Museums
and the
Web 2004

Final Program

March 31 - April 3, 2004

International Program Committee

Lorna Abungu, Kenya
Ann Borda, United Kingdom
Jim Devine, Scotland
Gail Durbin, United Kingdom
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Connect to your audience
and your audience connects to you.

Inform. Educate. Increase traffic:
on your website and to your museum.

Gallery Systems offers a variety of data-driven, Web-based solutions designed with our eMuseum and Web Kiosk applications.

Our clients include: Dallas Museum of Art, Memorial Art Gallery of the University of Rochester, National Portrait Gallery (Smithsonian Institution), Seattle Art Museum, San Francisco Museum of Modern Art and the International Center of Photography.

For further information, please visit us in **Booth 14**.

Welcome!

Museums and the Web 2004
Final Program

Conference Co-Chairs
David Bearman and Jennifer Trant
Archives & Museum Informatics

Organized by
Archives & Museum Informatics

Workshops

Pre-Conference Tours – March 30, 2004

- Library of Congress
- National Gallery of Art
- National Museum of Natural History: Interacting with External Data Feeds
- Smithsonian Institution Educational Web
- Smithsonian Center for Materials Research and Education (SCMRE)
- The Freer Gallery of Art, Smithsonian Institution
- Marian Koshland Science Museum of the National Academy of Sciences
- National Museum of Natural History: On-line and On-site
- U.S. Senate Commission on Art, Curator's Office

Full-Day Workshops
9:00 am - 5:00 pm

3-D Interactive Techniques for Presentation of Cultural Heritage Resources

James Devine, Hunterian Museum and Art Gallery, University of Glasgow, Scotland

Learn how and where to use 3-D interactive techniques such as QuickTime VR, Cubic VR, Video, and Adobe Atmospheres to present cultural and scientific resources for educational users on the Web and on CD-ROM.

Alternative Interfaces for Museum/Gallery Content

Slavko Milekic, University of the Arts, USA

Get an overview of unorthodox ways of interacting with museum content. These will include interactions based on a visitor's presence, gestures or gaze direction. Our emphasis will be on currently available and low-budget technologies.

Content Management Systems: Making the most of your digital assets

John O'Brien, Soul Solutions Pty Ltd and Darren Peacock, National Museum of Australia, Australia

Participants will identify opportunities for improving digital content management within their organizations. We'll explore the principles of content management systems and show participants how to plan and implement effective solutions for large and small applications.

E-Learning

Lisa Neal, Editor-in-Chief, eLearn Magazine, USA

Discover how to plan, design, deliver, support, and evaluate an on-line course, seminar, or learning community, with the goal of bringing innovation and creativity to the process of bringing e-learning to a museum.

Coffee served 10:30-11:00 am in the Grand Ballroom Foyer

Workshops

Hands-On Usability and User Testing

Paul Marty, Florida State University and Michael Twidale, University of Illinois at Urbana-Champaign, USA

Join us for a discussion-based, hands-on, and very interactive introduction to usability analysis. We will emphasize high-speed user testing and will directly address the challenges of performing user testing under tight constraints of budget and time.

Successful On-line Learning Interactives

David Schaller and Steven Allison-Bunnell, Educational Web Adventures, USA

Examine learning goal setting and the content development process, using an Interactivity Design planning process to help structure the development cycle from concept to implementation.

Morning Workshops

Developing Intellectual Property Policies for Museums

Diane M. Zorich, Cultural Heritage Consultant, USA

Review the basics of planning, developing, and writing an intellectual property (IP) policy for your museum.

Game engines and level editing for Museum design

Thom Gillespie, Indiana University, USA

Game engines are relatively new software. We will explain and demonstrate game engines and level editing, and then brainstorm possible museum-ish projects and the assets needed: writing, code, 2D/3D, music and sound and money.

Making Museum Websites Accessible

Jonathan Bowen, London South Bank University, United Kingdom

Gain an insight into how to meet the challenge of making your Web site accessible to a wide range of visitors, and in particular those with disabilities, by becoming aware of the issues involved and learning about freely available on-line resources and tools.

**Lunch served in Salon 1/2
for all workshop registrants**

Workshops

**Coffee served
3:00-3:30 pm
Grand Ballroom Foyer**

Afternoon Workshops

Digital Edutainment in Museums: Immersion by digital storytelling and user centered design methods

Sebastian Sauer, ion2s - buero fuer interaktion and Stefan Göbel, Fraunhofer Institute for Computer Graphics, Germany

See the possibilities, benefits and opportunities for museums implementing different kinds of exhibitions and innovative edutainment environments using the methods and concepts of interactive storytelling and User Centered Interface Design Methods.

The Wireless Workshop

Nancy Proctor and Titus Bicknell, Antenna Audio, United Kingdom

We'll provide a practical introduction to wireless technologies – in both visitor and administrative services in museums – intended for curators, educators, access officers, technical staff, and business development and marketing personnel.

Using XML and XSL to Leverage Museum Web Content

Jim Angus and Ruth Janette Shapiro, National Institutes of Health, USA

Learn the basics of how to separate content from presentation and deliver that content in multiple formats, to multiple devices or different audiences, all from a single content core using XML and XSL.

first bus
leaves the
main lobby
at 5:30 pm

last bus
leaves
The Phillips
at 8:30 pm
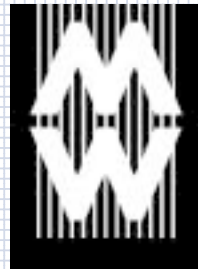
Join us for the

Welcome Reception

**Wednesday, March 31, 2004
6:00 pm - 8:00 pm**

The Phillips Collection

**21st Street, between Q and R Streets
Washington, DC
Buses leave from the main lobby, starting at 5:30.
Last bus leaves The Phillips at 8:30 pm.**

Sessions

Opening Plenary

Chair: Jennifer Trant, Archives & Museum Informatics, Canada

Designing With Web Standards

Jeffrey Zeldman, Happy Cog Studios, USA

What are Web standards? What problems do they solve? How are they transforming the landscape of Web design and development? Jeffrey Zeldman, Web designer, author, and cofounder of The Web Standards Project, will discuss the struggle to achieve support for semantic markup and CSS layout and describe the benefits modern, standards-based best practices bring to site creators and users.

**Coffee in the
Grand Ballroom Foyer**

Exhibition Projects

Chair: Selma Thomas, Watertown Productions, USA

Burarra Gathering: Sharing Indigenous Knowledge

Geoffrey Crane, Questacon, Australia

Burarra Gathering Online is Questacon's first Web exhibition. The exhibition was based on the interactive, physical exhibition Burarra Gathering: Sharing Indigenous Knowledge, which was Questacons first Indigenous-based exhibition. The development processes and resulting exhibitions have shown that a close partnership with an Indigenous community can lead to insightful exhibitions that share Indigenous knowledge with the world.

Virtual vs. Physical: Creating on-line educational experiences through design

Anne Kaye and Paola Poletto, Design Exchange, Canada

This paper examines two Design Exchange programs to explore how we create and present content in the virtual form. The Design Traveller project details the journey from virtual display to physical display while the Electronic Cities project develops a virtual exhibit strategy to compliment an annual festival of digital media design and creativity.

For All the World To Share: Developing and Implementing Accessible Web Sites

Patricia Tuohy, Helen Garton and John Slatin, National Library of Medicine and Julie Beeler, Second Story Interactive Studios, USA

Using the National Library of Medicine's recent on-line exhibition Changing the Face of Medicine: Celebrating America's Women Physicians as a study, this paper will discuss issues of design, accessibility, and government responsibility in the creation of accessible Web sites.

Bringing Mars Home: The MarsQuest Online Project

James Harold and Paul Dusenbery, Space Science Institute, USA

This paper will discuss the evolution of The MarsQuest Online Project, and the ongoing evaluation program. The evaluation, which includes interviews, database driven usage tracking, and log analysis, will test not only the usability of the site, but also its effectiveness in meeting our educational goals as compared to the original MarsQuest exhibit.

Education Projects

Chair: Ruth Perlin, The Phillips Collection, USA

Digital Storytelling at the National Gallery of Art,

Julie Springer, National Gallery of Art, Sara Kajder, University of Virginia and Julia Borst Brazas, University of Chicago, USA,

This paper will review the pedagogical dimensions of a digital storytelling tutorial for K-12 teachers that took place at the National Gallery of Arts Teacher Institute in the summer of 2003. It will also examine how the concepts presented have been translated into real-world experience in Chicago public schools.

Sessions

One Wright Way: From Collections to Classrooms

Karen Elinich, Franklin Institute, USA

> What are the right ways for museum educators to connect modern learning environments with historical collections? "One Wright Way: From Collections to Classrooms" suggests practical strategies and methodologies for museum staff to develop innovative on-line presentations and programs that connect K-12 classrooms with the museum.

Presenting the Evidence: Scottish Museums and e-learning

James Devine, Hunterian Museum, University of Glasgow, Scotland

> The "What Clicks?" project is reviewing existing and potential capability, human and technological, within the museum sector in Scotland, in the use of ICT to increase public access and resulting learning opportunities to collections.

A Scalable, Modular Framework for Publishing Museum Educational Materials

Steve Gano, Monica Philippo, Matt Tarr, Drew Koning and Ro Kinzler, American Museum of Natural History, USA

> Resources for Learning presents educational materials that anyone can use. When a new Museum hall or exhibit opens, we produce a range of content resources. We can scale new content development according to available time and money, and modular content can be reused in a range of new and different contexts. Evaluation has shown that teachers find the modular content easier to appropriate and integrate into their classroom work.

Personalization

Chair: Paul Marty, Florida State University, USA

Personalization and the Web from a Museum Perspective

Silvia Filippini Fantoni, University of Paris I, France and Jonathan Bowen, London South Bank University, United Kingdom

> Web sites are increasingly adapted towards their users by a variety of dynamic techniques, providing improved personalization for the individual. We discuss various possible approaches from a museological as well as a technical point of vie.

Interactive Audio Content: An Approach to Audio Content for a Dynamic Museum Experience through Augmented Audio Reality and Adaptive Information Retrieval

Ron Wakkary, Marek Hatala, Kenneth Newby, Dale Evernden and Milena Droumeva, Simon Fraser University, Canada

> ec(h)o is an audio augmented reality interface utilizing spatialized soundscapes and a semantic Web approach to information. The paper discusses our approach to conceptualizing museum content and its creation as audio objects in order to satisfy the requirements of the ec(h)o system.

Rich Experiences for All Participants

Liddy Nevile and Sophie Lissonette, LaTrobe University, Australia; Jutta Treviranus and Vera Roberts, University of Toronto, Canada

> Museums are developing devices, portable and wearable that can, in many cases, be used to enrich cultural participants' experiences. This paper aims to encourage museums to enable their information devices and systems to accommodate user needs as expressed in accessibility metadata profiles.
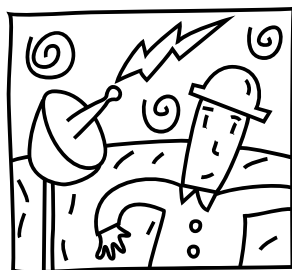
Feeling Disconnected?

Check your e-mail in the Grand Office throughout the meeting. There are computers set up, or you can put your laptop (with an Ethernet Card) on the MW network.

There are wireless hotspots throughout the Grand Ballroom area.

**2:00 pm
- 3:30 pm**

Salon A

design

Interfaces for Presentation

Chair: Franca Garzotto, Politechnico di Milano, Italy

Beyond Online Collections: Putting objects to work

Brad Johnson, Second Story Interactive Studios, USA

The Smithsonian National Museum of American History's exhibition America on the Move and the Peabody Essex Museums ARTscape go beyond the inquiry-retrieval model of an on-line collection as an end in itself, to one that provides the foundation for dynamic, extensible and diverse interactive offerings.

Experience, Learning, and Research: Coordinating the Multiple Roles of On-line Exhibitions

Bart Marable, Terra Incognito Productions, USA

On-line exhibitions are complex undertakings that serve diverse audiences. Users range from visitors with little knowledge of the subject, to teachers looking for materials for classrooms, to amateur scholars using a research tool. With effective coordination, the same on-line exhibition can support these multiple roles.

Edutainment Environments: A Field report on DinoHunter Technologies, Methods and Evaluation Results

Sebastian Sauer and Kerstin Osswald, ion2s - buero fuer interaction; Stefan Göbel, Fraunhofer Institute for Computer Graphics; Rene Zumack and Axel Feix, ZGDV Darmstadt, Germany

DinoHunter's goal is to develop integrated concepts for mobile edutainment applications and knowledge environments. Typical examples for this are interactive scenarios for museums, theme parks, or various kinds of exhibits and trade fairs.

Lunch on your own
1:00 - 2:00 pm

**2:00 pm
- 3:30 pm**

Salon B

education

Museum Education and the Classroom

Chair: Phyllis Hecht, National Gallery of Art, USA

Northern Journeys: Infrastructure Design

Roger Topp and Terry Dickey, University of Alaska Museum, USA

Northern Journeys incorporates interpretation of museum objects into classroom activities to support Alaskan and national content standards. Northern Journeys teaches about Alaska through art, culture, history, and science. Museum objects offer multiple perspectives for these disciplines and so encourage users to learn more about differing local values and traditions as they develop a sense of who they are within the community.

Chicago WebDocent: Bringing Museums to the Digital Classroom - On-line Content Management and Presentation System (CMAP)

Julia Borst Brazas, Benjamin Lorch and Sean York, University of Chicago, USA

This paper describes Chicago WebDocent Project's newly developed on-line Content Management and Presentation System, a database-driven, Web-based curriculum production tool that facilitates the development of high-quality on-line materials through partnerships between Chicago Public School teachers and Chicago museum collections.

Making Web Sites for Young Audiences

Allegra Burnette and Deborah Schwartz, Museum of Modern Art, USA

With a newly energized commitment to young audiences, The Museum of Modern Art has developed two Web sites, one for young children ages 5 to 8, and the other for teenagers. We brought in the voices and ideas of children and teens, and introduced the curatorial staff to new playful approaches.

Sessions

Metadata and Beyond

Chair: Liddy Nevile, LaTrobe University, Australia

Finnish Museums on the Semantic Web: The User's Perspective on MuseumFinland

Eero Hyvönen, Miikka Junnila, Suvi Kettula, Samppa Saarela, Mirva Salminen, Ahti Syreeni, Arttu Valo, Kim Viljanen and Eetu Makela, University of Helsinki, Finland

This paper presents the vision of publishing museum collections on the Semantic Web. It is shown how museums with their semantically rich and interrelated content could start creating large, consolidated semantic collection portals together on the Web.

Museum metadata in a consortial environment

Katherine Wisser, Duke University, USA

The digital environment increases pressures on the museum community to construct unified metadata solutions compatible with metadata solutions from other cultural institutions. This paper discusses the challenges of museum metadata implementation and outlines a strategy devised for the state-wide initiative in North Carolina to create an on-line portal for cultural institution material.

Searching For Meaning, Not Just Records

Darren Peacock, National Museum of Australia; John Doolan, KE Software; and Derek Ellis, Massive Interactive, Australia

At the National Museum of Australia, the implementation of a new collections information management system was an opportunity to create an engaging Web interface that not only presented the collection, but use contextualized the objects within a broader knowledge base of Australian history, using a range of primary and secondary source material. We developed a browsing tool to make the most of the museum's digital knowledge assets.

The Little Search Engine that Could: How an Online Database is Paving the Way for Enhanced Access to Research Collections

Jim Whittome, Pauline Rennick, Janine Andrews, Frannie Blondheim and Victor Gratnicki, University of Alberta, Canada

The University of Alberta Museums has developed an innovative Web interface providing researchers tools to facilitate the generation of entomological specimen data held in the database and to dynamically generate seasonal histograms, plot search results on a map, and present knowledge summaries of entomological species.

Dialog Table, Interactive

Michael McAllister, Marek Walczak, and Jakub Segen, DialogTable, USA

The Dialog Table augments the silent art museum experience with a participatory group interaction. Dialog encourages you to engage with and discuss art. Elbow to elbow you interact simultaneously in both physical and digital space. Dialog is designed to provoke social interaction. Utilizing gesture recognition technologies it requires only hand gestures to interact with information. A collection of images bubbles up at the top encouraging spontaneous grasping of favorite artworks. Enlarged favorites are collected and investigated with digital tools. The "Explore" tool provides descriptive text, related video or sound clips. The "Relate" tool brings up related art works. The "Make" tool allows you to create and email a postcard.

1st Place Walker Art Center International Competition: "Telematic Table", 2002

See The Dialog Table on

Friday	**and Saturday**
9:30 am - 4:30 pm	9:00 am - 12:00 pm

Coffee
Grand Ballroom Foyer
3:30-4:00 pm

Storytelling

Chair: Xavier Perrot, Archives & Museum Informatics Europe, France

XML Coding Of Dramatic Structure for Visualization

Gabriele Scali, Space Spa, Italy, Graham Howard, System Simulation, United Kingdom
> The delivery of narration-intensive media is becoming more common, but the Web provides a more interruptible and fragmented way of interacting with stories, making their comprehension difficult. We present an XML Schema defining a language (XNDL XML Narrative Description Language) to describe the time-based evolution of roles, relationships, events and consequences within a narration.

Expanding the Storyline

Peter Hoffmann, Institute for Multimedia and Interactive Systems, Germany
> It is not easy to describe the possibilities of digital or virtual storytelling with the standard vocabulary. First, we try to define a better image and a more correct vocabulary for describing the field of virtual storytelling. Secondly, we presents a narrative system called Jeherazade, using the aforementioned concepts and ideas.

Influences of Concepts and Structure of Documentary Cinema

Melahat Hosseini and Ron Wakkary, Simon Fraser University, Canada
> This paper investigates the emergence of documentary practices on the Internet. It is potentially beneficial to researchers and practitioners in the emerging area of documentary Web work, and for museums or cultural institutions who utilize Web sites for exhibition programming and thematic presentations.

The Gernsback Machine: Towards a Museum of Possible Futures and Probable Pasts

Valerie Hobbs and Diarmuid Pigott, Murdoch University; and Marjolein Towler, Consultas Pty, Australia
> Museums have traditionally used timelines to create narratives of historical, cultural, political, geographical and social change. However, timelines are only one aspect of a potential infinity of semantic continua, and fail to exploit fully the possibilities implicit in the objects that exemplify them. We describe the 'Gernsback Machine', a novel categorisation and navigation model based on principles of facet analysis that enables descriptive metadata terms to be located within a fully navigable universal facet tree.

Professional Training

Chair: Bruce Williams, Canadian Museum of Nature, Canada

The Changing Role of the Museum Webmaster: Past, Present and Future

Paul Marty, Florida State University, USA
> This paper uses results from a study of information professionals currently working in museums to explore the past, present, and future of the museum Webmaster, and examine how the responsibilities have changed since 1997. It presents an analysis of how present-day museum Webmasters view their jobs, and argues that the museum Webmaster of the future should assume the role of the user's advocate.

Designing the user experience: an evolving collaboration for research and development

Mukti Bawa and Marie Jefsioutine, Birmingham Institute of Art and Design, United Kingdom
> This paper describes a collaborative partnership between the University of Central England and Birmingham Museums and Art Gallery, and its evolution from a series of collaborative MA design projects to user-centered design research and the creation of a jointly supervised full time PhD studentship looking at the role and future development of on-line collections.

Collaborative Teaching & Learning Between Continents: A case study

Riikka Haapalainen, Finnish National Gallery; Marjo Mäenpää, Helsinki University of Art and Design, Finland; and Slavko Milekic, University of the Arts, USA
> We present a critical overview of an experiment in collaborative teaching/learning using Web-based tools. Collaborating institutions were the University of Art & Design in Helsinki, Finland, and the University of the Arts in Philadelphia, USA.

Sessions

Managing Web Development
Chair: Rich Cherry, Guggenheim Museum, USA

One Site Fits All: Balancing Priorities at Tate Online
Jemima Rellie, Tate, United Kingdom

    Tate Online is Tate's 5th gallery. The aim of Tate Online, as with the organisation as a whole, is to increase public awareness, understanding and appreciation of art. This paper will suggest some of the methods we are employing to balance the demands, in an effort to ensure that both visitor numbers and visitor satisfaction increase in line with Tate's overall objectives.

Building and Growing Your Web Site Using The Team Approach
Brian Bergeron and Susan Steinway, The Childrens Museum of Boston, USA

    This paper examines how having a team responsible for a Web site works and how a Web site can prosper when it is cared for by a diverse group of Museum employees.

Pictures and People: Distributed Query Database Collaboration
Edward Earle, International Center of Photography and Roger Bruce, George Eastman House, USA

    The International Center of Photograhy (New York City) and the George Eastman House (Rochester, NY) have developed a partnership to support development of a collaborative Web site within which a new distributed query database will be tested.

Bits & Bolts to Bits & Bytes: The Quilt Index Online Repository and Distributed Archival Management System
Justine Richardson, Michael Fegan, Mark Kornbluh, Dean Rehberger and Marsha MacDowell, Michigan State University, USA

    This paper presents the approaches, strategies and challenges addressed during the development and deployment of the Quilt Index, an on-line preservation and presentation project currently containing more than 1,000 quilts documented in four separate archives.

Exhibitors Reception

**Thursday April 1
5:30 – 8:00 pm**

**hors d'oeuvres & buffet
in the Salon C/D/E/F/G/H**

**5:30 pm -
8:00 pm**

*Salon
C/D/E/F/G/H*

**Thursday
April 1**

Exhibits

AKQA
13

http:// www.akqadc.com
> 3255 Grace St. NW
> Washington DC 20007 USA

Rep: Erik Rogstad
E-mail: erik.rogstad@akqa.com

Founded in 1990, AKQA has offices in Washington DC, San Francisco, London, and Singapore. Each offers design, content development, technology, and rich-media services. AKQA puts users, not technology, at the heart of the creative process. Whether we're crafting a Web site or a handheld application, we work to understand the audience and engage them in a rich experience. Our user-centric approach parallels museums' shift from being "about something" to being "for somebody."

Antenna Audio
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http://www.antennaaudio.com
> P.O. 176
> Sausalito CA 94965 USA

Reps: Chris Tellis, USA and Nancy Proctor, UK
E-mail: ctellis@antenna-audio.com

For almost 20 years, Antenna Audio has been the leader in the field of audio and visual interpretation. Antenna Audio provides the highest quality programming, equipment solutions and service, to create an emotionally and intellectually engaging experience for visitors to museums, historic sites, and attractions. With 21 offices worldwide, Antenna Audio produces some 400 hours of original programming content annually. Over 120 million people have experienced an Antenna Audio tour at more than 500 leading sites worldwide, including Museum of Fine Arts in Boston, National Gallery in London, the Statue of Liberty, Palais du Louvre in Paris, Versailles, and Alcatraz Island.

Arc-1 Media
17

http://www.arcone.com
> 3771 Halbrooke Place
> Richmond, VA 23233

Rep: Nasser Sleem
E-mail: nasser@arcone.com

Arc-1 Media is a leading broadband marketing communications company. We address the convergence of media across all communication methods, pioneering the integration of graphic design, interactive storytelling, broadcast motion graphics, emerging Internet technologies and branding. Arc-1 Media consists of marketing and technology strategists, print and Web graphic designers, programmers, project managers, content developers and database integrators who specialize in solving your business marketing objectives. We have established a proprietary process for developing interactive media for Museums, Science Centers and online E-learning initiatives.

Cognitive Applications Ltd.
7

http://www.cogapp.com
> Lees House, 21 Dyke Road
> Brighton East Sussex BN1 3GD United Kingdom

Reps: Alex Morrison, Ben Rubinstein and Jason Ryan
E-mail: alexm@cogapp.com

Cognitive Applications is a specialist software consultancy. Working in the museums and cultural sector since 1988 we have helped many organisations to deliver high quality on-line and interactive material and services to the public. Working with clients such as the National Gallery of Art, the National Portrait Gallery, the Science Museum, Microsoft and the Cleveland Museum of Art, we have achieved consistently good results by creating long-lasting digital resources that can be deployed, maintained, and repurposed to meet the needs of different audiences. These resources have been published as Web sites, kiosks and as commercial products in CD-ROM and DVD-ROM formats.

Contents Co. Ltd.
18

http://www.contents-jp.com
> 2-27-2 Kaminakano
> Okayama-city Okayama
> 700-0972 Japan

Rep: Hiroshi Ono
E-mail: contents@bronze.ocn.ne.jp

CONTENTS Co., Ltd. introduce a high speed WEB distribution system for high-resolution digital image content. Distribution for high-resolution digital image contents becomes possible due to the spread of broadband Internet connection technology. We also introduce "Digital Replica". By using our advanced computing techniques, we create "Digital Replica" in hand-made Japanese paper. Our high-resolution digital image contents, WEB distribution system and Digital Replica are gaining high reputation from museums, university libraries and archives in Japan.

Count Me In Corporation
10

http://www.countmein.com/index.html
> 411 - 108th Ave NE #720
> Bellevue WA 98004 USA

Rep: Leonard Fialdini
E-mail: leonard.fialdini@countmein.com

Count Me In Corporation is headquartered in Bellevue, Washington and has an office in Vancouver, Canada. The leading provider of online solutions for registration, payment, and program management to organizations with paid programs and membership, the Count Me In™ service provides both an external Website and an internal administration tool. The hosted, customer branded Website displays the unique programs and content, and allows the organization's participants, members, volunteers and donors to register and pay online.

Cuadra Associates, Inc.
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http://www.cuadra.com
> 11835 West Olympic Blvd., Suite 855
> Los Angeles CA 90064 USA

Rep: David Smith
E-mail: sales@cuadra.com

Cuadra Associates offers many customizable applications, including STAR/Museums and STAR/Archives, collections management applications, STAR/Libraries, an integrated library system supporting images and electronic files; and STAR/Digital Assets, a "knowledge bank" for your mission-critical information. All of these applications include a public access module that provides fast, precise, browser-based retrieval.

**coffee in the
Exhibit Hall
Friday morning**

Exhibits

Diginiche

http://www.diginiche.com   **12**
> 80 Ward St., Unit 105
> Toronto ON M6H 4A6 Canada

Rep: Barry Fogarty
E-mail: barry@diginiche.com

diginiche is an award-winning production studio, and one with a proven track record in helping museums to effectively utilize interactive technologies to communicate with visitors – both physical and online. We've played a pioneering role in the development of innovative 3D and virtual host technologies – enabling, for example, a curator to provide a personal, multilingual and interactive guided tour to a student on the other side of the world. In addition to on-site production services – in a variety of technologies including Flash, QTVR, Viewpoint, Arius3D and Atmosphere – our team is committed to providing training and technical support to museum staff members.

Educational Web Adventures

http://www.eduWeb.com   **5**
> 1776 Inglehart Ave.
> St. Paul, MN USA 55104

Reps: David Schaller and Steven Allison-Bunnell
E-mail: david@eduWeb.com

Educational Web Adventures (EduWeb®) develops innovative online learning activities that hit the sweet spot where learning theory, Web technology, and fun meet. We engage the many ways people learn with imaginative conceptualizations, thoughtful application of learning theory, and unflinching evaluation. Our clients include the Chicago Zoological Society, Colonial Williamsburg, the Minneapolis Institute of Arts, and the John G. Shedd Aquarium. Our projects have garnered numerous awards including two Museums & the Web Best of the Web awards and five American Association of Museums MUSE awards.

Gallery Systems

http://www.gallerysystems.com   **14**
> 261 West 35th Street, 12 floor
> New York NY USA 10001-1902

Rep: Marcia Finkelstein
E-mail: marcia@gallerysystems.com

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.

Green River

http://www.greenriver.org   **33**
> 2253 Stage Road
> Guilford VT USA 05301

Rep: Michael Knapp
E-mail: Contact@GreenRiver.org

Green River believes that information technologies can play a pivotal role in solving the nations' and the world's pressing social problems. These technologies include system analysis, database design, database integration, Intranet and extranet application development, and database backed Web applications using a wide variety of software technologies. Green River is committed to making cutting edge information technologies available to nonprofit organizations, government agencies and small businesses in easily accessed and easily used formats, especially to promote learning opportunities for all students, public health for those in need, and a sustainable ecosystem.

Interactive Knowledge

http://www.interactiveknowledge.com   **19**
> 3201-B N. Davidson St.
> Charlotte NC USA 28205

Rep: Tim Songer
E-mail: tim@interactiveknowledge.com

Interactive Knowledge is a leading developer of engaging interactive Web sites for museums and cultural organizations. Our clients include the National Museum of American History, the Smithsonian Institution Traveling Exhibition Service (SITES), PBS, the Mint Museums, ITVS, Cable in the Classroom and many others.

IO Research

http://www.ioresearch.com   **27**
> 63 Presidio Avenue
> Mill Valley CA USA 94941

Rep: Kris Griffith
E-mail: kris@ioresearch.com

ioResearch Studios is a complete interactive production studio based in Marin County, California. With roots in filmmaking, architecture, engineering, and design, we specialize in creating Flash-driven interactives that engage the imagination and evoke the spirit of discovery. Our studio fosters a broad client base, ranging from museum and cultural institutions to software and technology leaders. Over the past seven years, this diversity has empowered us to pioneer award-winning and emotionally valuable Websites, CD-ROM's, multimedia installations, and kiosks. This year we finished productions for Microsoft, Sony, Macromedia, and developed the "Mars Encounter" exhibit interactives for Chabot Space & Science Center.

KE Software

http://www.KESoftware.com   **20**
> 750-601 West Broadway
> Vancouver BC Canada V5Z 4C2

Reps: John Doolan, David Lasky, Alan Brooks
E-mail: David.Lasky@kesoftware.com

KE EMu is a full-featured collections management system designed to provide ease of access from small to very large collections. KE EMu manages all aspects of a museum's collection, management and other related information while providing extensive retrieval facilities within the museum and to external patrons via the Internet.

Konica-Minolta Corporation

http://www.minolta3d.com   **25**
> 101 Williams Drive
> Ramsey NJ USA 07446

Rep: Len Chamberlain
E-mail: lchamberlain@minolta.com

Konica Minolta (KM) is pleased to present the VIVID 910 Non-Contact 3D Digitizer as the ideal scanning tool for art restoration, conservation, museum services and cultural heritage. Actively engaged in 3D imaging technology internationally since 1997, Konica Minolta works in close partnership with leading universities, research institutes and software partners. This global activity puts the company in an ideal position to offer successful product solutions for a wide range of 3D applications.

Exhibits

L-Soft

http://www.l-soft.com **34**
> 7272 Wisconsin Ave, Suite 330
> Bethesda MD USA 20814

Rep : Connie Rice
E-mail: connie@lsoft.com

Founded in 1994, L-Soft is the premier provider of e-mail list and e-mail delivery solutions used on the Internet and intranets. With a growing demand for scalable e-mail communication solutions, L-Soft's innovative, Web-enabled technology offers an extensive portfolio of products and services for non-technical and expert users alike. Solutions range from high-performance software to custom outsourcing services that provide large to small-scale alternatives for electronic newsletters, discussion groups, and personalized direct e-mail campaigns using a customer database. L-Soft is privately held and has offices in Landover and Bethesda, Maryland (near Washington, DC), London, UK, and Stockholm, Sweden.

Mediatrope Interactive Studios

http://www.mediatrope.com **23**
> 144 Townsend Street #200
> San Francisco CA USA 94107

Rep: Laura Mann
E-mail: laura@mediatrope.com

Mediatrope develops award-winning museum Web sites, kiosks and interactive environments. Mediatrope is the creator of Sitebots® the preeminent content and communication manager for museums. Sitebots makes it easy to update your site, publish your collection online, manage E-mail marketing, and power e-commerce. Sitebots is designed for non-technical staff — no knowledge of HTML or Flash is required. Sitebots supports multilingual sites and works with software you already use like The Raiser's Edge and TMS. Clients include The Fine Arts Museums of San Francisco, The Mexican Museum, Hewlett-Packard.

Melia Design Group

http://www.melia.com **29**
> 905 Bernina Avenue
> Atlanta GA USA 30307

Rep: Mike Melia
E-mail: mike@melia.com

Melia Design Group, established in 1982, is one of the nation's most experienced interactive storytellers, effectively working in multiple media, including Internet/Web, Flash, print, video, and CD Rom. The company is a multidisciplinary, digital-media studio mixing brand development and 20 years of communication design with a high level of technological expertise. Our work is focused on design and communication that yields quantifiable results. MDG's portfolio includes a range of clients from large, international brands to non-profit institutions. Our work with museums is varied from overall online branding strategy and execution to learning sites, e-commerce and member communications.

**Coffee Break in the Exhibit Hall
2:30 pm - 3:30 pm**

Melia Technologies, Ltd

http://www.nimbussoftware.com **28**
> 905 Bernina Avenue
> Atlanta GA USA 30307

Reps: Jason Brewster and Rick Farris
E-mail: jason@nimbussoftware.com

Melia Technologies has developed a robust, diversified Internet content management tool that empowers clients to cost effectively produce e-newsletters, e-marketing, handle ADA compliance as well as maintain every component of the museums' site. The tool, Nimbus, also integrates well with asset management and database software such as The Museum System and Raisers Edge at a very competitive price.

Mid-Atlantic Association of Museums (MAAM)

http://www.midatlanticmuseums.org **10**
> 800 East Lombard Street
> Baltimore MD USA 21202

Rep: John Suau
E-mail: director@midatlanticmuseums.org

The Mid-Atlantic Association of Museums (MAAM) is a nonprofit organization dedicated to serving museums, museum professionals, and related institutions and individuals by providing vision, enrichment, intellectual challenge and a forum for communication and interaction. As one of six regional associations affiliated with the American Association of Museums (AAM), the Mid-Atlantic Association of Museums represents the museum communities in Delaware, Maryland, New Jersey, New York, Pennsylvania, and Washington, D.C. and advocates, promotes and supports the role of museums in bettering and enriching the diverse and dynamic cultural life of the Mid-Atlantic region of the United States.

Museum Computer Network

http://www.mcn.edu/ **8**
> 232-329 March Road, Box 11
> Ottawa ON K2K 2E1

E-mail: mcn@igs.net

The Museum Computer Network is a nonprofit organization of professionals dedicated to fostering the cultural aims of museums through the use of computer technologies. We serve individuals and institutions wishing to improve their means of developing, managing, and conveying museum information through the use of automation. We support cooperative efforts that enable museums to be more effective at creating and disseminating cultural and scientific knowledge as represented by their collections and related documentation.

New Tilt

http://www.newtilt.com **15**
> 48 Grove Street, Suite 206
> Somerville MA USA 02144

Rep: Michelle Chambers
E-mail: michelle@newtilt.com

New Tilt is a Boston-based Web site firm that creates interactive online exhibits that are compelling and thoughtful solutions focused on learning. We combine innovation steeped in practical knowledge of education and communication principles to build online experiences that allow for exploration, multiple levels of interaction and an acknowledgment of differing learning styles. We seek to engage a user's imagination, curiosity and drive to improve through a creative use of content assets and a strong understanding of how to use technology as an educational tool.

Exhibits

Night Kitchen Media

http://www.whatscookin.com   **35**
> 411 South Second Street, Suite 200
> Philadelphia PA USA 19147

Rep: Matthew Fisher, Dan Kuetemajer
E-mail: matthew@whatscookin.com

Night Kitchen Media is an interactive design studio developing online educational and training solutions. Focusing largely on Museums and Arts and Cultural Organizations, Night Kitchen Media's clients include The National Constitution Center, The Philadelphia Museum of Art and The Academy of Natural Sciences. Founded in 1997 and located in Center City Philadelphia, Night Kitchen Media has received industry recognition and awards for work with the Philadelphia Museum of Art, a cornerstone to their Museum Education Partnership – the company's commitment to providing innovative yet affordable interactive solutions to museums and cultural institutions.

Peel Interactive

http://www.peelinteractive.com   **26**
> 122 S Jackson, Suite 350
> Seattle WA USA 98119

Rep: Kevyn Smith
E-mail: kevyn@peelinteractive.com

Peel is committed to establishing solid client-agency relationships based on talent, honesty, intelligence and dedication. We believe that it's not enough to just have a strong product, we need to deliver strong meaningful business results – to drive sales, reduce costs and deepen customer relationships. Since every engagement is unique, Peel works closely with our clients to mold our process to fit their needs and objectives. From the initial proposal to project delivery, the expert team at Peel takes concepts from the white board and into the real world. Our four step process encourages client- focused collaboration and efficiency, helping to build world-class brand experiences again and again

Redmon Group

http://www.redmon.com   **31-32**
> 500 Montgomery Street, Suite 500
> Alexandria VA 22314

Rep: John Redmon
E-mail: john@redmon.com

Redmon Group has been producing interactive exhibits and Web sites for more than 13 years. Redmon enjoys an outstanding reputation and is one of the largest interactive design companies in the DC area, as published by the Washington Business Journal. We build bridges between people and content, merging audio, interactive technology, and video into well-thought out, stable solutions that adhere to best practices and successfully marry creative design and technical functionality in intuitive style. We are mindful of maintenance issues and add back-end engines that empower administrators plus add flexibility.

S2N Media

http://www.s2nmedia.com   **16**
> 65 Main Street Suite 300
> Warwick NY USA 10990

Reps: John Prusinski and Kathryn Prusinski
E-mail: ksp@s2nmedia.com

S2N Media brings imagination, innovation, and intelligence to the development of interactive media experiences. We will help you realize your vision by creating elegant, distinctive solutions for the Web, kiosks, and other interactive applications. Since 1987, we've been producing award-winning content for major museums, government, and education. We bring proficiency in leading edge technology to our projects, along with experience in building long term client relationships. We know the right questions to ask, understand the production process, and appreciate the importance of delivering on time and on budget. Our goal is transparency, to seamlessly integrate the appropriate technology with the application.

Second Story

http://www.secondstory.com   **21**
> 1104 NW 15th Avenue #400
> Portland OR USA 97209

Rep: Brad Johnson
E-mail: brad@secondstory.com

Since 1994, Second Story has created more than 60 original interactive Websites and interpretive multimedia installations with many outstanding museums and cultural institutions including the Getty, National Gallery of Art, the Smithsonian Institution, National Geographic, Peabody Essex Museum, MoMA and the U.S. Holocaust Memorial Museum. Second Story's pioneering work has received many industry awards and honors including eight AAM Muse awards and last year's Best Overall Web site (Theban Mapping Project). From database-driven applications and collections accessibility tools to rich-media interpretive presentations, the studio is dedicated to inspiring, educating and entertaining audiences through innovative, interactive storytelling.

Sway Design

http://www.swaydesign.com   **33**
> 176 Grand Street, 2nd Floor
> New York NY USA 10013

Rep: Ellis Neder
E-mail: ellis@swaydesign.com

Sway Design is a New York-based design studio that plans, designs and creates Websites, interactive brands and online educational content. We focus on usable, content-based design to help our clients deliver their messages online. Our team offers an integrated approach to Web development, combining traditional print-media services – such as branding, collateral and promotional materials – with interactive capabilities – such as comprehensive Web site creation, curriculum design and Flash animation production.
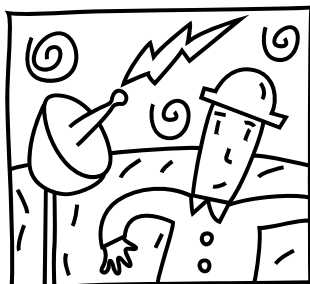
Need to Check In?

Check your e-mail in the Grand Office throughout the meeting. There are computers set up, or you can put your laptop (with an Ethernet Card) on the MW network.

There are wireless hotspots throughout the Grand Ballroom area.

Systems Planning

http://systemsplanning.com   **22**
    160 Dragoon Court
    Cross Junction VA USA 22625
Rep: Stephen Toney
E-mail: toney@systemsplanning.com

Systems Planning is the developer of MWeb™, the easiest way for museums and image collections to publish their catalogs on the Web. MWeb provides several types of searches, simple to advanced, some requiring no typing at all. In addition to the built-in search engine and displays, MWeb is extensible to meet any special needs. The design is customized to match your existing Website. MWeb can integrate any number and types of databases for integrated searching and display, so the catalog can include records from multiple museums, libraries, or collections, which can be searched separately or together.

Terra Incognita

http://www.terraincognita.com   **9**
    101 W. Sixth Street, Suite 330
    Austin TX USA 78701
Rep: Bart Marable
E-mail: bart@terraincognita.com

Terra Incognita is an interpretive design studio that leads interactive explorations of the human experience. Our team offers expertise in exhibit content planning, experience design, and technical engineering, combined with a strong educational foundation in the humanities and social sciences. Established in 1995, Terra Incognita's clients include the Smithsonian, National Geographic, Indianapolis Museum of Art, Missouri Historical Society, Nelson-Atkins Museum of Art, National Parks Service, and the Institute of Human Origins. Our projects are consistently ranked among the best museum content on the Web, having claimed top honors from Museums and the Web, AAM, Communication Arts, and the Webby Awards.

The Virtual Experience Company

http://www.virtualexperience.co.uk   **30**
    19 Deerpark Drive
    Warwick Warwickshire
    United Kingdom CV34 5EB
Rep: Mike Gogan
E-mail: mike@virtualexperience.co.uk

The Virtual Experience Company is one of the leading creators of 3D and Virtual Reality content to the Museums and Heritage sectors. Over the past 5 years we have created a large number of innovative virtual reality experiences for many leading heritage organisations. These experiences are designed for a variety of applications, including Disabled Access, Education and Interpretation. The company has pioneered the use of VR as a means of providing unprecedented access to historic houses for visitors with limited mobility, as well as using Virtual Reality as a portal to online content such as education resources and the wider collections databases in museums.

Vernon Systems Ltd.

http://www.vernonsystems.com   **11**
    PO Box 6909
    Auckland, New Zealand
Rep: Jennifer Taylor Moore
E-mail: jennifer.tm@vernonsystems.com

Vernon is a leading collections management system for Museums & Galleries used by hundreds of museum professionals worldwide. Vernon provides unparalleled power, functionality and flexibility. The intuitive user interface is suitable for any user and for all types of collections. The system handles acquisition proposals, cataloguing, location tracking, conservation, loans, entry, exit, exhibitions, movement planning and more. Vernon Browser, our state-of-the-art Web access module, provides public access with sophisticated search facilities. It offers detail, label, light box and list views, and enables interpretive presentations, adding value to your on-line catalog. Log-on facilities offer secure in-house access to further collections information.

Willoughby Associates Ltd.

http://www.willo.com   **36**
    266 Linden St
    Winnetka IL USA 60093
Rep: Liz Appleby
E-mail: lappleby@willo.com

With over twenty years of experience, Willoughby Associates Limited creates the most innovative Collections Management Systems in the world. Our two systems, iO and MIMSY XG, address the needs of the wide variety of institutions that make up the diverse museum marketplace. Both systems offer cultural heritage institutions highly customizable databases that feature innovative interfaces and integrated digital media management capabilities. Willoughby also offers comprehensive Internet and custom product solutions.

ice cream in the Exhibit Hall 4:00 pm - 5:00 pm

Exhibits

Exhibit Hall – Salon C/D/E/F/G/H

Entrance

**coffee
service**

Willoughby	Night Kitchen	L-Soft	Sway Design Green River	Redmon Group		Virtual Experiences
36	**35**	**34**	**33**	**32**	**31**	**30**
21	**22**	**23**	**24**	**25**	**26**	**27**
Second Story	Systems Planning	Media-Trope	Cuadra	Konica Minolta	Peel Interactive	IO Research

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Melia Group

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KE Software	Interactive Knowledge	Contents	Arc-1	S2N	New Tilt	Gallery Systems
20	**19**	**18**	**17**	**16**	**15**	**14**
5	**6**	**7**	**8**	**9**	**10**	**11**
EduWeb	Antenna Audio	Cognitive Applications	MCN	Terra Incognita	MAAM / Count Me In	Vernon Systems

AKQA

13

Diginiche

12

Entrance

**Don't miss the
Conference Reception and Gallery Crawl
starting at the
Torpedo Factory Art Center,
tonight!**

Wednesday March 31, 2004

Time										
8:00 am	**Registration** *Grand Ballroom Foyer*									
9:00 am	**Access-ibility** *Jefferson*	**Game Engines** *Alexandria*	**IP Policy** *Madison*	**3-D Interactive Techniques** *jackson*	**Content Management** *Salon J*	**E-learning** *Salon K*	**Learning Interactives** *Salon A*	**Multimodal Interactions** *McLean*	**Usability** *Salon B*	
12:30 pm	**Lunch**									
1:30 pm	**Digital Edutainment** *Madison*	**Wireless** *Jefferson*	**XML and XSL** *Alexandria*							
5:00 pm	*First bus loads at 5:30 pm from the Main Lobby*									
6:00 pm	**Welcome Reception - The Phillips Collection**									
8:00 pm	*Last bus leaves The Phillips at 8:30 pm*									

Thursday April 1, 2004

Time				
8:00 am	**Registration** *Grand Ballroom Foyer*			
9:30 am	**Opening Plenary** **Designing with Web Standards** *Salon A/B/J/K*			
11:00 am	**Coffee Break**			
11:30 am	**Personalization** Technology *Salon J*	**Education Projects** Education *Salon A*	**Exhibition Projects** Design *Salon B*	
1:00 pm	**Lunch on Your Own**			
2:00 pm	**Metadata and Beyond** Technology *Salon J*	**Museum Education and the Classroom** Education *Salon B*	**Interfaces for Presentation** Design *Salon A*	**Dialog Table, Interactive** Design *Lee*
3:30 pm	**Coffee Break**			
4:00 pm	**Managing Web Development** Technology *Salon J*	**Professional Training** Education *Salon B*	**Storytelling** Design *Salon A*	
5:30 pm	**Exhibitors' Reception – Exhibit Hall** *Salon C/D/E/F/G/H*			
8:00 pm				

Overview

Friday April 02, 2004

8:00 am – 9:00 am — Birds of a Feather Breakfast — *Salon A/B/J/K*

Registration — Salon C/D/E/F/G/H
Grand Ballroom Foyer
Exhibit Hall
Dialog Table — Lee

9:30 am – 10:00 am
- To Flash or not — Tech — *Salon A*
- IMLS — Forum — *Salon K*
- Don't Stand... — Mkt — *Jackson*
- Strategy for Change — Mgt — *Madison*
- Blind Leading — Access. — *Jefferson*
- Learning from Links — Des — *Salon B*
- Usability Lab Session 1 — Eval — *Salon J*

10:30 am — Coffee Break in the Exhibit Hall

11:00 am
- Content Re-Use — Tech — *Madison*
- Why Not Google? — Forum — *Salon B*
- Email Lists — Mkt — *Salon A*
- RFP Process — Mgt — *Salon K*
- W3C Guidelines — Access. — *Jefferson*

12:00 pm – 1:30 pm — Lunch On Your Own

1:30 pm
- Internet 2 — Tech — *Salon A*
- Multi-Inst Calendars — Forum — *Salon K*
- Tech. Selection — Mgt — *Jackson*
- E-Tour Guide — Ed — *Jefferson*
- Usability Lab Session 2 — Eval — *Salon J*
- Crit Room Session 1 — Des — *Salon B*
- On a Budget — Des — *Madison*

2:30 pm — Coffee Break in the Exhibit Hall

3:00 pm – 3:30 pm
- RSS — Tech — *Salon A*
- Tools for Corp Dev. — Mgt — *Salon K*
- Egypt — Ed — *Jackson*
- Learning Objects — Ed — *Jefferson*
- Crit Room Session 2 — Des — *Salon B*

4:00 pm – 4:30 pm — Ice Cream Break in the Exhibit Hall

5:00 pm — Best of the Web Awards — Evaluation — *Salon A/B/J/K*

6:00 pm — Conference Reception and Gallery Crawl — Torpedo Factory Art Center — *Old Town Alexandria*

9:00 pm — Last bus leaves Alexandria at 10:00 pm

Saturday April 03, 2004

Registration — Grand Ballroom Foyer

8:00 am – 11:30 am
- Coffee Break in the Demonstrations
- Demonstrations – Session 1 — Close-Up — *C/D/E/F/G/H*
- Demonstrations – Session 2 — Close-Up — *C/D/E/F/G/H*
- Dialog Table, Interactive — Design — *Lee*

11:30 am – 12:30 pm
- Evaluation Methods — Evaluation — *Salon B*
- Virtual / Physical — Design — *Salon A*
- HandHelds — Technology — *Salon J*

1:00 pm – 1:30 pm — Lunch On Your Own

2:00 pm – 3:00 pm
- Evaluation Findings — Evaluation — *Salon B*
- User-Created Content — Design — *Salon A*

3:30 pm — Coffee Break

4:00 pm – 4:30 pm — Closing Plenary — *Salon A/B/J/K*

HISTORY ASSOCIATES INCORPORATED

300 N. STONESTREET AVENUE
ROCKVILLE, MARYLAND 20850
(301) 279-9697

WWW.HISTORYASSOCIATES.COM

Even before its involvement as a sponsor of "Documenting the Digital Age" in 1997 History Associates Incorporated (HAI) grappled with the issues of preservation and access in electronic archival documentation. Through present-day HAI digitization projects at the National Library of Medicine and the Office of History - National Institutes of Health, History Associates show how effective partnerships can promote these important goals.

Our archivists can:

- *arrange and describe your archival collections,*
- *produce finding aids;*
- *scan images or documents; and*
- *collect the metadata necessary for database development leading to web-based access.*

For information on how professional archivists on staff at HAI
can be used in your digital project, e-mail us at:
info@historyassociates.com
or contact us as outlined above.

Mini-Workshops

Birds of a Feather Breakfast

Friday March 21
8:00 am - 9:30 am
Salon 1/2

Join a table with a topic that interests you.
See the Registration Desk to propose a topic.

Come and meet others who share your interests!

Mini-Workshops

Mini-Workshops are tightly focused, single-topic presentations, where you'll have a chance to engage with the presenter and discuss their ideas and accomplishments. Choose several that fit your interests, and prepare to discuss the issues.

The Blind Leading the Sighted: Accessibility Case Study of an On-line Audio Museum
Matthew Nickerson, Southern Utah University, USA

This case study briefly outlines my efforts to re-educate myself by creating the Web's first museum exhibit featuring nothing but audio artifacts.

Learning From Links: Content And Link Network Analysis
Fabio Gouveia, Fundação Oswaldo Cruz (Fiocruz), Brazil, Eleonora Kurtenbach, Universidade Federal do Rio de Janiewro, Brazil

In this mini-workshop, we present a methodology of analysis of link networks and the content of Web sites.

Developing the Strategy for Change and Redevelopment of your Web Site
John Horniblow, BLADEdigital, USA

This mini-workshop is for museums redesigning, rebuilding or redeveloping an older generation Web site to get increased functionality, user experience, and management efficiencies, and to create an infrastructure for future expansion.

Don't Stand in Line - Buy On-line! Developing and Implementing an E-Commerce Site that Works
Debbie Babcock, The Children's Museum of Indianapolis, USA

In an effort to complement the museum's traditional channels of communication and commerce and achieve its business objectives, we have chosen to custom design and develop an E-commerce site. Learn how and why.

IMLS Funding for Technology Projects Chair: Dan Lukash, IMLS, USA
Mark MacAllister, Coordinator, On-Line Learning Projects, North Carolina Zoological Society, Asheville, NC
Field Trip Earth

A project involving school educators that directly connects wildlife conservation researchers in the field with kids in the classroom.

Lynne Spichiger, Ed.D., Project Manager, 1704 Website, Pocumtuck Valley Memorial Association/Memorial Hall Museum, Deerfield, MA
Raid on Deerfield: The Many Stories of 1704 Website

This website uses a technologically innovative tab design and pyramidal content structure that allows us to present a controversial historic event from the perspectives of all the groups present: Mohawk, Huron, Abenaki, French and English.

To Flash or Not To Flash? Usability and User Engagement of HTML vs. Flash
David Schaller and Steven Allison-Bunnell, Educational Web Adventures LLP, USA, Anthony Chow, Paul Marty, and Misook Heo, Florida State University, USA

This mini-workshop reports on a comparative evaluation of Flash and HTML versions of a single site, focusing on user information-seeking goals, behavior, and responses to each version of the site.

Mini-Workshops

Enhancing accessibility for visually impaired users: the Munch exhibition

Nicoletta Di Blas, Paolo Paolini, Politecnico di Milano, Italy; Marco Speroni, University of Lugano, Switzerland and Angelo Capodieci, MEDÌ, Italy

The W3C (http://www.w3.org) has published important recommendations, under revision right now, to help designers to develop readable Web pages. This mini-workshop will explore ways that the W3C recommendations and screenreader technology are not sufficient to ensure an efficient - much less satisfactory - Web experience.

The RFP Process: From Request through Proposal

Diane Andolsek, Weatherhead Experience Design Group, USA

This mini-workshop describes the content and the effort that goes into a successful RFP process on both the client side and the vendor side.

Coffee Break in the Exhibit Hall 10:30 am-11:30 am

E-Mail List Communication Empowers

Gabriela Linares, L-Soft, USA

E-mail lists can benefit museum communication by improving outreach to the public includingent calendars, reception invitations, and museum news including new exhibitions.

Why Not Google? Is There a Future for Content Aggregators or Distributed Searching

Willy Lee, Minneapolis Institute of Arts, USA

This Professional; Forum will consider the question of whether search engines are adequate to serve museum discovery needs.

Beyond "Availability": Content Productivity Still A Key Challenge Facing Museums in 2004

Phil Locke, Victoria & Albert Museum, United Kingdom

This mini-workshop will show how the V&A's new ECM system speeds delivery of content by publishing optimized and re-useable content directly to delivery applications - whether this be the Web, Intranet or as a document or gallery interactive.

Fresh and Interesting Features for any Budget

Ted Drake, San Diego Museum of Art, USA

Many of the clever features that have made a museum or other web sites more interesting, easier to use, or more informational are easy to add, free to inexpensive to implement, and will have lasting benefits.

Web site as Tour-Guide: Getting Visitors to ask the 'Good Questions'

Edya Kalev, Plimoth Plantation, USA

Web sites can be used as an important tool for visitor orientation, encouraging positive and satisfying interactions between visitors, exhibits and staff. See how to turn your Web site into an electronic tour-guide.

Technology Selection: What You Need to Know to Make a Decision

Jeffrey Herron, Beaconfire Consulting, USA

This mini-workshop will provide some guidelines to help organizations make sense of their technology options and will outline the pros and cons of so each technology selection can be made from an informed perspective.

Multi-Institutional Calendars

Euromuse.net: A Calendar of Major Exhibitions in European Museums, Axel Ermert, Monika Hagedorn-Saupe, Institute for Museum Studies, Germany

euromuse.net is a public access portal of European art and cultural history museums.

Using Technology for Small Museum Promotion, William Brickner, Silicon Valley Art Museum, USA

In 2003 SVAM decided to make its calendar program and server time available to other museums to mount their own calendars, which they would completely control.

Web Services and Museum Collaboration—an Investigation, Greg Jacobson, Lawrence Swiader, U.S. Holocaust Memorial Museum, USA

In this paper we propose to build a Web service for the purpose of sharing event information amongst museums around the world.

Dialog Table is inter-active in Lee, all day

Mini-Workshops

Crit Room

Chair: Jennifer Trant, Archives & Museum Informatics. Experienced Web designers review real museum Web sites and offer their comments in the Crit Room sessions. In this interaction, modeled on the art school critique, Web sites are volunteered in advance by MW2004 attendees, who are present to respond.

Session 1

**Panelists: Bruce Falk, Smithsonian Institution, USA
Dana Mitroff, San Francisco Museum of Modern Art, USA
Mike Melia, Melia Design Group, USA**

Getty Research Institute: http://www.getty.edu/research
Representative: Carolyn Gray Anderson

Norman Rockwell Museum: http://www.nrm.org
Representative: Frank Kennedy

Ontario Science Centre: site in development
Representative: Ken Dickson

Session 2

**Panelsits; Willy Lee, Minneapolis Institute of Arts, USA
Ian Edelman, Hampshire County Council, UK
David Weigelt, Immersion Active, USA**

Colorado History: http://www.coloradohistory-oahp.org
Representative: Sarah Rothwell

Field Trip Earth: http://www.fieldtripearth.org
Representative: Mark MacAllister, North Carolina Zoological Society

Plimoth Plantation: http://www.plimoth.org
Representative: Edya Kalev

1:00 pm -
2:30 pm

3:00 pm -
4:30 pm

Salon B

evaluation

Usability Lab

Paul Marty, Florida State University, and Michael Twidale, University of Illinois at Urbana-Champaign, USA
The purpose of the session is to provide an opportunity for conference participants to 1) observe user testing of museum Web sites in action; 2) volunteer to participate as a user test subject and discover some of the problems users have on unknown sites; and 3) volunteer their site to be tested. We encourage people to drift in and out of the session all day long — as they move, for example, from one talk to another. Each user test will last 20 minutes or so (with time for audience comments and questions).

Getting Up to Speed: High Speed Telecommunications, Internet2 and New Opportunities for Education, Research, and Interpretation

Ann Doyle, Internet2, Leonard Steinbach, The Cleveland Museum of Art, USA
This mini workshop features an introduction to the benefits and features of broadband telecommunications and especially Internet2 — the advanced network, applications and technologies, accelerating the creation of tomorrow's Internet led by 202 universities working in partnership with industry, government, museums and educational institutions.

E-Learning: Egypt on site and on-line

Sandra Rusak, Virginia Museum of Fine Arts; Ben Swecker, Prince William County Schools; Beverly Thurston, Virginia Department of Education; Don Ziegler, Old Dominion University, USA
From the great pyramids of Giza to cyber cafes in Luxor, a group of Virginia teachers taught their students back home about the wonders of ancient and modern-day Egypt. The workshop will detail the organization, budget, and benefits of this project.

Collection Object To Learning Object

Michael Payne and Darren Peacock, National Museum of Australia, Australia
The mini-workshop explores the potential of the learning object model for developing educational on-line multimedia for classroom use using museumcollection resouces .The educational and production standards underpinning the development will be discussed along with the challenge of taking digital representations of collection objects into an interactive on-line space.

Technology Tools for Corporate Development

Katherine Lyons, The Museum of Modern Art, USA
This mini-workshop will discuss how The Museum of Modern Art is using technology to improve management of the Corporate Membership Program, which consists of over 150 members and generates approximately $1.2 M per year.

RSS: the 24 Hour Museum cultural newsfeed

Jonathan Pratty, 24 Hour Museum, United Kingdom
The 24 HM RSS feed is, as far as we are aware, the UK's first museum and gallery news feed, and it has already boosted our reader figures by approx. 20%. The mini-workshop will explore the issues we've encountered, and hopefully ease the path for others to follow.

Best of the Web

The Judges Announce the Winners of the "Best of the Web" for the Year 2004

Each year, Museums and the Web sponsors the Best of the Web competition. Museum Web sites from around the world were nominated in a variety of categories and judged by an independent panel of judges. At the annual awards ceremony, the judges present the winners in each category and discuss the criteria by which they were selected. They will explore best practices and note especially innovative ideas that emerged from the nominated sites.

The Categories
- Best Online Exhibition
- Best E-Services Site
- Best Museum Web Site Supporting Educational Use
- Best Innovative or Experimental Application
- Best Museum Professional's Site
- Best Museum Research Site
- **Best Site Overall**

Chairs
David Greenfield, GolomGraphica, USA
Jim Angus, National Institutes of Health, USA

Judges
Robert Abbott, Motivo, USA
Manfred Bogen, L-Soft International, Inc., USA
Cynthia R. Copeland, New-York Historical Society, USA
James Devine, Hunterian Museum and Art Gallery, University of Glasgow, Scotland
Karen Elinich, Franklin Institute Science Museum, USA
Peter Gorgels, Rijksmuseum Amsterdam, The Netherlands
Katherine Burton Jones, Harvard Divinity School, USA
Susannah McGowan, Georgetown University, USA

Marla Misunas, San Francisco Museum of Modern Art, USA
Lawrence Monda, National Museums of Kenya, Kenya
Joan Nordbotten, University of Bergen, Norway
Aileen O'Riordan, National Maritime Museum, United Kingdom
Anne Robinson, Indianapolis Museum of Art, USA
Heather Rostker, National Museum of Natural History, Smithsonian Institution, USA
Kevin Sumption, Powerhouse Museum, Australia

Conflict of Interest
No site will be considered for a Best of the Web Award, if a judge is associated with it in any way.

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ICHIM
Berlin 04 31 Aug. - 2 Sept. 2004
DIGITAL CULTURE AND HERITAGE
Patrimoine culturel et numérique

Coproduction : Haus der Kulturen der Welt/Archives & Museum Informatics Europe SARL

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Gallery Crawl

Torpedo Factory Art Center
Old Town, Alexandria, VA

On April 2, following the Best of the Web awards ceremony, buses will take MW2004 attendees to the Torpedo Factory Art Center, an artists cooperative in the heart of the 18th century city of Alexandria. A dozen commercial galleries in the Torpedo Factory Art Center and the surrounding blocks will host openings for MW2004 attendees, who can then take advantage of the Washington area's second largest concentration of excellent restaurants in downtown Alexandria

See the Information Sheet in your Registration Bag for full details about all the venues, including the wines to be served at each.

No	Gallery	Features
1	**The Torpedo Factory Art Center** 105 N. Union St. Alexandria	**Art League** theartleague.org 1,200 member organization with juried shows of emerging and established artists.
		BJ Anderson Gallery www.bjandersonstudio.com Award winning watercolors, hand-painted etchings, and stone lithography.
		Fiberworks Artworks in Fiber
		Potomac Craftsmen www.potomaccraftsmenguild.org 70 Artist cooperative. One-of-a-kind fiberart for personal adornment, and fiber sculpture.
		Target Gallery www.torpedofactory.org "Avant-Garden" contemporary definitions of the garden in both fine art and craft
2	**Gallery West** www.gallery-west.com 205 S. Union St. Alexandria Oldest not-for-profit cooperative in No. Virginia. One-Artist shows in all media.	
3	**Principle Gallery** www.principlegallery.com 208 S. Union St. Alexandria Termed the "best section of quality art in the DC Area.	
4	**Silver Parrot** www.silverparrot.com 113 King St. Alexandria Old town Alexandria's favorite Jewelry Boutique, Next to a great restaurant -- Landini Bros.	
5	**Art Craft Collection** www.artcraftcollection.com 132 King St. Alexandria Contemporary craft from over 400 American craft artists. Pottery, Glass, Jewelry, Sculpture	
6	**Gallery Lafayette** www.gallery-lafayette.com 320 King St.. Alexandria Works of Todd Healy	
7	**Prince Royal Gallery** www.princeroyalgallery.com 204 S. Royal St. Alexandria Fine Art in many media from over 40 artists	

Gallery Crawl

B = Bus Pickup Points 8:30-10:10PM
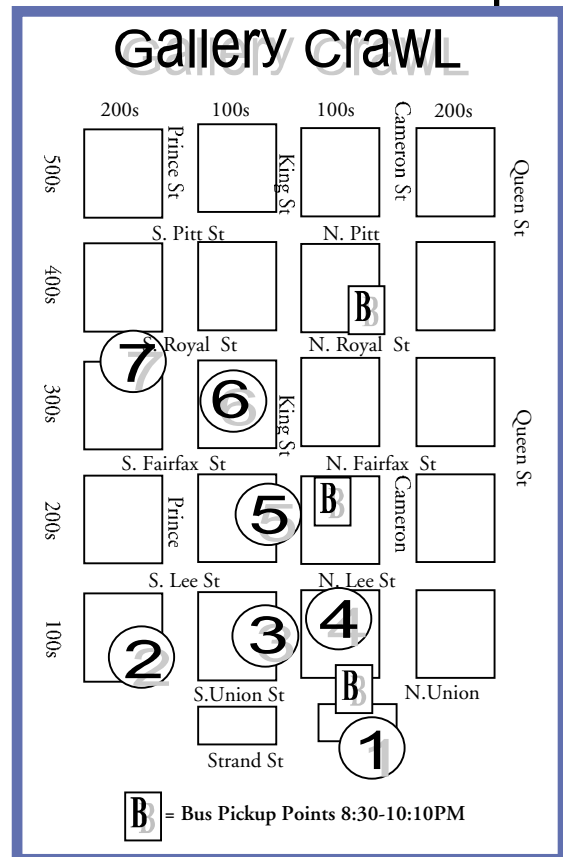
buses leave from the main lobby, starting at 6:00 pm

Demonstrations

Session 1

Digital Decades Online Project

Hansel Cook, Saint Mary's University, Halifax, Nova Scotia, Canada

10 The Digital Decades on-line exhibition is a series of Web sites developed by the Saint Mary's University Archives. Development began as part of the institution's 200th Anniversary, both as an attempt to present historical information on the Web and as a way of reconnecting with Alumni and others associated with the institution.

Smithsonian Environmental Research Center Case Study

Janna Posey, Woodpile Studios, Vienna, VA, USA

27 The Smithsonian Environmental Research Center (SERC) is among the world's leading research centers for environmental studies of the coastal zone. For over 35 years, SERC has been involved in critical research, professional training for young scientists, and environmental education.

No Two Horns: A Gallery of Art and Exploits

Michael Frohlich and Mark Halvorson, State Historical Society of North Dakota, Bismarck, ND

24 This demonstration will examine some of the concerns and issues involved in integrating Hunkpapa Dakota oral tradition, museum artifacts, photographs, wax cylinder recordings, and Euro-American historical writings to create a virtual exhibit.

Exhibit Kiosks Examples at Fruitlands Museums

Michael Volmar, Fruitlands Museums, Harvard, MA, USA

13 Beginning in 1998, Fruitlands Museums has developed a series of exhibit kiosks using VCD, audio, and computer based technologies. Most recently, the archive at Fruitlands Museums includes a the large collection of Harvard and Shirley Shaker manuscripts.

Digital Morphology - a 3D Collection of Natural History Specimens

Timothy Rowe, University of Texas, Austin, TX, USA

26 Digital Morphology (www.DigiMorph.org) is part of the National Science Foundation Digital Libraries Initiative. It serves unique 2D and 3D visualizations of the internal and external structure of living and extinct vertebrates, and a growing number of plants, insects, and other non-vertebrates.

MuseumFinland — Finnish Museums on the Semantic Web

Eero Hyvönen, University of Helsinki, Helsinki, Finland

19 We demonstrate the semantic web portal "MuseumFinland — Finnish Museums on the Semantic Web" presented as a paper in the main conference. By semantic web techniques, it is possible to make collections semantically interoperable and provide the museum visitors with intelligent, content-based search and browsing services.

The ScienceSource: A Curriculum Based Science Resource

Fawn Warner, Discovery Center of Springfield, Springfield, MO, USA

6 The ScienceSource was developed as part of a Institute of Museum and Library Services grant. The site is currently being piloted with thirteen classrooms in both rural and urban school districts.

My Life as an Elk

Kathy Turner, National Museum of Wildlife Art, Jackson, WY, USA

7 In the 1980's, Choose Your Own Adventure books were popular among young readers. In these books the reader was given an option at the end of each chapter. The choice would then determine how the story develops.

Peabody Essex Museum: ARTscape

Christy Sorensen and James Forrest, Peabody Essex Museum, Salem, MA, USA

25 In June of 2003, the Peabody Essex Museum (PEM) completed construction of a major new building and completely refurbished its exhibition galleries in accord with an innovative interpretive framework.

Changing the Face of Medicine: Celebrating America's Women Physicians

Kevin Schlesier, National Library of Medicine, Bethesda, MD, USA

22 The 'Changing the Face of Medicine' exhibition at the National Library of Medicine examines the many ways that women have influenced and enhanced the practice of medicine.

Designing and Implementing a Database-Driven Image Gallery

William Paine and Sarah Fazenbaker, Florida Museum of Natural History, Gainesville, FL, USA

23 After receiving multiple proposals for collection image galleries at the Florida Museum of Natural History, we designed a flexible database-driven image gallery system to facilitate the rapid development of dynamic galleries for a range of disciplines.

Demonstrations

Notes from the Field: Promoting Visitor Engagement in Science through Research Expedition Sites

Sarah Marcotte, Natural History Museum of LA County, Los Angeles, CA, USA

20 To promote public understanding of the importance of research and of maintaining collections, the Education and Curatorial Divisions have collaborated on a series of pages called Research Expeditions on the Natural History Museum of Los Angeles County web site A 3D Scanning and animation application for museum gallery and Web site.

A 3D Scanning and animation application for museum gallery and Web site

Bruce Williams, Canadian Museum of Nature, Ottawa, Canada

16 The Canadian Museum of Nature is developing a signature gallery on fossils; the gallery will feature "enhanced learning stations" and is scheduled to open in 2006. As part of the gallery development process, interactive content for both the gallery setting and for distribution via nature.ca (the museum's Web site) is being produced simultaneously.

Inspection Of Museum Web Application Quality: Analysis Of Selected European Sites

Elena Corradini, Scienze dei Beni CulturaliBologna, Italy

5 We present a general method for museum site inspection based on a Quality Tree, which consists of seven main quality characteristics and almost 40 sub-characteristics. It enables us to evaluate the site quality by examining approximately 180 questions, both subjective and objective.

Life in Shadows: Hidden children and the Holocaust

Adele O'Dowd, U.S. Holocaust Memorial Museum, Washington, DC, USA

18 The online exhibition "Life in Shadows: Hidden Children and the Holocaust" uses characteristics of web media to support varied types of learning experiences. This exhibition provides not only the Museum voice but also the survivors' voice in documentary, interactive and conceptual experiences and is designed to appeal to a variety audience learning styles.

See the Plan in your conference handouts for Demo Locations.

Belfer Exemplary Lessons for Holocaust Education

Warren Marcus, Director, U. S. Holocaust Memorial Museum, Washington, D.C., USA

9 Middle and high school educators were invited to submit lessons to illustrate or add to student understanding of individual responsibility during the Holocaust. A panel of USHMM teaching fellows, experienced teachers from USHMM teacher education programs, and educators from Project Zero at Harvard Graduate School of Education selected five lessons for the Web site.

Ours to Fight For

Courtney Aison, Museum of Jewish Heritage A Living Memorial to the Holocaust, New

The Museum of Jewish Heritage- A Living Memorial to the Holocaust, New York City

21 Goals of this program include providing an overarching structure for diverse content without imposing a curatorial voice and creating an environment where visitors can contribute their own "war stories" and reactions to the exhibition.

The U.S. National Park Service Museum

Khaled Bassim, National Park Service, Washington, DC, USA

14 NPS ParkNet at www.nps.gov is the NPS portal. Staff will be present to discuss the: Civil War Soldiers and Sailors System (CWSS) of Civil War records and the National Park Service Interactive Map Center (IMC), an on-line resource for finding and viewing information about and maps of national parks.

Theatre of Memory

Bernardo Uribe Mendoza, Universidad Nacional de Colombia, Bogotá, Colombia

11 Our Web site includes documents related to our research project on electronic extended galleries to exhibit the Decorative Arts Collection objects of the Museo Nacional de Colombia. We have developed 3D displaying environments in VRML /JAVA .

Coffee served in the Demonstration Hall

Session 2

Digital Content in a Museum Library: Projects and a Survey

Paul O'Pecko, Mystic Seaport Museum, Mystic, CT, USA

20 The G.W. Blunt White Library at Mystic Seaport has been involved in creating digital content for web display over the last 4 years. We have attempted to incorporate our digital work into our daily routines and finding aids in addition to using the content as stand-alone exhibits..

David and Goliath: The Struggle Between a Small Museum and Its Large Parent Organization

Brigid Nuta and Anne Smallman, College Park Aviation Museum, College Park, MD, USA

23 This demonstration will show the final result of a two-year effort to create a website for the College Park Aviation Museum.

My Chicago Online

Heidi Moisan, Chicago Historical Society, Chicago, IL, USA

6 The Chicago Historical Society (CHS) is developing the "My Chicago" Web site for after-school practitioners. "My Chicago" comprises a variety of activities for children ages 6–12, using the symbols and design of the Chicago flag to explore the city's rich and diverse history.

Serving the Public: Towards an Understanding of your Web Audience

Sarah Rothwell, Colorado OAHP, Denver, CO, USA

9 This demonstration looks at the effectiveness of an online user survey in serving our public. The demonstration will include the online survey itself, information concerning its development and an analysis of results.

Incorporating youth culture in cultural education

Henk van Zeijts, Waag Society, Amsterdam, the Netherlands

23 In Teylers Museum in Haarlem, the Netherlands, the concept of an adventure game is used to create a learning environment in which the collection of the museum is naturally embedded. The game environment offers visitors a learning experience based on a narrative structure.

Coffee will be served in the Demonstration Hall

Riversdale Historic House Museum: A Small Museum and the Internet

Karen Bellnier, American Association of Museums, Washington, DC, USA

10 Many barriers can discourage smaller museums from taking advantage of the Internet as a method of communication and tool for meeting their mission. These barriers may include the cost of creating an online presence, the staff time for determining and developing an online strategy.

Puke Ariki – We've Got Some Great Stories to Tell

Simon Pickford, Puke Ariki, New Plymouth, New Zealand

15 Puke Ariki (Hill of the Chiefs) is the new united museum, library and visitor information center for Taranaki, New Zealand. Our vision for the Puke Ariki Web site was to create an on-line resource that provided a taste of what can be found within Puke Ariki itself, as well as a showcase for the stories of Taranaki: the people, the places, the events, the myths and legends that make Taranaki such a unique place.

The Renaissance Connection - Allentown Art Museum

Lise Dube, Allentown Art Museum, Allentown, PA, USA

18 Introducing The Renaissance Connection! The Allentown Art Museum celebrates the launch of this web based project which started simply as an idea to integrate the middle school curricula with the Museum's Samuel H. Kress collection of Renaissance art.

Telling An Old Story in a New Way: Raid on Deerfield - The Many Stories of 1704

Juliet Jacobson and Lynne Spichiger, Pocumtuck Valley Memorial Association, Deerfield, MA, USA

27 Memorial Hall Museum, in collaboration with Native and French Canadian cultural organizations, and with funding support from both NEH and IMLS, is developing a website that focuses on the 1704 raid on Deerfield, Massachusetts.

Digital Exhibitions from the University Libraries' Special Collections at Virginia Tech

Tamara Kennelly, Virginia Tech, Blacksburg, VA, USA

16 Enter the web pages of Virginia Tech's Special Collections and stroll through historic Blacksburg, learn about the black history of the university, read the Civil War letters of a homesick drummer boy, or view sites from Leopold Bloom's odyssey in James Joyce's Ulysses.

Demonstrations

America on the Move
Steven Lubar, National Museum of American History, Washington, DC
USA

22 Transportation transformed America. This dynamic companion Web site to the largest exhibition to ever be installed in the National Museum of American History explores the past two centuries of how Americans took to the rails, roads and water, driving the economic and cultural life of the nation.

Kiki Smith: Prints, Books, and Things
Allegra Burnette, The Museum of Modern Art, New York, NY USA

21 Kiki Smith (American, born Germany, 1954) is among the most significant artists of her generation. Utilizing Flash MX with Zoomify, visitors are transported into the online gallery with the ability to zoom into each artwork, bringing the smallest details of the artist's work to life

Lewis & Clark: The National Bicentennial Exhibition
Dan Zlatic, Missouri Historical Society, MI USA

7 Two hundred years after Meriwether Lewis and William Clark set out from St. Louis on their transcontinental journey of exploration, a major multi-city museum exhibition and a virtual experience will commemorate their adventure.

Making Museum Websites Accessible
Jonathan Bowen, London South Bank University, London, United Kingdom

19 This demonstration will show facilities developed to aid in improving the accessibility of museums websites. The demonstrator will also be available to discuss accessibility issues for museum websites in general and to comment briefly on specific museum websites if required.

Making Learning Fun: Plimoth Plantation's On-line Learning Center
Lisa Neal, eLearn Magazine, and Kim Van Wormer, Plimoth Plantation Inc., Plymouth, MA, USA

5 Plimoth Plantation, a living history museum, sought to provide on-line learning that, while not replicating a physical visit, provided a rich and compelling educational experience. Plimoth Plantation's You Are the Historian on-line learning center (OLC) teaches about the events that later became known in the US as The First Thanksgiving.

See the Plan in your conference handouts for Demo Locations.

Love and Yearning Interactive
John Gordy, Freer/Sackler Galleries, Smithsonian Institution, USA

24 The Freer Sackler Galleries will demonstrate their popular interactive which accompanied the exhibition "Love and Yearning: Mystical and Moral Themes in Persian Poetry and Painting" This interactive uses Flash and Zoomify to guide the visitor through the miniature Persian paintings.

Real-Time in a Virtual World: Transforming Education Through Interactive Videoconferencing
Patricia Barbanell, Schenectady City Schools, USA

25 Project VIEW, a USA Federal Technology Innovation Challenge Project, is entering the last year of its 5-year grant which has sought to transform the nature of K-12 content delivery through the infusion of interactive video-conferencing with museums and other content providers.

Demonstrations

D

Saturday

10:00 am
- 11:30 am

*Salon
C/D/E/F/G/H*

close-up

MZTV Museum of Television Interactive 3D Gallery

Michael Adams, MZTV Museum of Television, Canada

12 The MZTV Museuem of Television has very recently created an online, interactive 3D gallery of the vintage TV sets in it's collection. The sets are presented as, animated 3D objects that allow viewers to "pick up" and rotate the sets in any direction, to zoom in on fine details, and to see and hear, for example, how a 1928 mechanical TV actually works.

Silent Witness

Adele O'Dowd, U.S. Holocaust Memorial Museum, USA

26 The online exhibition "Silent Witness", about a little dress worn during a Holocaust survivor's escape from a Polish ghetto, was created with as much tender care as the historical artifact itself. This exhibition highlights the artifact as one from our collection, each of the 8,000 having a unique story to tell.

See the Plan in your conference handouts for Demo Locations.

Advancing Tools for Tolerance: Harnessing the web to support

Sarah Bordac, Museum of Tolerance, Providence, RI, USA

11 The Museum of Tolerance promotes human rights and social justice through education, outreach, and social action. The online Teacher's Guide project enabled the Museum to advance its goal of becoming a museum without walls.

QuickTime Virtual Reality Artifact Photography at the National Air and Space Museum's Steven F. Udvar-Hazy Center

Victoria Portway, National Air and Space Museum, Smithsonian Institution, Washington, DC, USA

14 The National Air and Space Museum is visited by over 10,000,000 people every year. The Museum has endeavored to offer visitors the next best thing to sitting in the pilot's seat - QuickTime Virtual Reality (QTVR).

Coffee will be served in the Demonstration Hall

Sessions

Virtual / Physical
Chair: Susan Chun, The Metropolitan Museum of Art, USA

Memory and Territory: New Forms of Virtuality for the Museum
Elisa Giaccardi, Center for LifeLong Learning and Design (L3D), USA
> In what ways do new technologies enhance the collective and relational nature of the museum? What cultural role and significance can physical artifacts assume in the digital age? Can a virtual museum promote the social dimension of a new, digital creativity linked to actual cultural artifacts?

Exploiting Historic Collections On-line
Mike McConnell and Middleton, University of Aberdeen, United Kingdom
> This paper outlines the processes involved in the creation of three virtual resources at the University of Aberdeen: an on-line museum collection, and two library projects that focus on specific aspects of the region's history. It details how these resources were enhanced by the careful use of new technologies.

The King's Kunstkammer: Presenting Systems of Knowledge on the Web
Tine Wanning and Bente Gundestrup, The National Museum of Denmark, Denmark
> The King's Kunstkammer is an interactive on-line exhibition that aims to create a virtual reunification of a now-dissolved Renaissance collection and to demonstrate the principle of collecting and classification. In the interactive part the user can create a personal exhibition from the objects in The King's Kunstkammer.

From Virtually Impossible to the Virtual: Building a Dream Exhibition
Kirk Alexander, University of California, Davis; and Janet Temos, Princeton University, USA
> A map, some engravings, the records of a vanished city ... neglected artists, scattered works, and a compelling story to tell: these words describe two recent projects undertaken by the Educational Technologies Center (ETC) at Princeton University. In both cases, the combined interaction of scholarship and technology has resulted in the virtually impossible becoming virtual reality.

Evaluation Methods
Chair: James Devine, University of Glasgow, Scotland

We're Building It, Will They Use It? The MOAC II Evaluation Project
Robin Chandler, University of California Office of the President; Anne Gilliland-Swetland, UCLA; and Layna White, San Francisco Museum of Modern Art, USA
> This paper first reviews the development of MOAC, with a particular emphasis on the nature of its contents as well as its metadata infrastructure. It then discusses the triangulated research design that is being applied by the study.

Evaluating Context-Aware Mobile Applications In Museums: Experiences from the MUSE Project
Franca Garzotto, Politecnico di Milano; Tullio Salmon Cinotti, University of Bologna; Rossana Muzii, Soprintendenza Speciale del Polo Museale di Napoli; Maurizio Malavasi, Ducati Sistemi S.p.A., Italy
> This paper discusses the evaluation of the mobile context-aware multimedia version of an application developed for the Museum and Charterhouse of San Martino. Evaluation has been carried out using two complementary methods: questionnaire-based user testing (involving representative samples of end users) and heuristic inspection (performed by usability experts and based on the MiLE evaluation technique.

User evaluation: sharing expertise to build shared values
David Dawson, Resource: The Council for Museums Archives and Libraries; Alice Grant, AliceGrant Consulting; Paul Miller, Joint Information Systems Commission, United Kingdom and John Perkins, Mus*Info, Canada
> In January 2003, cultural organizations internationally were invited to submit user evaluations of digital resources for review and analysis by the Cultural Content Forum (CCF). In October 2003, a second stage of research was completed; this explored the potential for proposing common methodologies and user profiles for use in evaluation projects. This paper describes the research in more detail.

Sessions

HandHelds
Chair: Arnold Kramer, US Holocaust Memorial Museum, USA

The Blanton iTour - An Interactive Handheld Museum Guide Experiment
Anne M. Manning and Glenda L. Sims, The University of Texas at Austin, USA
> The Blanton Museum, in collaboration with the University of Texas at Austin's Information Technology Services, developed, implemented, and evaluated an interactive handheld museum guide as part of a larger study on interpretation. Research data was collected and analyzed on two main foci: visitor engagement with the exhibit (with and without the iTour), as well as comparison of three different types of handheld computers.

Multimedia Handhelds: One Device Many Audiences
Chris Tellis, Antenna Audio, USA
> Over the past 12 months there has been a tremendous amount of progress that has moved the wireless handheld platform from the theoretical realm into the practical for museum guides. This paper looks at the new applications for this platform and describes representative handheld programs at five museums.

Multimedia Tour Programme at Tate Modern
Gillian Wilson, Tate Modern, United Kingdom
> The Tate Modern's Multimedia Tour programme includes three different types of handheld tours: a Multimedia Highlights Tour, a tour in British Sign Language, and a Collections Tour. Through both quantitative and qualitative evaluation we are gaining valuable knowledge about visitors' thoughts on handheld tours in museums.

Renwick Hand Held Education Project
Claire Larkin, Smithsonian American Art Museum, USA
> In fall of 2002, the Consortium for Interchange of Museum Information (CIMI) selected the Renwick Hand Held Education Project as a test bed for HandScape, a research and documentation effort supported by Intel Corporation. Through HandScape SAAM had the benefit of collaborating with Dr. Geri Gay, Director of the Human Computer Interaction Group at Cornell University which helped SAAM gather and assess visitor feedback to determine what was working well and what could be improved.

Dialog Table Interactive
Michael McAllister, Marek Walczak, and Jakub Segen, DialogTable, USA

**Lunch On Your Own
1:00 - 2:00 pm**

User-Created Content
Chair: Stephanie A. Stebich, Minneapolis Institute of Arts, USA

Learning from Amazon and eBay: User-generated Material for Museum Web Sites
Gail Durbin, Victoria & Albert Museum, United Kingdom
> Museums have a way to go in understanding what has long been apparent to commercial sites: you don't have to sweat it out over all your content if you are prepared to allow visitors to generate it for you. eBay and Friends Reunited have sites entirely built on user-generated content, and Amazon is increasingly leaning on users to develop content that adds depth and vitality. Museums can learn lessons from this approach.

Digitising African Oral Narratives In A Global Arena
Renate Meyer, Centre for Popular Memory, South Africa
> In short, there are concerns that are specific to the African continent which are not being addressed on a global level. Through the Centre for Popular Memory's (CPM's) audio visual archive and the collection of narratives of urban terror and power relations in the diasporas, these concerns are explored with relation to digitisation procedures, storage mediums/customised digital repositories, and virtual archives in a global context.

Sessions

Visitor Interactivity Becomes Museum Exhibit

Billie Jones, Penn State - Capital College, USA

Visitors to the Smithsonian Museum of American History's September 11 (2001) exhibit, which closed on July 6, 2003, were invited to record their memories of September 11 either in writing or in recorded telephone messages. In this paper, I will share a rhetorical analysis of writings left by visitors to the Smithsonian Museum of American History's September 11 (2001) exhibit, comparing these to memories recorded at the September 11 Digital Archive (http://911digitalarchive.org/).

Key Ingredients: How the Smithsonian Built an Interactive Web Site for 150 Small Museums

Chuck Barger, Interactive Knowledge, Inc., Rozanna Sokolowski, SITES, USA

Key Ingredients: America by Food was created by Museums on Main Street, a partnership of the Smithsonian Institution Traveling Exhibition Service (SITES) and the Federation of State Humanities Councils. The most interesting feature of the Key Ingredients Web site is the fact that it is designed to continue to grow and expand exponentially throughout the five-year tour of the exhibition.

Evaluation Findings

Chair: James Devine, University of Glasgow, Scotland,

If We Build It, Will They Come? A Year of Testing Distance Learning Using the Web

Christine Vitto, U.S. Holocaust Memorial Museum, USA

The United States Holocaust Memorial Museum technology staff built a Web interface for distance learning programs using Macromedia Flash. This paper describes our process of testing and some of the programs that we held - those that worked and those that did not.

What Clicked? A Report on Audience Research and Media Resources

James Ockuly and Kate Johnson, Minneapolis Institute of Arts, Diane L. Herman, Cincinnatus, USA

The Minneapolis Institute of Arts has completed a major research and development project — called What Clicks? — assessing its audiences' awareness of, and satisfaction with, its interactive media/Web resources. This paper will draw some conclusions, and discuss lessons learned, insights gained, and other pertinent aspects of the project.

Exploring Motivational Factors and Visitor Satisfaction in On-line Museum Visits

Kate Haley Goldman, Institute for Learning Innovation; David Schaller, Educational Web Adventures LLP, USA

Why do people visit a museum Web site, and how do these motivations affect their experience with the site, and the learning or meaning-making that may happen as a result of their visit? By understanding the links between motivation and meaning-making, museum professionals will be able to provide more effective and more enriching on-line experiences for their visitors.

Developing Meaningful On-line Exhibitions: Cloth & Clay, Communicating Culture

John Dalrymple and Roxane Shaughnessy, Textile Museum of Canada; Barbara Soren, University of Toronto and Diane Wolfe, Gardiner Museum of Ceramic Art, Canada

Cloth & Clay: Communicating Culture is an online exhibition developed by the Textile Museum of Canada and the Gardiner Museum of Ceramic Art. We will focus on the Summative Evaluation phase of our audience research.

Sessions

Closing Plenary
Chair: David Bearman, Archives & Museum Informatics, Canada

Making Sense of Modern Art at Five
Peter Samis, San Francisco Museum of Modern Art, USA

The year 2004 will mark the 5-year anniversary of the RFP for a new version of Making Sense of Modern Art (MsoMA) — a Flash-based, kiosk- and CD-compatible Web program that includes a Web-based authoring and publishing tool component "Pachyderm" to enable its ongoing development. This paper/presentation will both describe the technical systems we have developed and demonstrate the rich content outcomes that have resulted from more than four years of sustained effort. It will also describe three current outgrowths of the Making Sense of Modern Art program.
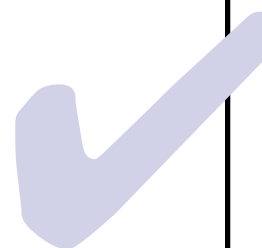
4:00 pm -
5:00 pm

Salon A/B/J/K

plenary

*Have you completed your
Conference Evaluation Form?
Please return it to the Registration Desk.*

*Your input helps improve
Museums and the Web!*

Museums
and the
Web . . .

Save the Date!

2005
**April 13 – 17, 2005
Vancouver, BC, Canada**

2006
**March 22 – 25, 2006
Albuquerque, NM, USA**

Scholarships

Archives & Museum Informatics offers scholarships each year, to enable the participation of museum professionals from around the world. Please make a point of introducing yourself to the 2004 recipients.

Margarita Figueroa (Costa Rica)

Margarita Figueroa is a Graduate Student in Cultural History and Communication at the Universitât de Barcelona, Spain. She was involved in the production of a past Best of the Web award winning site, Instituto Latinoamericano de Museologia, ILAM: http://www.ilam.org

Fabio Gouveia (Brazil)

Fabio Gouveia is a Science Communicator, Website and Multimedia developer at Museu da Vida - Fiocrua, Rio de Janeiro, Brazil.

Bernardo Uribe Mendoza (Columbia)

Bernardo Uribe Mendoza is a professor and researcher at the Instituto de Investigaciones Esteticas, Universidad Nacional de Colombia. Born 1954, Bucaramanga, Colombia; Architect Universidad de los Andes, Bogotà, Colombia; Technische Universitât Berlin, Germany Specialization in Architecture; Postgraduate work on Art & Architecture, Kunstakademie Düsseldorf, Germany. Current project: Theatre of Memory in Virtual Worlds: http://www.unal.edu.co/iie/bu/hpiie_bu.htm

Renate Meyer (South Africa)

Renate Meyer is currently employed as Senior Audio Visual Archivist at the Centre for Popular Memory, UCT. She is involved in archiving and training around digital dissemination, Web based media, preservation and developing audiovisual exhibitions and output in the heritage arena. Meyer has a direct interest in the use of the Web and technology as a tool for education and dissemination and developing effective practice for using this technology to service communities not usually exposed to interactive web media. She has published and lectured extensively on these issues and the role of archives and cultural practice in reconciliation of volatile civil societies and has been involved in many levels of heritage practice, including working as a curator in NGO's such as the District Six Museum, as well as Provincial government and Parliament.

Veronica Uribe Uribe (Columbia)

Veronica Uribe is the Virtual Library Manager of the Biblioteca Luis Angel Arango, at the Banco de la Republica de Colombia: http://www.lablaa.org/

Marriott Crystal Gateway Hotel

Map
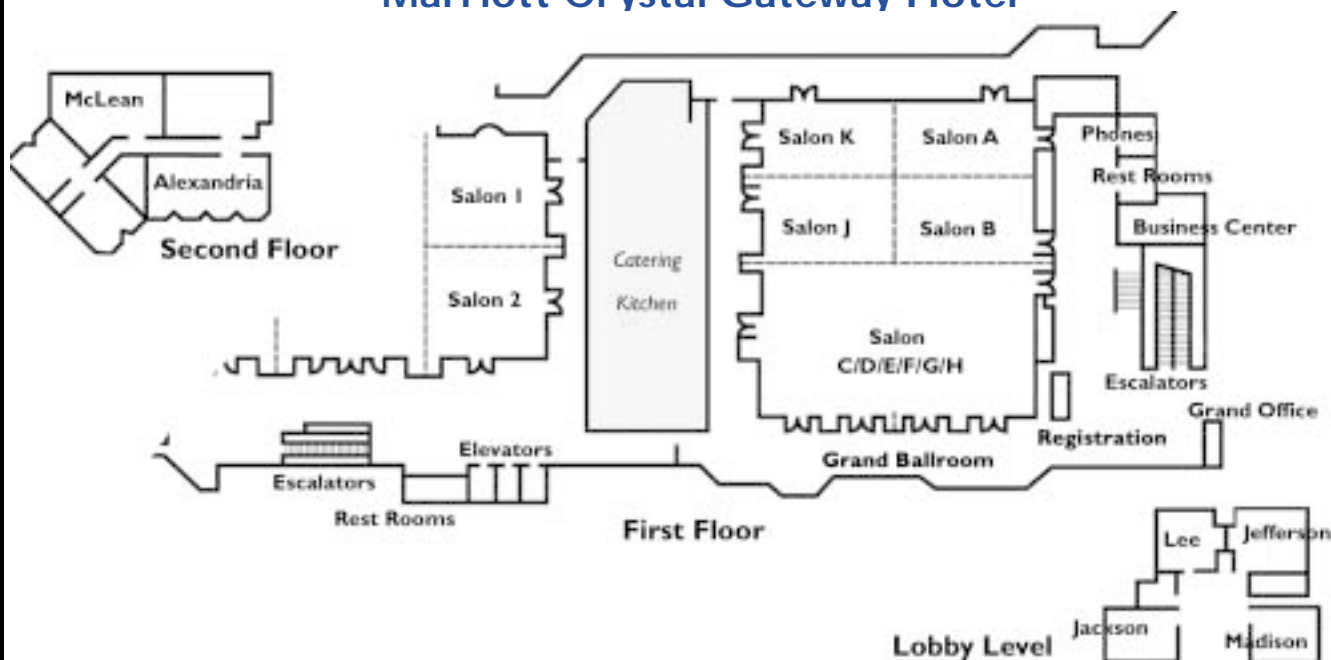
Call for Participation!

Museums

and the

Web 2005

Vancouver, BC, Canada
April 13-16, 2005

http://www.archimuse.com/mw2005/

You are invited to participate in Museums and the Web 2005. Propose to deliver a paper, host an on-line activity, demonstrate a museum Web project, present a pre-conference workshop, lead a professional discussion forum, offer a mini-workshop or craft a session with a distinctive presentation format suited to your subject.

Proposals for papers, workshops and mini-workshops will be accepted until **September 30, 2004**. All proposals will be subject to critical peer review and selected on the basis of the quality of the abstract, previous work and recommendations. Accepted program participants must write formal papers for the conference *Proceedings* and register to attend the conference as a whole. Selected speakers will be notified before **November 30, 2004**. Papers are due by **January 30, 2005**. Conference registrants authoring papers submitted in the specified form by the deadline will receive a $100 honorarium.

Proposals for demonstrations, performances and interactive activities (limited to non-commercial attendees) will be accepted until **December 31, 2004**. No papers are required, but selected demonstrators must attend the full conference.

Topics of special interest include:

Social Issues and Impact
- Community Development
- Applications of the Web by Museums
- On-line Publication of Content
- Use of Museum Web Content in Schools and Educational Programs
- Collaboration among Museums and between Museums and other Organizations
- E-commerce for Museums
- Uses of the Web for Artistic Expression

Organizational Strategies
- Building and Managing a Web Teams
- Content Management
- Metadata Management
- Multi-Institutional Ventures
- Portals, Gateways and Aggregators
- Contracting Out vs Developing In-house
- Programmatic Impact

Technical Questions
- Multi-media and Webcasting
- New Standards and Protocols
- Interfaces and Beyond
- New tools and processes

Evaluation and User Studies
- Formative & Summative Evaluation
- Usability Studies and Qualitative Assessment
- Methodological Investigations
- Implementation Impact Studies
- User Analysis and Audience Development

All proposals must cite relevant urls, explain the thesis of the proposed paper in at least a paragraph include full contact details (with e-mail address).

For more information contact:

MW2005 Conference Co-Chairs
David Bearman & Jennifer Trant
e-mail: mw2005@archimuse.com

See http://www.archimuse.com/mw2005/ for on-line proposal submission,
program details, and registration information.