Learning Points from Museums and the Web 2013

MINGLE
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For Information
Agenda

• Background
• Case Studies
• Tech Talk
• Key Learning Points
• Discussion
• **Museums and the Web** is the largest international conference devoted to art, science, and natural and cultural heritage content online.

• Since 1997 it has been designed by and for museum professionals to feature the best digital work from around the world and highlight the use of new technologies in the museum context.

• 2013’s edition was held in Hong Kong, and it was a good experience for our NHB representatives to learn from successful heritage/museum projects as well as meet professionals from both East and West.
Case Studies

• Asia Art Museum on Google Art Project: A Web Log Analysis of the National Palace Museum’s Participation in the Google Art Project

• Created by a group of art-loving Google employees who used 20 percent of their weekly work hours to apply the technologies of Picasa, Street View, YouTube, and Google Maps to let museums all over the world cross geographical boundaries and time restrictions to display their art collections to the world through online queries anytime and anywhere
Case Studies

- **Taiwan e-Learning Data and Archives Programme**

  - Twenty major content holders and more than one hundred libraries, archives, museums, academic institutions,

  - 10 years - digitized and archived almost 5 million objects of interest in the fields of archeology, biology, ethnology, history, religion, visual arts, performance arts, social science, and more.

http://teldap.tw/en/
Case Studies

Connections, 82nd & Fifth, The Metropolitan Museum of Art

• Multi-media Online Series that invited 100 staff across the museum to speak about their favourite artwork.

• “In the recording and editorial process, we wanted our colleagues to sound authentic: intelligent, informed, thoughtful, funny, provocative, brave for doing this, and also vulnerable. The interviews were unscripted.”
Case Studies

Connections, 82nd & Fifth, The Metropolitan Museum of Art

• “Our goal was to change the public’s relationship with the Met, and, leading by example, we wished to suggest that there are many paths through the collections. While the Timeline (official online collection) identified seven thousand works of art deemed art historically important, and art historians could explain their value, Connections brought out two thousand works of art that resonated with one hundred of our colleagues from all corners of the museum.”
Engagement & Collaboration

- Connections, 82nd & Fifth, The Metropolitan Museum of Art

David’s *The Death of Socrates*, 1787
Grief

Curator of European paintings Andrea Bayer traces her process of mourning after her parents' recent deaths.

"It was a completely inner experience for me, as if I had been enclosed in one of those great hoods, completely wrapped in my own grief."
Tech Talk

• Google Cultural Institute
• Augmented Reality
• Semantic Web
• Open-Linked Data
• Crowd-sourcing
Information architecture and stakeholder interviews are important to set the foundation.

Map out user journeys with a strong focus on usability and functionality.

Free platforms (e.g., wordpress, flickr) can be leveraged upon to reach new audiences.

Technology changes, but stories remain.

Discover, Engage and Collaborate
Discussion