

## **euromuse.net**

**euromuse.net** is a public access portal providing multilingual information on museums and their exhibitions throughout Europe. **euromuse.net** offers both, a 'one-stop' web tool to the greatest exhibitions in Europe for the public as well as a special data interface called Harmonise to deliver structured data from the museums for the tourism sector (<http://www.euromuse.net>).

### **Problem or Context:**

People interested in exhibitions and museums depend on access to information, which – in most cases – is only available spending great effort on a rather complex and scattered market as such bundled data from museums on a supranational and multilingual level is difficult to access.

### **Project:**

The **euromuse.net** project will deploy an existing service, which provides multilingual information about temporary exhibitions and museums as well as other museum resources on a web platform, to develop a wider pan-European data-collection based on public sector information to be re-used by different actors in the cultural and tourism fields.

The project aims at three main goals:

1. Improve and increase the existing platform, a website offering museum and exhibition information to the general public for free
2. Integrate the museums' information of the **euromuse.net** database with the Harmonise tools. Through this integration **euromuse.net**'s rich content will affiliate with the online offers of other European and national tourism and marketing services for culture.
3. Enhance the existing services to integrate information on scientific publications from museums and to expand the current services, which provide an overview of "virtual" museums and their (online) resources.

### **Project Objectives:**

- increase the awareness of museum services in general;
- provide information on temporary and permanent exhibitions and outstanding museum collections throughout Europe;
- improve the connection between existing marketing and promotion channels of the tourism industry and the cultural sector over the **euromuse.net** database;
- integrate **euromuse.net**'s rich content into the online offers of European and national marketing services in the long run;
- share an online set of scientific publications and other online offers from museums covering the museums' research activities.

### **Project Description:**

The general idea of the **euromuse.net** project is to better connect the museum sector with its relevant target groups – both on a professional and on a non-professional or private level. **euromuse.net** services will support and strengthen existing connections between the general public interested in museums and exhibitions, the professional tourism sector and museum

professionals. It will help to create easily accessible information about exhibitions and museums all over Europe.

This takes place by offering the information on three complementing services: on the website <http://www.euromuse.net>, mainly for the general public and accessible for free, via tools for structured data exchange with databases of tourism industry and other tourism players (<http://www.harmonet.org>) and on a scientific literature database of museum publications, mainly for researchers and museum staff.

### Target groups:

The **euromuse.net** project is addressing at least three main target groups, which are:

- **the general public**, European tourists, who will be enabled to receive a rich set of information on cultural events organised in European museums. They will receive the service with a one-stop web-tool and free of charge. The **euromuse.net** website enables mobile European museum visitors to find all the relevant information in one spot and use comfortable search possibilities. Anyone interested in modern art exhibitions in France or in archaeological exhibitions between 1 June and 15 July anywhere in Europe will find relevant information on the **euromuse.net** website, presenting every exhibition at least in two languages.
- **tourism industries and services** will be able to organise personalised tourism packages for their customers through the service. Because the requests of industrial and private users normally differ, the project offers special access for tourism industry users besides the **euromuse.net** website. Special search strings and precise queries to the **euromuse.net** database allow optimised preparation of organised trips. Industrial users will receive structured and xml formatted data on a special export from the **euromuse.net** database. The commercial users of this functionality will be requested to pay a contribution for this service provided.
- **museum staff**, like curators, museum educators or university researchers will be able to promote their own museum's offers more effectively than before and will be able to observe what is happening inside the European museum scene.

### Deployment approach:

Every partner will be involved in a special deployment site, which will be organised by country and topic. The respective deployment site will primarily start its work on the museums of the project participants in Germany, Italy and Austria directly. At the same time the deployment sites in Italy accompany the first tourism services. Results and insights from the deployment sites – like their experience from accompanying the different stakeholder groups – will be presented at the end of milestone 1 and will be used for improvements of training and optimization of the further progress of the deployment in the second and third step. From this kind of experience the project consortium will learn how to adapt or react to unforeseen problems and how to guarantee a service directed on the needs and requirements of the **euromuse.net** members and users.

In a second step, activities will be extended to other museums and tourism services in the relevant countries, then (as a third step) to museums and tourism services from other countries. Both, current members of the existing **euromuse.net** project (which means, the museums, currently providing content on the existing portal) as well as new members and tourism services will be considered in the second and third step of deployment actions.

The deployment sites aim to find out how the services are appreciated by the stakeholder groups, e.g. the museums (providing content) and the tourism

services (as users of the content), to be aware of problems and deliver solutions for (unexpected) problems showing up. The deployment sites will steadily identify and align the needs of the member museums, because the project's success mainly depends on the support of the member museums. This expertise will be communicated at the introduction workshops and through support in online and offline training material like HowTos, FAQs etc.

### **Sustainability of the service:**

The project partners intend to analyse conditions for verifying the better conditions for guaranteeing continuity to the service after the end of the project. In particular the analysis will compare the strengths and weaknesses associated with the possible creation of a specific new legal body for running the service, with alternative solutions, e.g. the partners mandate one of them for taking care of the common product, or use an existing association for delivering the commercial service.

### **Partners:**

**Stiftung Preußischer Kulturbesitz/Prussian Cultural Heritage Foundation** is the coordinator of the project. The Foundation, located in Berlin and founded in 1957, is the biggest cultural complex within Germany. It has a highly unique character as the organisational umbrella which unites many types of cultural institutions. With 16 museums, the Staatsbibliothek (State Library), the Geheimes Staatsarchiv (Prussian State Archives) and a number of research institutes, the Preußenstiftung is an unparalleled cosmos of culture. The Institute for Museum Research also part of the Foundation will carry out most of the project participant duties.

The **Istituto per i beni artistici, culturali e naturali (Ibacn)** of the Region Emilia Romagna, Italy was founded in 1974 to support and advise the Regional Government in policy making and to act as an advisory body to local authorities in the field of cultural heritage. Ibacn promotes and carries out research projects for the enhancement, the restoration and the protection of cultural objects, historical cities and cultural heritage.

The **Kunsthistorisches Museum Vienna** is the main Austrian museum of art, including unique collections ranging from Ancient Egyptian and Greek and Roman Antiquities to the Collections of Medieval Art to the splendid Renaissance and Baroque Collections. In all, the museum is divided into eight different collections.

The **eTourism Competence Center Austria (ECCA)** deals with the examination of all application areas of information and communication technologies in the field of tourism, the development of concrete IT solutions for tourism as well as the analysis and support of IT-usage in tourism. As a catalyst between academic research and the tourism industry ECCA is investigating the most relevant employment areas of new IT applications in tourism.

**Comune di Rimini** is the municipal governmental institution of the City of Rimini, Italy, and Musei di Rimini is the public institution managing the local museums. In particular the City Museums host collections illustrating local history over the centuries, with specific sections on Roman history. The Museo degli Sguardi is one of the most important ethnographic museums in Italy.



**Provincia di Rimini** is the NUTS-2 governmental institution of the area around Rimini, Italy and is directly responsible for the implementation of local policies concerning the tourism sector, which represents the most important economic segment of the area. The Provincia of Rimini has a large experience in running national and transnational projects, most of them focused on tourism and tourism promotion and belongs to the Network of Cities for Sustainable Tourism.

**Amitié**, Bologna, Italy is a research centre focusing on the use of information technology in education and training. Born as a University-Enterprise Training Partnership within the EU Comett Programme in 1991, since mid-1990s it has a large experience in supporting the development of IT based services in the cultural sector. It also coordinated the FreeTime project (run in 2002 within the Innovation and SME Programme), aiming at improving the use of Information Technology within the tourism sector.

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<b>Website:</b>	Service: <a href="http://www.euromuse.net">http://www.euromuse.net</a> Project site: <a href="http://www.euromuse-project.net">http://www.euromuse-project.net</a>
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**Participating Countries**  
Austria, Germany, Italy