit www.guideonemobile.com

Booth 505

KE Software

http://www.kesoftware.com

Brad Lickman
1706-365 Bloor St. East
Toronto ON
M4W3L4 Canada

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.

MailChimp — *Conference Sponsor*

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MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It's like your own personal publishing platform.

Exhibits

Booth 502

Mediatrope Interactive

http://www.mediatrope.com

Laura Mann
207 Powell Street #300
San Francisco CA 94102 USA

Mediatrope designs and produces award-winning museum websites, interactives and mobile solutions. 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 the open source collections management system, CollectionSpace. Clients include Crystal Bridges Museum of American Art, International Museum of Women, MFA Boston, the Smithsonian, and the Natural History Museum of Utah. Mediatrope was founded in 1996 in San Francisco.

Booth 602

Night Kitchen Interactive

http://www.whatscookin.com

Kathy McHoes
411 S. 2nd Street, Suite 200
Philadelphia, PA 19147 USA

Night Kitchen Interactive is an award-winning interactive design firm with 15 years of experience 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, websites, and online communities. Clients include the Smithsonian Institution, the SFMOMA, and Jefferson's Monticello.

Booth 503

NOUSGuide Inc.

http://www.nousguide.com

Christina Costabile
NOUSguide, Inc. USA
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usa@nousguide.com

NOUSguide Inc. has been developing innovative museum guides as apps on iOS, Android and other mobile devices for more than six years and has successfully launched projects all over the world. NOUSguide integrates multimedia content, social media platforms and creates a mobile communication strategy for your museum. The NOUS Conductor Basic, a new product that launches in March, is an easy affordable CMS that enables any museum to create distinctive and dynamic guided tours without any upfront costs. In terms of global integration the NOUS Conductor is TourML ready and can interact with museums data sources.

Booth 500

Piction — *Reception Sponsor*

http://www.piction.com/

Erick Kendrick
101 / 3 Gladstone Street
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Piction provides museum specific business systems that addresses a number of key application areas a Museum typically requires. We provide an integrated platform with core components of Digital Asset Management, E-Business, Bookings & Ticketing and Integration framework.

• Digital Asset Management. Centralise and control digital resources including images, audio, video, spatial, dicom and documents. Automate workflow processes for ingestion, creation and requests for digital resources. Provide online collection access and manage rights.

• Integration framework. Piction have developed an integration layer based on web services that can integrate with systems such as collection management systems, single-sign on systems and other core applications.

• E-Business. Piction provides a complete e-business platform. E-Business addresses key functional groups such as e-shop, customer relationship management, reporting, and automated order fulfillment.

• Booking & Ticketing. We provide an online facility that enables schools/tourist operators to book for museum tours or for customers to purchase tickets to events.

Booth 604

Prisma Electronics

http://e-xenagos.com

Tom Katsioulas
405 Lexington Ave, 26th fl.
The Chrysler Center
New York, NY 10174 USA

PRISMA ELECTRONICS S.A. provides platform independent knowledge based mobile tour guide solutions and services for museums, historic sites, parks and zoos. The company has several successful installations of Xenagos, a holistic knowledge management platform that enables curators to create a better mobile interpretation experience for visitors. Xenagos structures relations among content, exhibitions, objects and tours and dynamically adapts and publishes content based on visitor profiles and real time visitor feedback gathered through smart object sensing and way finding. Xenagos innovations have received the 2009 CMS Gold Industry Award at Geneva and the 2010 e-tourisme European Award by AMRF, in France.

Exhibits

Booth 405

SydneyPLUS/Questor

http://www.argus-sydneyplus.com/

Capri Aspe
3878 Carson Street
Suite 218
Torrance CA
90503 USA

Since 1986, Questor Systems Inc. has been the developer of the highly acclaimed ARGUS collections management system used in preeminent organizations worldwide.

In 2010 it joined forces with SydneyPLUS KM Inc. to deliver ARGUS.net, a powerful Web-based collections management and portal solution designed to meet the new and demanding KM needs of today's museums.

ARGUS.net empowers museums to:

Increase museum traffic using audience-specific portals and interactive exhibits accessible over the Internet, Inspire visitors with multimedia presentations and access to collections over smart phones and tablets and,

Ignite new opportunities ranging from E-commerce to Membership metrics.

Booth 504

Ruckus Wireless — *Wireless Sponsor*

http://www.ruckuswireless.com/

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F: +1 (408) 738-2065
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Ruckus Wireless invented Smart Wi-Fi technology that, for the first time, brings range and reliability to unlicensed Wi-Fi environments. The company developed and patented several RF technology breakthroughs leverage miniaturized, software-controlled, intelligent antenna arrays and dynamic beamforming software that enable Wi-Fi signals to be constantly formed, focused and directed over the best performing signal paths at any given time. This technology is integrated into every system to ensure extended range and reliable signals that can be automatically adapted to environmental changes. Its patented Smart Wi-Fi technology steers signals around interference, obstruction and obstacles, ensuring unprecedented coverage and performance.

Booth 600-601

Selago Design, Inc — *Scholarship Sponsor*

http://www.selagodesign.com/

Andrea Boyes
99 Fifth Avenue, Ste. 214
Ottawa ON
K1S 5P5 Canada

Selago Design, Inc. designs software to manage and promote collections of all types and sizes. Our flagship system, Mimsy XG, works together with Möbius and MWeb 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!

Tumblr — *Reception Sponsor*

http://www.tumblr.com

Annie Werner
anniewerner.tumblr.com

Tumblr lets you effortlessly share anything. Post text, photos, quotes, links, music, and videos, from your browser, phone, desktop, email, or wherever you happen to be. You can customize everything, from colors, to your theme's HTML.

Booth 305

ZivTech

http://www.zivtech.com

Alex Urevick-Ackelsberg
ZivTech, LLC
32 S Strawberry Street, 2nd Floor
Philadelphia, PA 19106

ZivTech is an Open Source Web Development Shop located in Philadelphia, PA that specializes in building powerful and scalable Web Applications and Enterprise Content Management Systems using Drupal, Alfresco, and a number of additional Open Source Software products. Our active participation in the Alfresco and Drupal communities pushes us to write and share great code, host interesting and engaging events, and mentor and train new development talent. It also means we know about all of the latest developments and trends, which add-ons/modules work well, and which ones should be avoided.

Exhibits





Last Chance!

Best of the Web

People's Choice

Have you cast your vote?

Coffee Break
7:30 am – 11:00 am



Lunch
12:00 pm – 1:30 pm



Ice Cream Break
3:00 pm - 3:30 pm



			206 Demo	207 Demo	208 Demo	209 Demo	210 Demo		
		109 Demo							
		108 Demo	205 Demo	305 Zivetech		405 Questor	505 KE Software Inc.		605 Demo
		107 Demo	204 Demo	304 GuideOne Mobile		404 Digital Opportunities	504 Ruckus Wireless		604 PRISMA ELECTRONICS
		106 Demo	203 Demo	303 Eriksen Translations		403 Art Processors	503 NOUSguide Inc.		603 Demo
		105 Demo	202 Demo	302 Eduweb		402 Bluespark	502 Mediatrope		602 Night Kitchen Interactive
			201 Demo	301 Front Porch Digital, Inc.		401-400 Flux Guide	50 Antenna International		601-600 Selago Design Inc.
			200 Demo	300 Gallery Systems			500 Piction		
	100 Demo	102 Demo							

All Exhibits and Demonstrations take place in Nautilus 3,4&5. Exhibitors will be in their booths all day Friday and Saturday morning. Demonstrations will change, according to the schedule on the following pages.



101 Demo	103 Demo	104 Demo

Exhibits & Demonstrations

Wednesday, April 11, 2012

8:00 am	Registration – Bayview Foyer							
9:00 am	Weaving and Hacking Collections – Seabreeze II	Rules of Play – Marina 5	Kidding Around – Marina 4	Web Metrics – Marina 6	CMS & Web Frameworks: Part One – Seabreeze I	Social Media Strategy – Marina 3		Registration – Bayview Foyer
10:30 am Coffee – Grand Foyer								
12:30 pm	Workshop Attendees Lunch - Grande Ballroom C							
1:30 pm	AR for Mobile Devices – Marina 2	Arduino, Ethernet, and li'l Xbee, Sensing Spaces – Nautilis I	Digital Project Management 101 – Marina 4	Cross-platform Mobile Development – Marina 5	Clicks that Count – Marina 6	Advancing Collaboration – Seabreeze II	CMS & Web Frameworks: Part Two – Seabreeze I	
3:30 pm Coffee – Grand Foyer								
5:00 pm	First Time Attendees Orientation – Grande Ballroom C							
6:00 pm - 8:00 pm	Welcome Reception – Museum of Contemporary Art San Diego Buses depart from Bayview Foyer							

Thursday, April 12, 2012

8:00 am	Registration – Bayview Foyer				
9:00 am	Opening Plenary: Total Immersion: Re-living the Archive – Grande Ballroom A&B				Registration – Bayview Foyer
	Coffee Grand Foyer 7:30 am - 10:30 am				
10:30 am	Connecting to Data – Harbor Island III	Digital Strategy – Grande Ballroom C	Pervasive Fun – Seabreeze I & 2	Tools for Visitor Behavior – Nautilus I	
12:00pm	Lunch Cart – Grande Ballroom C				
1:00 pm	UnConference Topic Proposal Session – Grande Ballroom A&B				
2:00 pm	UnConference Breakouts				
3:00 pm	Coffee Grand Foyer				
3:30 pm	Optimizing Engagement – Harbor Island III	Nextgen Mobile Applied – Grande Ballroom C	Megadata – Seabreeze I & 2	After Gutenberg – Nautilus I	
6:00 pm - 8:00 pm	Exhibitors Reception – Nautilus Foyer				

Overview

Friday, April 13, 2012

8:00 am	Registration – Bayview Foyer						
9:00 am	PF: Let's Get Real – Harbor Island III	MW: Producing Calendar Content – Nautilus I	MW: Agile Game – Seabreeze I & 2	MW: Web Accessibility – Grande Ballroom C	Exhibit Hall (Coffee, 7:30-10:30, Ice Cream, 3:00-3:30) – Nautilus Foyer	Email and Speaker Prep – Marina 5	Registration – Bayview Foyer
10:00 am	PF: Digital Communication – Harbor Island III	MW: Linked Data Cloud – Nautilus I	Usability Lab, Part One – Seabreeze I & 2	Web Crit Room – Grande Ballroom C			
11:00 am	MW: Art Game Laboratory – Harbor Island III	PF: Collaboration with Technology – Nautilus I					
12:00 pm	Lunch - Nautilus Foyer						
1:00 pm	Social Media in Museums – Harbor Island III	MW: Building an Online Commons – Nautilus I	PF: Content Strategy – Seabreeze I & 2	Mobile Crit Room – Grande Ballroom C			
2:00 pm	Student-led Forum – Harbor Island III	MW: Using RDF Data Nautilus I	Usability Lab, Part 2 – Seabreeze I & 2				
3:00 pm		PF: Website Project Management – Nautilus I		PF: MONA – Grande Ballroom C			
4:00 pm - 5:00 pm	Best of the Web Awards Ceremony – Grande Ballroom A & B						
6:00 pm - 8:00 pm	Conference Reception – San Diego Air and Space Museum Buses depart from Bayview Foyer						

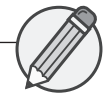
Saturday, April 14, 2012

9:00 am	Registration – Bayview Foyer						
9:00 am - 10:30 am	Birds of a Feather Breakfast – Nautilus Foyer						
10:00 am	Demo II – Nautilus 3, 4 & 5	Clinic for Better Mobile Projects – Marina 2	Project Audience – Seabreeze I & II	GuideOne – Grande Ballroom C	Innovative Solutions – Nautilus I	Exhibit Hall – Nautilus 3,4&5	Email and Speaker Prep – Marina 5	Registration – Bayview Foyer
11:00 am	Demo III – Nautilus 3, 4 & 5	Piction – Marina 2	Digital Opportunities – Seabreeze I & II	DPLA – Nautilus I	Shifting Limits – Grande Ballroom C			
12:00 pm	Lunch – Hotel Resturaunt Special Buffet Menu							
1:00 pm - 2:30 pm	NOUSGuide – Marina 2	Online Finding – Nautilus I	Reading Web Metrics – Seabreeze I & II	Mobile Strategy – Grande Ballroom C	Agony & Ecstasy of Open – Nautilus 2			
3:30 pm - 4:30 pm	Closing Plenary: Epic Fail – Grande Ballroom A & B							

Overview

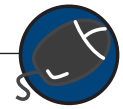
7:30 am – 5:00 pm
Bayview Foyer

Registration



8:00 am – 5:00 pm
Marina 5

E-mail and Speaker Prep



7:30 am – 10:30 am
Grande Foyer

Coffee Break

Sponsored by Johns Hopkins University – MA in Museum Studies



9:00 am – 10:00 am
Seabreeze I & II

Mini-Workshop on Agile Games for Productive Teams

Dana Mitroff Silvers, San Francisco Museum of Modern Art; David Hendee, Carbon Five, USA

Play games in this unique interaction facilitated by the San Francisco Museum of Modern Art (SFMOMA) and Carbon Five, a technology development firm. Learn how to: prioritize projects, apply Agile tools to any project, and establish a sustainable cycle of planning, development, and delivery. A special emphasis will be placed on experiential learning through Agile games and exercises..

9:00 am – 10:00 am
Harbor Island III

Professional Forum: Let's Get Real

Jane Finnis, Culture24, United Kingdom with Sebastian Chan, Cooper-Hewitt, National Design Museum, USA

'Let's Get Real: How to evaluate online success?' is a report published by Culture24 in September 2011 at their UK conference of the same name. This forum will present the thinking around each of the key findings from the report before chairing an open discussion on the challenges these findings present.

9:00 am – 10:00 am
Grande Ballroom C

Mini-Workshop on Making Sure Your Web Presence is Accessible to People with Disabilities

Ranti Junus, Michigan State University, USA

Come to this mini workshop to learn about Web Content Accessibility Guidelines (WCAG), what they mean to your museum's web presence, and how to conduct a simple accessibility assessment of your website using your web browser and browser add-ons designed for this purpose.

9:00 am – 10:00 am
Nautilus I

Mini-Workshop on Producing Calendar Content for Multiple Platforms

Maren Dougherty, Balboa Park Online Collaborative, USA

A workflow created by the Balboa Park Online Collaborative feeds calendar events from the organization's website to other platforms, including mobile apps and on-site interactive kiosks. Participants will learn how to develop a similar flow for their organizations' content and discuss aspects of the content that need to be optimized for mobile apps and kiosks.

10:00 am – 11:00 am
Harbor Island III

Professional Forum on Bringing Together Theory and Practice in Digital Museum Communication

Allegra Burnette, The Museum of Modern Art, USA with Costis Dallas, Panteion University, Greece

New platforms = new practices and far-reaching implications for the impact and future of museums. This forum brings together practitioners and theorists to develop a much-needed theoretical perspective in museum digital media practice, and, conversely, an evidence-based approach to innovation by researchers

Sessions

Mini-Workshop on Bringing Your Museum Metadata into the Linked Data Cloud with the Help of Google Refine

10:00 am – 11:00 am
Nautilus I

Carlos Arroyo, Powerhouse Museum, Australia

With the help of videos, screencasts and tutorials this mini-workshop will provide semantic web novices the necessary knowledge and tools to clean and reconcile their metadata with controlled vocabularies (such as LCSH, AAT, DDC, etc) of the Linked Data cloud, and to use the RDF extension for Google Refine.

Mapping the Musetech Landscape

10:00 am – 5:00 pm
Nautilus Foyer

Susan Chun, Rachel Smith, Bruce Wyman, USA

What's happening in museum technology in 2012? Help us create a comprehensive infographic that maps the complex landscape of museum technology today. In a full-day interactive event, we'll chart the different regions of the musetech world: content, platforms, tools, and infrastructure (a schedule for the mapping of each of these sections will be available).

Usability Lab (part 1)

10:00 am – 12:00 pm
Seabreeze I & II

Chair: Silvia Filippini Fantoni, Indianapolis Museum of Art, USA

Attendees can observe simple, low-cost, high-speed user testing of museum Web sites and mobile apps in action; volunteer to participate as a user tester and discover some of the problems users have on unknown sites; and volunteer sites to be tested.

Web Crit Room

10:00 am – 12:00 pm
Grande Ballroom C

Chair: Bruce Wyman, Second Story Interactive Studios, USA

Web Designers explain their intentions and the jury assesses how well those intentions have been realized while suggesting strategies that might have improved it. Fun, educational and it makes us squirm a bit.

Professional Forum on Collaborating with Technology

11:00 am – 12:00 pm
Nautilus I

Deborah Klochko, Museum of Photographic Arts, USA , Katharine Wardle, Mingei International Museum, USA, David Kinney, Balboa Park Central, USA, Reed Vickerman, The San Diego Museum of Art, USA, John Wilson, The Timken Museum of Art, USA

Directors and Deputy Directors from the Balboa Park Online Collaborative (BPOC) discuss the challenges and rewards of participating in collaborative technology projects. This representative panel share how collaborating with technology has changed their institutions and lessons learned over the last three years.

Mini-Workshop on Mad Science Experiments in Visitor Engagement

11:00 am – 12:00 pm
Harbor Island III

Erica Gangsei, San Francisco Museum of Modern Art, USA

A follow-on from an unconference session at MW 2011, this mini-workshop focuses on effective, low-cost strategies for gaming, including internal prototypes, crowd-sourced games, and cooperative efforts with local game designers. We discuss what it means to be "low cost" and how we measure engagement.

Light Buffet Lunch in Exhibit Hall

12:00 pm – 1:30 pm
Nautilus II

Sessions

1:00 pm – 2:00 pm
Nautilus I

Mini-Workshop on Building an Online Commons for Balboa Park

Christina DePaolo, Balboa Park Online Collaborative, usa, Erick Kendrick, Piction, Australia, Christopher Borkowski, Guggenheim Museum, USA, Abe Serrano, Seso, USA

This mini-workshop reviews the process of developing an online digital commons based on community workshops and extensive wireframing; the development of tools based on PHP; using a digital asset management system and APIs; and getting large data-sets and aggregated collection content online.

1:00 pm – 2:00 pm
Seabreeze I & II

Mini-workshop on Content Strategy for Museum Websites

Kate Chmiel, and Jonny Brownbill, Museum Victoria, Australia

If you are struggling to keep up with an ever-growing online presence, planning a redevelopment or just getting started with a new website for your organization, large or small, this mini-workshop will help you deal with the old stuff, make great new stuff and keep your users happy.

1:00 pm – 2:00 pm
Harbor Island III

Professional Forum on Social Media in Museums

Elissa Frankle, George Washington University; Georgina Goodlander, Smithsonian American Art Museum; Victoria Portway, Smithsonian National Air and Space Museum; Jeff Gates, Smithsonian American Art Museum; Effie Kapsalis, Smithsonian Institution Archives; Darren Milligan, Smithsonian Center for Education and Museum Studies; Brian Alpert, Smithsonian Office of the CIO; MJ Meredith and Erin Marie Blasco, Smithsonian National Postal Museum; Sarah Banks, National Museum of Natural History, USA; David Klevan and Amelia Wong, United States Holocaust Memorial Museum, USA

This extended professional forum uses a range of social media platforms to engage museum professionals attending not only Museums and the Web but also beyond in a discussion about what we really know about social media, museum content, and cultural institution audiences.

1:00 pm – 3:00 pm
Grande Ballroom C

Mobile Crit Room

Chair: Sebastian Chan, Cooper-Hewitt, National Design Museum, USA

Mobile app and web designers explain their intentions and the jury assesses how well those intentions have been realized, while suggesting strategies that might have improved it. Fun, educational and it makes us squirm a bit.

2:00 pm – 4:00 pm
Seabreeze I & II

Usability Lab (part 2)

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

Attendees can observe simple, low-cost, high-speed user testing of museum Web sites and mobile apps in action; volunteer to participate as a user tester and discover some of the problems users have on unknown sites; and volunteer sites to be tested.

2:00 pm – 3:00 pm
Nautilus I

Mini-workshop on Using an RDF Data Pipeline to Implement Cross Collection Search

David Henry, Missouri History Museum, USA

This mini-workshop presents the motivations and logic behind using an RDF pipeline; discusses the pros and cons of various pipeline tools; and examines the challenges and pitfalls we faced when building the prototype used for the Missouri History Museum's cross-collection search.

Sessions

Ice Cream Break



3:00 pm – 3:30 pm
Nautilus Foyer

Professional Forum on Website Project Management

3:00 pm – 4:00 pm
Nautilus I

Christina DePaolo, Balboa Park Online Collaborative, with Kristine Page, The Museum of Photographic Arts, and Devon Foster, San Diego Museum of Art, USA

Collaborative models can allow the production of website features quickly, working with nimble teams consisting of software developers, museum professionals, and experienced project managers. We will discuss how collaboration can help tackle the sometimes daunting issues museums often face in new website projects.

Maintaining Authenticity, Avoiding Distraction: A Social Media Experiment at the Newseum (Student-led Forum)

3:00 pm – 4:00 pm
Harbor Island III

Aaron Baker, Johns Hopkins University, USA; Rachel Greiner, National Air and Space Museum, USA; Ruth Goerger, The Lyndon Baines Johnson Presidential Library and Museum, USA; Gabriela Gil, The John and Mable Ringling Museum of Art, USA

Simply replicating museum experiences through social media is bound to fail, but a new, overarching narrative can transform social media into an active character in the story. Four museum studies graduate students from Johns Hopkins University review a social media experiment conducted at the Newseum in less than a week!

Professional Forum on What's new about the Museum of Old and New Art (MONA)?

3:00 pm – 4:00 pm
Grande Ballroom C

Susan Chun, USA, Mary Lijnzaad, Museum of Old and New Art (MONA), Australia, Nancy Proctor, Smithsonian Institution, USA, and Sebastian Chan, Cooper-Hewitt, National Design Museum, USA

Susan Chun, USA; Mary Lijnzaad, Museum of Old and New Art (MONA), Australia; Sebastian Chan, Cooper-Hewitt, National Design Museum, USA

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Best of the Web Awards Ceremony

4:00 pm – 5:00 pm
Grande Ballroom A & B

Conference Reception — San Diego Air and Space Museum

6:30 pm – 8:00 pm

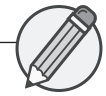
Buses depart Bayview Foyer starting at 6pm



Sessions

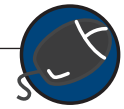
8:00 am – 3:30 pm
Bayview Foyer

Registration



9:00 am – 3:30 pm
Marina 5

E-mail and Speaker Prep



9:00 am – 10:30 am
Nautilus Foyer

Birds of a Feather Breakfast

MW2012 Demonstrations – II

9:00 am – 10:30 am
Nautilus 3, 4, & 5

Booth 105

Bridging the Physical and Virtual Experiences: Two Approaches by the Museum of Inuit Art

Alysa Procida and Rob Mausser, Museum of Inuit Art, Canada

This demonstration will explore two new ways The Museum of Inuit Art is trying to bridge online content with the physical museum: installing a QR Code interactive tour in the museum's physical space and also launching an interactive virtual tour of the museum on the web.

Booth 106

Can Moderate-Priced Technology Extend the Museum Experience Successfully?

Hosan Kim Dongsoong Art Center, Ockrang Kim, Hyangbin Kim, Jaejeong Kim, Kokdu museum, Rep. of Korea

This demonstration will explore a Korean Museum's attempt to merge traditional culture and reinterpretation via Webtoon (a professional cartoonist's serial cartoon serviced by a Korean portal site) and the adoption of Augmented Reality and Media Art as a storytelling medium in an exhibition.

Booth 107

"Museum professions" iPad/Web Game + Evaluation

Yves-Armel Martin, Erasme and Geneviève Vidal, Université Paris 13, France

This demonstration will discuss the iPad game, "Museum professions," which was offered from December 2010 to May 2011 in the exhibition, "le Musée des Confluences dévoile ses réserves" in Lyon.

Booth 108

Engaging New Audiences Online: Perspectives & Projects

Sarah Toplis, Tate Gallery, London, United Kingdom.

Tate's Audience Strategy works in direct consultation with young people to create and deliver an in-gallery and digital program where the audience takes a leading role in defining and shaping the program. This demo focuses on three areas by showcasing a series of different projects that have allowed Tate Online to think about how they engage young people across in-gallery and online/digital programs.

Booth 109

New Tools and Technologies for Better Access to Museum Collections: CATCHPlus Results

Patricia Alkhoven, Meertens Institute (KNAW), The Netherlands

This demonstration explores CATCHPlus (Continuous Access to Cultural Heritage Plus), which is focused on building usable tools and services for the entire Dutch heritage sector.

Booth 200

Tate Online Courses

Rose Cardiff, Tate, United Kingdom

This demonstration of the Tate online courses provides a unique opportunity for museum professionals to examine both the course content and how Tate created a business model for producing and running online courses using Moodle and Articulate.

Demonstrations

Booth 201

A New App for a New Museum: Museum of Contemporary Art Australia

Keir Winesmith, Museum of Contemporary Art, Australia

This demonstration reviews the Australia's Museum of Contemporary Art's new app that allows visitors to navigate the MCA, lead by curiosity, the suggestions of friends or a themed tour within the app, which indicates which works are in close proximity.

Booth 202

ArtClix Mobile App at the High Museum of Art

Nicole Cromartie and Julia Forbes, High Museum of Art, USA

This demo will present ArtClix, the High Museum of Art's mobile app. Developed in collaboration with Second Story from Portland, OR for the Picasso to Warhol exhibition, ArtClix incorporates social media, community conversation, and visual recognition.

Booth 203

Go Down the Rabbit Hole with Wondermind

Sharna Jackson, Tate, United Kingdom

The demonstation showcases the Wondermind experience and its production and development, with specific emphasis on creating content that is engaging for children while presenting complex information and themes.

Booth 204

Hot Button Issues: Science, Technology, Topicality & Uncertainty in Museum Exhibits

Mimi Roberts, New Mexico Department of Cultural Affairs, USA

Explore how museum technologists and multimedia designers can partner with researchers and content specialists to communicate cutting-edge science to public audiences.

Booth 205

HyPE-aiM – Framework for Dynamic, Interactive Hypermedia

Peter Hoffmann, University Bremen, Germany

The HyPE-aiM project has the goal of developing a flexible framework for the presentation of interactive hypermedia applications for static and dynamic hypermedia in combination. This means a change in design and production as well as in interaction.

Booth 208

Increasing Access to Hidden Gems: Using Photosynth to Explore Georgetown University's Carroll Parlor

Stephen Fernie, Georgetown University, United States

This demonstration reviews Photosynth, a software application from Microsoft that creates an explorable virtual environment similar to a panorama but taken from multiple perspectives and possibly different times.

Booth 209

Social Memory Technology

Cássio Carvalho, Museu da Pessoa / Museum of the Person, Brazil

Every human being, whether anonymous or famous, has the right to immortalize his or her story and integrate it into social memory. That idea gave rise to the Museum of the Person – a virtual museum that connects people and groups through their stories. This demonstration explores the innovative methodology of the Museum of the Person and its Social Memory Technology.

Booth 206

Squeezicks - A Museum of Science & MIT Collaboration on STEM-Based Games

Marc Check, Museum of Science, USA and Marleigh Norton, Singapore-MIT GAMBIT Game Lab, USA

This demonstration will exhibit a STEM-based soft-bodied physics game named "Squeezicks", which is available for online play but also being developed as an exhibit-floor interactive experience. The purpose of the game is to educate and inspire visitors about the video game industry.

Booth 200

Tate's Website Relaunch

Tijana Tasich and John Stack, Tate, United Kingdom

This demo reviews a comprehensive overhaul of the Tate Online, a 420,000 page website, based on the Tate Online Strategy 2010-12.

Booth 210

The Rijksmuseum API

Lizzy Jongma, Rijksmuseum, Amstrdam, The Netherlands

This practical demonstration gives insight into the Rijksmuseum API project and four Apps that were built using it to present collections.

Demonstrations

Booth 605

ViMuseo.fi project. Towards Digital Inclusion of Small Museums

Magdalena Laine-Zamojska, University of Jyväskylä, Finland; Cezary Zamojski, Studio Zamojski, Poland

This demonstration presents ViMuseo, a tool to create virtual museums (implemented as Web CMS). It is designed for small institutions that want to increase their digital accessibility, interact with their audiences and network with other museums.

Booth 603

My Gallery Interactive: Engaging Museum Audiences with Technology

Vivian Kung Haga, Balboa Park Online Collaborative; Joaquin Ortiz, Amber Lucero, and Wesley Hsu, Museum of Photographic Arts; Lance Castillo and Jason Haga, University of California, San Diego, USA; Masaki Chikama, Tomoaki Takata, and Yoshinori Kobayashi , the National Institute of Information and Communications Technology, Japan; Shinji Shimojo, Osaka University, Japan

This demonstration highlights a unique collaboration between the Pacific Rim Undergraduate Experiences (PRIME) program at UCSD, the Museum of Photographic Arts (MOPA) in San Diego, and the National Institute of Information and Communications Technology (NICT) in Tokyo and Kyoto to build the My Gallery Interactive touch table interface.

MW2012 Demonstrations – III

10:30 am – 12:00 pm

Nautilus 3, 4, & 5

Booth 106

PoliCultura Portal: 15,000 Students Tell their Stories about Cultural Heritage

Nicoletta Di Blas, Paolo Paolini, and Luigi Spagnolo, Politecnico di Milano, Italy

This demonstration illustrates how the PoliCultura-portal (the largest collection of student-generated multimedia content worldwide) has been beneficial for the cultural heritage domain, and how PoliCultura Portal can be used to promote digital storytelling within schools.

Booth 107

State-of-the-Art: German Museums on the Social Web – Benefits and Effects of Social Media for Museum Education and Learning

Bianca Bocatius, University of Duesseldorf, Germany

While on-line learning is still an exception in the German museum world, this demonstration focuses on the questions "What kind of Social Media and Social Software have already been used for Museum Education Services on-line?" and "How do German Museums use the Social Web to enhance their Museum Education Services?"

Booth 108

Supporting the In-Gallery Experience on Mobile Devices

Rachael Rainbow, Cogapp, UK

The demonstration discusses the vision that inspired the mobile version of metmuseum.org, how an iterative user testing approach was implemented, and the how the findings from testing were incorporated into the mobile version.

Booth 208

The Digital Dead Sea Scrolls – Working on a Google Cloud

Susan Hazan, The Israel Museum, Jerusalem, Israel

This demonstration goes behind the scenes with the Google and The Israel Museum partnership that recently launched the Dead Sea Scrolls Digital Project. The project allows users to examine and explore these most ancient manuscripts at a level of detail never before possible.

Booth 200

The Future of Digital Interpretation: Objects as Service Avatars

Fiona Romeo and Lawrence Chiles, National Maritime Museum, UK

This demonstration showcases the National Maritime Museum's new website and digital interactive "Compass Lounge," which permits the display of more objects by allowing thousands of objects to be seen without imposed interpretation.

Booth 201

"Nunavik : A Land, Its People," a Virtual Exhibit Project on the Inuit People of Northern Canada

Luc Bouvrett, lucbouvrette.com, Canada

This demonstration investigates "Nunavik : A Land, Its People," an educational website about Eastern Arctic Canada and its native Inuit population and production methodology.

Booth 202

MoMA Courses Online

Colleen Brogan, The Museum of Modern Art, New York, USA

MoMA reports on the evaluation and findings from the first year and a half of MoMA Courses Online. It also introduces two new online courses that launched with the first semester of students in February 2012.

Demonstrations

Booth 208

Your Photo Here: An Online Contest Solution

Maren Dougherty, Bill Bostick, and Vivian Kung Haga, Balboa Park Online Collaborative; Joaquin Ortiz, The Museum of Photographic Art, USA

During this demonstration, BPOC staff review the technical aspects of setting up and managing an online contest using new open source software. MOPA staff discuss ways the museum has incorporated online contests into broader education and marketing.

Booth 204

The Online Collection of the Walters Art Museum

Dylan Kinnett, Walters Art Museum, US

This demonstration reviews the Walters Art Museum re-launch of its online collection with copyright free downloadable images of more than 10,000 artworks. Collections are custom sortable, searchable, and open to user tagging and online curation.

Booth 205

So You Want To Be an Artist? How the National Gallery of Canada Used Social Media to Connect with Teens

Gary Goodacre, National Gallery of Canada, Canada

This demonstration presents how the National Gallery of Canada engaged teens from across the country in an online contest, So You Want To Be an Artist? [makeart.gallery.ca] where they shared their creativity through social media.

Booth 206

Perils and Opportunity: Going Virtual, Mobile, and Toying with Reality.

Hanna ChoMuseum of Vancouver, and Eric Espig, Royal BC Museum, Canada

Demonstration of the Museum of Vancouver and the Royal BC Museum's mobile-enhanced Virtual Museum of Canada projects, "The Visible City", and "Invasive Species." Additional examples from the MOV's Bhangra.me storymap, and RBCM's wayfinding navigational applications, are provided.

Booth 207

No Intrusions: MONA, The O and Some Great Handheld Adventures

Mary Lijnzaad, Museum of Old and New Art (MONA), Australia

In this demonstration, MONA staff discuss all aspects of The O system and the way it has been implemented at MONA: from handing them out, the curatorial freedoms it enables, and working with the Art Processors' Enso platform.

Booth 109

Voices from the Dawn: the Ancient Monuments of Ireland and their Folklore

Howard Goldbaum, University of Nevada, Reno, USA

This demonstration will show some of the most dramatic of Irish prehistoric and early-Christian archeological sites with high-resolution VR tours and play a few of the brief video interviews.

Booth 209

Web-enriched Heritage in the Pipelines Corridor: Contested Histories from the Caspian to the Mediterranean

Paul Taylor and Jared Koller, Smithsonian Institution, USA

This demonstration looks at an innovative, international, collaborative approach that used to present and interpret archeological data for The Smithsonian's "AGT Project" (Azerbaijan, Georgia, and Turkey Cultural Heritage Project)

Booth 605

How to Win an Art Prize Without Making a Thing: QR codes, Classifications, and Controversy

Susan Cairns, The University of Newcastle, Australia

This demonstration documents an augmented reality art intervention, Classify Me2.0, that used QR codes linked to digital captions to expose both the flawed nature of museum classification, and the potentially alienating effect of technology in the museum context.

Booth 603

Untapped Resources: Making the Case for a Simple Digital Archiving Project

Lowell Bassett, Seattle Art Museum, and Jennifer Peters, Seattle Art Museum and Tacoma Art Museum, USA

This demonstration reviews the Seattle Art Museum's LL-DAMS (low-level digital asset management system) project that used Microsoft's SharePoint System.

Booth 606

The new website of the Musée du Louvre

Agnès Alfandari, Musée du Louvre

The musée du Louvre launched a new version of its web site in November 2011 with more than 3000 pages. The role of this new site is to make the museum accessible and to be one not an isolated territory but one element in a much broader system integrating networks, blogs, community platforms and more.

Demonstrations

10:00 am – 11:00 am
Marina 2

Mini-workshop: Drop-In Clinic for Building Better Mobile Projects, From Processes to Outcomes

Sandy Goldberg, Lindsey Green, Alyson Webb, United Kingdom

This mini-workshop will run as a drop-in clinic; bring your mobile "aches and pains," whether you're part of a mobile project team, or looking for insights into the process. The mini-workshop leaders will share their experiences, tips and tricks for getting to "YES" from various stakeholders, collaborators and different museum departments, and steering them towards more creative outcomes than they might have envisioned at the project's inception.

Project Introductions and Vendor Briefings

10:00 am – 11:00 am
Grande Ballroom C

Overcoming Barriers to Adopting a Mobile or Tablet App (Vendor Briefing)

Juan Sanabria, GuideOne, USA

Apps for museums are here to stay. But for many institutions, there are still questions about when and how to get started. Join us as we discuss how adopting an iPad kiosk or mobile app is easier than you may think. You'll also learn tips for creating Social Engagement, Walking Tours, Scavenger Hunts, Accessibility Features and more.

10:00 am – 11:00 am
Seabreeze I & II

Project Audience (Project Introduction)

Susan Chun, USA

This is a project briefing about Project Audience's one-year pilot project to bring together cultural organizations in southern California to develop a cultural calendar. Project Audience is a consortium of arts and cultural service organizations developing collaborative, affordable, sustainable tools and strategies to help local, regional, and national-level arts service organizations encourage more people to get more involved in arts and cultural programs and activities. Project Audience's goals are to provide communities with access to easy-to-use, low-cost, web-based tools and technologies that will increase arts and culture attendance and enhance the visitor experience.

10:00 am – 11:00 am
Nautilus I

Innovative Solutions to the Ever Changing Platform of Multi Media Visitor Experiences (Vendor Briefing)

Alice Walker, Antenna International, USA

Antenna International presents recent and current Multimedia app and tour case studies demonstrating creative and effective approaches to challenges institutions face today. A brief look into the issues and how the right mix of content, state of the art UI design, flexible authoring systems and hybrid teams will shape the future success and enjoyment of client and visitor experiences.

11:00 am – 12:00 pm
Marina 2

Piction: From DAM to Digital Storefront (Vendor Briefing)

Erick Kendrick, Piction, Australia

Best known for its award winning Digital Asset Management System, Piction also provides a proven E-Business module that will enable a Museum to provide leading online services revolving around e-commerce and e-business to its customer base. This presentation showcases how your institution can transform its current disparate online e-commerce/e-business solution into a unified and enhanced customer experience that will provide higher revenue returns and repeat business.

Sessions

Shifting the Limits - How to go beyond one-way guiding in Museums with Fluxguide & "visitor-generated content" on-the-spot (Vendor Briefing)

11:00 am – 12:00 pm
Grande Ballroom C

Kasra Seirafi, Andre Seirafi, FLUXGUIDE, Austria

The basic idea behind the Fluxguide-solution is to introduce Web 2.0 ideas to the real space of the exhibition, where visitors are able to create & share interpretations. This could turn the visitor from a passive consumer to a creative designer of meaning in order to actively focus on artworks and exhibits. The discussion also addresses some general and critical questions: is there a new paradigm of technology-based-guiding arising? What are the implications of letting visitors generate and share content on-the-spot? Which new roles & responsibilities emerge when the museum loses its monopoly on in-house information creation & communication?

Digital Public Library of America: Code, Metadata, Content, Tools and Services, and Community (Project Introduction)

11:00 am – 12:00 pm
Nautilus I

Rachel Frick, Council on Library and Information Resources, and Susan Chun, USA

The DPLA initiative is a broad-based, public-private effort to realize the untapped potential of wide digital access to the information that we have traditionally collected and held in physical formats in libraries. In its most ambitious future form, the DPLA would make the cultural and scientific record of humanity available, free of charge, to everyone in the United States and the rest of the world.

Creating Low-Cost Digital Exhibits – Making the Most of What You've Got (Vendor Briefing)

11:00 am – 12:00 pm
Seabreeze I & II

Ian Smith, Digital Opportunities Ltd, UK

IGOR (Interactive Galleries On Request) is a content development and deployment tool that enables museums to quickly and easily create four types of digital exhibit: touchscreen interactive, multi-video player, captioned slideshow and RSS viewer. This briefing demonstrates how museums of all sizes can use IGOR to maximize their digital impact and then uses IGOR build a simple interactive from scratch in 15 minutes!

Lunch On Your Own

12:00 pm – 1:00 pm

with a special buffet menu at the hotel restaurant for quick service

Vendor Briefing

1:00 pm – 2:30 pm
Marina 2

Multi-Channel Communication (Vendor Briefing)

Christina Costabile, NOUSguide, USA

At the beginning of this year NOUSguide launched an international survey to find out how museums have been dealing with apps, multimedia guides, in-house guides, websites, and social media. NOUSguide will present these outcomes and discuss successful strategies for multi-channel immersion.

NOUSguide shares its methodology on how to orchestrate between inter-departments to achieve a synthesis of digital channels.

Focusing on the obstacles of today, such as a high demand of more content, curating that content, intelligent interactions and integration with museum databases. NOUSguide expands on their conceptual approach to apps, guides, web, archive interfaces and social networking, creating a sustainable strategy for the future..

1:00 pm – 2:30 pm
Seabreeze I & II

Case studies in reading web metrics

Chair: Brian Dawson, Canada Science and Technology Museum Corporation, Canada

So you've got tons of data on your online audiences' use of your website and social media platforms: now what do you do? This session features speakers and projects that have plumbed this question in depth to answer what museums should be measuring, how they compare across the field, and what metrics can meaningfully inform future digital development.

Museums in Perspective: Share and Discuss Daily Data about Museums and their Audiences.

Rui Guerra, INTK, The Netherlands

This paper introduces an online tool that collects information about more than 3000 museums and galleries. The published information includes annual attendance numbers, exhibition attendance numbers, online visits, as well as information about popularity and engagement on social networks.

Making Sense of Numbers: a Journey of Spreading the Online Metrics Culture across Tate

Elena Villaespesa and Tijana Tasich, Tate, United Kingdom

Using online analytics maturity models, this presentation assesses Tate's management of online analytics looking at each of the following aspects: Management, Objectives, Scope, Resources, Methodology and process and Technology. It uncovers the analysis process and present outcomes of metrics audits and shows how to make sense of online metrics in a more mature way.

Learning to Let Go: Changing Patterns of Participation and Learning through the Digital Collections of the Royal Commission on the Ancient and Historical Monuments of Scotland (RCAHMS)

Michela Clari University of Edinburgh / RCAHMS, and Philip Graham, Royal Commission on the Ancient and Historical Monuments of Scotland (RCAHMS), United Kingdom

The first stage in 'learning to let go' at RCAHMS has been to fundamentally rethink the approach to audience engagement. This presentation reports on research into participation models in online projects conceived to be "by the people, for the people," and the institution's approach to innovation.

1:00 pm – 2:30 pm
Grande Ballroom C

Mobile Strategy

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

This session looks to the future while remaining firmly grounded in the present: what tools, best practices, and strategies do we need to employ today in order to make the most of museums' mobile potential? Knowledge of the standards, open source platforms, and key learnings offered by these presenters will get us there.

You've Gone Mobile, Now What?

Allegra Burnette, The Museum of Modern Art, and Peter Samis, SFMOMA, USA

Rather than being a case study of what's already been done, this discussion focuses more on the present and future. How are the existing mobile applications and sites being used? What are the design considerations for building an app that serves both in-house and off-site audiences? What have we learned so far? And how do we plan for the future?

Sessions

What's On TAP? – Strategies for Keeping Pace with Rapid Changes in Mobile Technology

Charles Moad and Robert Stein, Indianapolis Museum of Art, USA

This presentation discusses the goals of the project, the current state of the TourML specification, and outlines the project's software development roadmap. Presenters describe the components of the TAP system and how modules from the toolkit can be used individually or in combination to build a variety of museum mobile experiences.

Creating a Mobile App Ecosystem - the Genera Project for iOS

Simon Sherrin and Elycia Wallis, Museum Victoria, Australia

This paper discusses how the work done by other organizations and the experience of developing the field guide has lead to the development of the Genera project for iOS. Key to the project is the separation of the data, platform and presentation layers. A description of how other organizations can use the Genera platform for their own apps, and suggestions on issues to consider when developing natives app for reuse by other institutions are presented.

Online Finding

1:00 pm – 2:30 pm
Nautilus I

Chair: Ryan Donahue, George Eastman House, USA

This session addresses what is arguably one of the most fundamental challenges of museum technologists: how to enable audiences to find what they are looking for – or make serendipitous discoveries – among the petabytes of data now commonly available online from our institutions. Hint: the less conscious the motivation, the more complex the technology...

Exploring Affective Computing for Enhancing the Museum Experience with Online Collections

Gunho Chae, and Jungwha Kim, Korea Advanced Institute of Science and Technology, Republic of Korea; S. Joon Park, and Susan Wiedenbeck Drexel University; Robert Stein, Indianapolis Museum of Art

Today, museums observe an increasing number of "untrained eyes" visiting their online collections that seek fun online experiences, rather than a suite of advanced features. Our study proposes a new concept of an online art collection search system that can help users determine their interests in art.

Providing Accessible Online Collections

Alex Morrison and Rachael Rainbow, Cogapp, UK with Matt Morgan, Metropolitan Museum of Art, USA

We discuss the system we built to enable the Museum to analyze the data and construct rules to support user journeys. With this system, Museum staff match terms against standard vocabularies (including AAT and TGN), provide contextual interpretation of terms by department, qualify terms such as locations, and define rules for common misspellings. A powerful Solr search system provides quick and complex search functionality, establishes relationships between artworks, provides free-text searching, and gives facet counts.

A New Framework for Querying Semantic Networks

Katerina Tzompanaki and Martin Doerr, Institute of Computer Science, FORTH, Greece

Content management systems can successfully be accessed by text search engines that use keywords but this technology has reached its limits. We have been implementing a new query paradigm based on intuitive "fundamental" categories and relationships that is able to achieve high recall rates simply.

1:00 pm – 2:30 pm
Nautilus II

The Agony and the Ecstasy of Open

Chair: Jennifer Trant, Archives & Museum Informatics, Canada

'When communities don't feel like they have any avenues to participate in established projects or institutions, then they can and will just do it themselves.' This session explores the joys and the challenges of open culture through projects using geo-data, photographs, and the archives of counter-culture libraries.

building=yes

Aaron Cope, Stamen Design, USA

This paper discusses the goals behind the building=yes project – to create stable and unique identifiers and webpages for each of the 26 million (and counting) buildings in the OpenStreetMap – its technical implementation, shortcomings and future directions.



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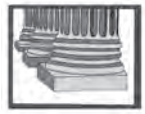

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Sessions

Radically Open Cultural Heritage Data on the Web

Jon Voss We Are What We Do, USA and Paula Bray, Powerhouse Museum, Australia

What happens when hundreds of thousands of archival photos are shared with open licenses, then mashed up with geolocation data and current photos? From augmented reality and crowdsourcing at Historypin to Linked Open Data, we'll look at how developers are leveraging institutional metadata and contributing to a growing ecosystem of open historical data.

Online Scholarly Catalogues at the Art Institute of Chicago

Liz Neely and Sam Quigley, Art Institute of Chicago, USA

A demonstration of the Art Institute of Chicago's first online scholarly catalogue entries, from the series Paintings and Drawings by the Impressionist Circle in the Collection of the Art Institute of Chicago, launched in November 2011.

Closing Plenary: Epic fail

2:30 pm – 4:30 pm
Grande Ballroom A & B

Chair: Sebastian Chan Cooper-Hewitt, National Design Museum, USA and Jane Finnis, Culture24, United Kingdom

Epic fail - a Forum on Failure and 'Failing Forwards'

This closing plenary looks at several important 'public failures' that, while in the short term were painful and embarrassing, have been critical in evolving and improving ideas, products and projects. In order to keep the session 'open and honest,' this is a 'closed door' session with no tweeting or blogging of specific examples allowed.



Museums and the Web 2013

April 17-20 2013
Portland, Oregon, USA

Call For Participation

www.museumsandtheweb.com/mw2013

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 an 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 (1hr)
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 exhibiting products.

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 Conference Co-Chairs: Nancy Proctor and Rich Cherry by e-mail: info@museumsandtheweb.com

Deadlines

- September 30, 2012 for Papers, Workshops, Mini-workshops and Professional Forums (written paper required by Jan. 31, 2013)
- December 31, 2012 for Demonstrations (written papers optional, due Jan 31, 2013)
- February 28, 2012 for Exhibitor's Briefings

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Watch http://www.musuemsandtheweb.com/mw2013/ for on-line proposal submission, program details, and registration.

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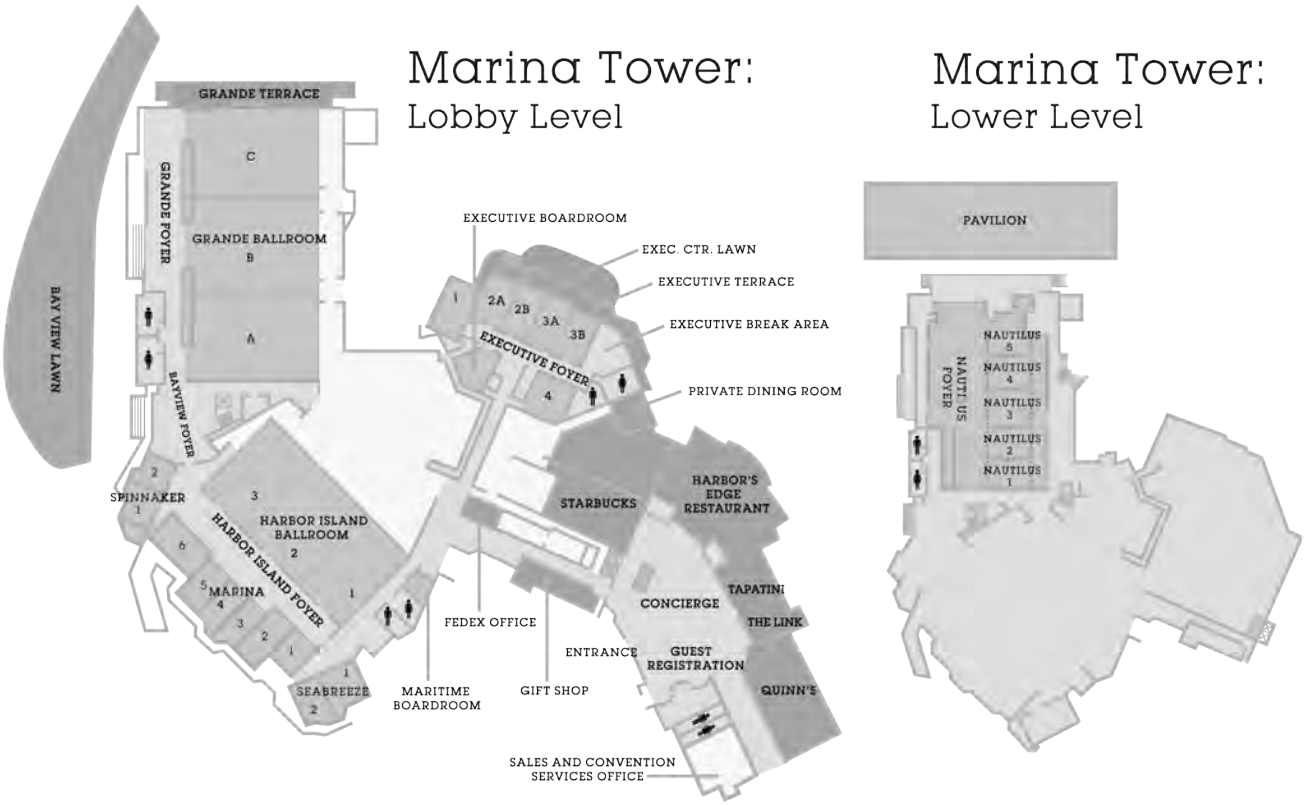

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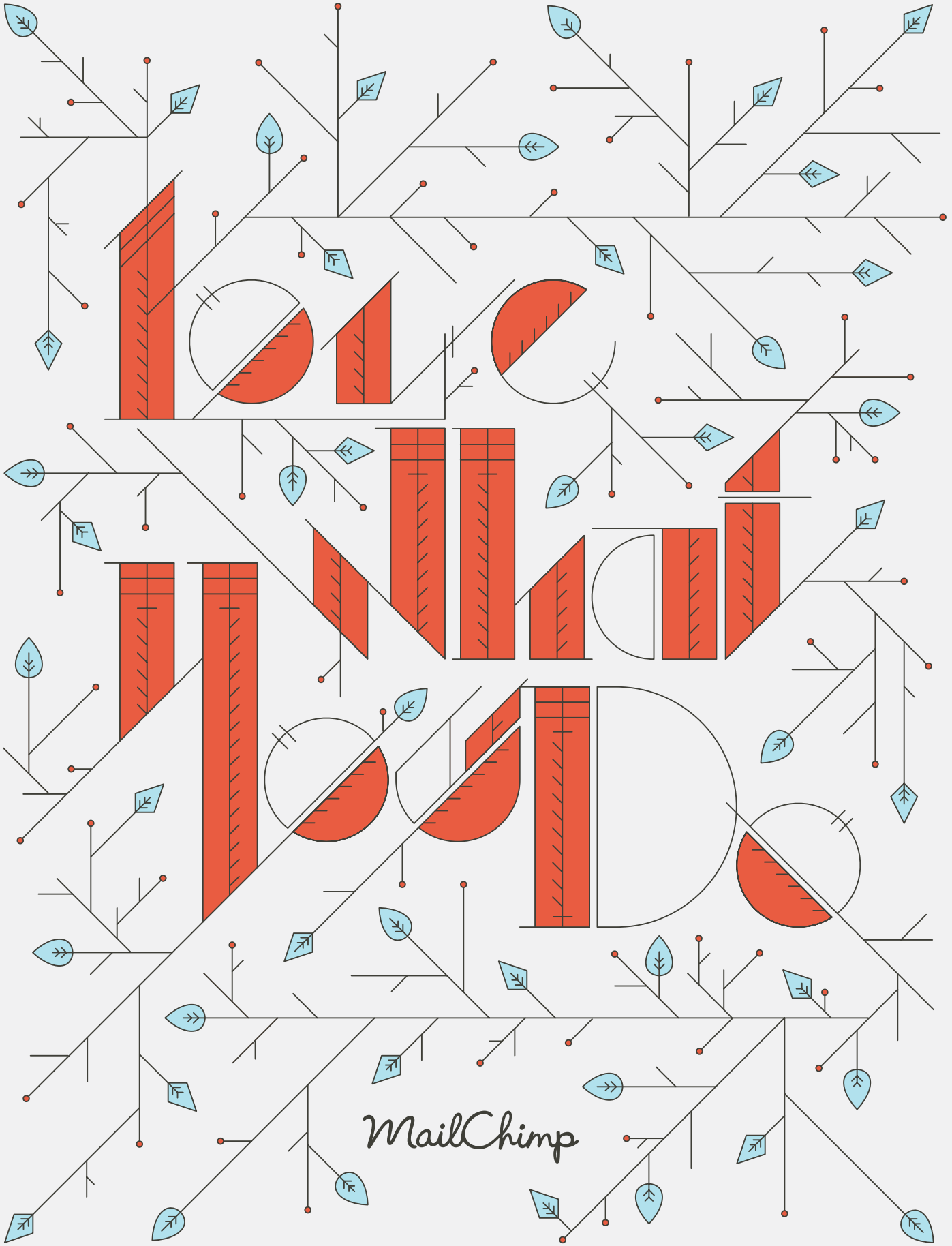
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