

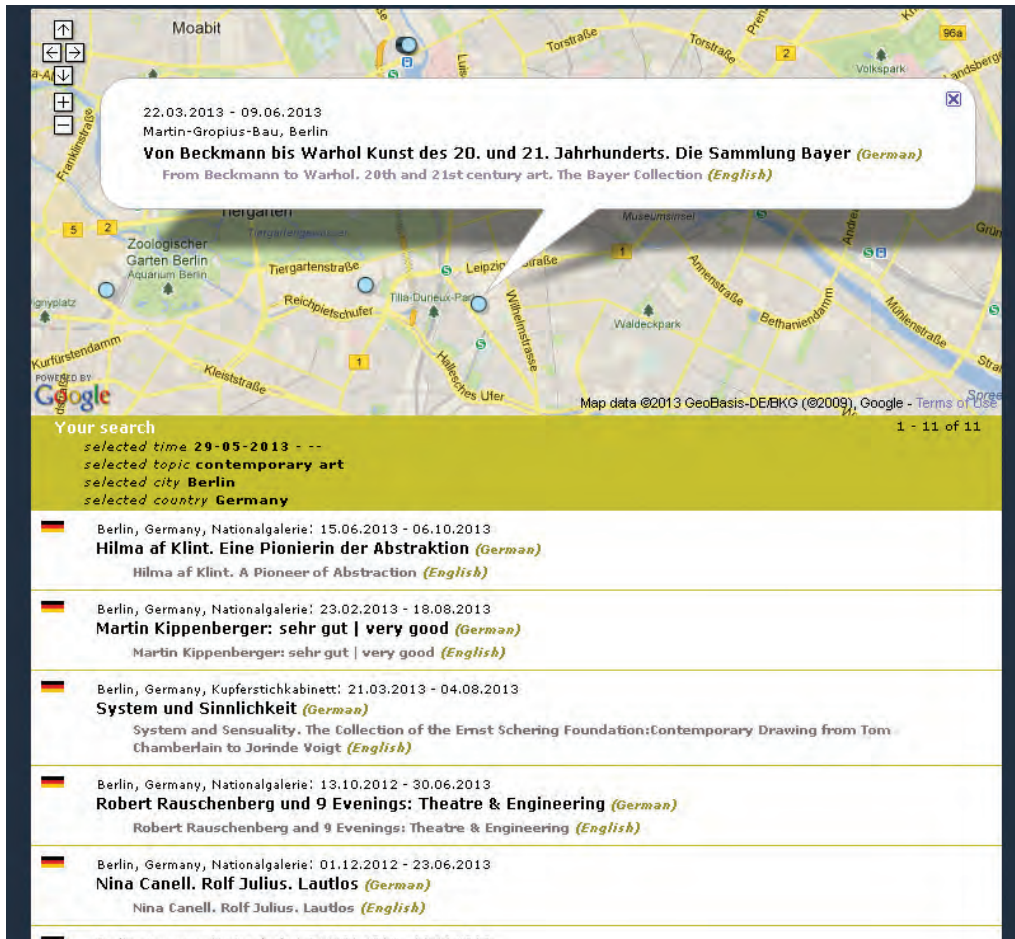


Euromuse.net - the exhibition portal for Europe

People interested in visiting international exhibitions and museums depend on access to information, which is mostly available on museum websites in local languages. Repositories bundling multilingual exhibition information barely exist and if they do, they often provide information only on a regional scale. Finding information about exhibitions taking place in several countries can demand high effort and often needs advanced language skills to browse among endless local museum websites and city portals.

“*Euromuse.net* the exhibition portal for Europe” (<http://www.euromuse.net>) enables people to find information on exhibitions taking place all over Europe in more than one language. It is a public access portal providing multilingual information on museums and their exhibitions throughout Europe. *Euromuse.net* offers a 'one-stop' web tool to the greatest exhibitions in Europe for the public as well as providing museums with an easy way to spread information about their latest exhibitions online.

A goal of *euromuse.net* is to attract international visitors to European museums and to help them find practical information before their cultural vacation.



The screenshot displays a Google Map of Berlin with a search overlay. The search results are as follows:

Your search
 selected time 29-05-2013 - --
 selected topic contemporary art
 selected city Berlin
 selected country Germany

Germany	Berlin, Germany, Nationalgalerie: 15.06.2013 - 06.10.2013	Hilma af Klint. Eine Pionierin der Abstraktion (German) Hilma af Klint. A Pioneer of Abstraction (English)
Germany	Berlin, Germany, Nationalgalerie: 23.02.2013 - 18.08.2013	Martin Kippenberger: sehr gut very good (German) Martin Kippenberger: sehr gut very good (English)
Germany	Berlin, Germany, Kupferstichkabinett: 21.03.2013 - 04.08.2013	System und Sinnlichkeit (German) System and Sensuality. The Collection of the Ernst Schering Foundation: Contemporary Drawing from Tom Chamberlain to Jorinde Voigt (English)
Germany	Berlin, Germany, Nationalgalerie: 13.10.2012 - 30.06.2013	Robert Rauschenberg und 9 Evenings: Theatre & Engineering (German) Robert Rauschenberg and 9 Evenings: Theatre & Engineering (English)
Germany	Berlin, Germany, Nationalgalerie: 01.12.2012 - 23.06.2013	Nina Canell. Rolf Julius. Lautlos (German) Nina Canell. Rolf Julius. Lautlos (English)
Germany	Berlin, Germany, Nationalgalerie: 05.01.2013 - 12.02.2013	

Each entry on *euromuse.net* is available in both the local language(s) of the country where the exhibition takes place, and in English. With an interface which provides practical information in 12 languages and content provided in about 22 languages in total, it is the most cross-European exhibition platform available in the Internet. The *euromuse.net* service has grown steadily from its beginning nearly twelve years ago and by the end of 2012 was presenting 500 museums from 27 European countries.

Between 2008 and 2010 the *euromuse.net* service was co-financed within an eTEN project by the European Commission.

The *euromuse.net* database is continuously updated. A team of online editors optimizes its structure and characterizes the data with a multilingual list of keywords in order to deliver results



in search engines in the most common European languages. New applications were developed during 2011-12 to offer the visitor an audiovisual preview of what awaits before his or her visit to the museum.

From each entry in *euromuse.net* the visitor will find a direct link to the homepage of the museum. The portal also includes an exhibition archive for information on exhibitions collected since 2001. All the information published on *euromuse.net* is provided directly by the participating museums or reliable content providers, such as associated museum associations, and checked by an editing team, which guarantees an accurate quality of reliable information.

The basic description of each exhibition on *euromuse.net* is always accompanied by the information a museum visitor needs: Picture galleries from the exhibits or exhibition halls, opening hours, admission fees, a map showing the location of the museum. Museums can also embed a promotional video of each exhibition in *euromuse.net*.

Spreading information where it is required

Besides the web portal, the *euromuse.net* platform aims to offer its information where the interested museum audiences are. That is why each exhibition published on *euromuse.net* is offered through further channels besides the web portal. The *euromuse.net* users can receive information on exhibitions from *euromuse.net* via:

- the **euromuse.net exhibition alerts**: customised newsletters to receive exhibition information directed to the individual user needs on a monthly basis and by an individual reminder, e.g. for exhibitions ending within the next two weeks.
- **RSS feeds**: The latest exhibitions published on *euromuse.net* are available on a RSS feed, which can be integrated into further web information portals for free.
- **Facebook and Twitter**: Each exhibition published on *euromuse.net* is also published through social media such as Facebook and Twitter.
- The XML-interface **Harmonise**, allowing automatic import and export of exhibition information.

More information on this can be found at <http://www.euromuse.net/en/services/>.

Overview of 500 museums and their exhibitions

The idea for the *euromuse.net* project was developed by a preparatory group whose members came from the National Gallery in London, the Musée du Louvre in Paris, the Réunion des Musées Nationaux in Paris, the Rijksmuseum in Amsterdam, the Statens Museum for Kunst in Copenhagen, the Kunsthistorisches Museum in Vienna and the Staatliche Museen zu Berlin. The first prototype was launched in autumn 2001. Initially, it offered information about museums from France, Germany, Italy, the Netherlands and Denmark. Now *euromuse.net* presents more than 500 museums from 27 European countries.

One of the most visible developments on *euromuse.net* is the continuous increase of museums participating in the *euromuse.net* service. The number of 500 museums participating in *euromuse.net* (stand end of 2012) describes an increase of 25% in comparison to the count at the

end of 2010. With the raising interest of museums, it is possible to cover more and more European countries on the portal. With the inclusion of Croatia in the Union, *euromuse.net* has witnessed the highest percentile growth in the last year from this country. But in addition, recently *euromuse.net* has showcased museums from Georgia, Bosnia-Herzegovina and Slovenia, and museums from the Netherlands, Italy, Germany, Austria and France are also joining steadily. *Euromuse.net* has strengthened its network in great cities during the last year presenting e.g. the Civic museums of Venice with a network of 11 museums, the Universalmuseum Joanneum in Graz (10 museums) and award-winning city museums such as STAM in Ghent.

The service was started by an editing team located in Berlin and London, and co-operations with regional or national museum and exhibition portals providing content to *euromuse.net* have been strengthened within the last years. *Euromuse.net* is connected to several databases automatically providing exhibition information to the portal. For example, the Finnish museum association or the Openbaar Kunstbezit Vlaanderen have connected their exhibition databases to the portal and regularly update the exhibition information from their countries or regions. This approach helps to guarantee that the portal's content is up to date.

Euromuse.net is open to the participation of further partners to the network. Especially national or regional museum associations interested in providing exhibition information on behalf of their member museums are very welcome.

**Museums from the following countries are
at present featured
on *euromuse.net*:**



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Albania	Ireland
Austria	Italy
Belgium	Latvia
Bosnia-Herzegovina	Luxembourg
Croatia	Malta
Cyprus	Netherlands
Czech Republic	Poland
Denmark	Portugal
Estonia	Romania
Finland	Slovenia
Georgia	Spain
Germany	Sweden
Greece	Switzerland
Hungary	United Kingdom

Multilingualism

Within the last years, *euromuse.net* has progressed especially in the area of broader internationalisation, including translation into several European languages. Up to 2008, the website interface was only available in English: For website users who did not speak English, this made it difficult to access the information on *euromuse.net*.

The *euromuse.net* portal interface is currently available in twelve languages (Croatian, Dutch, English, Finnish, French, Galician, German, Italian, Polish, Portuguese, Romanian and Spanish).

When the Portuguese and Spanish website languages were introduced in 2009, the *euromuse.net* web statistics services experienced a notable increase of visitors from Latin-American countries and from Spain.

Whenever a new language is added to the website, the editing area for the participating museums is translated accordingly, in order to make the input of data for the participating museums easier.

The XML-interface Harmonise for automatic exhibition data import / export

Euromuse.net bases on information about exhibitions. In order to enable the exchange of exhibition information in an environment which is still missing international standards for exhibition data, *euromuse.net* had to solve the technological interoperability problem.

The *euromuse.net* team is working with its international cooperation partners on new systems of synchronisation to find a standard harmonised document type (XML-Data) that enables museums to make their latest information easily available to us.

The portal was extended with an XML-interface to enable the automatic import of exhibition information from different sources and to make easier the integration of its contents with the online offerings of other European services, especially aiming at the cultural tourism sector.

Harmonise, a technological platform developed by EU-funded projects under the 5th and 7th Framework Programmes of the European Commission, is playing the role of a mediating tool. It transforms data between two or more systems with different data schemes, e.g. a museum and *euromuse.net* or *euro-muse.net* and another web portal.

Euromuse.net exhibition alerts

Through the exhibition alerts, a customizable exhibition information service sent out via eMail once a month, users can sign in and register at the *euromuse.net* portal.

Users can register and define individual search criteria for exhibitions they want to receive information about, e.g. by country, city or topic. This enables them to decide about the information they want to receive. For example, information about contemporary art exhibitions taking place in Barcelona, Spain can be pre-selected as well as information on exhibitions on ethnology topics in Ljubljana, Slovenia.

The exhibition alert is a tool used especially by people aged between 40 and 60; they are the dominating group of exhibition alert recipients and represent nearly 40% of the users that entered the year of birth while registering. The vast majority of recipients comes from European countries (where the exhibition alert has been communicated explicitly) but there are users from each continent of the world as well.

Age of the exhibition alert recipients:

Year of Birth (GROUPED)	AGE	No of recipients
no age		26%
1930-1939	71-80	1%
1940-1949	61-70	6%
1950-1959	51-60	21%
1960-1969	41-50	18%
1970-1979	31-40	15%
1980-1989	21-30	11%
1990-1999	11-20	1%
		522

Next steps and ideas

euromuse.net wants to extend its service also in the future. Besides its search for co-operation partners and museums to participate, there are further ideas for its future development to keep the service in line with the new Web 2.0 applications and tuned with its users' needs.

These new ideas focus on:

1) Building up co-operation with cultural organisations or umbrella organisations providing or maintaining information on the cultural heritage sites:

Besides co-operation with individual participating museums, *euromuse.net* will concentrate further on building up co-operation with local, regional or national museum and exhibition portals and public information providers. In this way, the management of the growing amount of content and its quality can be ensured. Often national or regional museum associations are engaged with public relation exercises on behalf of their members and maintain websites with information on exhibitions anyway.

2) Raising awareness of the service in the groups interested in international cultural offers and establishing contact with potential users of the exhibition information in the cultural sector, the tourism sector or the media:

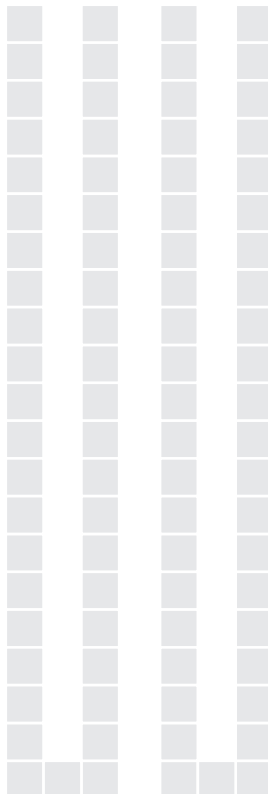
euromuse.net follows an approach of intermediating between culture, tourism and further interested bodies, especially to strengthen the public relation efforts of its participating museums. As soon as *euromuse.net* can contribute to communicating the offers of European museums, it will not only be a useful tool for exhibition



visitors, but an efficient tool to the participating museums, which can reduce their workload in public relations and increase the museums' visibility in the web.

3) **Continuously improving the Internet portal:** Combined with accurate enrichment of the information published at the portal, e.g. with multilingual tags and keywords, *euromuse.net* can create orientation in Europe's exhibitions. In addition, to keep up with recent developments, *euromuse.net* participates in the HarmoSearch project, which has started in December of 2010 and aims to align the Harmonise interface with current market needs. In the HarmoSearch consortium *euromuse.net* represents the needs of museums concerning the export and import of exhibition data to tourism services.

4) **Implementing a mobile application scenario:** One of the most recent developments on the Web is the shift towards mobile applications. Even if *euromuse.net* is mainly a tool for planning exhibition visits (in advance), this trend of presenting exhibition information on mobile devices has been recognised and taken into account. A mobile scenario will be set up and be part of the next development proposal for the service, to enable tourists to access exhibition information from *euromuse.net* on their mobile devices at the place of their vacation.



The screenshot displays the website interface for the exhibition "Health Through Technology - Contribution of Slovene Science to the Development of Medicine". The page includes a navigation menu (home, exhibitions, museums, resources, shops), a search bar, and a main content area with sections for "in short" and "in detail". It also features a map of the exhibition venue, opening hours, and contact information.

Health Through Technology - Contribution of Slovene Science to the Development of Medicine
09.05.2013 - 01.12.2013

in short
The aim of this exhibition is to introduce to the public the achievements of Slovenian scientists who for years have been among the world's leaders in the field of biomedical engineering. We are presenting the most prominent scientists and their accomplishments, the applications of their achievements in medicine as well as the global significance of their discoveries.

in detail
The central part of the exhibition is dedicated to the development and achievements in the field of functional and therapeutic electrical stimulation, where Slovenian scientists were the absolute protagonists in the 1950s. A special section deals with robotics - devices that successfully assist in the rehabilitation of motor-impaired patients. In addition, the visitors learn about electroencephalography, imaging in diagnosis with a focus on magnetic resonance, as well as the latest achievements of Slovenian scientists in the treatment of tumours - electrochemotherapy.

The exhibition is organized in collaboration with the University of Ljubljana, Faculty of Electrical Engineering, the Slovenian Society for Medical and Biological Engineering, the University Rehabilitation Institute Jula, the Institute of Clinical Neurophysiology at the University Medical Centre Ljubljana, the Institute of Oncology Ljubljana, the Jozef Stefan Institute, the Institute for the History of Medicine and others.

The exhibition will be open until December 3rd, 2013.

Admission
4.50 / 2.40 EUR

The exhibition venue on google maps

Opening Times

Sun	10:00 - 18:00
Mon	-
Tue	09:00 - 16:00
Wed	09:00 - 16:00
Thu	09:00 - 16:00
Fri	09:00 - 16:00
Sat	09:00 - 17:00

Every Monday and from 4. 12. until 3. the Museum is open only for groups announced in advance (+386 (0)1 750 66 72).

Detailed information about the museum on euromuse.net
[Tehnološki muzej Slovenije \(Slovene\)](#)
[Technical Museum of Slovenia \(English\)](#)

Links
[Exhibition page \(Slovene\) \(English\)](#)
[Visitor information \(Slovene\) \(English\)](#)
[Tehnološki muzej Slovenije \(Slovene\)](#)
[Technical Museum of Slovenia \(English\)](#)
[Tehnološki muzej Slovenije - Homepage \(Slovene\)](#)
[Technical Museum of Slovenia - Homepage \(English\)](#)