VISION AND HURDLES IN THE CULTURAL HERITAGE DOMAIN

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PEOPLE DRIVEN SOCIAL INNOVATION
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PROJECT AIM:
The aim of eCultValue is to encourage the use of new technologies that have the potential to revolutionise:
- new ways to access cultural heritage and
- experiences offered by cultural resources in both, real and virtual environments or a mix of them

Duration: 24 Months (Feb 2013 to January 2015)
Support Action – 6 Work Packages - 6 Partners
BUILDING THE ECULT COMMUNITY

How to reach different stakeholders:
1. Events within the project organised with partners
2. Cooperation with EU projects
3. Third-party events
4. Maximizing the cooperation with already established relations within ICT business
ECULT EVENTS

DIALOGUE DAYS – different segment chosen as a topic, suited for larger audiences

• Reflecting the Past, projecting the Future: 3D, Storytelling and Social Media for Cultural Heritage.
• Creating the magic: Matching Culture and ICT.
• One-Stop Shop for Museums and ICT Providers

WORKSHOPS – more interactive and designed for smaller groups of participants
1. Beauty & the Beast: How to approach Culture and ICT?
2. Tools to maximise impact in the digital cultural heritage sector

SUMMER AND WINTER STAGES - learning spaces
NETWORKING WITH OTHER INITIATIVES AND THIRD PARTY EVENTS

Networking & Collaboration:
MAXICULTURE; EVA Florence; Exponatec, & Best in Heritage; EMYA. ICOM Europa Nostra; NEMO, Museum Digit, MUVI, Museum Mediators

Third Party Events (selection):
Council of Europe, Strasbourg, France
ICOM General Conference, Rio de Janeiro, Brasil
Ethnographic Film Festival, Belgrade, Serbia
Programme Council of Forum of Slavic Cultures, Niš, Serbia
Seminar of Heritology Students, Celje, Slovenia
ICE AGE Europe, Bilbao, Spain
ICOM Croatia, Zagreb, Croatia
Museum Mediator conference, Faro, Portugal
Museum Digit, Budapest, Hungary
NEMO conference, Bologna, Italy
WHAT DO MUSEUMS NEED

• Solutions in museums are in line with mission, vision and core values
• Fair intellectual property rights policy
• Good maintainance policy
• Simple and direct approach
• Clear benefit indicators – having broader scope (from time consumption to staff requirements)
• Value for Money
• Efficient tools to persuade authorities why they should finance new technologies
VISION FOR ACTIVE ENGAGEMENT

STAZE KRAPINSKIH NEANDERTALACA

32. Korištenje vatre
33. Ognjišta i tragovi pepela u špilji
34. Spaljene fosilne kosti

Uvod
Špilja
Vatra
40. Oruđa
41. Izrada oruđa
MUSEUMS AND THE ROLE OF ORIGINAL OBJECTS

• Museums are about people not objects BUT the museum object is their main asset
• Due to severe budgetary cuts in crises there is not a necessary generational turnover in museums - staff is decisive element in favouring new technologies
• Quality of ICT infrastructure worries museums – museum objects have intrinsic value not depending on the technical solutions.
MUSEUMS ENCOURAGE «ACTIVE» LEARNING

GOING OUT OF MUSEUMS TREND
DIGITIZATION – IN FOCUS

Frequent remarks:
Programmes are mainly tailored to suit large museums with hundreds of employees and millions of revenues, they are leaders in innovation but their success stories cannot be followed by small and medium museums.

Attempts:
Providers are trying to approach smaller museums since big museums do have national funding and / or EU funds available but many small and middle size museums are left out.
Quality principles obeyed when content is supplied.
PUTTING OBJECTS IN CONTEXT

Virtual Antrophology in Krapina Neanderthal Museum, Croatia
CONNECTING WITH REAL ENVIRONMENTAL EXPERIENCES

Neanderthal Hunting Trails, Croatia
MUSEUMS ARE LOOKING FOR UNIQUE SOLUTIONS IN DISPLAYS

- ICT take over has to contribute to museums’ reputation and challenges have to be managed fast and in an easy way.
- Museums support uniqueness: There is nothing such as a typical solution when museums create their display.
- A ‘successful story’ means they want their users and audiences to have a special experience.
Some problems that are in focus for museums on national levels:

- Difference in hardware threatens compatibility on state level. Network will enable museums to share their cultural contents so they are priorities.
- Coverage of all distant areas where museums are situated
- Another education policy to educate people for IT jobs in order to satisfy the market demand.
NATIONAL CHALLENGES

In the process of aggregation the most difficult part is to deal with completely different collections there has to be a common base where all differences are brought into in order to be aggregated. For example the work in the National Museum of Hungary is how to transfer inventory into the collections management software. The first Hungarian aggregation service for museums – Museum Map portal – is established. The requirements to transfer the contents to Europeana – discussions on-going.
CHALLENGES FOR PROVIDERS

• Providers are trying to develop a software which is either offered to museums without licence or at a lower price and thus more available for those with smaller budgets.

• They count on cloud management system and aggregation. The model can be described as 3 in 1. Development of software is long-lasting and expensive therefore companies are also looking for business models that can bring them profits and make customers satisfied.

• The main problem is seen in reaching museums basics – everything is centred around big players that actually have no financial neither human resources problems.

• New solutions tend to be user friendly and as easy to use as Facebook. In that way museum staff will be more willing to employ those solutions and no expensive education is needed.

• Some providers are already looking to address several museums in the region.
Qualitative impact creation:

1 Museums:
Access to museums and
Increased willingness
to engage in a dialogue and
interactive / active involvement

Output:
- Events would like to continue with DD
- Increased participation of museums in eCult activities
Qualitative impact creation (cont’d):

2 Technology providers: good contact made with both, technology partners in EU projects and SMEs outside projects (EMF membership; EVA Florence; Exponatec Köln) as well as through Interviews (WP1).

Output:
- Active participation in our events of both.
- Established contacts with some key technology providers
- Increased interest in museums as clients/users
- Brokerage session at last DD
Qualitative impact creation (cont’d):

3 Research & Academia: Inclusion of Researchers and scientists in the eCult Expert group; submission of scientific Papers (ATHENA)

Output:
- Visibility increase through paper presentation
- Expert advice through involvement of expert group in all project activities
Qualitative impact creation (cont’d):

4 Public sector/EC:
During third-party events and established Networks, contacts to the public sector involved in cultural heritage and the creative sector; Synergies with new LLP project eCult Skills;

Output:
- City Council of Hamburg hosting the eCult Stakeholder event
- Networking with ICT and creative SMEs from Vienna Creative Cluster
- Invitation to present eCultValue at EVA Florence
- Letters of Collaboration (KIBLA)
- Distribution of Vision Paper to key decision makers.
TOWARDS CONCLUSION

How to maximize strengths and opportunities and minimize weaknesses and threats?

Every success story requires specific strategies, sound investments and human capital. The potential is huge – many parallel things are going on, progress evident in huge projects. Museum and ICT relationship is not static – a strong need to monitor and move between solutions over time.
Thank you for your attention!

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