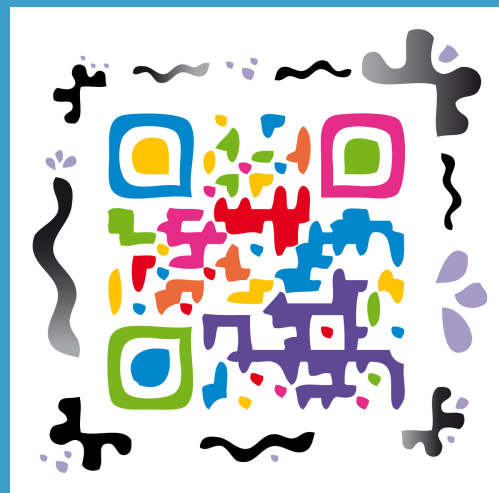


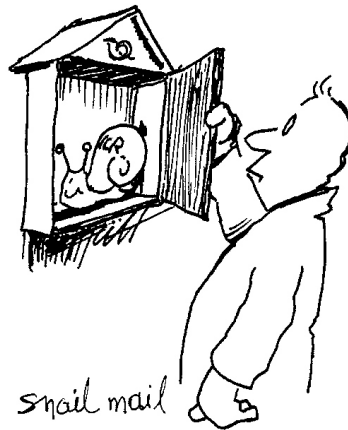
# ecultvalue

ECULTVALUE Workshop, Hamburg, 21ST January 2014



# Beauty & the Beast: How to approach Culture and ICT?

TEMF panel: Can museums handle cooperation with ICT sector on their own?



# Basic questions to start with

How museums communicate cultural heritage by using digital contents and how they present collections on-line?

How good we are in connecting contents from various sources? Are we interdisciplinary in our approach?

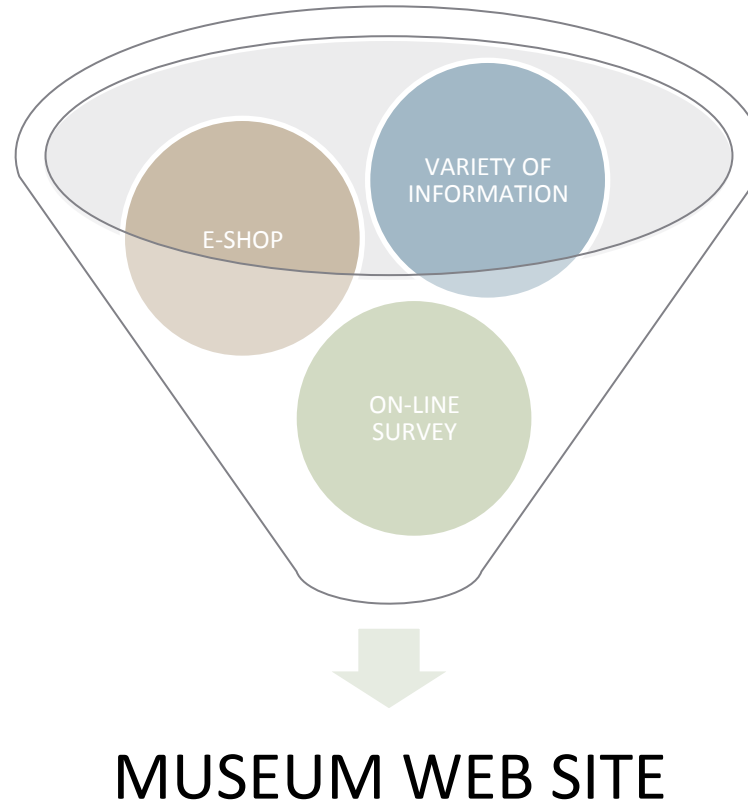
What is our contribution to the society of knowledge?

Are we relevant? What is the reach?

What is the user's feedback?



# Do museums know what they need to meet expectations



User friendly

Usage  
defines the  
value



# TECHNO SCEPTIC VERSUS TECHNOPHILE

ICT will help  
us to make  
our  
collections  
educational  
and fun



Original  
object should  
not be  
challenged

New  
technologies  
bring new  
dimension to  
museum work

With too many  
games we will  
lose focus

# WHAT IS THE DIGITAL PRODUCT MADE OF

CONCEPT

CONTENT

STYLE

STRUCTURE

FUNCTIONALITY

FORM

# What is the right time to include ICT partners?

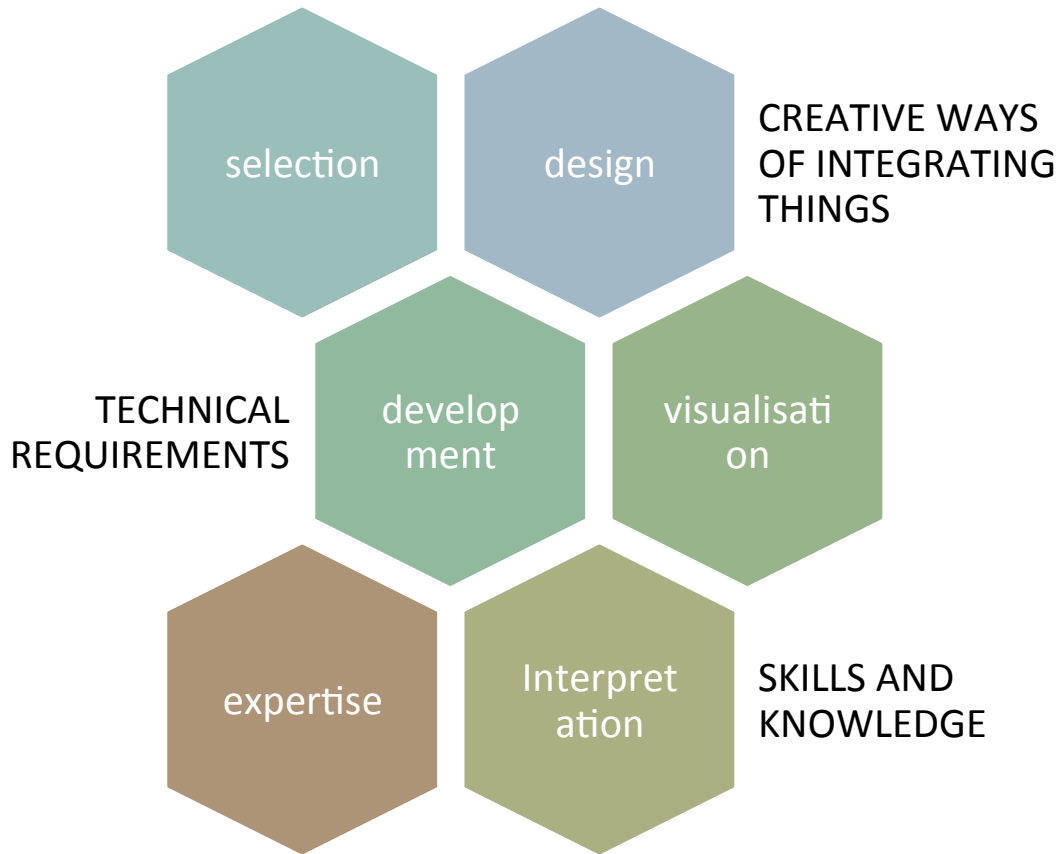
Right from the start

After museum experts have completed their drafts

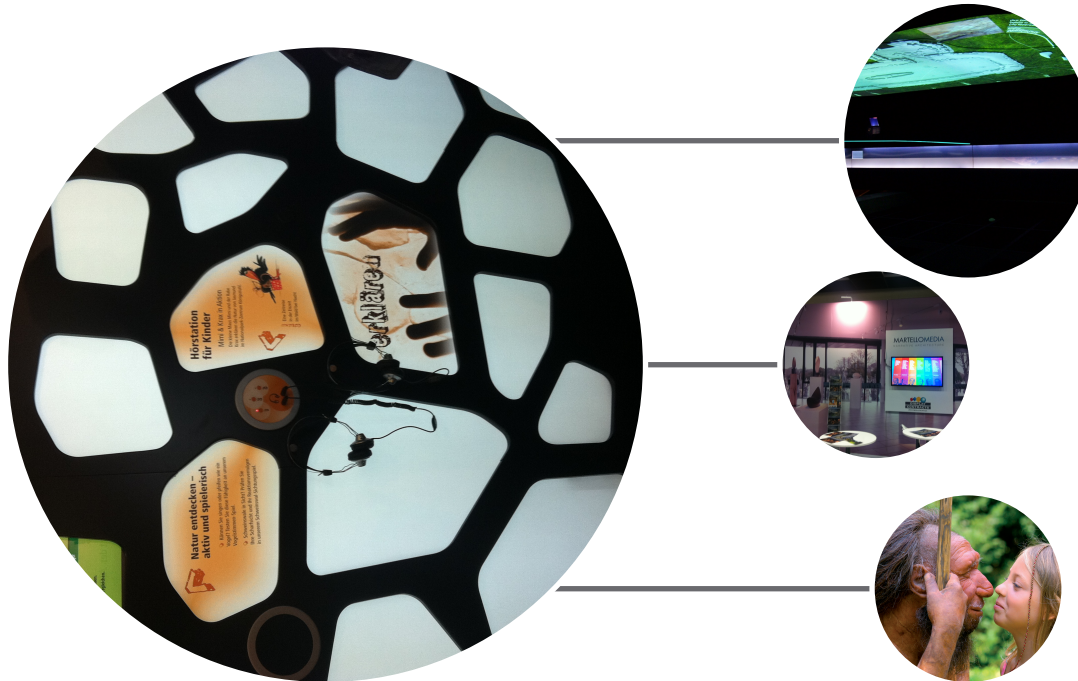
When architect has made a plan

Never

# New possibilities are emerging all the time



# Being aware of other sector's requirements



# CAPACITY OF MUSEUMS IN DIGITAL ERA

TECHNOLOGY  
OF CHANGE

WHAT IS  
MULTIMEDIA

CYBERMU  
SEOLOGY

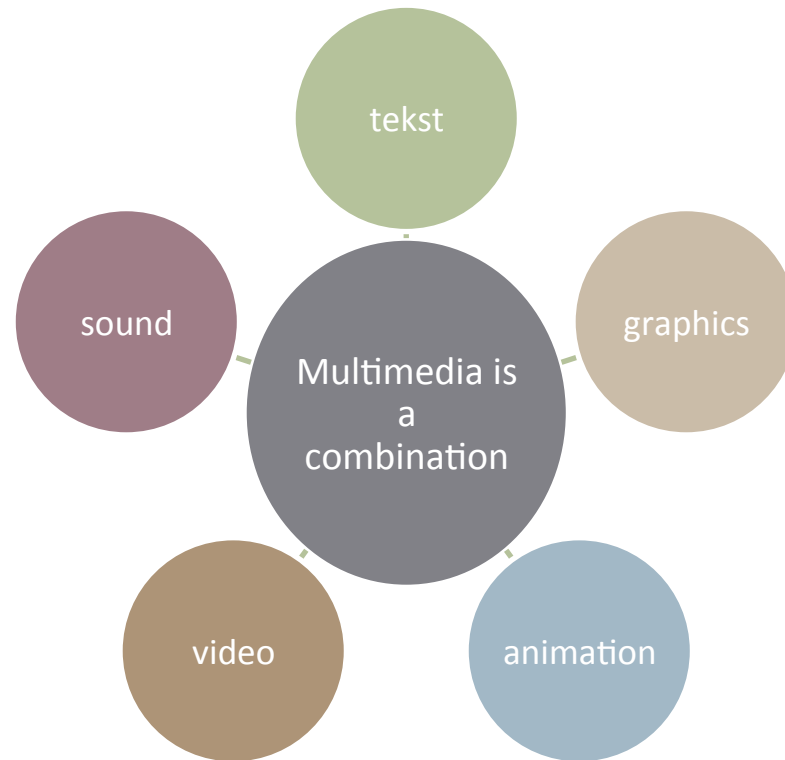
Why ICT  
need  
museums

- Museums have huge potential for production of digital contents

Why  
museums  
need ICT

- Museums usually lack technological expertize

# Helping museums in transferring contents into multimedia



# Why digitize?

Protection of original museum objects

Accessibility (fast, easy, from distance)

Integration of contents for educational, artistic or other purposes

Manipulation



# THE WORLD GOES GLOBAL



THANK YOU

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# THANK YOU

