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Short citation:

Smithsonian Institution Archives, Accession 07-037, SIA_07-037_B01_F27_D01

Long citation:

Smithsonian Institution Archives, Accession 07-037, Museum Computer Network, "Program for the Annual Meeting of the Museum Computer Network, September 23-26, 1998," SIA_07-037_B01_F27_D01, http://siarchives.si.edu/collections/siris_arc_269820

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Program for the
Annual Meeting of the
Museum Computer Network
September 23-26, 1998
Santa Monica, California
USA
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MCN'98
September 23-26, 1998
Santa Monica, California
USA

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**"The most ambitious
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of the late 20th century"**
—Michael Kimmelman,
The New York Times Book Review

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September, 1998

I am delighted to welcome you to the 1998 MCN Conference. The conference theme "Knowledge Creation - Sharing - Preservation" reflects concerns that we all have about the information that we are responsible to maintain and disseminate for about our shared cultural heritage.

The program this year offers multiple opportunities to learn more about emerging technologies, get updated on important projects, and to meet people facing the same issues and concerns that you have. The range of issues is increasingly broad.

Please take advantage of the varied conference offerings: enjoy the opening reception at the new Getty Center, visit the vendor halls, attend the opening plenary by Richard Lucier and the sure-to-be-provocative closing plenary by Robert Chenhall, and shop at the Silent Auction. And please take the time to socialize with your colleagues and enjoy to the Santa Monica Pier!

Once again, we appreciate your participation in this year's meeting, and hope that you enjoy both your conference experience and your stay in Santa Monica.

Guy Hermann
MCN President

Welcome to MCN '98 and Santa Monica!

On behalf of the Museum Computer Network I would like to welcome you to the 1998 MCN conference in Santa Monica. You are sure to enjoy your stay here, with its proximity to the beach as well as to many fine restaurants and attractions in Santa Monica and Los Angeles. Refer to the guides in your conference packets, and take advantage of the expertise of the hotel staff.

With the luxurious Loews Santa Monica Beach Hotel's ocean front location, we hope that you won't be too tempted to relax instead of attending the sessions! The Program Committee worked diligently to create a diverse set of sessions that highlight topics of importance to the entire community. There are also special events, such as the opening reception at the glorious new Getty Center complex, and the traditional MCN Silent Auction. I encourage you to attend the opening plenary presentation by Richard Lucier, Director of the California Digital Library, and the closing plenary by Robert G. Chenhall, a pioneer in the area of standards and automated access. I also encourage you to attend the Special Interest Group (SIG) meeting on Friday and Saturday mornings. And don't forget the Exhibit Halls! There are two this year, reflecting the increasing number and diversity of vendors with relevance to our market.

I have a number of people to thank for their help and participation: Katherine Jones Garmil, exhibit hall coordinator and program committee; Kerridwen Harvey, marketing coordinator and program committee, Lara Greenwood and Marla Misunas, workshop co-chairs, Julie Haifley, Sasha Korper, Richard Rinehart, and Susanne Warren, program committee; Michele Devine and Dominique Evans from the MCN office; the MCN Board; Layna White and Renee Montgomery, local arrangements; and Bruce Qua, who had to bear with me during the organization of this meeting. I also want to thank the MCN Board and Gallery Systems for their sponsorship of MCN Conference scholarships, and the J. Paul Getty Trust for their sponsorship of the opening reception at the Getty Center, and the Getty Grant Program for their support of the attendance of delegates from Mexico, Central and South America.

Leslie Johnston
MCN '98 Chair

Pre-Conference Workshops Wednesday, September 23

Registration Desk open 8am - 6pm

Workshops

Full Day Workshop

Information Management in Museums: Planning and Implementing Successful Systems
Catalina C

Leslie Latta-Guthrie, Manager, Collections Program, Museums and Collections Services, University of Alberta
Charlene Garvey, Network Coordinator, Museums Alberta Information Network

Level: Beginner

This workshop will introduce some of the issues involved in, and the tools that can be used for, planning and implementing information management systems in museums. Topics to be covered will include: the importance of project planning and the stages in an information management systems upgrade; defining your information needs: the needs assessment process; developing a Request for Proposal document; evaluating and acquiring hardware and software solutions; and systems implementation and operation.

Benefits to the intended audience include: an increased awareness of the importance of proper planning and project management in the successful implementation of information management systems; an open discussion of the issues and pitfalls which commonly lead to systems which do not satisfy institutional needs, and suggestions and recommendations for avoiding these mistakes; and the identification of tools and resources to help with the planning and implementation of information management systems.

Morning Workshops, 8 am - 12 pm

Managing Digital Imaging Projects
Catalina A

Mikki Carpenter, Museum of Modern Art, New York
Linda Serenson Colet, Museum of Modern Art, New York

Level: Beginner

This workshop will introduce participants to the many issues that need to be considered when planning and executing museum digital imaging projects, whether a short term project or a long term initiative. Included will be a discussion of needs and goals analysis, evaluation of digitization processes and hardware and software, storage needs, project costs, and staffing.

Participants will also be introduced considerations of resolution, file format, file size, quality, and longevity of the digital images, as well as possibilities for multipurposing and repurposing. Examples from the Museum of Modern Art's projects will be used to illustrate these topics.

Kick-Starting Your Intranet
Arcadia D

Sam Quigley, Museum of Fine Arts, Boston

Lara Greenwood, Peabody Museum of Archaeology and Ethnology

Level: Beginner

Simple intranets and extranets can be effectively used to distribute information within your museum or share information with colleagues outside its walls. This workshop will introduce participants to the basics of developing both of these systems in house, including the equipment, software, and other resources you will need (including how to take advantage of resources you may already have), networking, security, and design issues. Different types of intranets and extranets will be discussed and demonstrated; participants will leave being able to create and implement a simple but effective system.

Negotiating Skills for Licensing Museum Content
Arcadia E

Amalyah Keshet, Head of Visual Resources, The Israel Museum

Lesley Ellen Harris, Copyright and New Media Lawyer <<http://copyrightlaws.com>>

Hosted by the Intellectual Property Special Interest Group

Level: All

Anyone involved in the use or licensing of museum content -- especially digital content with its special issues--needs a variety of skills and negotiating tools in order to succeed. This workshop will offer the complimentary perspectives of a lawyer and a non-lawyer experienced in the field, and the opportunity to explore different approaches to the art of "striking a deal" to the mutual benefit of the content user and the rights holder.

This workshop will cover licensing arrangements and negotiating points generally; what uses of works can be made through a licensing agreement; moral rights; compensation; duration of agreement; who owns what; credits; how do we balance the issues of both using copyright protected works and protecting our own museums' copyright content? How can we adapt business practices to the museum context?

A Standards Primer: Putting Standards to Work for Your Museum

Catalina B

Katherine Jones, Peabody Museum of Archaeology and Ethnology
Richard Rinehart, Berkeley Art Museum/Pacific Film Archive

Sponsored by the Standards SIG

Level: Beginner

In the world of information technology, standards are paramount; they can save us both time and money in the work we do and how we do it. The extent of problems that arise when using non-standard equipment are obvious when considering the use of Betamax vs the Standard VHS. Standards are built through the agreement of one community (in our case, museum professionals) on formats, terminologies, and protocols that work for us, so that we can effectively share information within the institution, and between institutions. This workshop will provide an introduction to standards used for the creation and transmission of museum information in electronic formats. Topics to be covered include: data models, descriptive data standards, implementation languages (such as XML), and an overview of metadata (such as the Dublin Core) and what it means. We will also look at several case studies demonstrating the use of these standards in museums.

Building a Project Plan: A Hands-On Workshop

Holly Rarick Witche, Ph.D, Manager of New Media Initiatives, San Diego Museum of Art

Level: Beginner

Everyone has a great idea that is languishing on the back burner for want of time to explore the inherent possibilities of developing and implementing a plan. This half day workshop will provide participants with a formal structure for developing a project plan. During the workshop each participant will draft for him/herself a written plan that can be taken back to an institution for serious consideration.

Participants will then share ideas and get feedback from others embarked on similar projects. Participants will learn to use relevant contemporary time management and organizational behavior techniques to more efficiently and successfully begin to implement their plans. Topics to be covered in the workshop included feasibility studies, potential funding sources, getting coworkers on board with a project, drafting lists (equipment, staffing), project life span, and project offshoot benefits. The goal of the workshop is for each participant to leave with a complete rough plan for a desired project and the skills to create effective plans for future projects.

Strategic Technology Planning for Museums
Arcadia F

Robert L. Anderson, Strategic Technology Consultant, Anderson Technologies

Level: Beginner

Participants in this highly interactive, discussion centered workshop will examine and plan for the broad impact new technologies will have on museums. They will gain a basic understanding of the strategic planning process and begin to develop specific mission-centered plans to address the challenges and opportunities presented by current technological advances. Critical areas for discussion include: how to allocate scarce resources and how to educate an institution as to the value of investing in technology.

Afternoon Workshops, 1 - 5 pm

In-House Production Procedures for Museum Multimedia

This workshop will be held at the Getty Center. Transportation will be provided. Please check at the MCN Registration Desk for details.

Chris Larrance, Production Manager, Interactive Educational Technologies, San Francisco Museum of Modern Art

Peter Samis, Program Manager, Interactive Educational Technologies, San Francisco Museum of Modern Art

Robin Lilien, Manager of Museum Information Systems, J. Paul Getty Museum

Charles Passela, Head of Photographic Services, J. Paul Getty Museum

Brian Sullivan, Project Manager, J. Paul Getty Trust

Level: Beginner/Intermediate

This workshop is designed for beginning-to-intermediate level museum professionals who have been charged with the creation of an in-house multimedia production facility at their museum, and/or the development of web, kiosk, or CD-based programs. It covers necessary equipment, roles that must be played--no matter how small or large the team--and includes demos of essential production processes. Planning production cycles, including allowances for pitfalls and last-minute changes, will be addressed. Models from two institutions will be presented, but the emphasis will be on common practices applicable no matter what your institution's size or budget.

Knowledge Management in Museums: Approaches, Tools, and Issues
Arcadia F

Guy Hermann, Mystic Seaport Museum

Level: All

This workshop will explore some of the new knowledge management software applications which promise to bring order to the chaos of information the Internet and our Intranets are becoming. These new tools are making it easier for users to find, store, and manage the vast amounts of information now available to them. We will begin by defining knowledge management--how is this different from a traditional database or web server--and then explore what knowledge resources museums could manage more effectively. We will then examine and evaluate some of the knowledge management applications which might be useful, appropriate, and workable in a museum environment. Participants will come away with an understanding of the potential for knowledge networks, a broad overview of available applications, and ideas for implementing these technologies in their museums.

Empowering the Visitor at the Museum Web Site: Designing Points of Response and Interaction for the Visitor
Arcadia E

Susan Hazan, Curator of Multimedia, The Israel Museum, Jerusalem

The Israel Museum, Jerusalem, has recently incorporated an exciting new technology enabling the streaming of TV-like 3D video clips across the narrow-band Web via common dial-up modems. This allows our visitors to 'step' into a three dimensional exhibition, walk around, select, and view the collections in detail.

"In the Light of the Menorah" pioneers an innovative interactive vehicle to present museum collections on-line while providing a refreshingly new experience for visitors to the museum web site.

This workshop will cover technologies employed by The Israel Museum, such as CUSeeMe, video conferencing over the Internet, and will discuss points of response for the visitor, such as guest books, on-line shopping, and more. We will focus both on content and technology, with a discussion of ways we can harness these technologies to realise museum goals on our web sites.

Using the Getty Vocabularies (TGN, AAT, ULAN)

This workshop will be held at the Getty Center. Transportation will be provided. Please check at the MCN Registration Desk for details.

Michelle Futornick, Editor, Getty Information Institute
Alison Chipman, Editor
Laïla Lalami, Editor
Christi Richardson, Editor

Robin Johnson, Editor
Patricia Harpring, Senior Editor

Level: Intermediate

In December 1997 the Getty Vocabulary Program released its newest structured vocabulary, the Getty *Thesaurus of Geographic Names* (TGN). This workshop will introduce participants to the TGN and teach them how to use TGN on the Web. Participants will also learn tips for using the *Art & Architecture Thesaurus* (AAT) and the *Union List of Artist Names* (ULAN). The workshop will be a combination of presentations and hands-on exercises. After attending the workshop, participants will be able to use the vocabularies in their own cataloging and description projects, and be able to train others at their institutions to use the vocabulary Web browsers.

Web Usability: Creating User-Friendly Web Sites
Arcadia D

Dr. Jurek Kirakowski, Director, Human Factors Research Group, University College
Cork <<http://www.ucc.ie/hfrg>>

Dr. Nigel Claridge, Senior Partner, NOMOS Management AB; <<http://www.nomos.se>>

Level: Beginner/Intermediate

The purpose of this workshop is to introduce you to the concepts and practices underlying 'user-centred design' for web sites. The overall goal is to explain: what are the basic issues that should be considered when considering design or re-design of a web site for user-friendliness? Participants will come away with an understanding of a process which has been found to deliver results in the past, and an appreciation of why elements of that process are where they are. You will also get some practical experience in activities concerned with the process, although be warned: a four-hour workshop may create an awareness of the need for effective management of the usability engineering process, but it won't produce instant usability experts! It is our objective, however, to enable you to identify what questions to ask and more importantly, what answers to expect.

In the introduction, we emphasise the importance of defining your goals and introducing the concept of iteration in web site design. Nobody gets it right first time. However, with some planning, you can reach your quality goals once you know where you want to be. We'll take a look at some typical usability problems on web sites, then some design principles illustrated with examples and a simple checklist, and finally, we'll look at ways of evaluating a web site for usability, including, but not only, the WAMMI (Web site Analysis and MeasureMent Inventory) questionnaire.

**Reception at the Getty Center
Wednesday, September 23
6:00 - 8:30pm**

Buses will leave the hotel main entrance at 5:30, 5:45, 6:00 and 6:15, and leave the Getty to return to the hotel at 8:15, 8:30, 8:45 and 9:00.

Thursday, September 24

Registration Desk open from 8:00am to 5:00pm

Opening Plenary, 9:00 - 10:00am, Arcadia A/B

The California Digital Library: Creating, Sharing, and Preserving Scholarly and Scientific Content

Richard Lucier, Executive Director, California Digital Library

This year's keynote speaker is Richard Lucier, Executive Director of the new California Digital Library, which will integrate the holdings of the nine University of California campuses and provide international access to the collections via the Internet. Founder of the Center for Knowledge Management and originator of the Knowledge Management Model, Mr. Lucier has written and lectured widely on the changing scholarly communication process, scientific databases, electronic publishing, and digital libraries.

Coffee Break, 10:00 - 10:30am, Arcadia Foyer

Exhibit Halls Open, 10am - 5pm

Please visit exhibitors in the Palisades rooms on the 5th floor, as well as in the Topanga and Zuma rooms on the 7th floor.

Concurrent Sessions, 10:30am - 12:00pm

Arcadia E

Standards are Boring; What They Can Do is Not

Level: All

Richard Rinehart, Information Systems Manager, University of California Berkeley Art Museum/Pacific Film Archive (Moderator)

Murtha Baca, Project Manager, Standards Initiatives, Getty Information Institute, Los Angeles

Thomas Shepard, WGBH Educational Foundation, Boston

Standards, from technical to content and vocabulary standards, can seem to be boring, bureaucratic, complex restrictions imposed on museums. It is true that to many museum staff, standards can seem dry and unnecessary if taken on their own. However, it's not the standards themselves that are important; it's what they can do for your museum. The proof of this is not in the standard in the abstract, but rather in how it plays out in the real world, in what it enables museums to actually accomplish. This session presents several case studies of projects in which staff involved will demonstrate the relevance of particular standards and introduce some of their features. The examples will be concrete, but not overly technical. So, come learn about; the elegant CIAO project (SGML), the other-worldly Berkeley Z Project (Z39.50), the irrepressible Categories for the Description of Works of Art, the internationally acclaimed Object ID, and trail-blazing vocabulary tools such as the Art & Architecture Thesaurus, Union List of Artist Names, Thesaurus of Geographic Names, and ICONCLASS, the cosmic Universal Preservation Format initiative; and relate your own tales of and woe and success with standards!

Arcadia F

Moving a Collection: Digital and Database Systems

Level: Intermediate

Pamela Dewey, Head of Photography, National Museum of the American Indian, New York (Moderator)

William Poe, Systems Manager, National Museum of the American Indian, New York

Leslie Johnston, Academic Technology Specialist, Cantor Center for Visual Arts at Stanford University

This panel will address imaging and database issues faced when moving a major collection. It will be relevant for any museum that is considering systems for imaging its collections, and that intends to use the image files with an existing or yet-to-be-determined database system. The focus of the discussion will be imaging systems for high-volume processing of collection materials; other topics covered will be the process of capturing image files, equipment used, file management issues, and image processing for output and archival purposes. In addition, specific database concerns related to the movement of objects, such as inventory and tracking programs, will be discussed.

Arcadia D

Ordering Off the Menu: The Internet in Museum Exhibition and Public Programming

Level: Advanced

Madi Weland, Project Management Associate, Getty Information Institute, Los Angeles (Moderator)

Eric Marshall, Curator, Creative World, California Science Center

Pauline Webb, Curatorial Services, The Museum of Science and Industry, Manchester

David Jensen, Manager, Culture Net Initiatives, Getty Information Institute, Los Angeles

Joan Bartell, Information Systems, Los Angeles Public Libraries

Quality content on the Internet continues to be well supplemented through the increasing availability of museum information on the World-Wide Web. In the past several years, countless museums have joined the ranks of the Information Age and created virtual counterparts to their physical space with Web sites that feature digital collections, in-depth databases, and

online exhibition catalogues. These institutions are now beginning to include on-site Internet access as a way of incorporating and sharing this accumulated knowledge resulting in the emergence of their new role as information broker.

"Ordering Off the Menu: The Internet in Museum Exhibition and Public Programming" is a panel discussion that explores the issues of providing non-collection based information to the public through use of the Internet. Hypertext has liberated the linear narrative and user interest now informs how content is disseminated and shared. This challenge to the tradition of a singular curatorial interpretation is at the heart of this exploration as three museums and one library discuss the process of integrating online information in their respective programs.

Catalina C

A Web Site for the 21st Century: The Decade of the Arrow, an Interactive Multimedia Database for High-speed Networks

Level: Intermediate

Graham Parsons, Director General, Corporate Services, National Museum of Science and Technology Corporation, Ottawa (Moderator)

Dr. Victoria Dickenson, Director, Musée McCord Museum, Montreal

André Mercier, New Media Officer, National Aviation Museum, Ottawa

Since 1993, the National Aviation Museum has partnered with the telecommunications sector to develop and deliver museum content in trials of high-speed and broadband networks. The Decade of the Arrow was created for the Bell high-speed network trials in London, Ontario and Repentigny, Quebec. This application is based on what museum staff have learned from evaluations of Silver Dart, the Museum's first broadband kiosk application (1993-5), an award-winning CD-ROM (1995), and the museum Web site (1996). The top-level navigation is a 34-minute video, produced by the Museum in co-operation with Canadian Broadcasting Corporation (CBC) Archives, which is "tagged" to a multimedia database. Users can explore the background materials to the narrative video - the original documents, newspaper stories, personal interviews (video), archival videos, speeches and the technical and engineering drawings that are part of the museum's collection - through the application of new TAG software, developed by the Museum's commercial partner, Digital Renaissance of Toronto. TAG provides time-based interactivity. Users can opt to watch full-screen MPEG video in narrative format, in partial screen tagged interactive format, or to search the database through search and indexing tools. The application is scalable for delivery over varying bandwidth and was designed for both PC and NC (network computer) delivery. The application is delivered within a browser interface and users can also link to other Web sites from within the application.

The application was launched in August 1997 and is available to 6000 households. Results of the initial evaluation conducted by Bell Canada will be incorporated into the presentation.

12:00 - 1:30 pm: Lunch on your Own

Concurrent Sessions, 1:30 - 3:00pm

Arcadia D

Project Cross-Currents

Level: Intermediate

Mark Friedman, Manager of Information Systems, The Mariners' Museum, Newport News
(Moderator)

Mark Ferguson, Colonial Williamsburg Foundation, Williamsburg

Mary Sullivan, Virginia Museum of Fine Arts, Richmond

Beth Cheuk, Thomas Jefferson Memorial Foundation (Monticello), Charlottesville

The goal is to create a demonstration project that will allow any public user of the World-Wide Web to search a combined collection of data records from four diverse cultural institutions in Virginia, and receive as their output, a unified result, across all the various types of data structures used by each institution, as well as any digital images or sounds which may be available.

The session discusses collaboration between museums, and the value of combined information, when utilizing standard software tools (HTML, HTTP, search engines, etc). The panel will discuss the genesis of our project, conceived when attending the MCN'97 conference, and the step that led us to a working model by March 1. We will discuss the reaction to our presentation on this topic at the Virginia Association of Museums annual conference.

Catalina C

The Consortium for the Computer Interchange of Museum Information (CIMI) and Related Research Projects

Level: Intermediate

John Perkins, Executive Director, CIMI (Moderator)

Erin Stewart, CIMI Project Manager

Lynn Underwood, Documentation Coordinator, Solomon R. Guggenheim Museum

Thomas Hofmann, Website/Technical Producer, Australian Museums Online

Jay Hoffman, Managing Director, Gallery Systems

John Perkins, CIMI Executive Director, will introduce the CIMI Dublin Core Metadata Testbed project panel comprising:

Erin Stewart, consultant, CIMI Project Manager, presenting testbed assumptions, objectives, and status; Lynn Underwood, Documentation Coordinator, Solomon R. Guggenheim Museum, discussing operational aspects of creating Dublin Core records from metadata contained in legacy collection management systems; Thomas Hofmann, Website/Technical Producer, Australian Museums Online (AMOL), providing an access provider's point of view on technical aspects of importing and serving Dublin Core records from more than 30 institutions; and Jay Hoffman, Managing Director, Gallery Systems, describing state of the art software tools and the role of the vendor community in building infrastructure to support Dublin Core projects.

Arcadia E

Membership & Fundraising Resource Development: Managing Those Donors!

Level: All

Sharona Justman, CPA and Operations Management Consultant, Rubenstein/Justman Management Consultants (Moderator)

Jini Bernstein, Museum of Contemporary Art, San Diego

Jonathan Angle, California Science Center

Bonnie Downing, Denver Museum of Natural History

Gary Rubenstein, Rubenstein/Justman Management Consultants

The knowledge that is accumulated about the patrons of a museum is critical to the creation of successfully attended exhibitions and the stimulation of the member to become a donor and to participate in the development of the museum. Methods, management and systems come together through the skills of the leaders in Membership and Development departments in representative museums.

The effective management of Development and Membership expects smart staff, sharp systems, and useful procedures in order to contribute to a healthy revenue stream. Funding projects and activities within the museum, managing information, selecting and implementing the right systems, and developing a staff attitude to support the internal system is increasingly part of the responsibility of the Development Director.

This panel will explore key management and communication principals, museum-specific concepts, and practical experience from Development with a cross-section of expertise. Areas covered will include information systems, operations and management styles, and the development of goals, budgets, and successful outcomes for the achievement of maximum revenue annually from the donor base.

Arcadia F

Politics and Process: How the Six Smithsonian Art Museums Purchased a Single Off-the-Shelf Collections Management System

Level: All

Julie Link Haifley, National Museum of African Art, Washington (Moderator)

Patricia Fiske, National Museum of African Art, Washington

Mary Ellen Guerra, National Museum of American Art, Washington

Cordelia Rose, Cooper-Hewitt National Design Museum, Washington

In an unprecedented joint effort, the six Smithsonian art museums developed requirements for an off-the-shelf collections information system, submitted a Request for Proposal through the Institution's contracting office, evaluated responses from vendors, and selected a single system for implementation in all the museums. Panelists will discuss the internal and external forces involved in their decision-making process, their successful efforts to obtain funding for the entire project from the central SI administration, how they achieved buy-in from their respective staffs, and how they developed requirements for diverse collections - from thousands of wallpaper and fabric samples to monumental sculpture. The session will conclude with a status report and a glimpse of future plans for the system. The six museums involved in the project are the Cooper-Hewitt National Design Museum, the Freer Gallery/Arthur M. Sackler

Gallery of Asian Art, the Hirshhorn Museum and Sculpture Garden, the National Museum of African Art, the National Museum of American Art, and the National Portrait Gallery.

Refreshment Break, Exhibit Halls, 3:00 - 4:00pm

Concurrent Sessions, 3:30 - 5:00pm

Arcadia E

Museum-Teacher Collaborations Using the Web and CD-ROMs

Level: All

Peter S. Samis, Associate Curator of Education and Program Manager for Interactive Educational Technologies, San Francisco Museum of Modern Art (Moderator)

Scott Sayre, Director of Media and Technology, Minneapolis Institute of Art

Rachel Gerstein, Graduate Researcher, University of Nevada at Reno

Susan Spero, Ph.D, Curriculum Specialist, San Francisco Museum of Modern Art

Many museum educators are finding that new technologies — and particularly the World-Wide Web — provide cost-effective, easily publishable outreach tools to the schools in their regions. By working with students, experienced classroom teachers and curriculum specialists, museums can tailor interpretive and contextual material about the objects in their collections to mesh with state curriculum, and extend the value of their information beyond narrow subject boundaries. What are some of the ways in which museums are working to develop Web- (or CD-) based curriculum? How have they structured their collaborations? What assessment methods have they used, and what lessons have they learned? What are some model projects?

In this session, representatives of two museums involved in Web- and CD-based curriculum development will discuss and present examples (and lessons!) from their own experience, while an academic researcher will give an overview and analysis of some outstanding museum-developed Web sites for teachers and students.

Arcadia D

Issues facing the Art Museum Image Consortium

Level: Intermediate

Jennifer Trant, Executive Director, Art Museum Image Consortium

David Bearman, Director, Research & Strategy, Art Museum Image Consortium Selected AMICO members will also speak

Participants in the Art Museum Image Consortium will present papers on issues involved in establishing and operating the Consortium and their implications for others including intellectual property, technical specifications, and research underway and planned.

Arcadia F

Public Interfaces with Collections Management Systems

Level: Intermediate

Joseph Covington, Director of Educational Services, North Carolina Museum of Art, Raleigh (Moderator)

David K. Allison, Curator of Information Technology, National Museum of American History
Catherine Proctor, Manager of Educational Technology, Dallas Museum of Art

This panel will include representatives of museums that make collection information available to the public through their collections management systems. The North Carolina Museum has a new study center with a unique combination of the public access interface of its collections management system, to provide visitors with collection information and images, with completely different types of programming for different audiences. This is the first museum application for visitors on a walk-in basis of TMS.

The Dallas Museum of Art has operated its Collections Information Center for several years with the Argus system and is now planning for its reopening with major changes. The National Museum of American History has considerable involvement with collections management systems and is currently involved in plans for public information programs.

Catalina C

Hot Topics in Intellectual Property: Legal Developments, Museums, and Digital Content

Level: Beginning

Amalyah Keshet, Head of Visual Resources, The Israel Museum, Jerusalem (Moderator)

Barry Szczesny, Government Affairs Counsel, Government and Public Affairs, American Association of Museums

Lesley Ellen Harris, Copyright & New Media Lawyer, Toronto/Washington, DC

Mikki Carpenter, Director of Photographic Rights and Permissions, Museum of Modern Art, New York

Tyler Ochoa, Whittier Law School, Los Angeles

In this session, three major issues will be covered:

1. How do we balance the challenges of both protecting our own museums' copyright content and using others' copyright protected works?
2. Images in the Public Domain: What is the proper balance between our museums' dual mission to protect the integrity of objects and provide access? How do the interests of museums relate to the needs of image users? Are museums trying to replace copyright with control of access? How do we arrive at a balanced resolution of the needs of image users and image providers?
3. Legal and legislative developments: What does all this mean for museums? Update will include:
 - * Various legislative proposals the U.S. Congress is considering to implement the World Intellectual Property Organization Copyright Treaty and Performances and Phonograms Treaty.
 - * A draft model contract law, Article 2B of the U.S. Uniform Commercial Code, which would govern the licensing of software and other types of information, including most works subject to copyright.
 - * European Commission proposal for a Directive harmonizing aspects of copyright and related rights in the Information Society. The proposal covers provisions for the reproduction right, the communication to the public right, user exceptions, the distribution right, and the legal protection of anti-copying and rights management systems.
 - * New international copyright treaties: what they cover and how they affect individual countries.

Thursday, September 24
MCN Silent Auction
6:00-8:00pm

It's the MCN Silent Auction! Join your colleagues for a cash bar and hors d'oeuvres with your donations from your institutions for the often hilarious bidding! This year's event will be held in both exhibits halls -- the Palisades rooms on the 5th floor, as well as in the Topanga and Zuma rooms on the 7th floor. Move between the floors and mingle!

Friday, September 25

Registration Desk Open 8:00am - 5:00pm

Special Interest Group (SIG) Meetings and Continental Breakfast, 8:00-9:00am

Meet with your colleagues at similar institutions or who are dealing with similar issues and share your insights!

Intellectual Property SIG, Arcadia D
MIS SIG, Arcadia E
Small Museums SIG, Arcadia F
Standards SIG, Catalina B
Visual Information SIG, Catalina C

Exhibit Halls Open 9:00am - 5:00pm

Concurrent Sessions, 9:00 - 10:30am

Arcadia E

"By Any Other Name": Term Research for Thesaurus Construction

Level: Intermediate

Leah Prescott, Collections Information Technology Coordinator, Mystic Seaport, (Moderator)
Alison Chipman, Vocabulary Program, Getty Information Institute, Los Angeles
Christi Richardson, Editor, Vocabulary Program, Getty Information Institute

Over the past few years, there has been increasing interest in and appreciation for standardized language for precision searching. Because recall and precision are primarily in inverse proportion to one another, it is useful to be able to utilize both keyword-type capabilities (high recall/low precision) as well as controlled language capabilities (high precision/low recall) to achieve the greatest flexibility within information systems. Thesauri are the tools needed to construct the structured semantic universes that authority files depend on. This session will describe the process of term research for Getty thesauri (Art & Architecture Thesaurus, Union List of Artists' Names, and Thesaurus of Geographic Names), a process which is partially analytical and partially intuitive.

Catalina C

Networked Interactive Multimedia in Art Museums

Level: Beginning

Kenneth Hamma, Head of Collections Information Planning, J. Paul Getty Museum, Los Angeles (Moderator)

Robin Lilien, J. Paul Getty Museum, Los Angeles

Vicki Porter, Consultant, Washington

Julian Blom, Multimedia Manager, National Gallery, London

This panel will discuss the planning and implementation process for the development and management of interactive multimedia as part of the core-integrated digital resources of an art museum. Topics will include retrospective and prospective digital capture; writing and structuring content for the general public; manufacturing the interface for an on-line publication created by presenting data through the consistent use of templates and indices; planning and implementing the infrastructure and clients to support real-time delivery of large data modules such as MPEG2 video and audio; creating content development tools and system authoring tools to allow in-house maintenance and growth of the content; and defining overlap and conjunction of other data development and delivery applications such as a collections management system and a WWW interface.

These topics will be discussed in light of the experience of producing such systems at the Getty Museum in Los Angeles over the last several years and of planning for the next generation of interactive systems at the National Gallery of London.

Arcadia D

The Canadian Heritage Information Network: Enabling Access to a Collective Knowledge Environment

Level: Intermediate

Kerridwen Harvey, Arts Policy Analyst, Department of Canadian Heritage, Hull, Quebec (Moderator)

Ecaterina Geber, Project Leader, Systems and Access, Canadian Heritage Information Network, Hull, Quebec

Wendy Thomas, Project Leader, Business Development, Canadian Heritage Information Network, Hull, Quebec

Karen Neimanis, Manager of Development, Systems and Access, Canadian Heritage Information Network, Hull, Quebec

For the last year and a half the Canadian Heritage Information Network (CHIN) has been working to re-design access to Canadian Collections, a collective resource of over 20 million information items on museum holdings in Canada. Extensive research has been conducted on enabling access to large repositories of information for diverse audiences with differing perspectives. Effective access to multilingual information collected from distributed sources is dependent on tools and standards which can apply an adaptable conceptual structure and which help to build the knowledge environment. CHIN has made use of such tools to assist in retrieval of meaningful and useful results within a context relevant to the searcher. The searcher may become engaged in a dialogue where individual views can be expressed.

This panel will concentrate on three aspects of the CHIN experience: the theoretical background research and design scenarios, obtaining and analyzing user input and feedback, and the implementation process. It will also have a future-oriented aspect, identifying issues that have emerged in the current work that remain to be addressed.

Arcadia F

Museum Applications for Real-Time Virtual Reality Simulation

Level: All

Bill Jepson, Director of Computing, Urban Simulation Team at University of California at Los Angeles/UCLA Department of Architecture & Urban Design (Moderator)

Lisa M. Snyder, UCLA Department of Architecture/Urban Simulation Team at UCLA Selected representatives from the J. Paul Getty Trust

Three-dimensional, interactive worlds are the next generation of multimedia systems. These worlds can be realistic representations of cities, or imaginary worlds with terrains representing electric and magnetic fields invisible to the eye. Continuing technological achievements in processor power, storage technology and networking are enabling significant advances in such systems, and in the future, these interactive worlds will be able to operate as an intuitive interface/index to the world of three-dimensional spatially distributed information.

This panel will introduce attendees to the real-time virtual reality simulation technology developed by the Urban Simulation Team at UCLA, and explore how it can be incorporated into exhibit design and educational programs using as an example the J. Paul Getty Trust's use of a real-time model of Trajan's Forum in its exhibit "Beyond Beauty: Antiquities as Evidence". Bill Jepson, Director of the Urban Simulation Team at UCLA, and Lisa M. Snyder will explain the process of creating real-time virtual reality models and explore potential uses for the technology. Representatives from the J. Paul Getty Trust will discuss the decision to include a virtual reality component in the "Beyond Beauty" exhibit, and detail some of the choices that were made during the creation of the exhibit about the model's display and long-term use.

MCN Annual Business Meeting, 11:00am - 12:00 pm

Catalina B

Concurrent Sessions, 11:00am - 12:30pm

Arcadia E

Standards at Work: Beyond Museum Walls

Level: Beginning

Elisa Lanzi, Lanzi/Warren Associates, Bennington (Moderator)

Michele Assaf, Museum Loan Network, Cambridge

Dorit Straus, Museum and Cultural Institution Manager, Ace, USA

Matthew Stiff, Terminology Projects Manager, Museum Documentation Association

Emerging data standards are being implemented in several projects that serve the museum community, but are outside of museum walls. This session will examine the use of standards in the context of a stolen art database, a collaborative loan network, and an international

cultural heritage consortium. The panelists will discuss their projects, focusing on the following issues: how standards were selected, training considerations, user requirements for special audiences, and strategies for collaborating with museums to achieve mutual objectives.

Arcadia D

Multimedia in Exhibits

Level: All levels

Kevin Sumption, Curator for Information Technology, Powerhouse Museum, Haymarket, Australia (Moderator)

Randall Packer, Director of Multimedia, San Jose Museum of Art

Krishna Pendyala, Executive Vice President, ISLIP Media, Pittsburgh

A range of new multimedia technologies will be discussed in this panel. Sumption, from the Powerhouse Museum, Sydney, Australia, will examine a range of museological and technological issues associated with the development of "smart labels." This technology could potentially personalise and deliver object information by taking account of visitors interests, museum experience and gallery location. Packer will discuss an exhibition produced at the San Jose Museum of Art entitled "Interactive Timeline: Four Decades of Art and Technology," in which the traditional wall display was integrated with interactive learning media. Finally, Pendyala will explore how digital video can be used by museum staff and visitors for keyword searches and image matching.

Arcadia F

Topics in Information Technology Management

Level: All levels

Leonard Steinbach, Chief Technology Officer, Solomon R. Guggenheim Museum, New York (Moderator)

Olivia C. Williamson, Manager, SUL/AIR Expert Partner Program, Stanford University Libraries/Academic Information Resource

Tine Wanning, Head of Documentation Department, National Museum of Denmark, Copenhagen

Rina Elster Pantalony, Senior Policy Analyst, Canadian Heritage Information Network

Many museums are investing in technology, but how should one invest and how can one tell if it's worth it? Steinbach discusses how the Guggenheim evaluated the results of its investments in new technologies to date. This presentation should provide insight and tools that will help museum technologists and technology advocates, evangelists, and end-users evaluate current investments and make a cogent case for or against future "technology adventures." Wanning tells the story of a documentation department that found itself transformed into the museum's computer department and the IT strategy they developed. Williamson presents one solution to the steep technological learning curve faced by museum personnel: the unique "Expert Partners" program at the Stanford University Libraries, which locates basic computer knowledge and technical support responsibilities within each work unit. Pantalony presents the Museum Intellectual Property Market Study, recently undertaken by CHIN. The results of this study define the market for the commercial exploitation of museum intellectual property; determine which intellectual property holds the most commercial value; and ascertain the viability of an on-line Catalogue of museum intellectual property as a marketing tool.

Catalina C

Retrieving and Utilizing Geographical Information

Level: Intermediate

Patricia Harpring, Senior Editor, Vocabulary Program, Getty Information Institute, Los Angeles (Moderator)

David Reynolds, GIS & Anthropology Intern, Denver Museum of Natural History

Lara Marie Juliusson, GIS Specialist, Denver Museum of Natural History

Two different tools to aid in the retrieval of geographical information will be presented in this panel. Harpring presents the Getty's new Thesaurus of Geographic Names (TGN), a controlled vocabulary which may shed light on how geographical information may be applied to data creation and retrieval. Reynolds and Juliusson show how a GIS system can be used to establish geographic and temporal contexts for artifacts, using a kiosk with an Internet connection for the presentation of the objects.

Conference Luncheon, Pool Deck, 12:30-1:30pm

Concurrent Sessions, 1:30 - 3:00pm

Arcadia D

Public Interfaces to Collections

Level: All levels

Jane Sledge, Project Manager for Networked Initiatives, Getty Information Institute, Los Angeles (Moderator)

Jim Devine, Hunterian Museum and Art Gallery, Glasgow

Tine Wanning, Head of Documentation Department, National Museum of Denmark, Copenhagen

Pauline Webb, Senior Curator, Museum of Science and Industry in Manchester

Pam Fisher, Communication Arts Ltd

This session deals with various approaches to developing public interfaces to collections information. Devine presents the Minos Project, a digital media experiment to present a virtual tour of the Minoan Palace complex at Knossos, Crete, employing Quick Time Virtual Reality techniques (<http://www.gla.ac.uk/Museum>). Sledge introduces American Strategy, a national initiative to make everyone aware of the rich cultural heritage resources available in Federal collections, involving linking the digitized collections of more than two dozen federal agencies and museums through the Internet and make their holdings more publicly available. Wanning presents "Eskimo Treasures", with its differentiated interface design accessing the total collection of about 9000 Eskimo artifacts in the National Museum of Denmark. Fisher and Webb describe the development of a pilot collections database designed for managing the full range of the Museum of Science and Industry's object and archive collections and providing tiered public access through a user-friendly Web interface.

Catalina C

Integrating Information

Level: All levels

Susanne Warren, Lanzi/Warren Associates, Bennington (Moderator)

Rachel Allen, Chief, Research and Scholars Center, National Museum of American Art, Washington

R. Brooks Jeffery, Arizona Architectural Archives, University of Arizona, Tucson

Karen Lovaas, Central Registrar, Minnesota Historical Society, St. Paul

As cultural heritage information managers in museums seek to add value to their rich and diverse collections of objects, images, and textual materials by providing integrated access across collections, they are confronted with differing custodial and documentation traditions and perspectives. A particular challenge is presented by the need to respect the information requirements of the widely varied resource types and of the differing documentation traditions in a networked environment, where access to information is facilitated by the use of standards.

This session will explore the experiences of three institutions that are seeking to develop integrated access across collections and between organizational entities, focusing on strategies employed to overcome these differences and the solutions that have evolved, or are evolving, as a result. This session is a follow up to the discussion "Integrating Information Systems: The Information Issues" which was well received at MCN '97.

Arcadia E

Visual Information Access at Harvard: A Cross-Disciplinary Information Access Project

Level: Intermediate

Katherine Jones, Assistant Director, Peabody Museum of Archaeology and Ethnology, Cambridge (Moderator)

Martha Mahard, Acting Librarian, Fine Arts Library, Harvard University, Cambridge

Ann Whiteside, Graduate School of Design, Harvard University, Cambridge

Lara Greenwood, Peabody Museum of Archaeology and Ethnology, Cambridge

This ambitious project is Harvard's first attempt to establish a union catalog that will foster and support cross-disciplinary access to visual materials in libraries, archives, and museums, regardless of the physical formats or locations of the originals. The catalog will finally make visual resources at Harvard and Radcliffe accessible as a cohesive resource in the same way that HOLLIS (the Libraries' online catalog) provides unified access to textual resources. The catalog will include descriptive data and links to digitized images.

The union catalog will be based on the following precepts: the establishment of a core set of fields to accommodate collection-level and item-level descriptions; agreement on descriptive standards, including the use of specific thesauri; and the development of standard methodologies for describing visual materials.

The project looks at the issues of providing networked access to collections in multiple disciplines. Issues addressed in the project and to be discussed in the session are: coming to consensus on terminology and standards for access; the development for best practices for

digitization and preservation of images; and copyright and licensing issues (participating members of VIA are also participants in MDLC and AMICO).

Arcadia F

Virtual Exhibitions: The Ultimate Community Experience

Level: Beginning

Peter Gale, Director, Business Development, Canadian Heritage Information Network, Hull, Quebec (Moderator)

Danielle Boily, Manager, Public Programs, Canadian Heritage Information Network, Hull, Quebec

Kim Gauvin, Internship Project Coordinator, Canadian Heritage Information Network, Hull, Quebec

W. Bruce McGillivray, Assistant Director, Curatorial and Collections Preservation, Provincial Museum of Alberta, Edmonton

Sylvia G. Borda, Assistant Researcher, Vancouver Museum

Virtual exhibitions can provide the ultimate in community experience - for their organizers and the networked public alike. By developing inter-institutional partnerships, both national and global, and placing interns with the participating museums, the Canadian Heritage Information Network has established a ground breaking, 'value-added' approach to the realization of substantial and engaging virtual exhibitions on the World-Wide Web. It is a strategy for the on-line environment that multiplies the pool of material and human resources that might not otherwise be available for the creation of traditional museum-based exhibits, thereby extending cultural knowledge and awareness for a diversity of audiences in ways uniquely supported by the dynamic, yet intimate nature of the Internet.

This panel will outline and critique the concept and practice of partnered virtual exhibition development facilitated by CHIN, including: the significance and consequences of CHIN's role as 'broker' in the creation and nurturing of these collaborative projects and their various partners, including sources of financial support; the important role of locally placed interns in the realization of these projects, their qualifications and capacity to work as part of a 'distributed' team; the intellectual, museological and technical considerations surrounding the establishment of a virtual exhibition's subject and contents, as well as its presentation functionalities and effects; audience considerations, and how the on-line medium and the available means of presentation might relate to that audience; the evaluation and monitoring of virtual exhibitions as public experiences. Highlights from specific examples of recent exhibitions will be featured and analyzed.

Refreshment Break, Exhibit Halls, 3:00-4:00pm

Concurrent Session, 3:30 - 5:00pm

Arcadia D

Archival Collections: Digitization and Distribution Strategies

Level: Beginner/Intermediate

Cara Brick, Archivist, NYU Mellon Project, New York Historical Society (Moderator)

Kathleen Orlenko, Conservator, Octavo Corporation, Palo Alto

Eleanor Corridan, Administrative Assistant to the Director, Babson Library at Springfield College

This panel introduces some digitization and distribution issues related to archival collections. Corridan describes a project to digitize and index 4,000 postcards, place them on a CD-ROM and make them available at cost, and the lessons learned from this experience. Orlenko's presentation will explore the use of high-quality digital cameras both as a preservation tool and as a medium for capturing the unique qualities of a book: paper texture, type impression, water marking, gold stamping, and other details. Brick deals with the issues involved with the creation, presentation and preservation of digital exhibits, and the sharing of knowledge between archivists and museum professionals.

Arcadia E

Access to the Americas

Level: Intermediate

Katherine Jones, Assistant Director, Peabody Museum of Archaeology and Ethnology, Cambridge (Moderator)

Kevin DeVorse, American Museum of Natural History

Toni Wallace, Museum Studies Intern, Peabody Museum of Archaeology and Ethnology

Jhon Goes In Center, President, Innovative GIS Solutions, Inc.

The project intends to address the need for sharing information on Native American collections in museums and archives with U.S. governmental agencies and with tribal communities in the United States under the requirements of the Native American Graves Protection and Repatriation Act (NAGPRA). We feel, however, that due to efforts in creating access to information and to opening dialogues between tribal communities and museums, there is a need to expand access to this information beyond the legislative requirements. We also feel that the project will be useful to a more global community. In addition to benefiting the participating museums, governmental agencies, and tribal communities, this project will ultimately benefit the cultural heritage information community, and the public at large. Presently there is a dearth of information about Native American art and artifacts — much less high-quality, accurate, consistent information as envisaged by this project. Making the combined resources of this project available on information networks will help to fill that information gap.

The project has three main components: (1) bringing together several communities to these discussions, (2) the adoption of or development of a data model for Native American collections in the areas of collections management and on-line access and (3) the adoption of or development of data standards for the description of Native American collections.

The project extends existing standards into the area of anthropological collections and addresses the needs of museums as well as tribal communities for access to information on cultural objects. It explores the issues access based on a cultural "right" or earned privilege rather than a license. It explores access to this information from spatial (GIS) as well as more traditional means of database queries and search engines.

Arcadia F

Costs of Providing Network Access to Visual Information

Level: All

Howard Besser, University of California, Berkeley, School of Information Management and Systems (Moderator)

Robert Yamashita, Professor, Science, Technology and Culture Liberal Studies, California State University, San Marcos

Rosalie Lack and Joanne Miller, Graduate Students, University of California, Berkeley, School of Information Management and Systems

Lena Stebley, Graduate Student, San Jose State University School of Library and Information Science

This session will outline the findings of the Mellon-sponsored study of digital image distribution focusing on the Museum Educational Site Licensing Project (MESL). This study evaluated the costs, infrastructure, and efforts involved in implementing the MESL project, as well as user reaction to functionality. The study also examined costs of running analog slide libraries and compared these to costs and functionality associated with digital image distribution.

Panelists will discuss cost-center models for looking at the distribution of digital and analog images, including creating digital images and metadata, mounting and distributing digital images, maintaining a distribution house, running a slide library, and an analysis of hybrid image libraries. They will present a comparison of user interfaces and search engines from the MESL universities. They will also report on the results of focus groups discussing faculty adoption of digital images for classroom use.

Friday Evening, September 25

Dinner on your Own

Meet and eat with your colleagues!

Saturday, September 26

Registration Desk open, 8:00am - 12:00pm

Special Interest Group (SIG) Meetings and Continental Breakfast, 8:00-9:00am

Meet with your colleagues at similar institutions or who are dealing with similar issues and share your insights!

Archaeology and Archaeology SIG, Catalina B

California SIG, Catalina C

Controlled Vocabulary SIG, Arcadia D

Education SIG, Arcadia E

Internet SIG, Arcadia F

Project Demonstrations, Exhibit Hall 9:00 - 10:30, Palisades Rooms

"In the Light of the Menorah: A Real-time Interactive, Photo-realistic 3D Exhibition"

Susan Hazan, Curator of Multimedia, The Ruth Youth Wing, The Israel Museum, Jerusalem

A refreshingly new way to view museum collections - a photo-realistic 3D gallery tour, streamed at 15 frames per second over standard dial-up modems. Embedded 3D-hyper links enabling viewers to interact with the movie, ideal for navigating in virtual environments.
<http://www.imj.org.il/vrmenorah>

"Canadian Museum of Civilization Corporation's (CMCC) Cultural Assets Information System (CAIS)"

Michèle Watson, Informatics & Telecommunication Analyst, Canadian Museum of Civilization

Andrzej Kowalski, President, KE Software

In May 1995, the Canadian Heritage Information Network advised the Canadian Museum of Civilization Corporation (CMCC) that they would no longer provide collection management services as of March 31st 1998. In January 1997, the CMCC started the process of acquiring a Cultural Assets Information System (CAIS) and in October of 1997 a contract was signed with KE Software Inc. for the development of the Cultural Assets Information System using the KE EMu system (Electronic Museum). The presentation will consist of a demonstration of the CAIS, which will include an overview of the system, multimedia manager and multilingual functionalities.

"Building and Displaying Visit Paths in the Hermitage Museum"

Amnon Ribak, Project Leader, Customer Access Applications, IBM Haifa Research Laboratory

Ribak will describe and demonstrate a multimedia touch-screen kiosk system, built as part of a joint project of IBM and the State Hermitage Museum in St. Petersburg, Russia. The orientation and information kiosk allows users to select from a list of about 50 of the museum's most important and popular highlights. The application then suggests a visit path within the museum that covers all the selected highlights, and in the optimal order. The path is displayed on the screen, both as a line on the floor plan, and as images of prominent landmarks along the path. Textual description of the path, together with the marked floor maps, are also printed out and handed to the visitor.

"Internet Use within a Museum - Tool or Toy?"

Wendy Thomas, Project Leader, Canadian Heritage Information Network

For many museum professionals, the Internet is still a relatively unknown and little used technology. While professionals in some areas of museum work use the Web routinely, others use it sporadically, and others have yet to try it. What are the implications for the developers of Web-based resources? What is the profile of the Internet user and what are their Web interests and needs? The Canadian Heritage Information Network (CHIN) recently carried out a survey of Internet Use by Canadian Heritage Professionals. This demonstration will present the survey questions, the means of distribution and the response rate, and the preliminary

results. The survey sought information about who is using or not using the Internet within a museum; what they are using the Internet for and the type of information they are seeking; the times they are most likely to use the Internet; and their reasons for using or not using the Internet. Relevant factors include the size of the institution; the position and status of the professional (freelance or staff member); their physical access to the Internet; budgetary concerns; perception of the relevance of resources on the Web; and their general perceptions about the Web.

Concurrent Sessions, 9:00 - 10:30am

Arcadia E

Museums and the Online Archive of California

Level: All

Richard Rinehart, Information Systems Manager, University of California Berkeley Art Museum / Pacific Film Archive (Moderator)

Mary Elings, Bancroft Library and Archive

Eva Garcelon, Bancroft Library and Archive

Leslie Johnston, Academic Technology Specialist, Cantor Center for Visual Arts at Stanford University

Steve Thomas, Museum of Photography, University of California at Riverside

Spanning museum, archival and library collections throughout the state of California, the Online Archive of California is being developed as a primary resource for the public, schools, and universities, enabling cross-disciplinary education and research. Museums and the Online Archive of California is the project facilitating the integration of museum collections information into the state-wide OAC. The wealth of collections-related cultural knowledge contained in art, history, and anthropology museums in California will enrich OAC as a resource for research and education.

The OAC, begun as a collaboration between the University of California, Stanford, and several other partners, has been broadened to include the California State Library, museums, and potentially any cultural collecting agency in California. This session will inform the museum community about the particular effort to involve museums in the development of this state-wide resource. Panelists from a variety of institutions will give a general introduction to the project; the mechanisms which allow a collaboration on this scale, its educational and access goals, and offer specific examples of museum/library collaboration.

Catalina C

Continuing Education for Information Professionals

Level: All

Howard Besser, University of California, Berkeley, School of Information Management and Systems (Moderator)

Michele Cloonan, University of California at Los Angeles

Anne Gilliland-Swetland, University of California at Los Angeles

This session discusses a variety of continuing education opportunities for information professionals in museums, archives, and similar institutions. This panel will primarily focus on a set

of new programs planned by the Getty Information Institute and by UCLA's School of Education and Information.

Arcadia D

Museum Educational Multimedia Resource for K-12 Schools

Level: Beginning

Barney Desroches, Berkeley Art Museum/Pacific Film Archive (Moderator)

Sarah Urquhart, History Programs Coordinator, Oakland Museum of California

Barbara Schmidt, Sequoia Elementary School, Oakland

Lisa Taymuree, Sequoia Elementary School, Oakland

The Oakland Museum of California is currently pilot testing a new electronic multimedia educational resource in fourth grade classrooms. The resource consists of digitized materials from the museum's Native American collection. The resource will serve as an electronic learning kit which students use with multimedia software such as HyperStudio to author their own museum catalogs or school reports as assigned by their classroom teacher.

This resource embraces California history and indigenous culture curricular strands already being taught in the fourth grade state wide, as mandated by the State of California History and Social Science Framework. The resource is being pilot tested at Sequoia Elementary School in Oakland. The results of this pilot will help determine how a museum can best develop electronic learning materials for use in K-12 schools. This pilot project will serve as a model for any museum considering the expansion of educational programming through the use of technology. Almost any museum collection has the potential to become a resource for subjects being taught in schools. By using technology, collections become more accessible and help educate a larger student population.

Arcadia F

Identity Crisis: Now that we've agreed to share, what exactly have we gotten ourselves into?

Level: Beginning

Angela T. Spinazze, Consultant, Chicago (Moderator)

Alice Grant, Head of Collections Information Services, National Museum of Science and Industry, London

Leah Prescott, Collections Information Technology Coordinator, Mystic Seaport Museum, Mystic

Anne-Marie Zeppetelli, Archives des collections, Musée d'art contemporain de Montréal

The challenges of sharing and collaborating can be described in terms of vision, project management and identity. Group or consortium-based automation projects (involving departments, museums, developers, users, associations, etc.) require solid vision and project management. Without these two crucial ingredients, the purpose of the collaboration becomes confused and muddled and the project takes on a life of its own, leaving the participants frustrated and moving in circles instead of forward. We would suggest that a third element - identity - is also required.

Not long ago, the idea of sharing - of opening up, revealing, providing access - was a bit unnerving. Since then, one of the most important lessons we have learned is that sharing is a

necessity. In order to continue to thrive in the information age, we must share. Our livelihoods are linked to it. In order for it to succeed, however, a clear definition of who and why must be achieved. This is where the idea of the identity crisis enters the scene. Without a clear understanding and agreement on who is sharing and why the activity of sharing is taking place, the collective goal will not be attained. Identity plays an important role in determining what types of sharing activities we might agree to participate in and which ones we want to avoid.

This panel will explore the issue of identity, as it relates to vision and project management requirements in group- and consortium-based automation projects. We will attempt to provide perspective and insight as well as to present real case scenarios that demonstrate how to get the most out of sharing and collaborating within the museum and cultural heritage community.

Coffee Break, Arcadia Foyer, 1:30 - 11:00am

Closing Plenary, Arcadia A/B, 11:00am - 12:100 pm

Before there were pioneers in the area of automation and data access in museums there were explorers, and **Robert G. Chenhall** can be categorized as both. In 1974 he coordinated the creation of the first collaborative, distributed controlled vocabulary, *Nomenclature for Museum Cataloging: A System for Classifying Man-Made Objects*. This work was groundbreaking not only in the collaborative nature of the collection and collation of terms but also in its hierarchical organization. Mr. Chenhall is also the co-author of *Museum Collections and Today's Computers* with David Vance, which, in 1988, introduced many to the automation and standardization of museum information. The Museum Computer Network is pleased to welcome Mr. Chenhall who will present his unique perspective on the state-of-the-art in museum information management in his presentation.

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 and ask for Christopher (ext.2335)
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Academic Press will feature the *Image Directory*--the first online database of information on fine art images from around the world. This revolutionary and authoritative database covers the full spectrum of the arts, such as painting, sculpture, architecture, textiles, photography, prints, ethnographic objects and more. The *Image Directory* is an indispensable reference for the art world, academic community, commercial marketplace, and anyone else who needs information about art images. Academic Press brings to the product more than fifty years of experience in producing reference works for researchers and professionals in all scholarly fields. Visit the *Image Directory* at <http://www.imagedir.com/>.

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1630 North Main Street, Suite 367
Walnut Creek, CA 94596
510-938-7243
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AltaMira Press, publishing partner of the American Association for State and Local History, develops and produces books, software, and other materials in the museum and local history fields. Brand new for 1998 is PastPerfect Museum Software, a comprehensive, affordable collection management system that handles objects, photographs, archives, library materials, and membership and donor records. Stop by the booth for a free demonstration CD.

Curatorial Assistance

113 East Union Street
Pasadena, CA 91103
323-681-2401

Curatorial Assistance is a museum services organization specializing in the management of art collections, digital imaging services, the creation, fabrication and traveling of exhibitions, and related interactive media projects for museums, entertainment centers, and corporations worldwide.

Digital Arts and Sciences

1301 Marina Village Parkway
Alameda, CA 94501
510-814-7200
510-814-6100 (fax)
email: embark@dascorp.com
<http://www.dascorp.com/>

EmbARK™ is a fully customizable collections management database available for Macintosh and Windows. Features include comprehensive cataloguing, loan, and exhibition modules, as well as complete imaging and reporting tools. Available for both visual resource (EmbARK Cataloguer) and object collections (EmbARK Collections Manager), EmbARK will operate in a cross-platform environment and features a separate module for public access via the Internet. Also fully customizable, the EmbARK Web Kiosk allows for protected, read-only access via standard Internet browsers. Searchable by twelve data fields and keywords, collections may be visually presented in a hierarchical fashion (Index Trees), or by any pre-determined criteria (Portfolios).

Educational Web Adventures

1776 Inglehurst Ave.
St. Paul, MN 55014
612-641-7566
email: info@eduweb.com
<http://www.eduweb.com/>

Educational Web Adventures develops interactive Web sites that bring museum collections and content to life on the Web. We'll help you conceptualize and plan your Web-based education program. We'll adapt your existing materials or create new activities and resources tailored to any audience. And we'll transform them into educational, interactive hypermedia that will draw visitors to your site.

Our Web sites have been recommended by the American Library Association and featured in Web guidebooks for educators. Our clients include Colonial Williamsburg, the Weisman Art Museum, the Bell Museum of Natural History, the JASON Project, Sanford-Berol Corporation, and Prang. Stop by our booth for a demonstration of our latest Web adventures.

Eloquent Systems, Inc.

25-1501 Lonsdale Ave.
North Vancouver BC Canada V7M 2J2
604-980-8358
604-980-9537 (fax)
email: info@eloquent-systems.com
<http://www.eloquent-systems.com/>

Eloquent Systems, Inc. is a North Vancouver, Canada company that has been producing information management software for libraries, archives, museums and records management since 1984. Using out CHIN-certified GENCAT tool, we develop tailor-made automation

systems as well as pre-configured applications such as *Eloquent Heritage*, our integrated collection management software that automates the management of artifacts, archives, photographs, artwork and published material. *Eloquent Heritage* supports accessioning, description, authority control, public access, storage, loans, exhibitions, de-accessioning, as well as contact management. It can be enhanced with World Wide Web access, SGML (EAD/CIML) publishing or MARC import/export. Drop by Eloquent Systems' booth for a demonstration.

Gallery Systems

1995 Broadway, Suite 203
New York, NY 10023-5882
212-496-1046
212-496-2784 (fax)
email: info@gallerysystems.com
<http://gallerysystems.com>

Gallery Systems is an innovator in collection information and management database software, currently providing software and project management services to institutions such as the Metropolitan Museum of Art, the Detroit Institute of Arts, the Smithsonian Institutions Art Museums, and the Rijksmuseum voor Volkenkunde in the Netherlands.

The Museum System is an easy-to-use relational database designed specifically for collection and image management. Based on an industrial-strength back-end (Microsoft SQL Server/Windows NT) and a well-designed front-end application (Visual Basic), The Museum System provides an intuitive, practical approach to information and image management for any size collection. Separate modules are included for loans, exhibitions, bibliography, sites, events and public access. Features include over 1800 data fields; thesaurus development and querying tool; web browser module eMuseum; fully-integrated report writer; multi-lingual interface; and expanded imaging and multimedia functionality.

Grove's Dictionaries

345 Park Avenue South, 10th Floor
New York, NY 10010
212-689-9200 x211
212-689-9106 (fax)
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Grove's Dictionaries is a leading publisher of print and electronic reference works in art, music and economics, including the award-winning *Dictionary of Art*. Grove's Dictionaries is now pleased to announce *Grove's Dictionary of Art Online*. Offering convenient access to every word of the *Dictionary's* 41,000 articles in their entirety, *Grove's Dictionary of Art Online* allows users to search both the text and the *Dictionary's* award-winning index of 720,000 entries. Regular updates to the text and links to online image sources will enhance the *Dictionary* and offer users convenience, comprehensiveness, and affordable access to a wealth of authoritative information.

The Internet Forum

The Getty Information Institute Internet Forum is an electronic traveling exhibition that has become a place to demonstrate, evaluate, and discuss new and exciting uses of the Web and digital technology. The Internet Forum engages other Web developers and scholars by providing a common ground for discussion and evaluation of what it means to learn and know through information technology. The Internet Forum is also online at <http://www.gii.edu/iforum/>.

KE Software

303-601 West Broadway
Vancouver BC Canada V5Z 4C2
604-877-1960
604-877-1961 (fax)
email: info@kesoftware.com
<http://www.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.

Luna Imaging, Inc.

1315 Innes Place
Venice, CA 90291
310-452-8370
310-452-8389 (fax)
email: luna_img@luna-img.com

Luna Imaging, Inc. specializes in the application of digital technology to visual collections. Luna works with museums, libraries and archives where image quality, consistency, and integration with text are fundamental to building electronic resources of lasting value. Luna provides production services for converting visual resources into digital form, including scanning and direct digital capture, post-capture processing, generation of derivative images, and integration of images with cataloging information. Luna also plans and installs digital production facilities. Luna's Insight™ software for managing and accessing image collections offers a variety of database modes for finding material, and a rich visual environment for accessing, viewing, comparing and grouping high quality images. Luna's newest generation of Insight™ technology makes these same capabilities available over the Internet.

MINISIS

250 rue Albert Street
P.O. Box/BP 8500
Ottawa, ON Canada K1G 3H9
613-236-6163
613-563-3858 (fax)
<http://minisis.idrc.com/minisis/>

MINISIS is an information technology toolkit. We are not in the business to overwhelm nor impress with "*techno-mumbo-jumbo*." Simply, we offer a complete suite of software which enables one to build a multitude of multimedia-capable, web-enabled, multilingual databases for a wide range of use. With our CHIN-accredited software and the new M3 application for museums, we've continued to add the "in" to "dependent" collections management. Take the time to look at MINISIS and feel good about yourself. Finally, a tool which was built to enable the least to the most technically oriented individual to adapt or create the databases required to promote solid cultural asset management.

Museum Computer Network

8720 Georgia Avenue, Suite 501
Silver Spring, MD 20910
301-585-4413
301-495-0810 (fax)
mdevine@asis.org

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.

MuseumShop@Home

4 Paul Revere Road, Suite B
Lexington, MA 02173
781-860-0080
781-860-7856 (fax)
email: moore@museumshop.com
<http://www.museumshop.com/>

MuseumShop@Home provides Web shoppers with the largest searchable selection of museum-inspired merchandise online. Shoppers looking for unique gifts for that hard-to-shop-for science, history or art lover can quickly peruse the collections of top museums from a home PC and choose from unique and affordable jewelry, games, toys, clothing, videos, CD-ROMs, books, sculpture and posters. MuseumShop@Home provides users with easy-to-use menus that let shoppers find specific merchandise, exhibit tickets or other museum-relevant information, users can query by product category, drop-down product lists or by the name of their favorite museum. In addition, MuseumShop@Home provides shoppers with information

about the origin of their purchases, as well as details on individual museum exhibits, programs, and special events.

Questor Systems

899 El Centro St., Suite 101
South Pasadena, CA 91031
626-356-0808
626-403-1739 (fax)
email: info@questorsys.com
<http://www.questorsys.com/>

New ARGUS from Questor Systems! Open systems architecture, 32-bit OBC, and the ability to operate on several leading SQL database products are the outstanding advances in the new ARGUS from Questor Systems. Created in the Powerbuilder, ARGUS now offers flexible data structures and models that can suit any kind of collection. With its ability to connect to multiple disparate databases, and to handle all types of digital files, including motion pictures, ARGUS is able to grow with museum automation needs. ARGUS is the only software that will operate with Oracle, Sybase SQL Anywhere and SQL Server, and Microsoft SQL Server.

Re:discovery Software, Inc.

One Morton Drive, Terrace 103
Charlottesville, VA 22903
804-977-0641
804-977-5014 (fax)
<http://www.rediscov.com>

Re:discovery Software, Inc. provides and supports collections management software (Re:discovery for Windows) for museums, visual resources collections, research libraries, archives and manuscripts and archaeology collections. Re:discovery's flexibility, powerful search engine, array of features and responsive customer support are the reasons why a rapidly growing user group in the United States and Canada have selected Re:discovery. Re:discovery is available for single and multi-user configurations, including a SQL Server version. Re:discovery for Internet is a Windows-NT-based web server software that provides Internet/Intranet access to all or a subset of collection data and images.

Vernon Systems, Ltd.

P.O. Box 6909
Auckland, New Zealand
+649-302-3147
+649-302-3150 (fax)
email: vsl@vsl.co.nz
<http://ourworld.compuserve.com/homepages/vsl/>

Vernon Systems' COLLECTION is a sophisticated and comprehensive PC/LAN collections management system, which handles all types of objects - artistic, historic and scientific. COLLECTION provides cataloguing, location control, and actively procedurally controls collection management tasks such as loans, exhibitions, conservation, receipting, transporting

and acquisitions proposals. It is well-suited to the needs of both large and small institutions and is used by many leading US, European and Australasian museums

Since 1985 over thirty five person-years have been vested in its development, and in tailoring it to precisely meet the needs of diverse collections and functions.

Willoughby Associates, Ltd.

266 Linden Street

Winnetka, IL 60093

847-866-0401

847-866-0409 (fax)

email: info@willo.com

<http://www.willo.com/>

With over 600 installations, Willoughby creates the most widely used Museum Automation Systems in the world. We offer an integrated set of systems for centralized resource management, digitized imaging, public access (including the Internet), library and archives, multimedia resource centers, and collections management.

Intermuse, a division of Willoughby Associates, provides software systems that extend museum materials to a broader base of internal and external users for a variety of purposes. All Intermuse systems, - web sites, resource centers, knowledge navigation systems, public access kiosks, and intranets - are designed as dynamic growing, recyclable resources rather than as once-off, static projects.

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Integrating
Cultural
Heritage,
Media &
Technology

The Annual **MUSEUM COMPUTER NETWORK** Conference

October 27 - 30, 1999

Philadelphia, Pennsylvania, USA

Museums are on the verge of delivering on the promise that new media and technology will bring their resources out of the storerooms and galleries to an ever-expanding global audience.

This conference explores how cultural heritage institutions are succeeding in forging a more perfect union between their traditional missions and new ways to communicate. MCN '99 offers a broad overview of opportunities, workshops for in-depth learning, and the chance to meet the people who are creating and managing the most innovative projects and discussing the most interesting new ideas.

Special emphasis will be placed on new media initiatives, information integration, knowledge management, and organizational and cultural change, as we explore the confluence of information, technology, and media in today's evolving museums and cultural institutions. MCN'99 is for everyone interested in using new technologies and media to help us all better understand and appreciate cultural heritage collections.

**MCN'99 is for
everyone interested
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technologies and
media to help us all
better understand
and appreciate
cultural heritage
collections**

The four-day conference includes:

- Practical, hands-on pre-conference workshops
- A three-day program of panels and presentations addressing the conference theme
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- Special Interest Group meetings
- The MCN Silent Auction

The conference will be held in the heart of historic Philadelphia at the Wyndham Franklin Plaza Hotel.

The Call for Proposals is available now! Proposals for sessions and workshops are due March 31, 1999.

Join us for MCN '99!

For more information, contact:
Museum Computer Network
8720 Georgia Avenue, Suite 501, Silver Spring, MD 20910
Tel: (301) 585-4413 - E-mail: mcn@mcn.edu - <http://www.mcn.edu>



MUSEUM
COMPUTER
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CALL FOR PROPOSALS

And Access for All:

Integrating Cultural Heritage, Media, and Technology
The Annual Museum Computer Network Conference
Philadelphia, Pennsylvania, USA
October 27 - 30, 1999

DEADLINE FOR PROPOSALS FOR SESSIONS & WORKSHOPS: March 31, 1999

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Proposals may address ideas and issues in any area of computing relating to museums or heritage.
Please check the categories that best describe the subject of this proposal:

- | | |
|---|--|
| ☐ Administration | ☐ Membership & Participation |
| ☐ Cataloguing & Description | ☐ Multimedia |
| ☐ Collections Management | ☐ Networks & Integrated Systems |
| ☐ Conservation | ☐ Photo Services & Image Rights |
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| ☐ Educational Programs | ☐ Standards |
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| ☐ Exhibits | ☐ Technologies & Research |
| ☐ Facilities Design & Management | ☐ User Services & Training |
| ☐ Fundraising & Development | ☐ Other (please specify) |
| ☐ Imaging | |

Level of Technical Knowledge of Intended Audience: ☐ Beginning ☐ Intermediate ☐ Advanced

This is a Proposal for a: ☐ Presentation/Paper (specify length of presentation: _____ minutes)
☐ Panel (90 minutes) ☐ Full-day Workshop ☐ Half-day Workshop ☐ Other (specify)

Title:

Proposal Submitted by: Provide your name, title, institution, full mailing address, phone, fax, and e-mail.

Description: Summarize the relevance of the topic, the content to be covered, and the subjects to be addressed by individual speakers.

Goals: Express how the intended audience will benefit from the presentation.

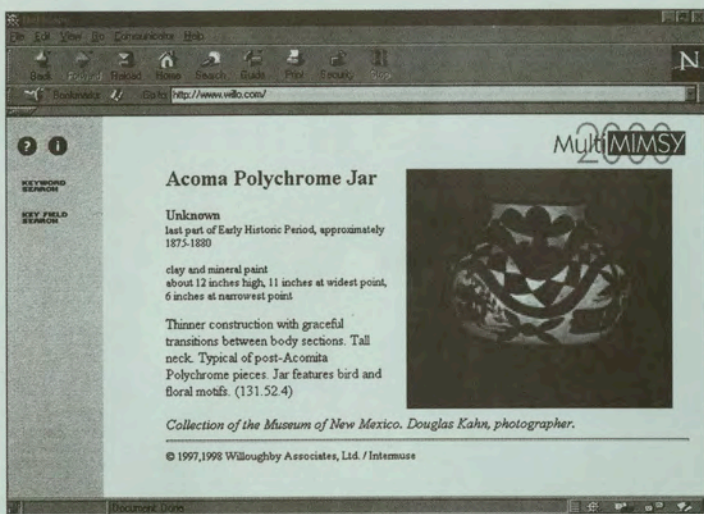
Participants: List the name, title, institution, address, phone, fax, and e-mail address of each speaker or panelist, and indicate whether their participation is confirmed or proposed. For panels, indicate which participant chairs the session.

Audio-visual and information technology requirements for session:

Proposals should be directed to: Julie Link Haifley, MCN'99 Program Chair, National Museum of African Art
950 Independence Ave., SW, MRC 708, Smithsonian Institution, Washington, DC 20560
Tel: (202) 357-4600, ext. 240; Fax: (202) 357-4879; E-mail: julie@nmafa.si.edu



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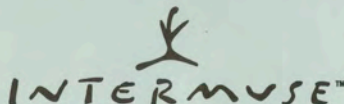
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