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, associations, 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)


- 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
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)

Marinos.Ioannides@cut.ac.cy and

Robert.Davies@cut.ac.cy