

# Virtual MultiModal Museum (ViMM)

Co-ordination and Support Action for a  
European strategy on Virtual Museums and  
Digital Cultural Heritage  
October 2016- March 2019

*EU Manifesto 2025  
on Digital Heritage*





## THE MAIN OBJECTIVES of ViMM (1)

1. Analyse and promote the role of Virtual Museums (VM) as a **strategic** resource for Europe - cultural, social, environmental and economic **value**.
2. Broaden and intensify discussion among DCH stakeholders (public and private)– build consensus – policy, legal and technical areas. Involve experts.
3. A unique sustainable platform engaging DCH stakeholders across the whole community [www.vi-mm.eu](http://www.vi-mm.eu)
4. High visibility: social media, TV, newspapers, publishers, sssociations, conferences etc. within Europe and internationally.

## THE MAIN OBJECTIVES of ViMM (2)

5. Establish the key economic drivers for DCH/VM - added value for society, economic impact and multipliers, potential for investments (regional case studies)
6. Support inclusion of DCH/ VM in integrated policy approach to Cultural Heritage for Europe (European Year of Cultural Heritage, 2018)
  - **Major results: ViMM Manifesto, Action Plan and Roadmap, International Conference**
7. Consultation and mutual support with: EU/international organisations (e.g. UNESCO, ICOM, ICOMOS, CIPA, Europa Nostra, Europeana)
8. Define and demonstrate innovations and advances in the state-of-the-art for VM, VR/AR etc. : why they are needed by different audiences

## ADVISORY GROUP



## PARTNERS



## ***7 Thematic Areas***

TA 1 Definitions

TA 2 Directions

TA 3 Documentation

TA 4 Dimensions

TA 5 Demand

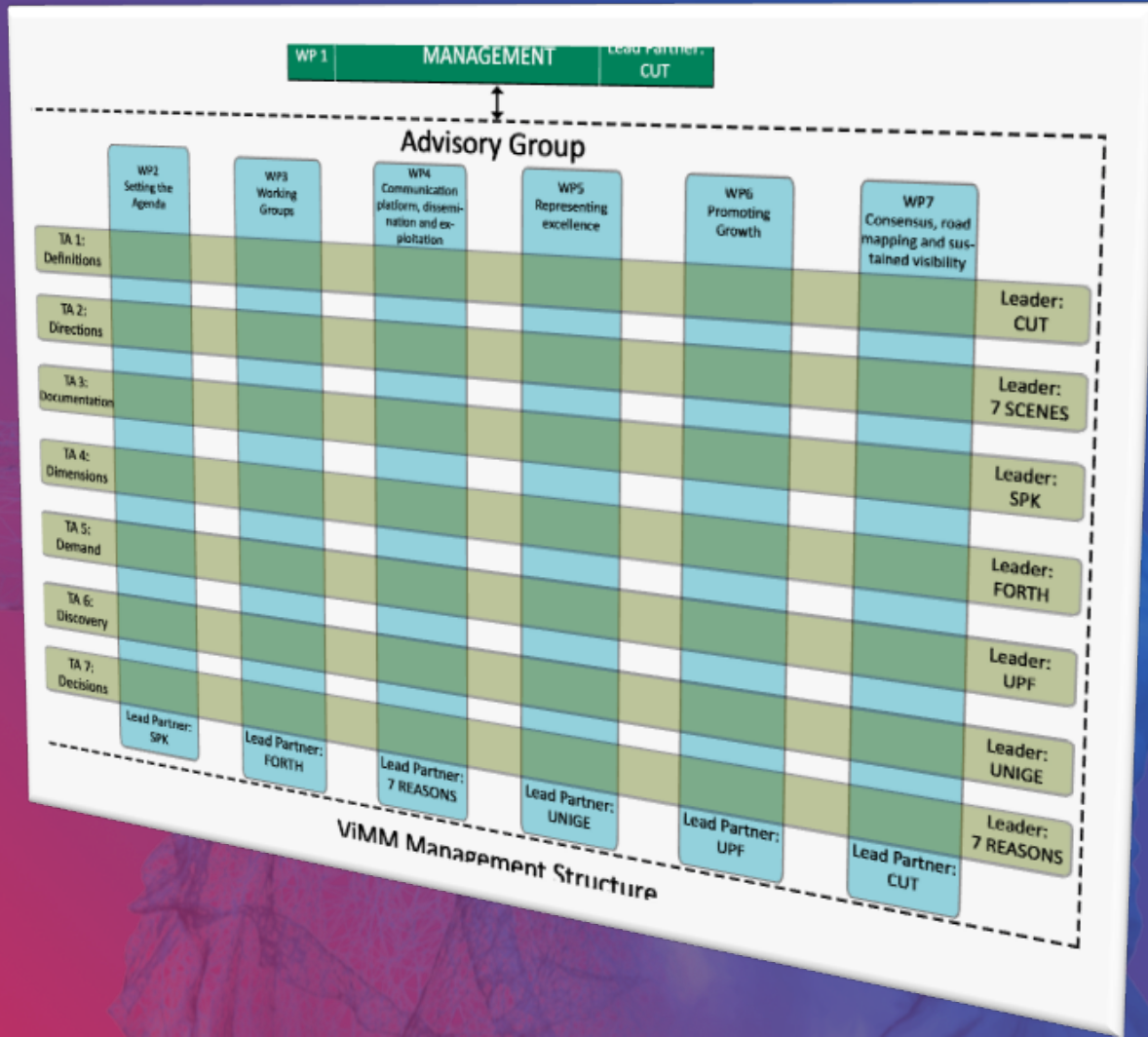
TA 6 Discovery

TA 7 Decisions

***Each TA x 3 Expert Working Groups (WG) = 21 WG***

# ViMM structural matrix

- 7 Partners
- 7 Thematic Areas
- 21 Working Groups
- 7 Work Packages





*IA1: Strong professional, political and societal impact.*

*IA2: Rapid growth in VM implementation, accessibility and use across Europe.*

*IA3: Knowledge created to exploit opportunities for measurable impacts and growth.*

*IA4: Establishment of integrated policy for CH in Europe: future research, innovation and implementation*

*IA5: Sharpened focus on sectors where VM are capable of achieving significant engagement and interactivity*

**IA6: Added clarity and momentum for the development of semantic documentation initiatives**

*IA7: A new and complete 'pipeline' for the creation of VM*



***IA8:** New types of User Experiences (UX).*

***IA9:** The potential for Europeana to serve as key source for VM will be assessed*

***IA10:** Decision-making by VM stakeholders in most key areas will be strengthened*

***IA11:** Assist stakeholders by designing and testing a decision making process for multimodal museum*

***IA12:** Essential contribution to the policies of the Council of Europe, linking cultural policies with the extension and deepening of democratic values*

***IA13:** Enhanced promotion of socioeconomic development through CH*



## TA1 – DEFINITIONS

WG 1.2 – Metadata, Terminology and Identifier Standards

## TA3 - DOCUMENTATION

WG 3.2 – Documenting 3D-Objects and Virtual/Digital Exhibitions

## TA6 – DISCOVERY

WG 6.2 – Handling 3D-Data and Metadata of the Digitized Entities



## Current timetable of main steps

1. Working Groups began March 2017 End December 2017
2. Consolidated Reports from each Thematic Area by end 2017
3. Consensus building workshop for each TA by June 2018
4. Draft ViMM Manifesto by August 2018
5. 5-year EU Action Plan and Roadmap for DCH by October 2018
6. **NEW:** High-level workshop for EU stakeholders (EUROMED, Oct/Nov 2018)
7. International Conference by the end of 2018 (EYCH)

Join the community

on the ViMM platform [www.vi-mm.eu](http://www.vi-mm.eu)

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