

Why it is important to valorize your collections

Aggregation and access

Julia Pagel | NEMO Secretary General



Network of European
Museum Organisations

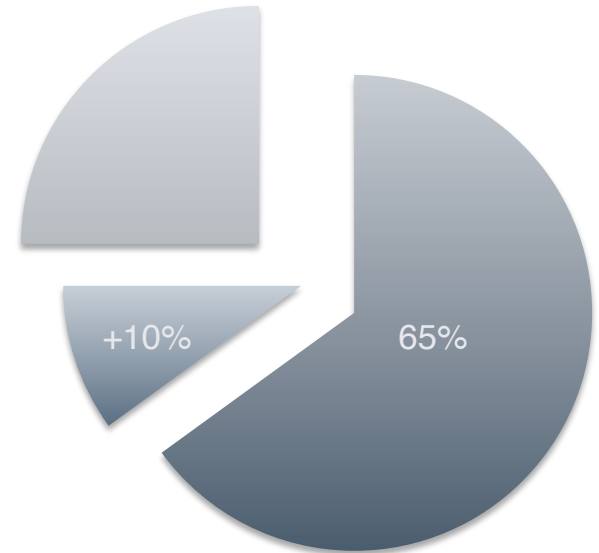


Why should we share our
collections online? Why should we
bring them together?

Who's the audience?

- In 2014 **65% of EU citizens** in 28 countries **accessed the internet (almost) daily**
 - in France 68%
 - In 2013 **94% of the 16-24 year olds** in the EU used the **internet at least once per week**²
- ➔ Reach them where they are

Internet Use EU-28





Connecting collections and presenting them outside of the museum through digital platforms and tools offers many benefits, among them

- added values for education and research
 - increase of economic growth and tourism
 - audience development and resource for creativity
-



Added value for education and research



Education

www.annefrank.org/en/

anne frank

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English



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To Anne Frank ▶

- Life in Germany
- Emigrating to the Netherlands
- The German invasion
- The hiding place
- A diary as a best friend
- The Arrest
- Otto Frank returns
- The diary of Anne Frank
- In brief
- All people



The Secret Annex Online
Wander around the furnished spaces.

[Go inside ▶](#)



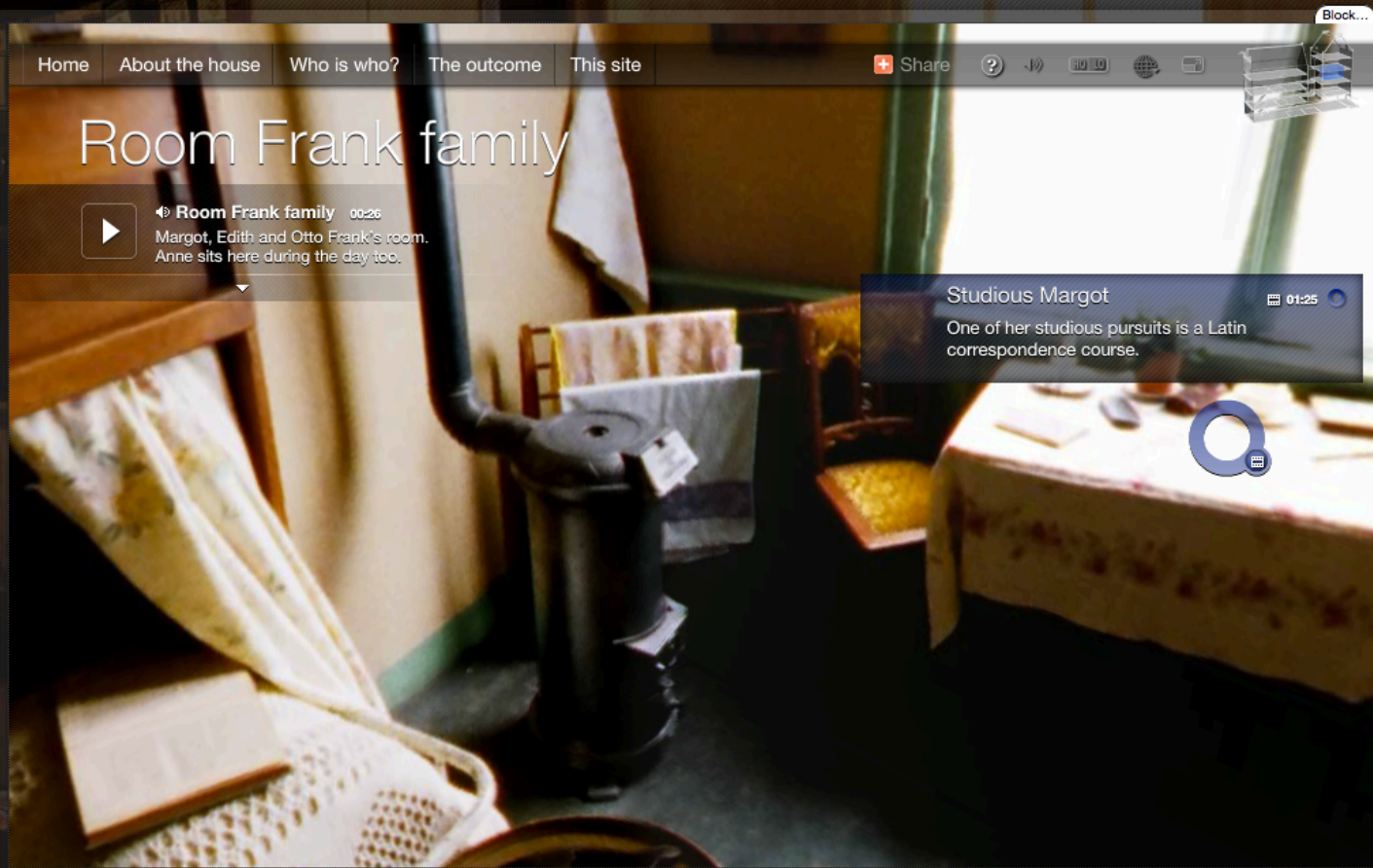
Anne Frank Timeline

[To the timeline ▶](#)



Anne Frank's Amsterdam

[More... ▶](#)





JOHANN HEINRICH WILHELM TISCHBEIN
GOETHE IN DER RÖMISCHEN CAMPAGNA
1787

... + INFOS

SAMMLUNGSBEREICH

ASSOZIATIONEN

STIMMUNG

BILDELEMENTE

WIRKUNG

TECHNIK & MATERIAL

HAUPTMOTIV

BETA-VERSION



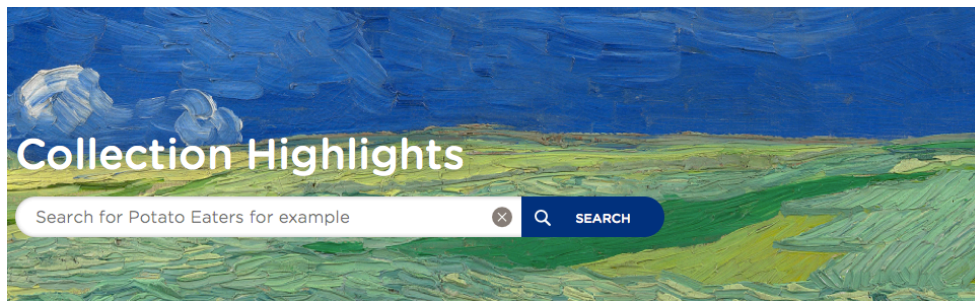


The Städel Museum Frankfurt, Germany phrased an objective for its “digital extension”:

“With the Städel’s radius of action increasing considerably through the virtually unlimited digital space, collection and exhibition contents can be communicated on a completely different scale and the museum’s sphere of influence aggrandized significantly. The extension overcomes the physical perimeter of the museum and opens up an unrestricted global access to the Städel’s art-historical contents and research results.”



"[...]online visitors frequently use museum websites to complement their visits to physical museums." (Marty 2007: 1)



The Van Gogh paintings you won't want to miss during your visit to the Van Gogh Museum in Amsterdam: Sunflowers, Almond Blossom, Potato Eaters.



The Potato Eaters, 1885
Vincent van Gogh >




Sunflowers, 1889
Vincent van Gogh >



Almond Blossom, 1890
Vincent van Gogh >

See what you should not miss at the Van Gogh Museum



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Amsterdam
+31 (0)20 :
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YOUR VISIT OF TUESDAY, MARCH 22, 2016

🇬🇧 DNA & Vaste Collectie


MISSED 16




01. White car,
1970-1999 Luud Sch...



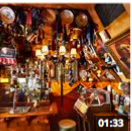
02. Document
chest, 1500-1520




04. Johnny &
Jones




05. Regents'
Room




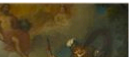



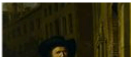

06. Café 't
Mandje, 1950-1990



07. Figures of
Counts, 1475-1500




08. i
View



MapMyVisit - powered by Guide ID
[E info@mapmyvisit.com](mailto:info@mapmyvisit.com) | www.mapmyvisit.com

See what you missed or read on at the Amsterdam Museum



Research

rkundemuseum-berlin.de/result?Family=&Genus=&Subgenus=&Species=&InfraspecificEpithet=&AuthorYear=&Draw www.zoosphere.net/sequence/113/Pancala/gemmata var. viridescens

Start

Über das EoS Projekt

Suche

Familie

Tachinidae

Gattung

Untergattung

Art


Unterart

Autor Jahr

Kastennummer

Anwenden

Leeren





« erste Seite

vorherige Seite

1

2

3

Teilen:

KASTENNUMMER

MFNB_Col_Buprestidae_Julodinae_D006

Sequences

The Project

Team

Contact

News

zoosphere

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2,141 followers

Pancala gemmata var. viridescens

museum für naturkunde berlin

Collection:

Responsible:

Email:

Phone:

Vertical Perspectives:

Horizontal Perspectives:

Number of Images:

10

10

100

Send Feedback

Taxonomy

Sequence

Catalog of Life

Gender

Type Status

Lectotype

Interactive View

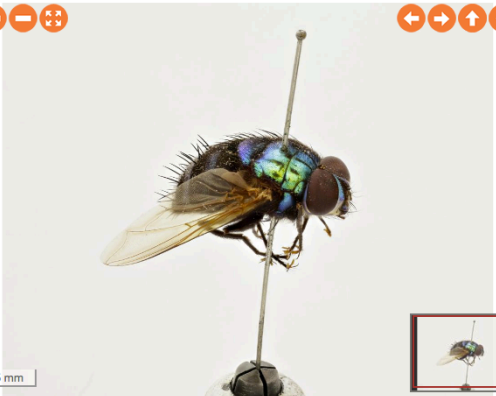
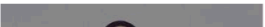


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Additional Images



Museum für Naturkunde Berlin, Germany <http://eos.naturkundemuseum-berlin.de/> and <http://www.zoosphere.net>



Increase of economic growth and
tourism



“Digitization accelerates economic growth and facilitates job creation: It provided a \$193 billion boost to world economic output and created 6 million jobs in 2011.”

Darwiche et al. 2013



- How often do you use a search engine per day?
 - google: 3.5 billion searches per day, 1.3 trillion per year
 - In 2015 “Week end à Paris” was among the top 5 destination searches on google in France (with Deauville making 4)
 - **What would it be like if the search results would show a museum in Paris first?**
-




"If you don't put the content out there, people are taking it and making it their own from somewhere else... ."

Melissa Terras at the "Sharing is Caring" Conference in Copenhagen on 2 October 2015.

Are less people visiting the Louvre to see the Mona Lisa, because it is available to view online?

- In 2014: The Louvre had 14.3 million visits online and 9.3 million visits on site

All works



Portrait of Lisa Gherardini, wife of Francesco del Giocondo, known as the Mona Lisa (the Joconde in French)
© RMN-Grand Palais (musée du Louvre) / Michel Urtado

Conditions for use of images

■ Paintings
Italian painting

Author(s):

This portrait was doubtless started in Florence around 1503. It is thought to be of Lisa Gherardini, wife of a Florentine cloth merchant named Francesco del Giocondo - hence the alternative title, La Gioconda. However, Leonardo seems to have taken the completed

Tec
Leonar
DA VIN
Portr

Presentation of the Mona Lisa on the Louvre's website



At Tate:

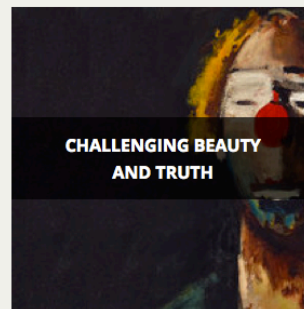
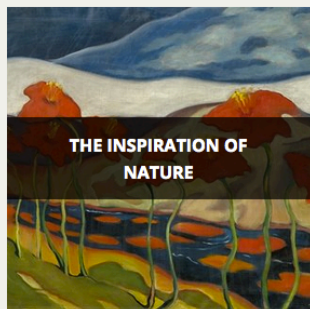
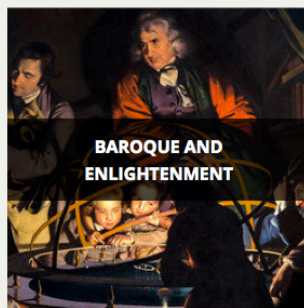
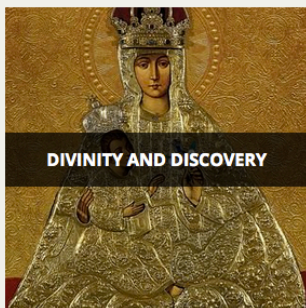
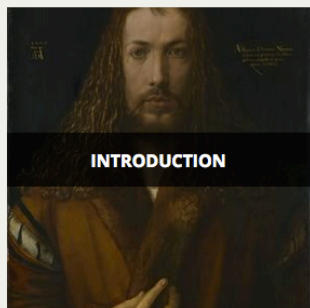
- In 2011/12:
 - total number of visits on-site: 7 million; online: 14.3 million
 - 516 works from Tate's collection lent to 132 venues in twenty-five countries
 - 2014/15:
 - total number of visits on-site: 7.9 million (3.5 under the age of 35), online: 14.3 million
 - total of 1,640 loans to 273 venues world-wide. 1,017 works went to 152 venues in the UK; and 623 works travelled to 121 venues internationally across 24 countries.
-



Audience development and resource for creativity



Connecting collections



Faces of Europe - online collection on Europeana



CREATE – coloring App



Right to Remix



National Gallery
of Denmark –
Metro Fence

Citizen science

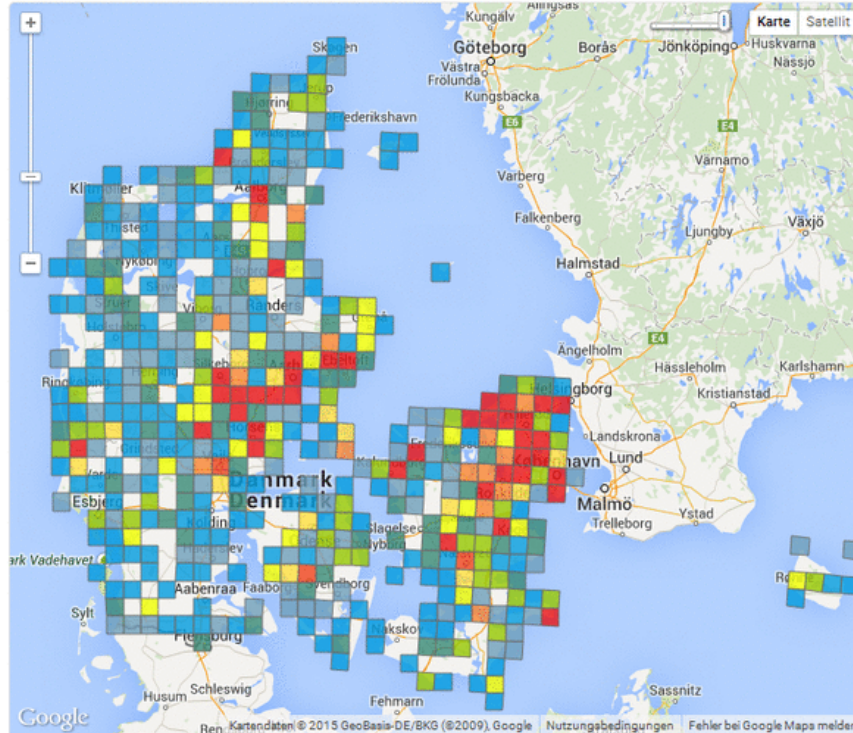
Sommerfugleatlas (Danish Butterfly Atlas)

Atlaskort

☐ Diversitet ☒ Arter

Dagpåfugleøje

Aglais io



Dagpåfugleøje

Foto: Bjarne Nielsen

[Klik her for mere information om Dagpåfugleøje](#)

Klik på et kvadrat for at se feltets informationer...



Advantages

- Digital content creates access to more knowledge
 - Enables exchange across physical borders, wider exchange, increases visibility
 - Makes new kinds of analysis and comparisons possible
 - Connecting content with each other in different ways (metadata)
 - Working with content in various ways (sharing, manipulating, comparing, creating new contexts, offering individualised learning environments)
 - Protecting objects from too much handling
-



Common main issues:

- Resources (human/financial)
- Digital literacy of museum professionals
- Measuring impact
- Creating meaningful experiences

NEMO offers Workshops and resources:

- On digital storytelling
 - On building digital strategies
 - On making digital collections widely visible
 - “Museums and Copyright” Webinar: New digital tools and techniques for Cultural Heritage and Museums on 1 June 2016
 - Online reading material on Reading Corner
-



Merci and thank you!
