

Muzeum@Digit 2017

Museum (Integrated) Information Management Software



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Keepthinking
Budapest

29 November 2017

About Keepthinking

Who we are

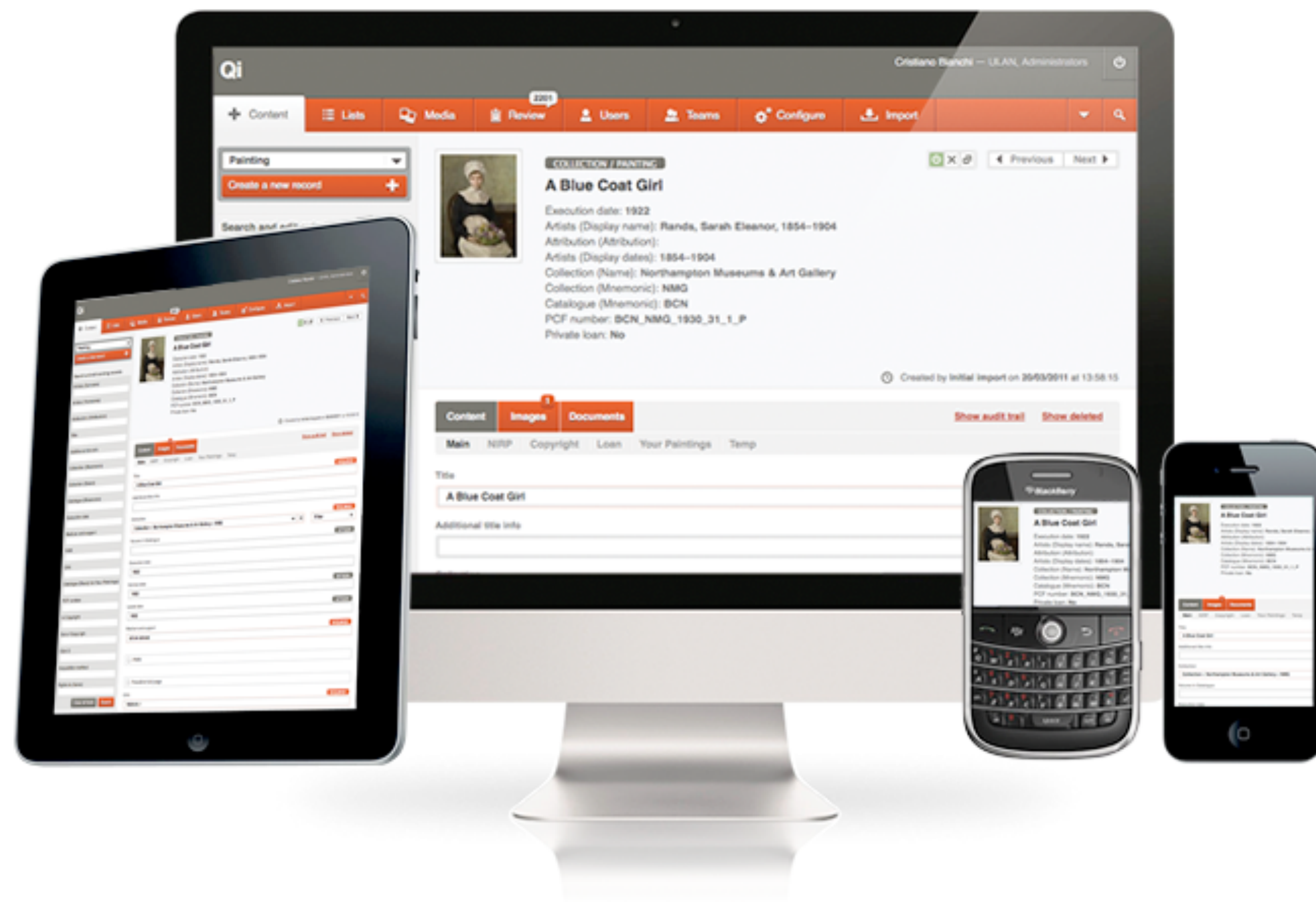
- › Cultural Software Developers
- › Award-Winning Digital Designers
- › Gin Connoisseurs

- › For museums and public/private galleries, artists, archives, libraries, collectors, performing art venues

About Keepthinking

What we do

- › Strategy and audience consulting
- › Cultural websites
- › Mobile/web apps
- › Enterprise **everything** management



About Keepthinking

Our clients

- › Over 500 between Museums, Galleries, Magazines, Cultural institutions and Government agencies
 - › Antwerp Province: 500 museum collections
 - › ArtUK: 3,000 museum collections
 - › City of New York
 - › Dia Art Foundation
 - › Northern University Qatar
 - › White Cube Gallery
 - › Asia Art Archive

CLYFFORD STILL | MUSEUM

MUSEUM
OF THE
CITY
OF NEW YORK

DENVER
ART MUSEUM

PALLANT
HOUSE
GALLERY

ZILVER
MUSEUM
STERCKSHOF

westKowloon
西九文化區

NATIONAL
GALLERIES
SCOTLAND

ASHMOLEAN
MUSEUM OF ART AND ARCHAEOLOGY UNIVERSITY OF OXFORD

BRITISH
COUNCIL

pcf
PUBLIC
CATALOGUE
FOUNDATION

William Morris Gallery

HORNIMAN
MUSEUM
& GARDENS

THE BVRLINGTON
MAGAZINE

THE WEDGWOOD MUSEUM

Asia
Society

BBC

The
Fitzwilliam
Museum
CAMBRIDGE

UCL

PAUL MELLON
CENTRE

LIBRARY
HSILIRB

USA
Denver Art Museum
Clyfford Still Museum
Museum of the City of New York
City of New York
Dia Art Center
Kramlich Collection
University of St Paul
Arizona State University
Shaker Museum
Asia Society

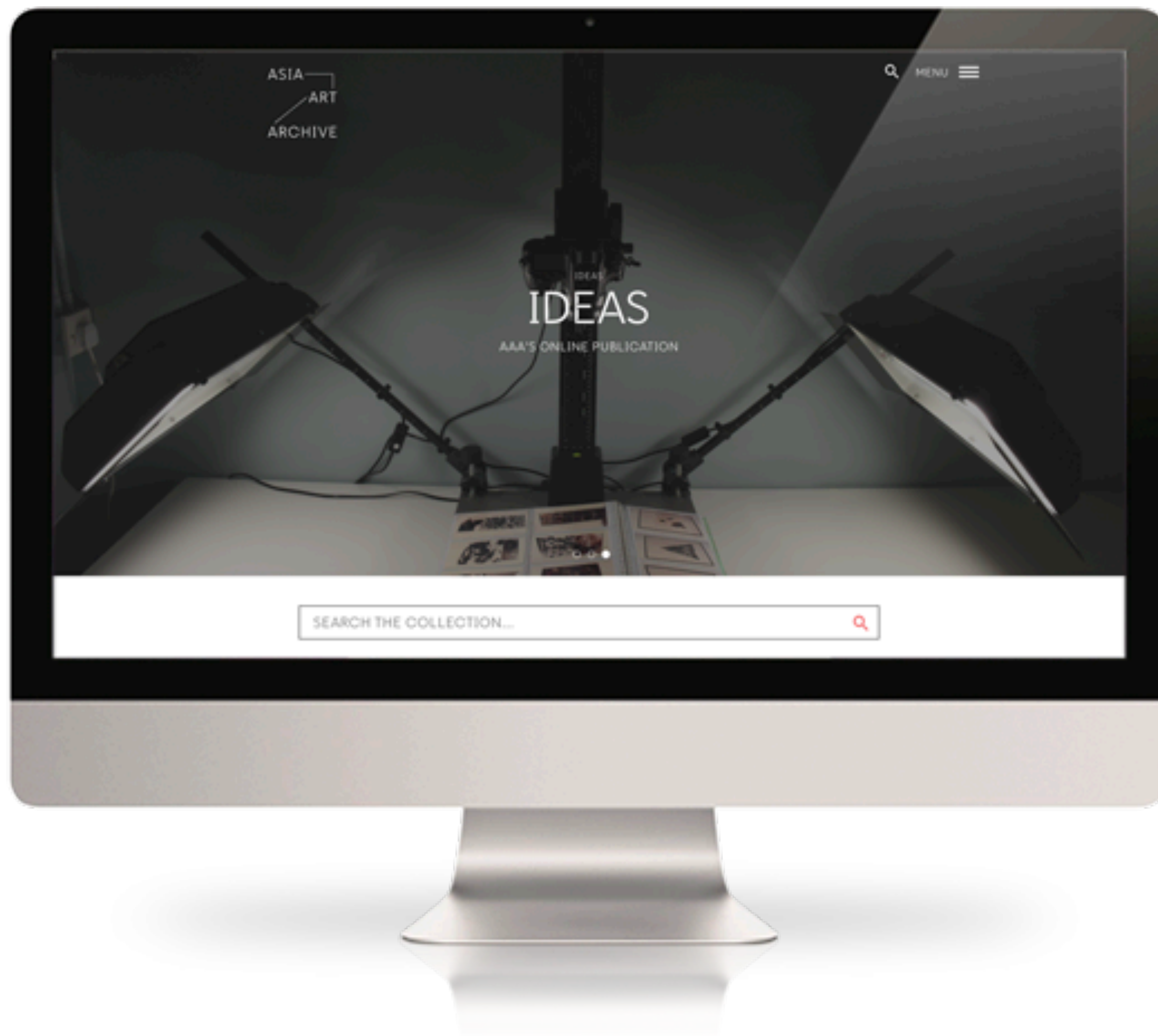
Canada
Confederacy of Mainland Mi'km

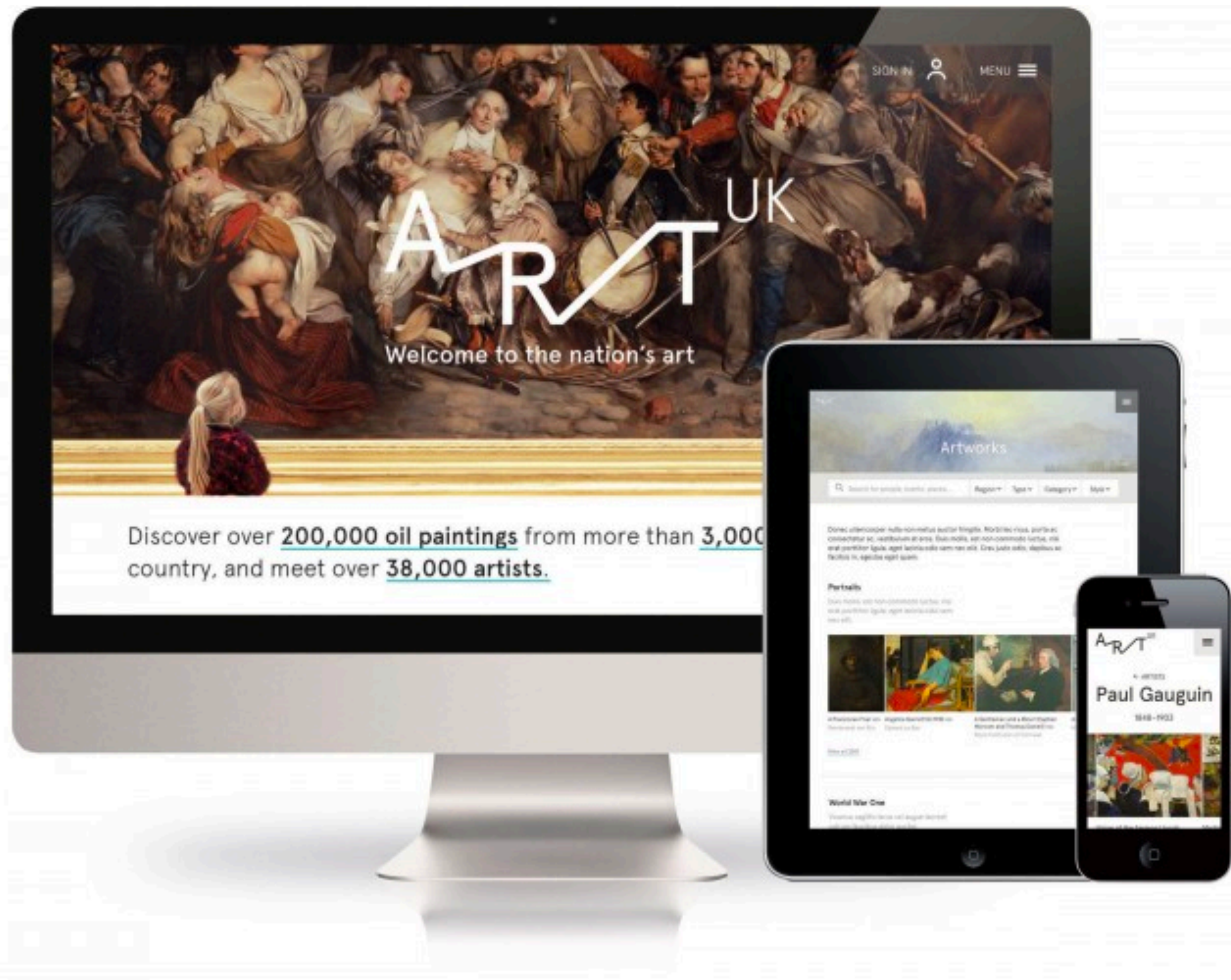
UK
Art UK
Sainsbury's Supermarket Archive
Courtauld Institute of Arts
Lloyds Register
Flemings Bank
British Council Visual Arts
William Morris Gallery
House of Illustration
Pallant House Gallery
Contemporary Art Society
Artists' Collecting Society
De Laszlo Archive Trust
The Mucha Foundation
The Wedgwood Museum
Horniman Museum
Ashmolean Museum
The Burlington Magazine
Burgh House Museum
Paul Mellon Centre
White Cube Gallery
Sephardi Collection

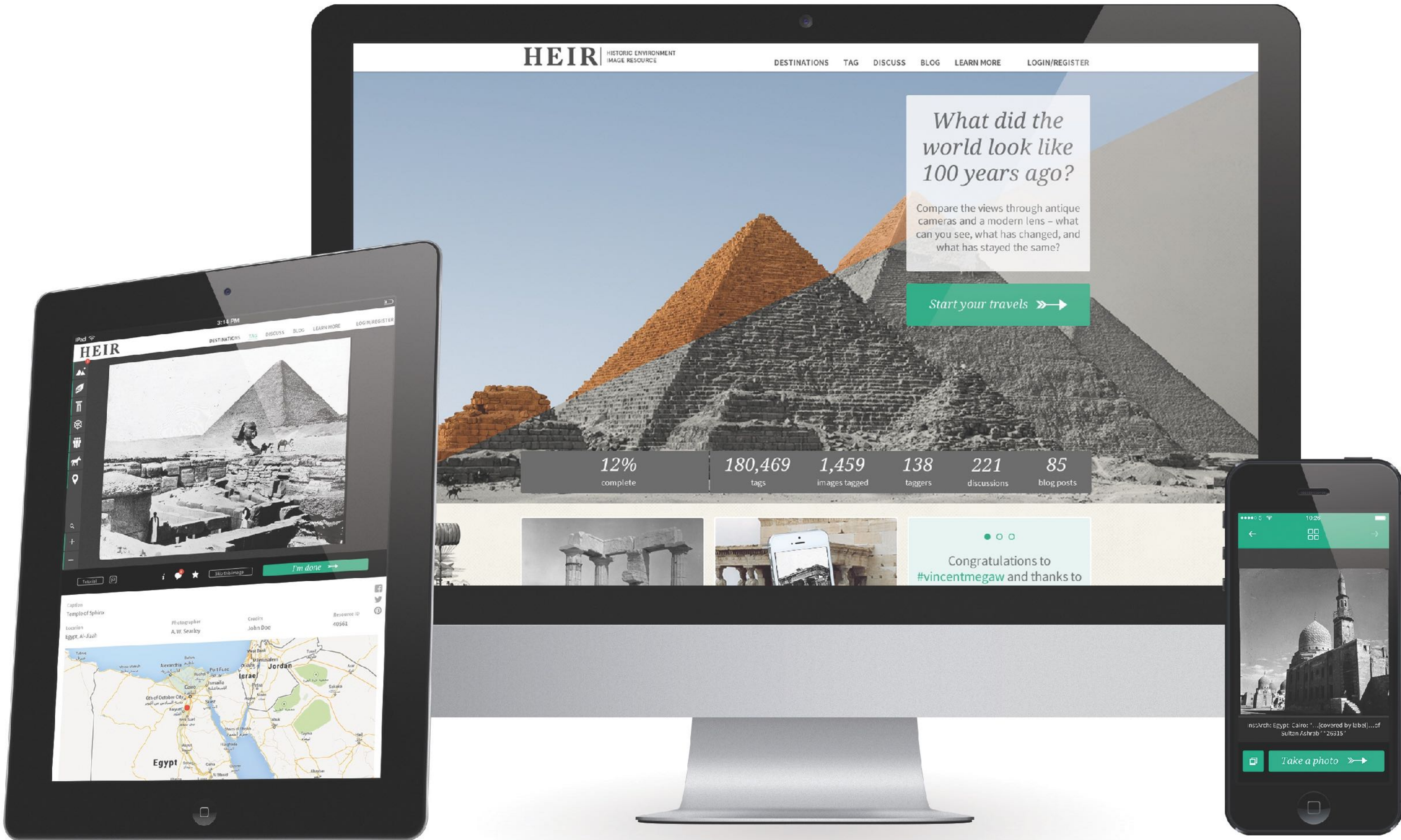
Europe
Olafur Eliasson Studio
Diva Museum
Province of Antwerpen
Comune di Bologna
Bologna Film Archive

Middle East
Northwestern University Qatar

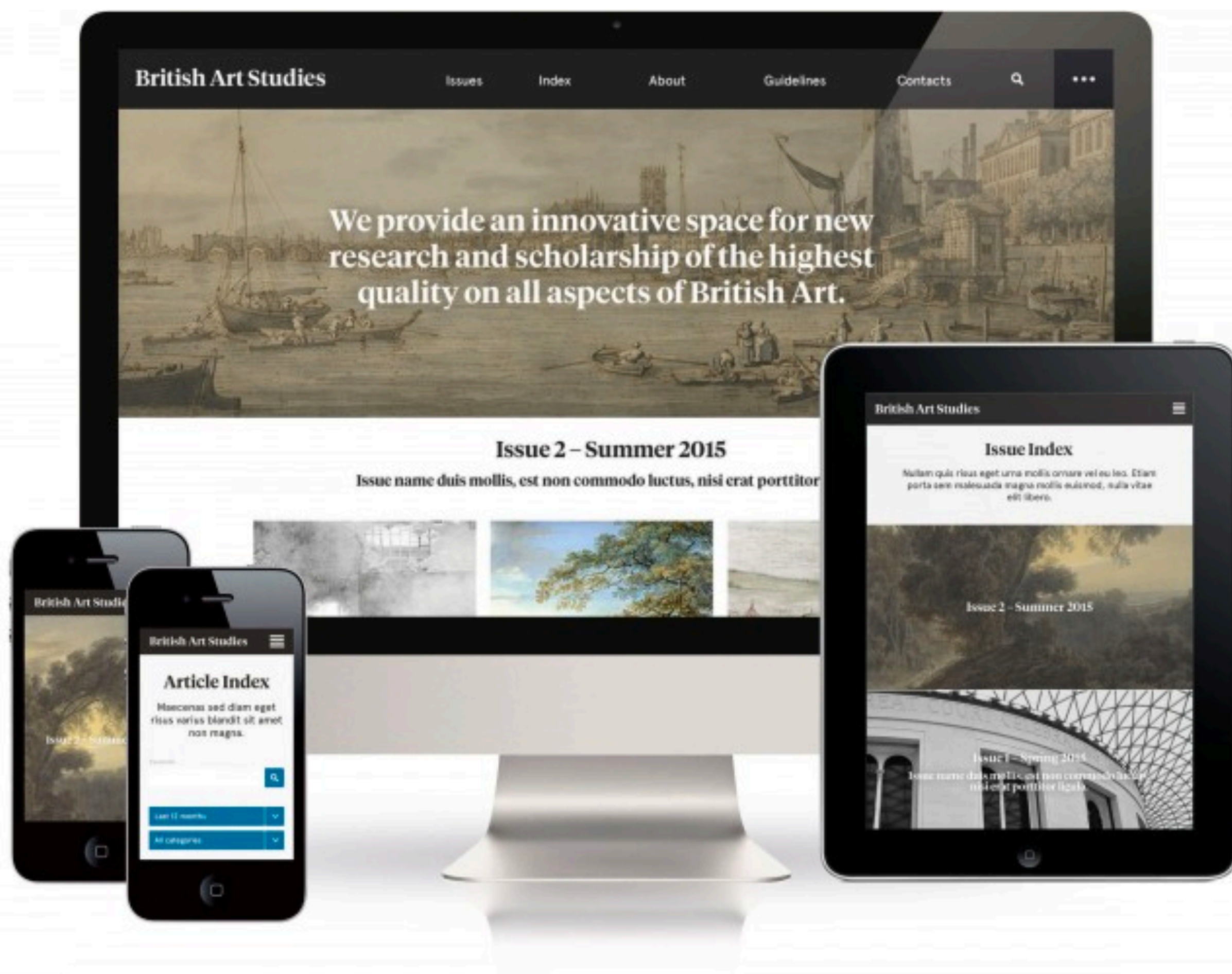
Hong Kong
West Kowloon Cultural District
Asia Art Archive
K11 Art Foundation
Hong Kong Design Centre

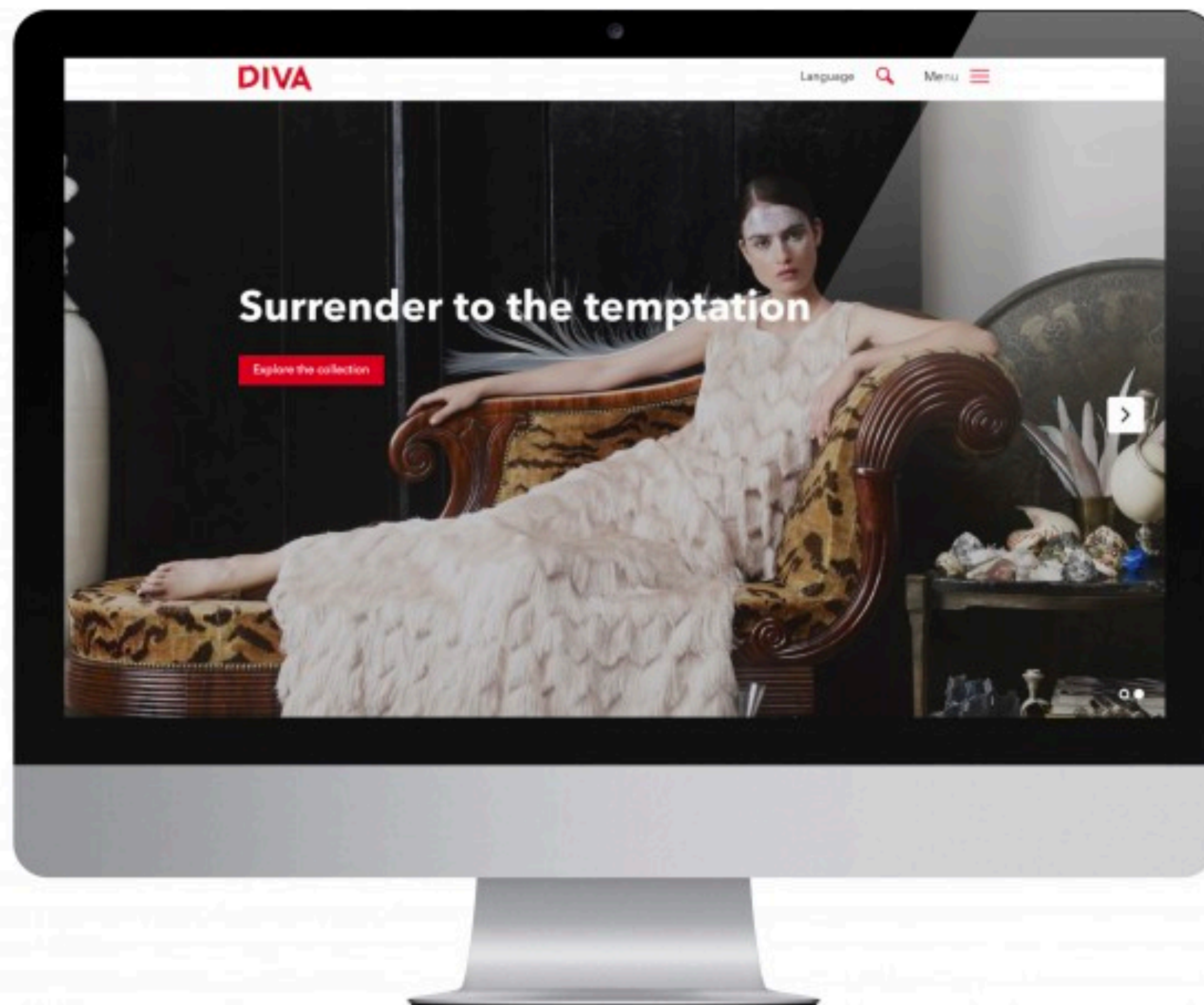


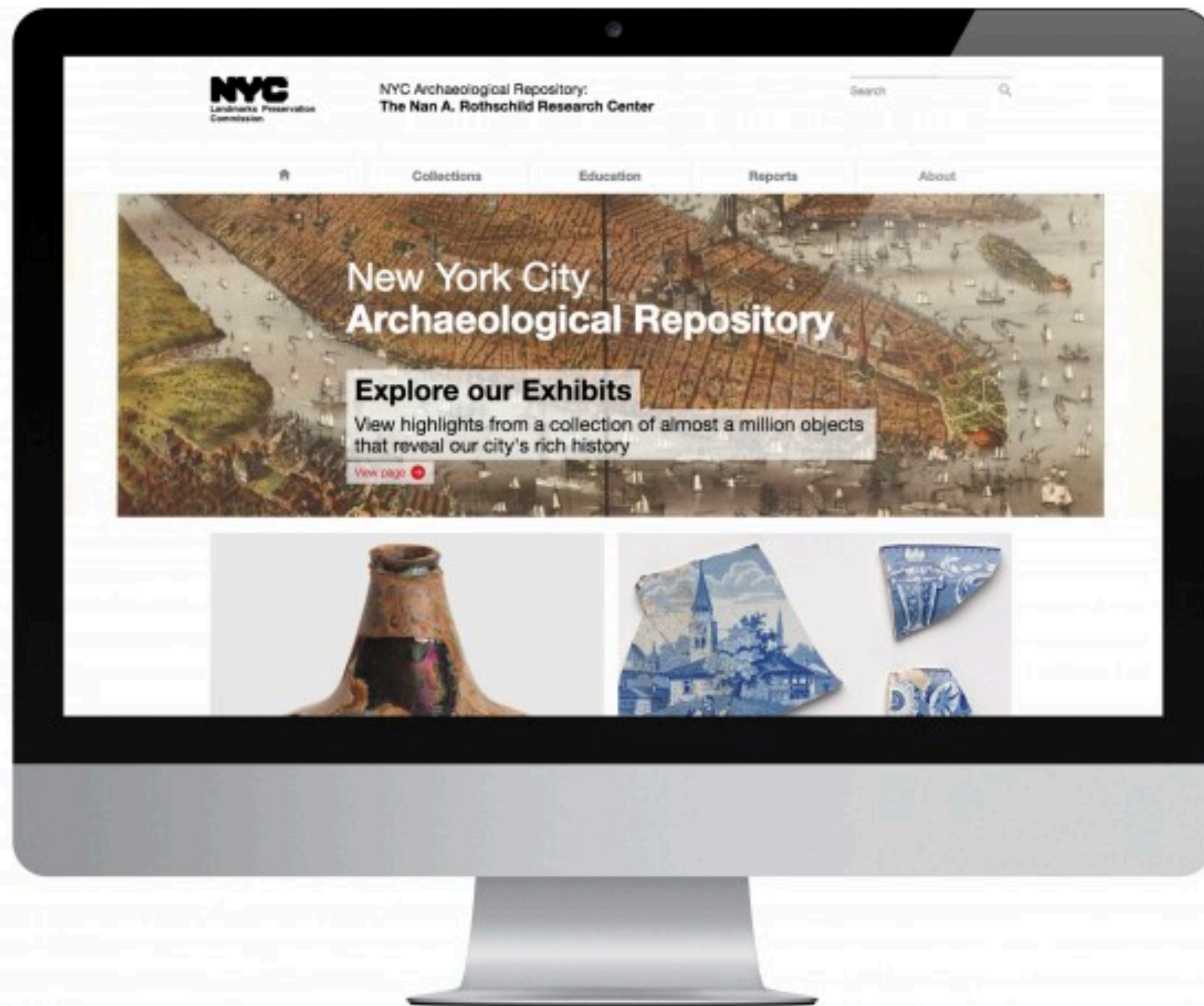














Museum (Integrated) Information Management Software

The lack of it and the need for it



The information landscape

Setting the questions

- › Worldwide push for sharing data between museums
 - › Difficult to share internally
- › Multiple products for different problems
 - › Are the problems really different?
 - › Where is our data?
 - › Can we enable collaboration?
 - › Can have visibility of everything?

Museums are complex

Many different people

I am an archivist

I am a conservator

I organise exhibitions

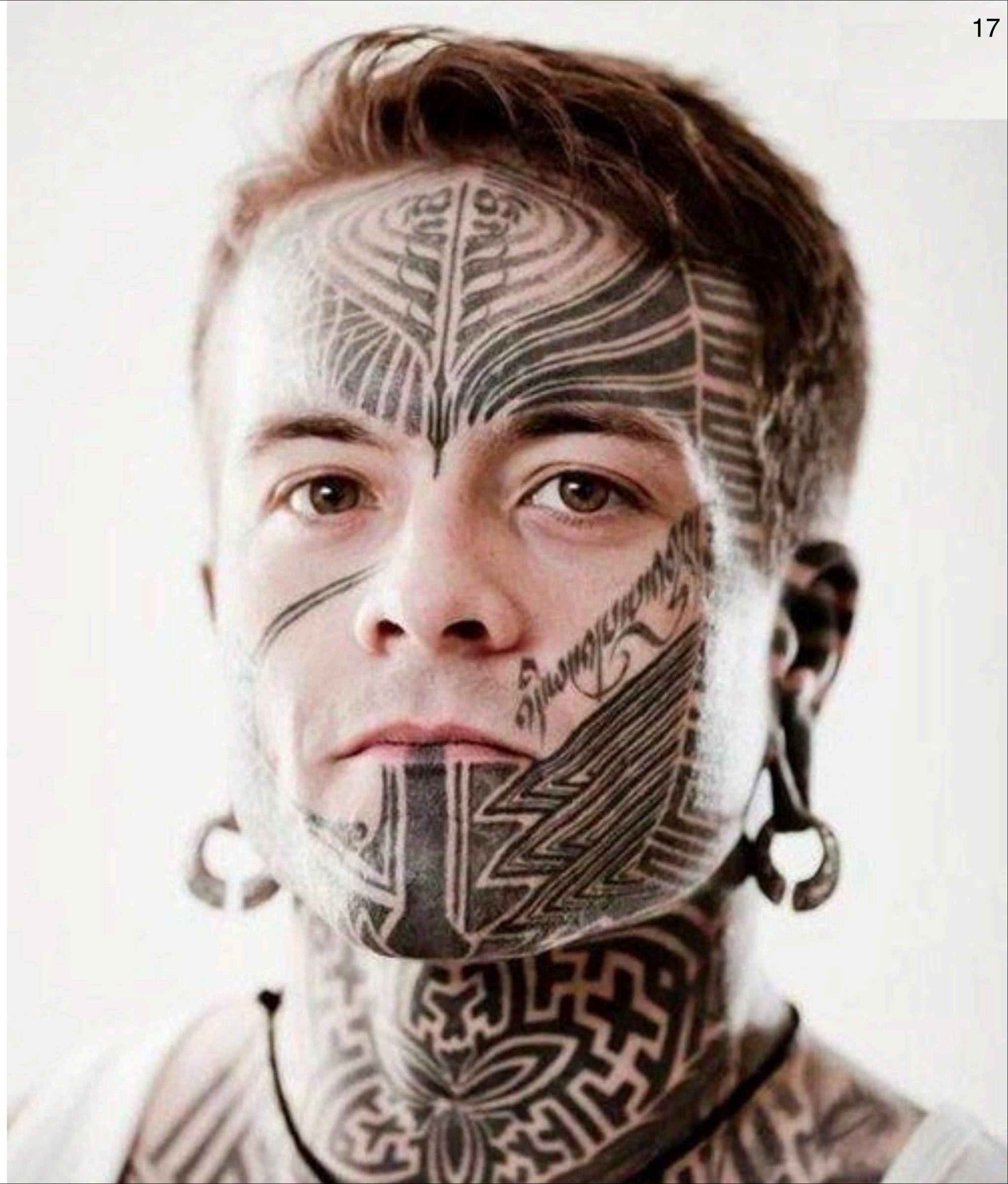
I deal with marketing

I need to sell tickets

I don't know what I want

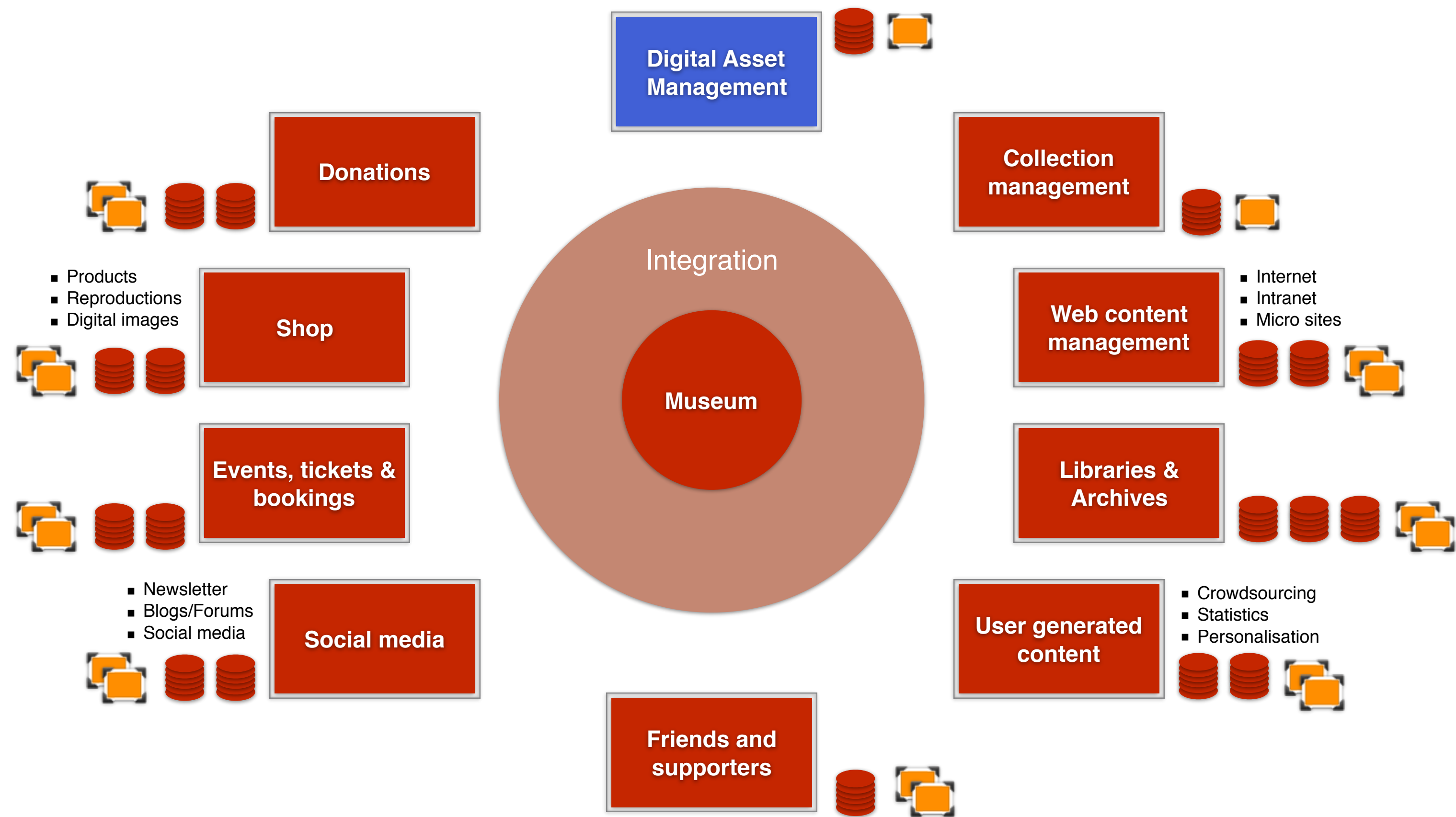
I know exactly what I need

I am bored



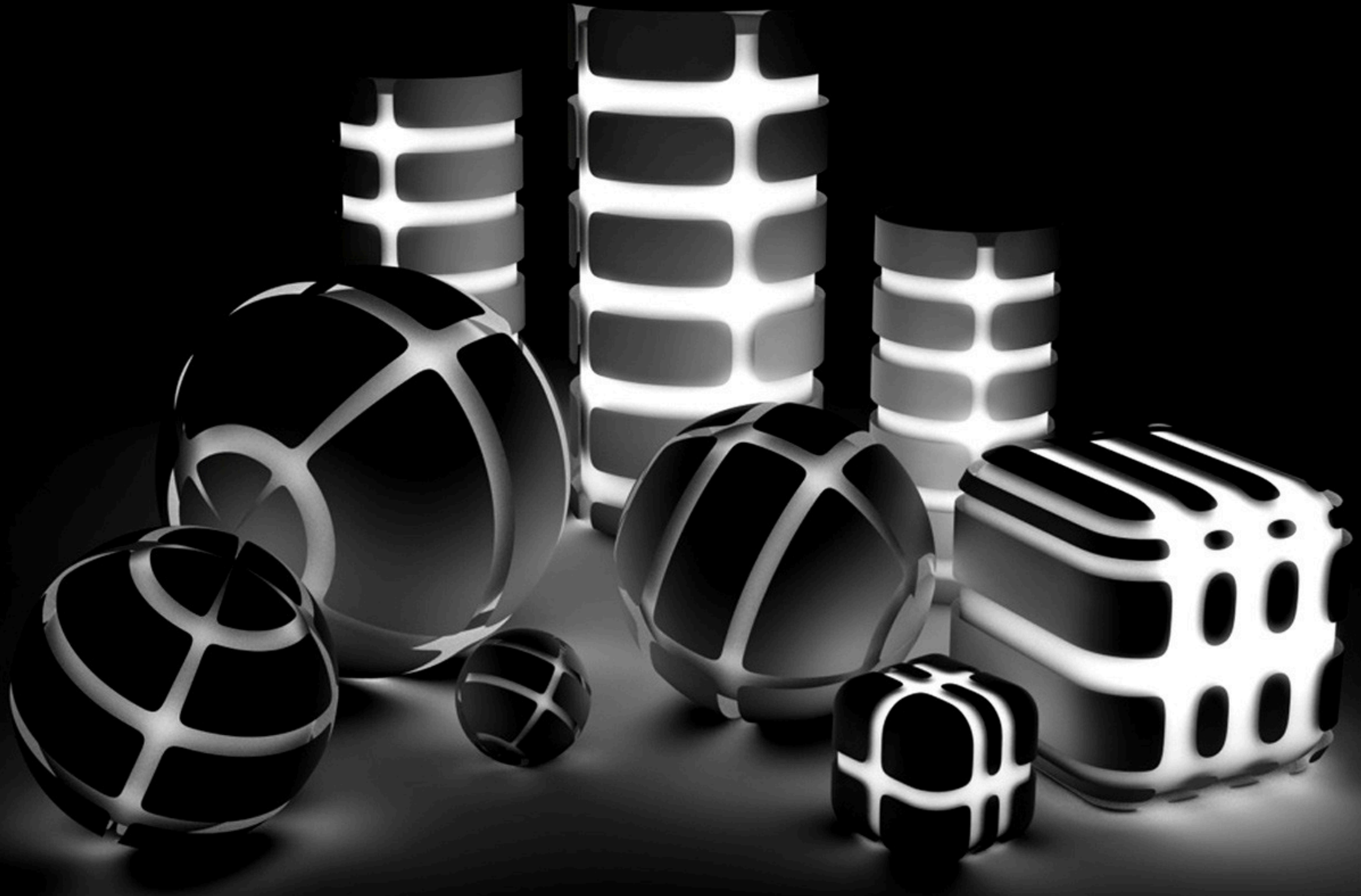
The current software landscape

One problem, one solution



The Current Software Landscape

The Black Box Approach



Vendors
Are very happy



System integrators
Are even happier



Opening the black box

What is software for museums?

WHAT'S
IN THE
BLACK BOX?

Opening the black box

The processes

- › Collections Management
 - › Museum collections, Archival Collections, Library Collections
- › e-Commerce/Support
 - › Shop, Ticketing, Licencing, Donations, CRM
- › Presentation/Public/Semi-Public Access
 - › Website, Collections Online, Intranet, API, Linked Open Data
- › Digital Asset Management
 - › Images, Files, Multimedia
- › User-generated Content

Opening the black box
Let's take one

Museum Collections Management

Opening the black box
Let's take one

Museum Collections Management

Information

Authorities

Activities

Opening the black box

Let's take one

Museum Collections Management

Information

- Objects

Authorities

- People
- Locations
- Venues
- Thesauri
- ...

Activities

- Acquisitions
- Loans
- Exhibitions
- Transports
- Conservation
- Condition checking
- Valuations
- ...

Opening the black box
Let's take a *different* one

Archival Management

Opening the black box
Let's take a *different* one

Archival Management

Information

Authorities

Activities

Opening the black box

Let's take a *different* one

Archival Management

Information

- Folders
- Objects

Authorities

- People
- Locations
- Venues
- Thesauri
- ...

But not the same as
the previous ones!

Activities

- Acquisitions
- Loans
- Exhibitions
- Transports
- Conservation
- Condition checking
- Valuations
- ...

Opening the black box

Yes, but...

Web Content Management

Opening the black box
Yes, but...

Web Content Management

Information

Authorities

Activities

Opening the black box

Yes, but...

Web Content Management

Information

- Pages
- Events
- Stories

Authorities

- People
- Locations
- Venues
- Tags
- ...

Activities

- Ticketing
- Shop
- Contact Us
- ...

Not the same as the
previous ones and
the ones before!

Opening the black box

Demolishing the Myth

Information is different
Authorities are different
Activities are different

Opening the black box

Demolishing the Myth

Does this mean we need different software to manage them all?

If software was a car

Would you buy a different car for each task in your life?



If software was a car
Or get the one you really need?



Opening the black box

Demolishing the Myth

Different...

- Software



Different...

- Licences
- Training
- Maintenance
- Integration
- Databases
- Authorities
- Formats

**ENJOY
YOUR
LIFE**



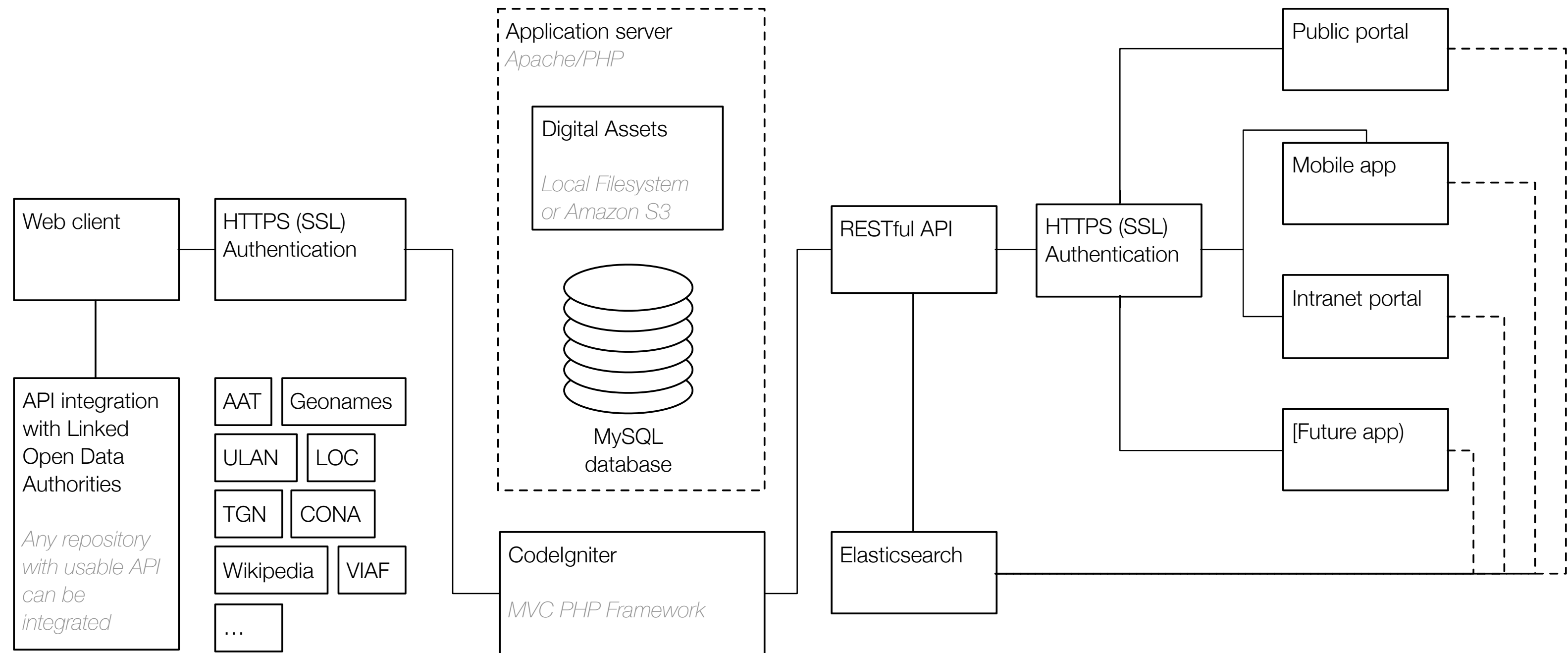
Opening the black box

What is software?

A  database
of information  and
workflows  with
controlled  access

Opening the black box

Or this...



Opening the black box

What is a museum in the 21st century?



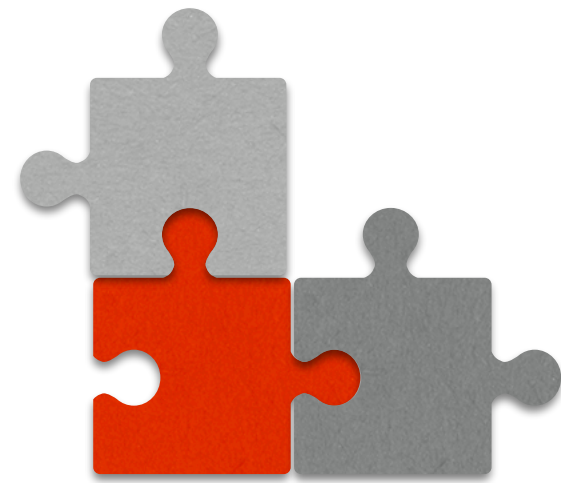
Is it a series of **disconnected**
department and people, each
working in **isolation**?

NO FUTURE



Opening the black box

What is A Museum in the 21st Century?



Is it a group of people
passionately **working together**
and **sharing information**?

Opening the black box

What is bad software in the 21st century?



An **application** designed
to solve **one** problem in a
rigid and **isolated** way

Opening the black box

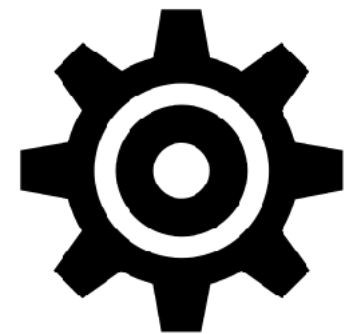
What is good software in the 21st century?



A **framework** designed to
solve **multiple** problems in a
flexible way open to
integration

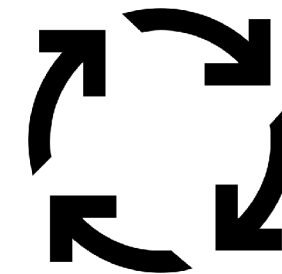
Opening the black box

What to look for in a software package?



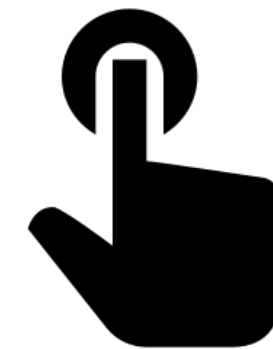
Total Configurability

Complete Flexibility



Granular Access Control

Fantastic Interface

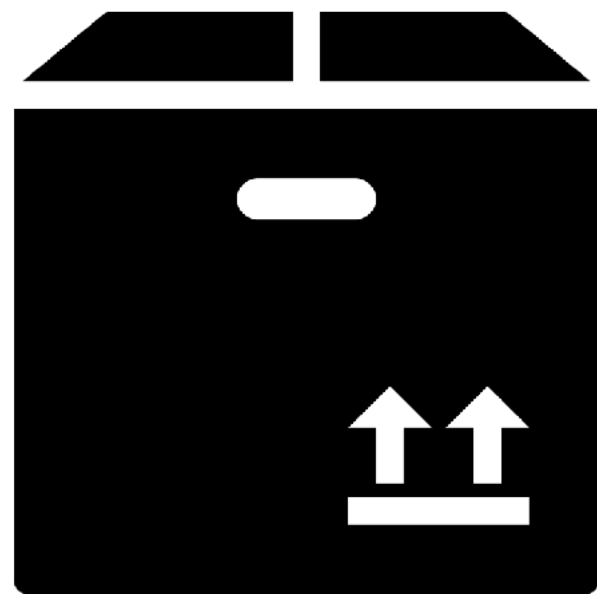


So...

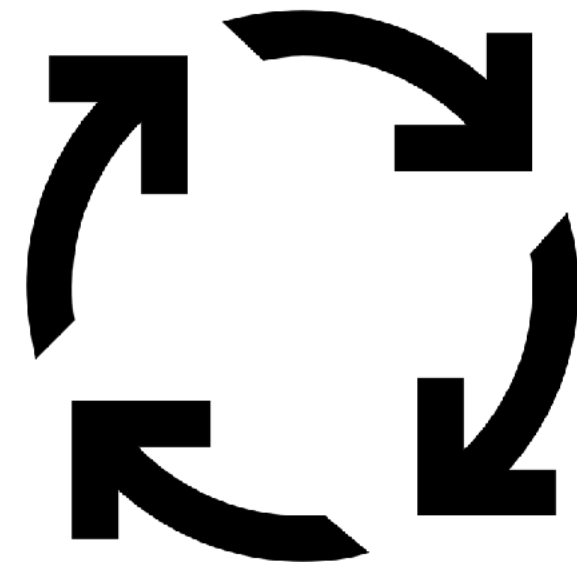
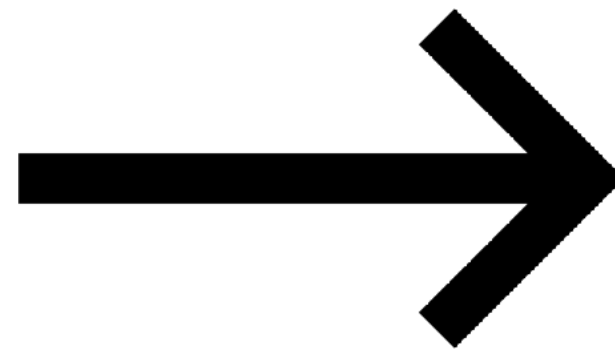


The one idea to take home

Change mentality



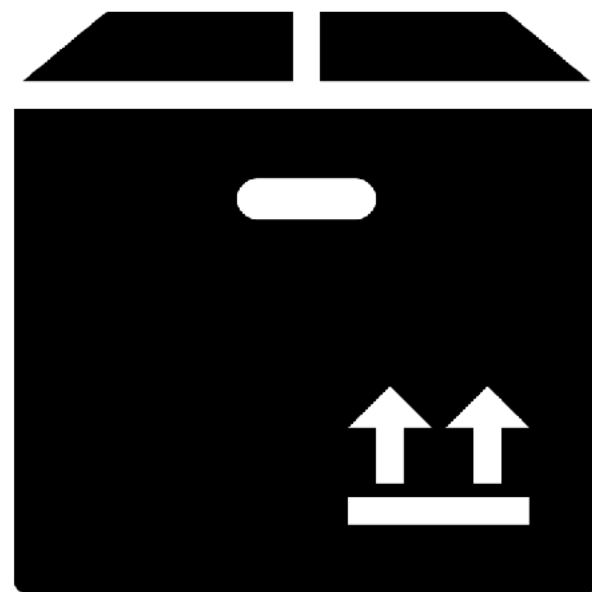
Product



Process

The one idea to take home

From a product mentality...



Product

=

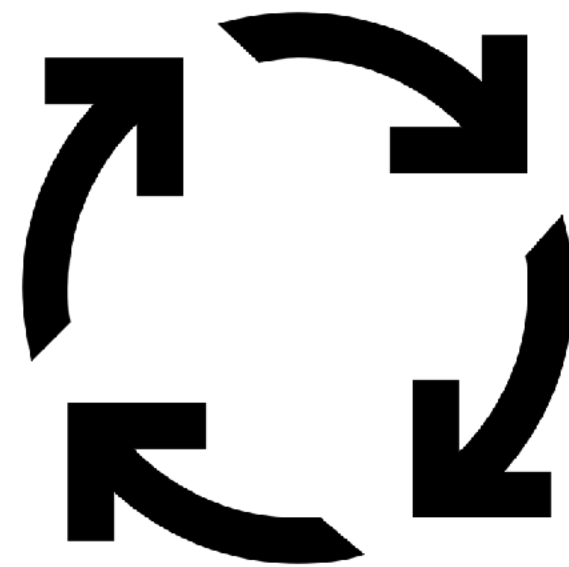


Interface

The Big
Black Box

No Visibility

The one idea to take home ... to a process mentality

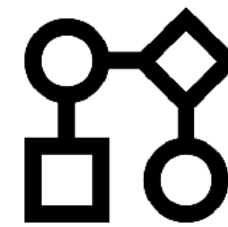


Process

=



Interface



Logic



Data

Complete Visibility

IF AT FIRST
YOU DON'T SUCCEED
- CALL AN AIRSTRIKE



Thank you.

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