

Here you see the History of Past 50 Years: A Case Study of Designing An on-line Exhibition Featuring TV ads

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The Research Institute for Digital Media and Content (DMC), Keio University in conjunction with Kawasaki City Museum and Tokyo Wonder Site under the auspices of Tokyo Metropolitan Foundation for History and Culture, opened an on-line exhibition titled "History of 'Showa' reflected upon Japanese Dinner Table" on Jan. 25, 2008 at: <http://www.documentshowa.jp> (*please install the latest version Flash Player before entering the exhibition site; you need to click the arrow at the bottom of the time scale in order to move on to the next decade all the way to 2000s*).

The main content of this exhibition is 50 TV ads of a leading Japanese processed food company, Momoya, Co., Ltd., that dates back to 1958 and the subject of the exhibition is the history of Japan after World War II with a focus on Japanese quotidian living. Among the 50 TV ads in this on-line exhibition, there are many that deal with the style based on traditional Japanese popular arts and culture, such as Kabuki, Rakugo, Kodan and Ozashiki-gei. The animated characters in this series are all derived from a real life comedian, Mr. Norihei Miki (1924-1999), who was an established actor and director of the Post War period of Japan.

The exhibition consists of 50 TV ads with fact information and narrative text on each piece in both Japanese and English language, additional explanation in text, photographs and colloquial explanation given by experts in video are provided to help audience understand the concept and the context of this exhibition.

Video files of these TV ads were previously uploaded at the video distribution platform VOLUMEONE that was developed and has been operated by the DMC Institute since the fall of 2006 at Keio University; however the new interface was developed using AS3 and Papervision 3D technologies to present a complete on-line exhibition for this particular purpose. The video files are read into this new interface directly from VOLUMEONE, which is used as the database. This is possible since each video file on the VOLUMEONE is defined by XML and tagged individually.

The author and the organizers of this on-line exhibition believe that recent development of web technologies certainly present us more opportunities to explore the new ways of presenting museum content on the web for the benefit of all educators and audience.

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