

“ONLINE EXHIBITIONS: LOW COST, BIG RESULTS”

Strategies, tools & training for doing it yourself

Brussels, 16 & 17 September 2010

PRACTICAL INFORMATION GUIDE

In this practical information guide, please find more information about the Digital Extra project and its final conference.

- ✓ **Project presentation:** Digital Extra
- ✓ **Final conference at a glance:** What you need to know
- ✓ **Draft Agenda:** The final conference (16.09.2010)
- ✓ **Keynote Speaker:** Dr Kostas Arvanitis, Centre for Museology at the University of Manchester, UK
- ✓ **Free workshops** (17.09.2010)
- ✓ **Venue:** Royal Library of Belgium - How to get here
- ✓ **City:** Brussels - Where to stay

Project Presentation: Digital Extra



THE DIGITAL EXHIBITION PROJECT

More and more institutions are seriously considering the importance of getting their heritage content on the internet. The question is, how should this task be accomplished? We have the content, but do we have the skills and the financial means to create an online exhibition? Traditional exhibitions of this kind often require costly resources and are only available online for a limited time. Moreover, many of the smaller institutions have hidden treasures in their collections waiting to be seen by a larger audience, but because of financial restrictions may not be able to reach them.

Project Description: “Digital Extra” stands for Digital Exhibition Training. The project, which began in November 2008, aims to develop two on-line training courses on how to create digital cultural heritage exhibition material. The first is a basic course for the ALM (Archives, Libraries and Museums) and VET (Vocational, Educational and Training institutions) sectors as well as for tourist agencies specialised in cultural heritage. The second is an advanced course is intended for experts in cultural institutions and the ICT/media sector.

Financed by the European Commission’s Life Long Learning programme. “Digital Extra” is based upon research carried out within the eTEN-funded EU project ECMADE (www.ecmade.net), which examined the reasons for gaps in the production of cultural heritage related eContent.

To learn more about “Digital Extra”, its objects, training courses and partners, please visit our website: www.digital-extra.eu

Partnership: The “Digital Extra” partnership is composed of an interesting mix of SMEs, academic institutions and technical institutions. All have experience in EU projects, and all are committed to highest standards in their respective fields of expertise. The project partners are the Jamtli Museum in Östersund (Sweden), who is also the project leader, the University of Applied Science Vorarlberg (Austria), the Dornbirn City Archive (Austria), Luerzer Graphics Dornbirn (Austria), the University of Applied Science Madrid (Spain), Power Lake AB (Sweden), Tinta Utbildning (Sweden), Middlesex University (UK), Montserrat National Trust Museum (UK), Pamukkale University (Turkey), and ENCATC the European Network of Cultural Administration Training Centres (Belgium).

Final Conference at a Glance: What you need to know



“Online Exhibitions: Low Cost, Big Results” Strategies, tools & training for doing it yourself

DATES

The event will take place during the following days: 16 & 17 September 2010.

16 September: Final conference

**“Online Exhibitions:
Low cost, Big results”**

**Strategies, tools & training for
doing it yourself**

17 September: Workshops

More information about the basic and advanced workshops is available on page 5.

Please note that space is limited, so please register early.

VENUE

16 September: Royal Library of Belgium

17 September: Brussels, venue to be announced

FIELD

New Media & Cultural Heritage,
Museums, Archives and Libraries

TYPE OF EVENT

This conference is the closing event for the European project, “Digital Extra”. It is open to the public.

TARGET AUDIENCE

Do you have a budget for creating five new online exhibitions this year? Do you feel you don't have the time or the skills required to create an online exhibition? If your answer is no, then you are our intended audience!

WORKING LANGUAGE

Final conference: English & Français

Workshop: English

EVENT FEES

This event is FREE OF CHARGE. A complimentary buffet lunch is offered to participants attending the final conference on September 16th. Travel costs, hotel accommodations and other lunches and dinners are at your own expense.

ORGANISATION

This event is being organised by EN-CATC, “Digital Extra”'s partner based in Brussels.

MORE INFORMATION?

For further information about this event, please contact:

ENCATC
Elizabeth Darley
Projects Officer

Tel: 0032 (0) 2 201 29 12
projects@encatc.org
www.encatc.org

Draft Agenda:
September 16, 2010



09:15 - 09:55	Registration and Welcome Coffee
PART I	
10:00 - 10:15	Welcome and Introduction to the conference Magnus Ericsson, the Jämtland County Museum, Sweden Project Coordinator
10:15 - 11:00	Round 1 - The Digital Extra Experience: <i>What is "Digital Extra"? Why should we be considering online exhibitions? What are the different reasons and possibilities available to us? Why is "Digital Extra"'s work important?</i> Speakers: Magnus Ericsson, the Jämtland County Museum, Sweden Werner Matt, Director of Stadtarchive, Austria
11:00 - 11:15	Questions and discussion for Round 1
11:15 - 11:45	Coffee Break
11:45 - 12:35	Round 2 - Design, Structure and Techniques: <i>How has design, structure and technique developed on the Internet? How do they influence online exhibitions? What are the best design methods, structure and techniques?</i> Speaker: Klaus Lürzer from Lürzer Graphik (Lürzer), Austria
12:35 - 13:00	Questions and discussion for Round 2
13:00 - 14:15	Complimentary buffet lunch for conference participants

PART II	
14:30 - 15:00	<p>Round 3 - Testing and evaluating Digital Extra</p> <p><i>How future users of the Digital Extra have been involved in developing the service. Lessons to be learned.</i></p> <p>Speakers:</p> <p style="padding-left: 40px;">Barbro Fransson, Power Lake AB (PLAB), Sweden</p> <p style="padding-left: 40px;">Gavin Baldwin, Middlesex University, UK</p>
15:00 - 15:25	<p>Round 4 - Extend and Connect. Web 2.0 & Social Media:</p> <p><i>User Centered Technologies Research (A) presents how to practically use free web 2.0 tools and services to build or extend e-exhibitions. The speakers share their recent experiences on connecting to the audience and enabling it to actively participate.</i></p> <p>Speakers:</p> <p style="padding-left: 40px;">Philip von Hellberg, Fachhochschule Vorarlberg (FHV) / University of Applied Science Vorarlberg, Austria</p> <p style="padding-left: 40px;">Andreas Künz, Fachhochschule Vorarlberg (FHV) / University of Applied Science Vorarlberg, Austria</p>
15:25 - 15:40	Questions and discussion for Round 3 and 4
15:40 - 16:00	Coffee break
16:00 - 17:15	<p>Round 5 - Best Practices in Digital Exhibitions:</p> <p>Keynote speaker, Dr Kostas Arvanitis from the Centre of Museology at the University of Manchester, UK.</p> <p><i>This presentation will be followed by a panel discussion with Dr Arvanitis and the project partners on the best practices for creating online exhibitions and the challenges facing institutions wanting to develop their online heritage material.</i></p>
17:15 - 17:45	Complimentary cocktail

Keynote Speaker: Dr Kostas Arvanitis



Dr Kostas Arvanitis is a Lecturer at the Centre for Museology at the University of Manchester (UK). He has a MA and PhD in Museum Studies from the University of Leicester and a first degree in History and Archaeology from the Aristotle University of Thessaloniki, Greece. Before joining the Centre, he worked as Research Associate in Digital Heritage at the Department of Museum Studies in Leicester. He has also participated in other research projects that include the preparation of a University History Museum (Thessaloniki, Greece) and a NESTA-funded evaluation of a hand-held computer (National Space Centre, Leicester). Dr Arvanitis has also done consultancy work for the multimedia companies mwr (UK) and Logismos (Greece).

His research interests cross the fields of museology, archaeology, cultural heritage, and digital media. His expertise lies in the area of Digital Heritage that includes the theory and practice of digital technology in museums, galleries and heritage sites. He is particularly interested in the use of mobile and social media in museums for purposes of curation, interpretation and learning. His other research interests include archaeological curatorship and how it is translated in different contexts, such as archaeological museums, open-air museums and sites in urban environments.

Dr Arvanitis has, also, a longstanding interest in how museums have collected, interpreted and exhibited everyday life. Previous related research included an investigation of the relation between museums, everyday life and mobile media. Drawing on museological and everyday life theory, he explored how three archaeological monuments in Thessaloniki (Greece) are interpreted and used in daily life and the potential of using mobile phones to capture the 'everyday meanings' of the monuments. Based on the outcomes of this research, he is currently working on a project titled "'Curators in Residence': Hidden archaeological sites and virtual curating". This research aims to engage city residents in Greece with the interpretation and presentation of antiquities preserved under modern buildings via the use of digital media. Through the active involvement of residents and the application of digital technologies, he aims to develop a decentralised network of volunteer 'virtual curators' that would contribute towards a collaborative, localised and personalised presentation of the 'hidden' archaeological sites.

Dr Arvanitis is also a member of [CHIMERA](#), an interdisciplinary research area on cultural heritage, memory. CHIMERA brings together academic staff, postdoctoral research fellows and doctoral students working in various disciplines across the University of Manchester.

For more information about Dr Arvanitis' research, publications and areas of expertise, please visit:

<http://www.arts.manchester.ac.uk/museology/academicstaff/drkonstantinosarvanitis/>

Free workshops

September 17, 2010



In the framework of its final conference “Online Exhibitions: Low cost, Big Results”, taking place on 16 September 2010, the Digital Extra consortium is offering two free workshops in Brussels. This is an opportunity for participants to have hands-on experience and learn how they can create their own online material.

BASIC WORKSHOP

Time: 09:30 - 12:30
City: Brussels
Venue: To be announced
Number of Participants: 15
Inscription: OPEN
Fees: **Free of charge**

Registration: www.encatc.org/register/

The basic workshop will include working with the Digital Extra-publishing tool (CMS) and will give you the opportunity to work with text, pictures, audio and video material in order to create a digital exhibition on a given topic. This workshop is free and open to the first 15 people to register. Come prepared to use your creativity, to learn more about digital exhibitions and leave with the basic knowledge and tools needed to create your own online material!

During the workshop you will be:

- ✓ Using a Content Management System to create digital exhibition
- ✓ Considering the best combinations of texts, audio and visual material for a digital exhibition
- ✓ Considering layouts and colour schemes
- ✓ Learning how to convert your own media skills to a digital presentation

ADVANCED WORKSHOP

Time: 13:30 - 16:00
City: Brussels
Venue: To be announced
Number of Participants: 15
Inscription: OPEN
Fees: **Free of charge**

Registration: www.encatc.org/register/

During the advanced workshop, participants will view a number of presentations within a fixed period of time, also known as “speed geeking.” Moving from station to station, participants will have 7 minutes for each of the 8 topics/projects prepared by the project partners. This very interactive and intense session will be mixed with discussion among participants and project leaders to reflect on the topics presented as well as the overall experience. Please note that the advanced workshop is for participants with more ICT knowledge and skills.

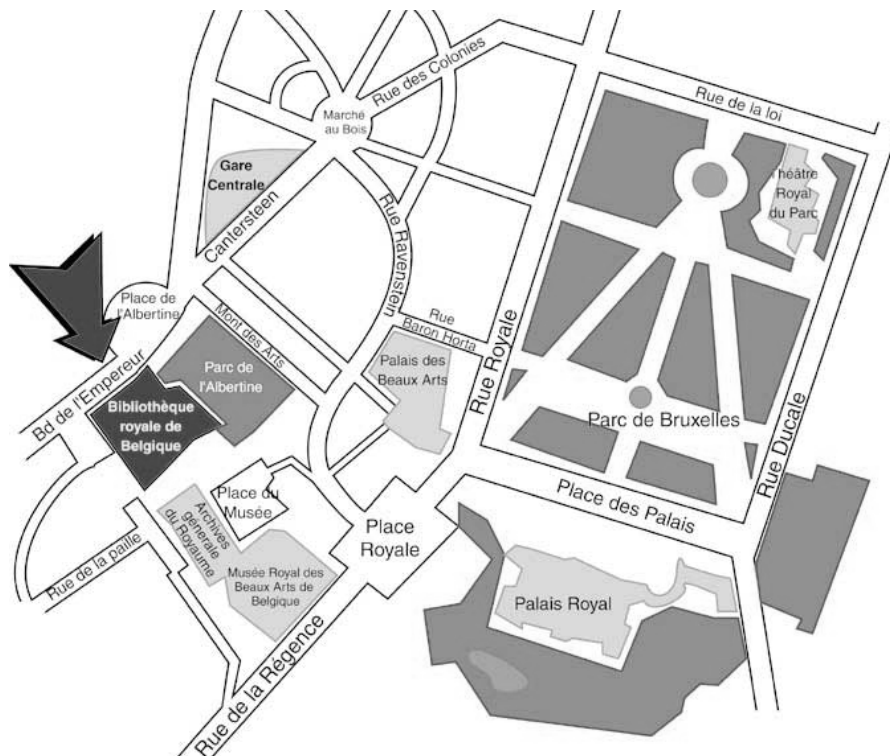
The topics in the advanced workshop range from:

- ✓ Museums using web 2.0
- ✓ 3D presentation technology in virtual worlds
- ✓ Media sharing services
- ✓ and much more...

Venue : The Royal Library of Belgium

How to get here

DIGITAL EXTRA



METRO

To the Central Train Station:
Metro lines 1 & 5

BUS

To the Central Train Station:
29, 38, 63, 66, 71, 65, 86

To the Place Royale:
27, 95, 38, 71

To Place St. Jean:
48, 95

TRAM

To Place Royale:
Tram lines 92 & 94

PUBLIC TRANSPORTATION

Need more information about public transportation in Brussels? www.stib.be

TAXIS

Taxi Vert: +32 (0) 2 349 49 49

Allo Taxi: +32 (0) 2 734 64 21

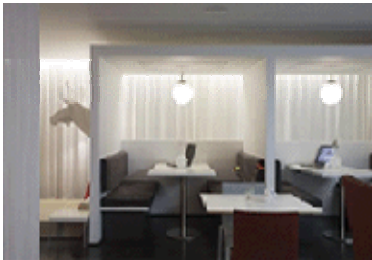
Taxi bleu: +32 (0) 2 268 00 00

FROM THE MIDI TRAIN STATION

Take the **metro line 2 or 6** (direction Simonis Elisabeth) three stops to "**Louise**". At Louise, take the **tram 94** (direction "Stade Stadion") and get off at the stop "**Royale**". From here, walk down rue Coudenberg (that will turn into rue Ravenstein on your map and the Instrument museum should be on your right). As you head down, you will see a sculpture and a view of Brussels. At the sculpture, continue straight, down the steps and pass through the park. At the end of the park you are facing "**Place de l'Albertine**". The large building to your left is the Royale Library of Belgium.

City: Brussels

Where to stay



THE WHITE HOTEL

avenue Louise, 212
1050 Brussels

T +32 (0) 2 644 29 29
F +32 (0) 2 644 18 78
www.thewhitehotel.be
info@thewhitehotel.be

“The White Hotel has settled right next to the best shops and restaurants in Brussels. Close enough to tourist attractions to visit them (15 min. walk), far enough not to be bothered by the crowd. “

Single room: 135 €



THE VINTAGE HOTEL

rue Dejoncker 45
1060 Brussels

T +32 (0) 2 533 99 80
F +32 (0) 2 533 99 89
www.vintagehotel.be
info@vintagehotel.be

“Vintage style bedrooms are in a magnificent urban mansion from the beginning of the 20th century. Prime location uptown at 50 meter from the fashionable avenue Louise and 10 min from the Grand Place.”

Single room: 135 €



THE LOUISE HOTEL

rue Veydt, 40
B-1050 Brussels

T +32 (0) 2 537 40 33
F +32 (0) 2 534 40 37
www.louisehotel.com
info@louisehotel.com

“This Boutique Brussels Hotel, entirely renovated in 2008 and dating from the 18th Century is a true haven of peace within the Trendy district of the European capital.”

Single room: 100-120 €



THE HOTEL CAFÉ PACIFIC

rue Antoine Dansaert 57
1000 Brussels

T +32 (0) 2 213 00 80
F +32 (0) 2 213 00 83
www.hotelcafepacific.com
info@hotelcafepacific.com

“Each room has its own personality and unique ambience which clearly shows in the pure colours, the inscriptions with a subtle arrangement of a current text.”

Single room: 129 €

NEED MORE CHOICES?

www.weekendhotel.nl/en/home
www.booking.com