# Virtual MultiModal Museum (ViMM)

## An International and interdisciplinary co-ordination and support action for a European Virtual Multimodal Museum Strategy

ViMM has received funding from the European Union's Horizon 2020 Programme as Coordination and Support Action, under GA n° 727107

# The ViMM project

1. **Analyse** and **promote** the role of VM as a **strategic resource** for Europe with cultural, social, environmental and economic **value**.
2. **Broaden and intensify discussion** among CH stakeholders and work towards necessary levels of consensus on key technical, legal and policy areas **important for the goals and principles of VM**, bringing together public and private stakeholders in partnership.
3. Define, develop and promote a **unique sustainable platform** engaging a large number of EU CH stakeholders across the whole community.

# THE MAIN OBJECTIVES of ViMM

4. Gain **high visibility** through social media, TV, newspapers, publishers, professional associations, conferences and other forms of outreach within Europe and internationally.
5. Establish more accurately the **exact nature** of the key economic **drivers** for VCH and especially for VM and their added **value** for society, their economic impact and multipliers, including the potential for both **public and private** investments.
6. Support the inclusion of VCH and especially of VM in the move towards an **integrated policy** approach to Cultural Heritage for Europe, in readiness for the **European Year of Cultural Heritage** in 2018

# THE MAIN OBJECTIVES of ViMM

7. Articulate **communication** and **consultation** with European and international organisations such as UNESCO, ICOM, ICOMOS, CIPA, ICCROM, Getty, Europeana Foundation, Wikipedia, in order to **gain common understandings** and establish positions of mutual **support**.
8. Define and demonstrate the various **functions and approaches** of VM based on latest **innovations and advances** in the state-of-the-art in VR/AR, why different audiences need them to understand and interact with European CH, why and how VM are necessary to support the accessibility, conservation, use and re-use of CH.

# ADVISORY BOARD (Group of Experts)

ICOMOS

europeana
think culture

DEUTSCHER MUSEUMS BUND

ICOM
MEDNARODNI MUZEJSKI SVET
SLOVENSKI ODBOR
SLOVENE NATIONAL COMMITTEE
COMITE NATIONAL SLOVENE

EUROPA NOSTRA

ICCROM

INTERPOL

CIPA
Heritage Documentation

CIVVIH ICOMOS

NEMO
Network of European Museum Organisations

eMA
European Museum Academy

CULTURAL INSTITUTE

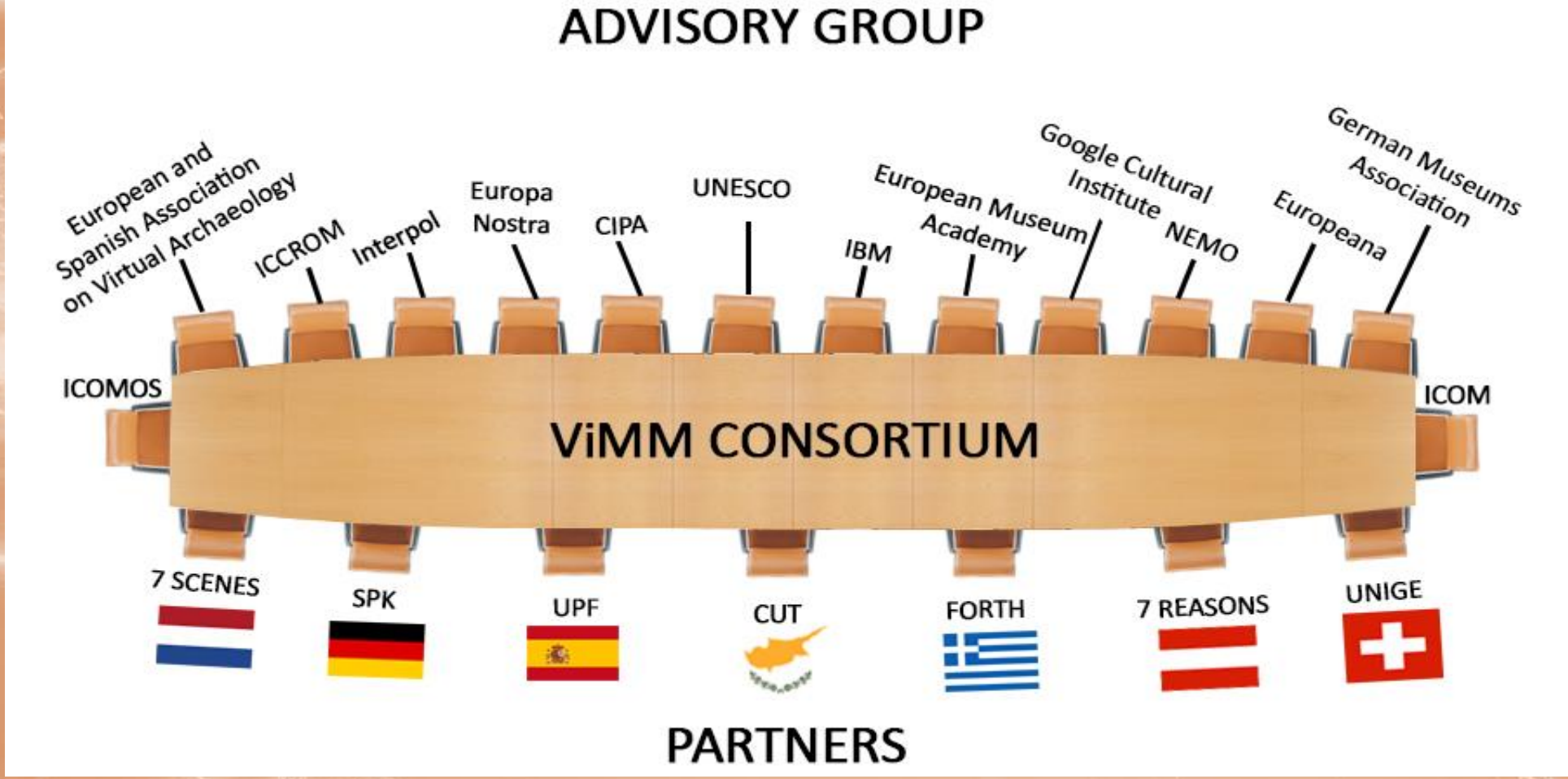
IBM

DARIAH-EU

VIMM
VIRTUAL MULTIMODAL MUSEUM

HORIZON 2020

# ViMM's Consortium Proposal



# TECHNICAL EXPERTS

***Eleanor Fink***

*Former Director of the Getty Information Institute*

***Prof. David Arnold***

*Former coordinator of EU EPOCH and*

*3D-COFROM projects*

***Prof. Dieter Fellner***

*Director of the CH Competenze Center on 3D Digitisation at Fraunhofer Instiutute*

***Prof. Roko Zarnic***

*Adviser on 3D Structural Analysis in VM applications*

***Prof. Vlatka Rajcic***

*Expert on Materials and Structural Analysis in 3D*

***Blair Parkin***

*Expert Consultant in Cultural Parks and Installations and ICT*

# The Vi-MM on line cultural heritage community platform

The ViMM project has created an on-line platform, for the interlinking of the cultural heritage professionals, where already are registered and communicate tens of hundreds of archeologists, museum professionals, cultural technology developers, policy makers.

You will find in the platform an extensive source of information on projects, funding and collaboration opportunities, experts, cases of excellence , news and you can also post your own. The platform promotes directly to the social media, linked in, twitter, facebook, the members' posts.

You will also find the current presentation, as many others of the ViMM workshops and network. It is not necessary to take notes!

vi-mm.eu

- Post and promote your views, news, work, publications, congresses, projects and find those of all members of the community, comment and discuss them on line
- Find, interconnect and talk with experts in the field of digital cultural heritage
- Present your self and your expertise, and promote your work and organizations

## Register now!

# SECTORS, MODELS, CHALLENGES FOR THE EFFECTIVE GOVERNANCE OF VIRTUAL MULTIMODAL MUSEUMS IN THE DIGITAL WORLD: TOWARDS AN EFFECTIVE DECISION-MAKING PROCESS

Georgios Giannoulis Giannoulopoulos - University Pompeu Fabra

Michael Klein, Juan Torejón – 7th reasons

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# The concept

- During 2017, the EU-funded project Virtual Multimodal Museum (http://www.vi-mm.eu/) brought together more than200 experts with very diverse backgrounds (archaeologists, curators, managers, computer scientists, designers, policy makers) to discuss Virtual Multimodal Museums from seven different perspectives. In our presentation, we would  like to focus on the results of the thematic area related to their social and economic dimension.

# The concept

- The ViMM experts produced a decision-making process scheme organized in 4 stages (idea generation, design, implementation, operation) identifying the relevant decisions, the various internal and external stakeholders, the challenges, and the financial and human resources required in each step.

# The method

- ViMM created a team of more than 100 CH experts from various fields who worked together during more than one year on various subjects, in workshops and on-line.
- A team of experts  worked under the scientific coordination of UPF on the decision making process, analyzing and questioning a large number of cases of digital applications in order to understand the process, identify weaknesses and improvements, and finally propose a structured decision making process for the Digital Apps integration in cultural heritage .

https://www.vi-mm.eu/vimm-experts/

# The 4 stages decision making process

Stage 1: Idea / concept  creation

Stage 2: Design, study, planning

Stage 3: Implementation of the DH project

Stage 4: Operation (maintenance, evaluation, extension, study of impact in the institution and the economy society)

# The 4 stages model

In each stage the experts have identified

A. The stakeholders (internal and eternal) involved, persons and institutions: directors, managers, curators, personnel, technology providers,, application and operation designers, business plan developers, public authorities, stakeholders of other sectors (tourism, education, businesses etc).

# The 4 stages model

In each stage the experts have identified

B. The challenges and the decisions to be made in order to proceed to the next stage and allocate resources in various fields: main objectives, cultural assets selection, technology selection, business and operational plan elaboration, evaluation and internal and eternal impact measurement.

# The 4 stages model

In each stage the experts have identified

C. The adequate level of maturity to be achieved and the resources required.

# Overall conclusions Stage 1.

- Lack of standardized processes for the idea/within concept generation within the organization and open participatory procedures to the personnel and the society.
- Lack of resources in time, know-how and incentives for the idea generators, such awards, on line submission procedures of ideas to the decision makers, time for brainstorming

# Overall conclusions Stage 2.

- The design and study of the Digital Cultural projects is underestimated in most of the cases and focusing mainly in the design of the development and implementation (stage 3).
- There is insufficient provision for analytical operational and business plans, in medium and long term, maintenance and operational costs, updates, adaptations and extensions, raising risks and final costs for the stakeholders.
- The organizations lack know-how expertise, and does not dedicate sufficient resources in the design within the overall project.

# Overall conclusions Stage 3. Implementation

- The implementation (development of the application, digitization, debugging) is considered THE PROJECT. Most of effort and resources are dedicated to this stage.
- However important elements and information of expertise are missing in the monitoring by the stakeholders while back and forward events, due to insufficient design and planning are in many cases raising the costs and reduce effectiveness .

# Overall conclusions Stage 4.  Operation

The operation is the stage where all previously overlooked issues appear:

- Meeting with the needs of the public and the scientific objectives at the same time.
- Costs of maintenance and lifetime of the digital app expectation and necessary investment of updates
- Lack of resources and trained personnel to maintain and operate.

# Overall conclusions Stage 4.  Operation

- Insufficient medium and long term evaluation and impact studies, to the organization, the cultural assets themselves, and the society and economy,  in order to justify the investment and attract more funding and resources

# ViMM propositions and tools

a. Identify clearly the decision maker in each stage, and establish standardized procedures, maturity standards , and adequate stakeholders involvement in order to proceed in the next stage
b. Allocate adequate resources (time, effort, funding, expertise) in the stage 1, 2, and 4 (in longer term base). This is expected to reduce very significantly the cost and effort of the stage 3, boost creativity, selection of adequate technologies following the cultural and operational and business objectives, and not adapt the objectives to the technology in order to enhance sustainability.

# ViMM Decision Making tool

- The detailed scheme of decisions, stakeholders, and challenges in each stage will be available in ViMM platform specific part, soon.
- The tool will also provide the possibility to the registered members of the platform to link their personal profiles and posts to precise points of the process, for example :

stage 2: technology design and selection, suggesting the offer of information and services to other users

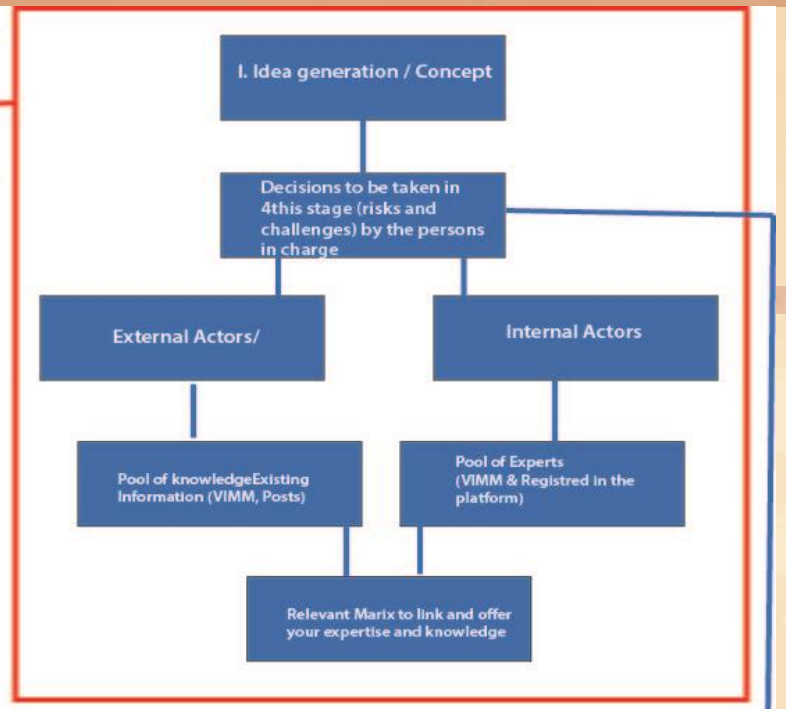
stage 4: evaluation and impact study, educational aspects etc.

I. Idea generation / Concept

II. Elaboration of the design study, planning

III. Development and implementation

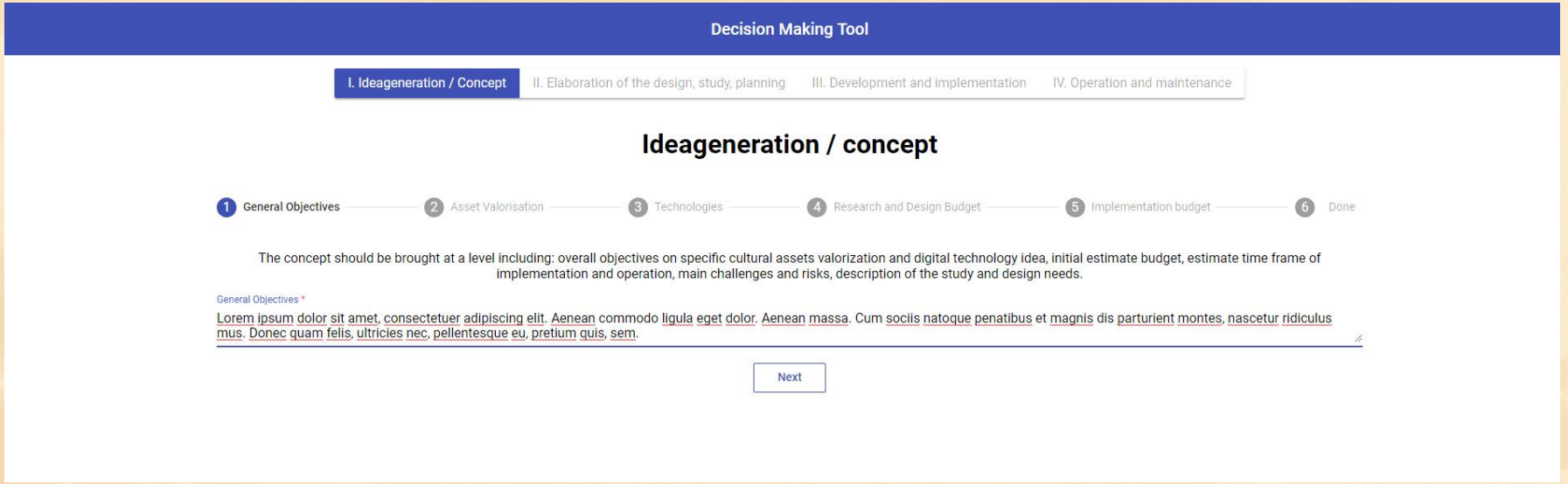
IV. Operation and maintenance




Negotiate and accept the detailed objectives of the design including the level of detail of the deliverables of the study.
-All the major decisions in a step by step design to be taken by the project owner in collaboration with the designers in the following order:
-A. Cultural Assets to be developed through digital application (tangible, intangible) and operational objectives and business plan. Taking into account
-A1. Various possibilities of technological solutions and respective costs and requirements
-A2. Cultural, added value of each technological solution
-A3. Operational added value of each solution
-A4. Marketing and business added value of each solution
-A5. Other social benefits of each solution outside the organization
-A6. Other economic benefits and returns of each solution outside the organization and returns

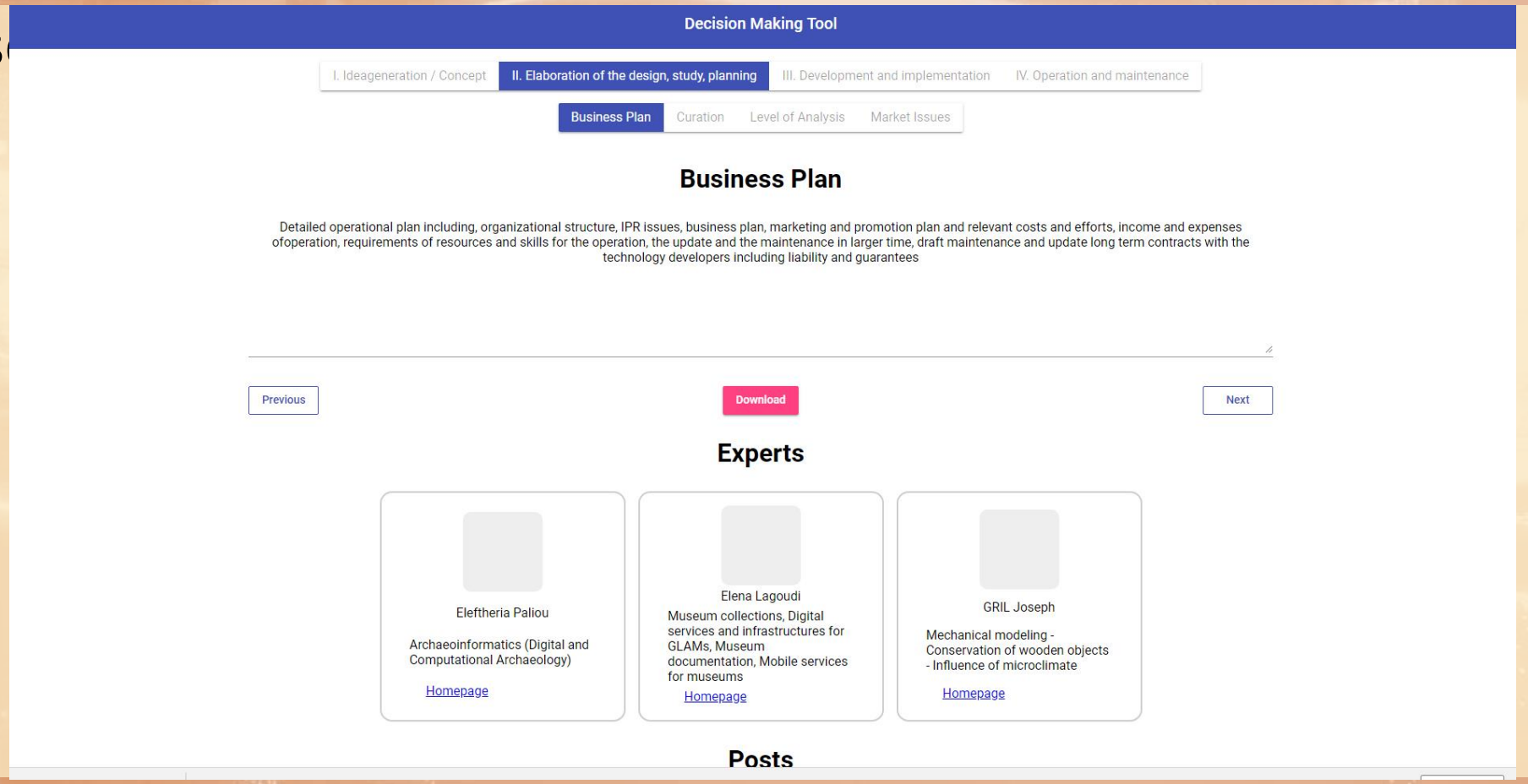
# Stage 1 : concept idea generation

- Description



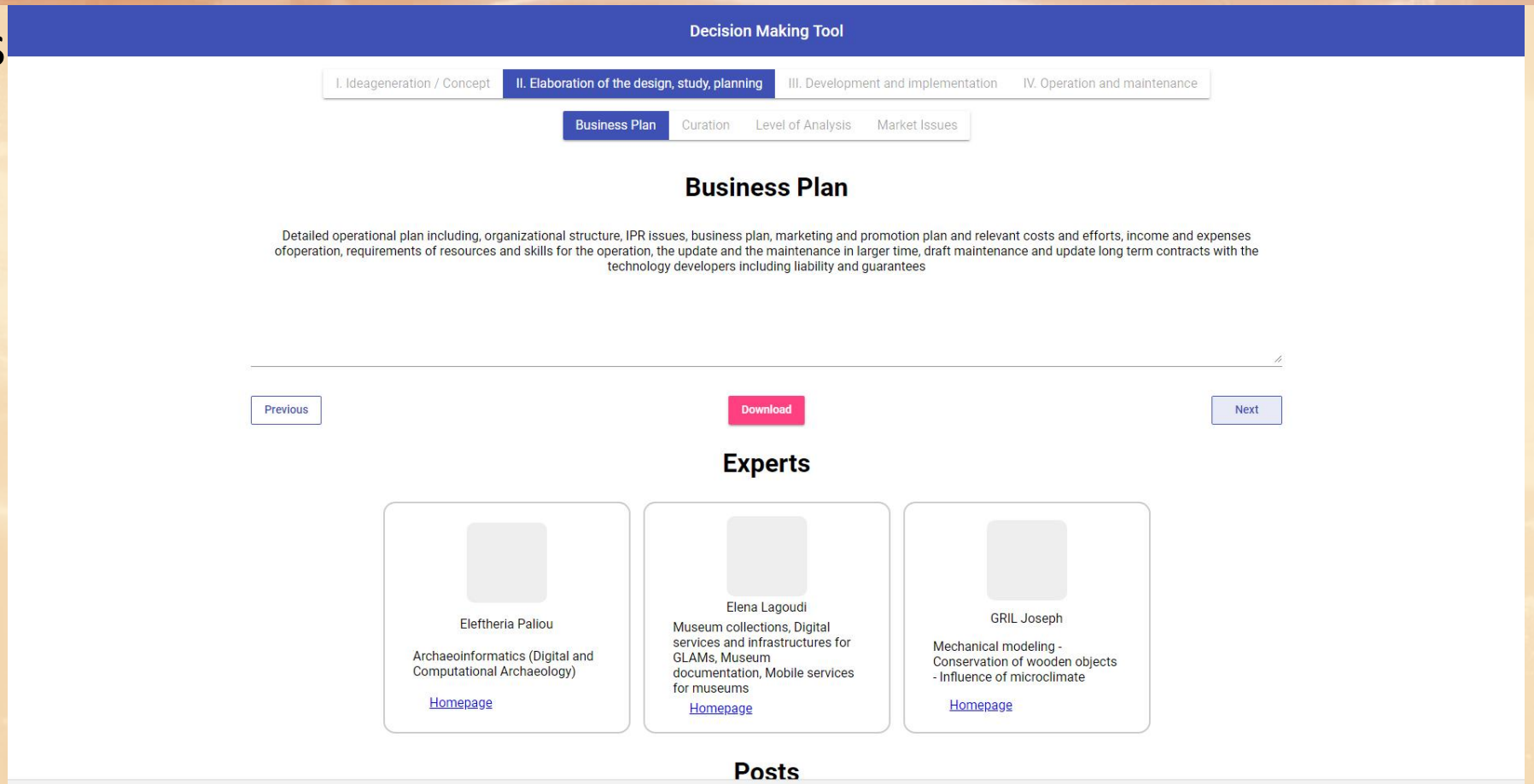
# Stage 2 : Design and planning

- Des



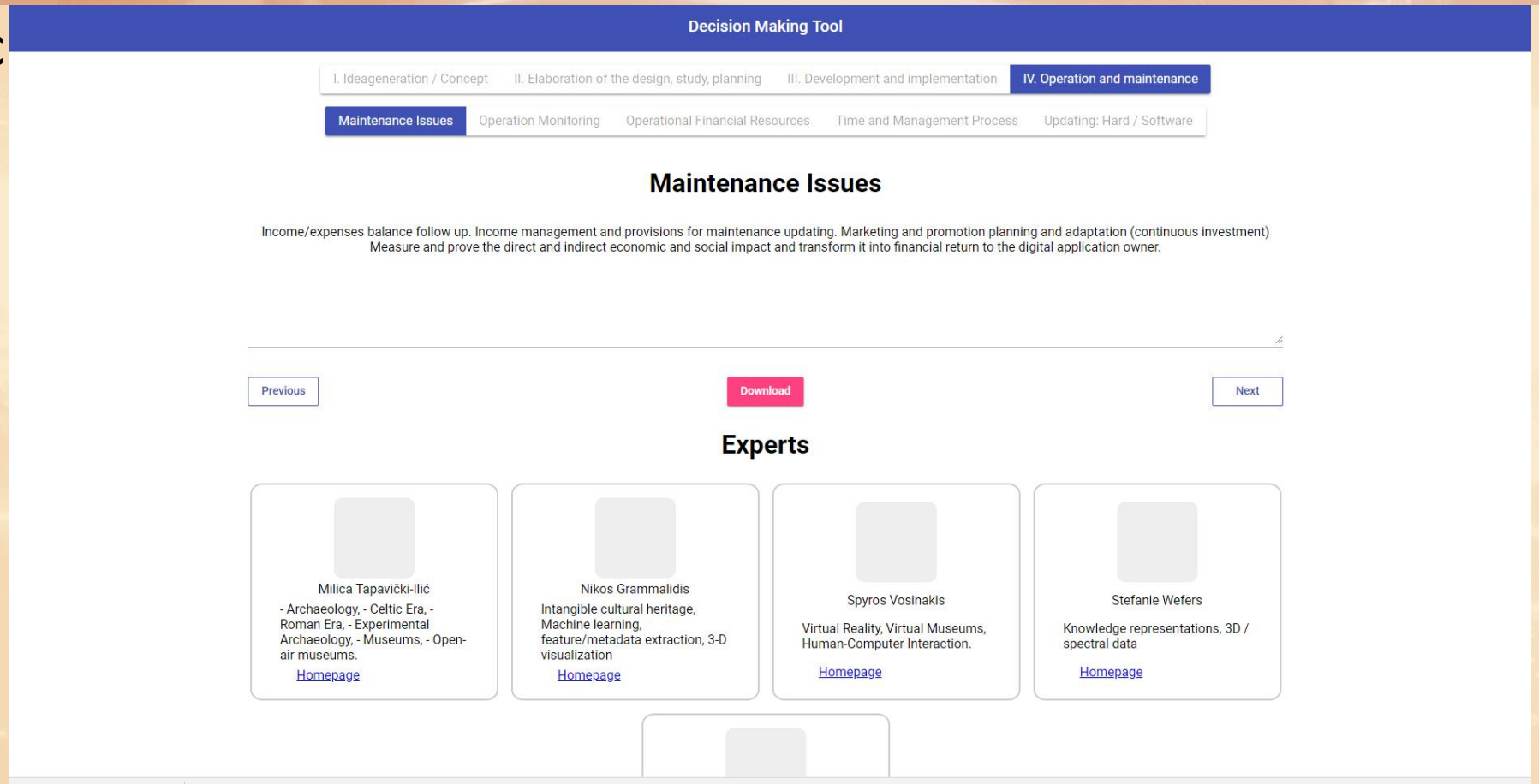
# Stage 3 : Implementation

- Des



# Stage 4 : Operation –evaluation -maintenance

- Desc



# The on-line ViMM support tool

https://dmt.vi-mm.eu/

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