



**F - M U . S . E U . M .**  
**(Form Multimedia System for a European Museum)**

**F - M U . S . E U . M .**  
**Web Portal**

*Analysis*

**Leonardo Da Vinci Programme**  
**Lifelong Learning**  
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## AIMS OF F-MUSEUM PORTAL

The **F-Museum** portal (**LLP-LDV/TOI/07/IT/016 - FORM-Multimedia system for a European museum**) is a space where users have the chance to learn how to realise a virtual museum and to explore its different dissemination and scientific communication opportunities.

At the same time, it represents a “meeting and exchange point” available for a community (partner and beneficiary museums) involved in the valorisation of its’ own cultural heritage towards different targets (scientific and not scientific ones), using a new modality (digital) aimed at fostering the transfer of knowledge and, most of all, the valorisation of cultural heritage through a channel having wide communication and sharing potentialities.

For this purpose, it has been planned the realisation of four training coursewares addressed to experts in need of learning skills and knowledge related to the creation of online virtual museums, through the formula of the digital and web communication (here proposed as practice to be disseminated and analysed) of which the portal offers all tools, practices and information required.

Further, the portal answers to some subordinate but strategic goals, as the valorisation of activities aimed at divulging the digital culture, that is, to focus and clarify all potentialities of the information keys underlined in the project mission and main goals. In particular:

- to promote the computer literacy and the “digital inclusion”;
- to disseminate this culture within museums context;
- to develop new didactic contents and new teaching methods, using the digital technologies;
- to promote innovation within museums context;
- to foster the use of technologies among the cultural operators and public,

so as to make room for all activities directly and directly linked to the project and to the partnership involved, creating a sort of virtual community for information and learning (thematic Think Thank for computer literacy and digital inclusion).

By synthesis, the project for the realisation of the **F-Museum** portal includes:

- *Guidelines to the use of Virtual Museum*
- *How to realise a Virtual Museum*
- *Training to know the principles and the object to be realised (the Museum)*
- *Creation of a Community to exchange experiences and working papers*
- *Valorisation of the digital information platform*
- *Promotion of online working groups and exchange of information, data and ideas among the museum partners, through reserved areas.*

In this connection, the project **F-Museum** aims at transferring and systematizing the outcomes achieved by a previous Leonardo Da Vinci pilot project (Museum), that, even if at experimental level, had tested the effectiveness of a communication, training and organisational model, apt to answer to the needs for new planning and management competences arising within the Museums context (taking into account cultural, artistic, technological and economic aspects).

The website we have implemented, represents an answer to the ICT gaps (in terms of competences, knowledge and abilities) showed by the Swot Analysis we have applied to the websites of the Museums that are project partner or project beneficiaries.

First, the goal to be achieved is the one of providing all partner with an opportunity to experiment and adopt innovative training practices, technologically advanced. Further, it will be necessary to give wide visibility to all archaeological finds available in each Museum, by an *Identity Card*, aimed at illustrating them, that will have to be filled in by the museums that are project partner. This will be made possible through a reserved area, where each museum could upload new contributions and update the information concerning itself and the finds available.

Acting on the double dimension of the training intervention (the coursewares planned) and of the service (realisation of images, captions, guided surfing routes and contents related to the collections), the Model and the related outputs appear to be coherent to with a transfer of innovation process.

## **F-MUSEUM PORTAL AS A MODEL?**

This website puts forward, through the F-Museum project, a research, study and application model addressed to all operators and researchers willing to work with the digital communication supply (on web) in order to valorise and disseminate – at the most and sparingly – their cultural knowledge, finds and works of art.

To the purpose, it is possible to synthesise the model through 3 main steps:

- 1) TO IDENTIFY THE OUTPUTS to be visualised, valorised and analysed on line by use of different key-words (virtual Museum) so as to share a communication code linked to the work of art.
  
- 2) TO WORK WITH A SHARED CMS (Content management system), centralised and available to everybody to supply a single DB with information to be uploaded (in the project, the *identity card*). This ID will have to consider two levels of input e output; images and texts. The images will have to be visualised by users in details (high quality) so as to provide them with a real idea of the object. The texts must support the understanding of the object relevance, providing all information needed related to its structure and genesis.
  
- 3) TO SHARE A WORKING AREA (Work area) with all the community (previously created) and a lifelong learning space, to promptly update one's own competences.