

# 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*



# Μουσείο

*Ancient Greek Μουσείο*

*Latin museum*

*..In Ancient times, Museum is described as a place of worship dedicated to the ninth Muses..*

*Μοῦσα (Muse) (loan-word) μουσείο*

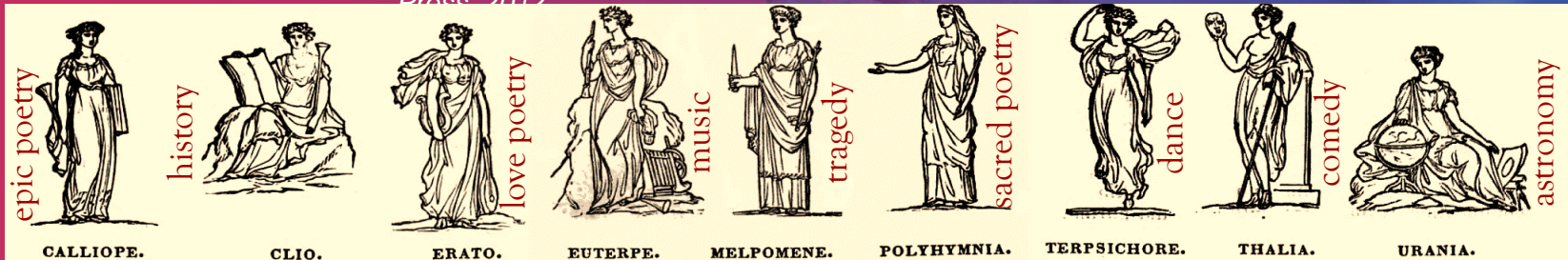
# Muses



Memory was important for the Muses because in ancient times, poets had to carry their work in their memories...

“Is memory a personal daemon, or is her task to give birth to collective, cultural memories?”

*in Johnson, C.D. Memory, metaphor, and Aby Warburg's atlas of images. Cornell University Press, 2012*



# Mnemosyne, the mother of Muses

*... Zeus slept with her for nine nights, apart from the immortals, going up into the sacred bed; and when a year had passed, and the seasons had revolved as the months waned, and many days had been completed, she bore nine maidens—like-minded ones who in their breasts care for song and have a spirit that knows no sorrow—not far from snowy Olympus' highest peak.*

*Hesiod, Theogony 1.53–62*

So, Zeus – **Νους** – the great mind among the gods of Olympus, with Mnemosyne, a titan who personifies memory – **Μνήμη** – gave birth to The Nine Muses: Greek goddesses who ruled over the arts and sciences – **Τέχνες και Επιστήμες** – and offered inspiration in those subjects.



- *Museum*, was the place where, Arts, Literature, Music, Poetry, Philosophy, Astronomy and Dance were being cultivated.
- During the Roman Empire, Μουσείον is mainly used for places where philosophical discussions were held.
- In the Renaissance, the term refers to private collections of the European aristocracy,
- while in the 17th century, is related to the completeness of encyclopedic knowledge (holistic documentation).
- Finally, at the beginning of 18th century, the term is being used for the description of a place that houses collections of ‘curious’ objects, “cabinets des curiosités”.

# What is a Museum?

***“I want to establish an institution for the increase and diffusion of KNOWLEDGE”***

James Smithson, Founder of Smithsonian Institution, 1829

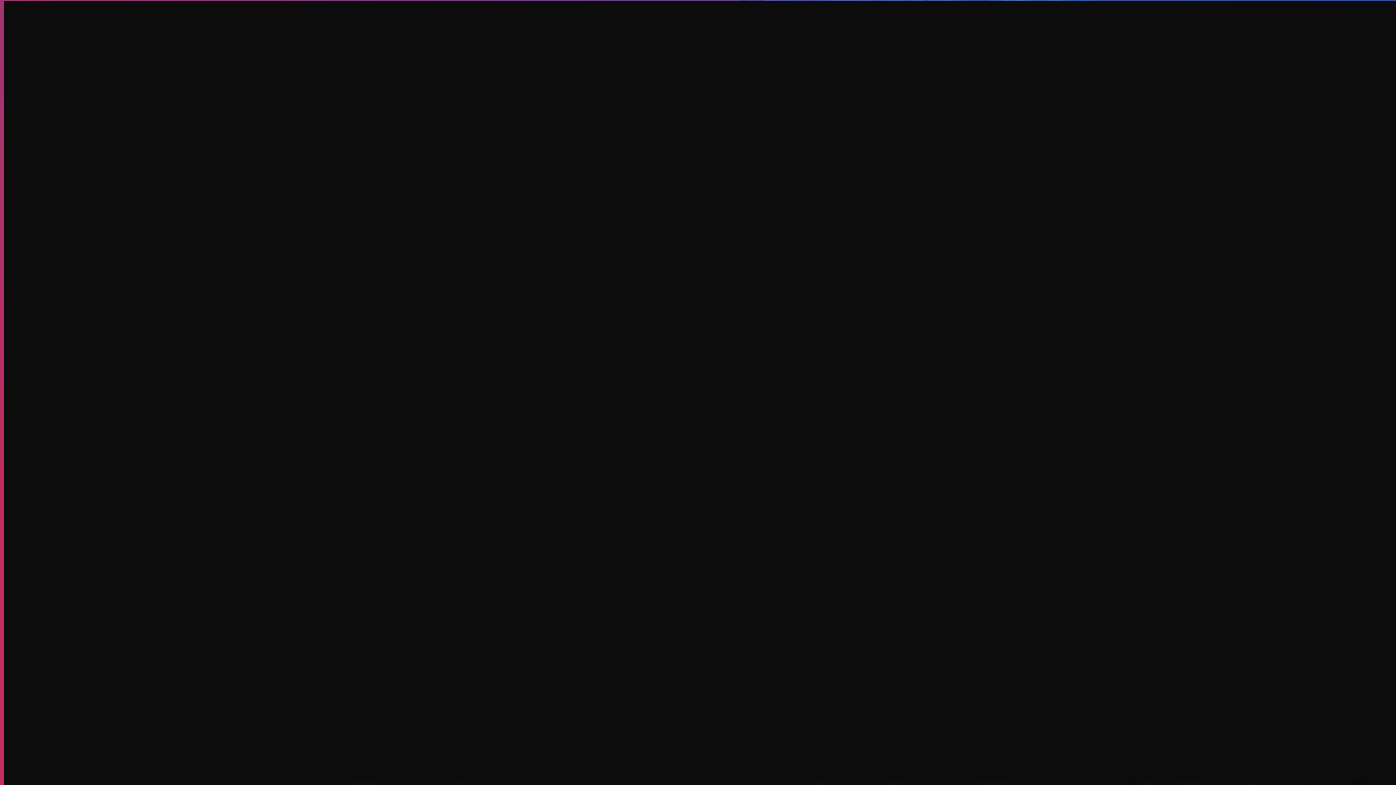
*A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.*

**ICOM definition**





# What is a Virtual Museum?





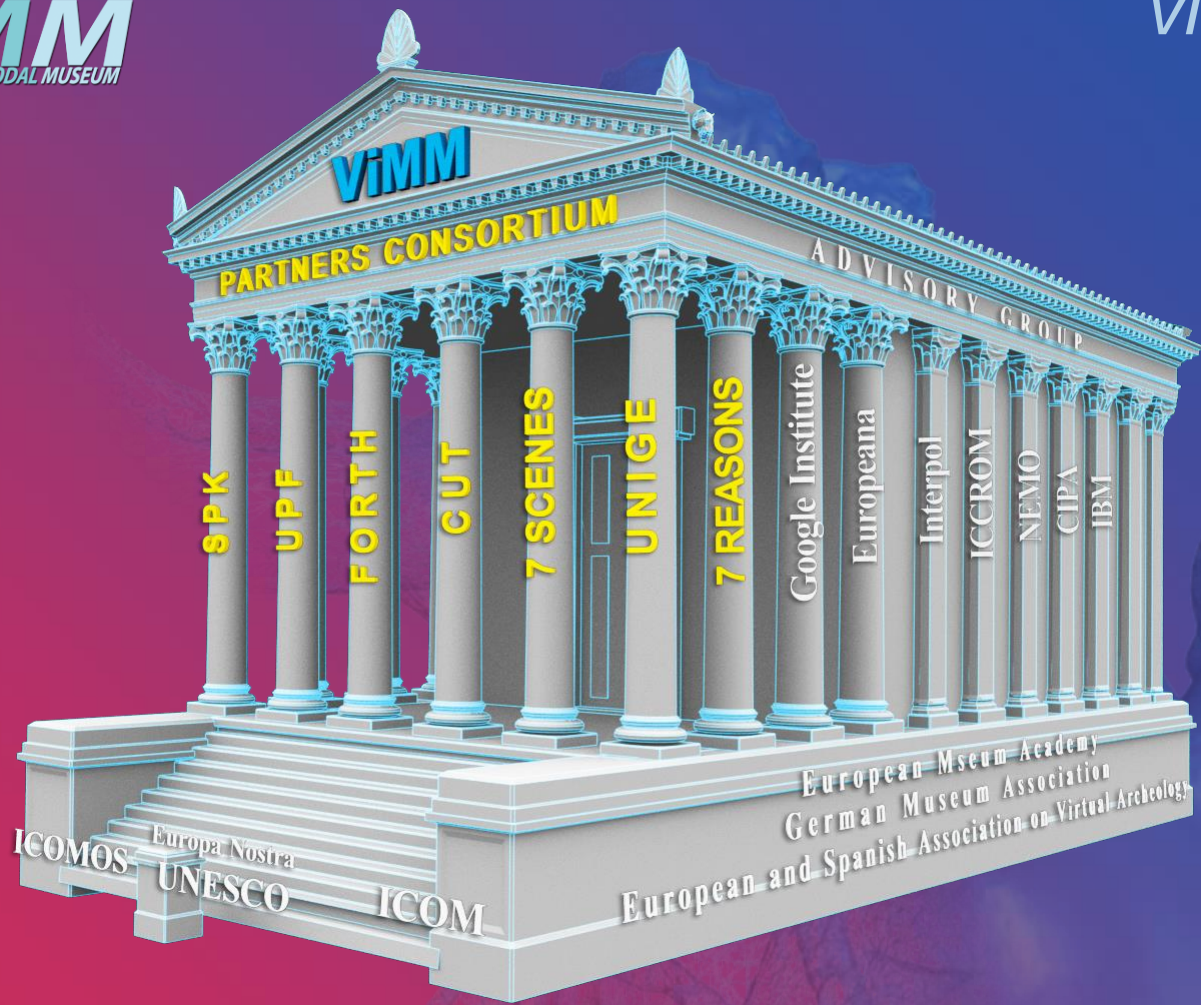
## THE MAIN OBJECTIVES of ViMM (1)

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)
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



## Partner consortium

Coordinator: **CYPRUS UNIVERSITY OF TECHNOLOGY (CUT)**

**Foundation for Research and Technology Hellas (FORTH) - Greece**

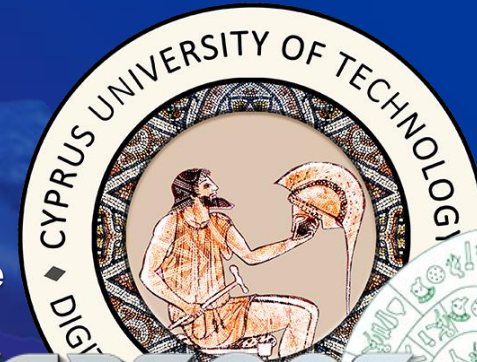
**7REASONS MEDIEN GMBH - Austria**

**UNIVERSITE DE GENEVE (UNIGE) with MIRALab**

**Stiftung Preußischer Kulturbesitz (SPK)**

**UNIVERSIDAD POMPEU FABRA (UPF)**

**7 SCENES B.V.**



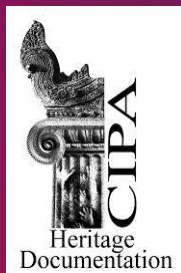
**7reasons**



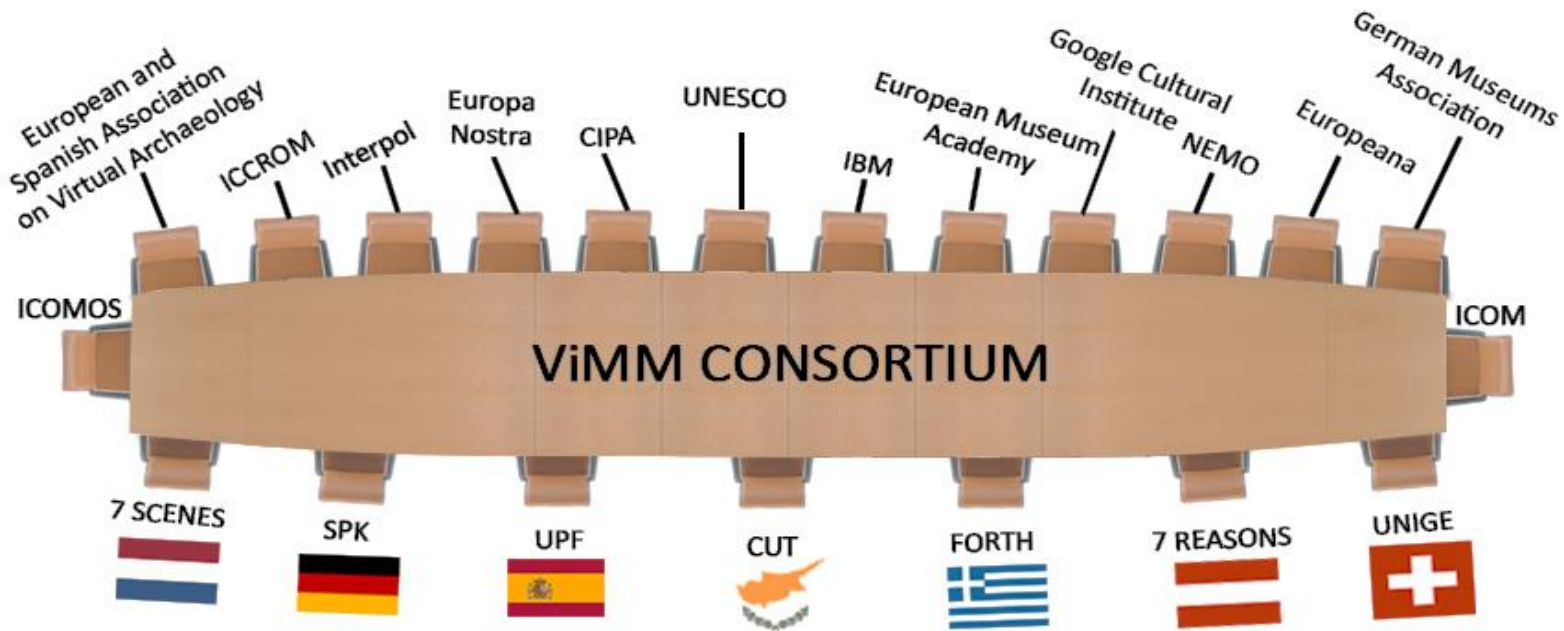
**Stiftung  
Preußischer Kulturbesitz**



## ADVISORY BOARD



## ADVISORY GROUP



## PARTNERS



## ***7 Thematic Areas***

TA 1 Definitions

TA 2 Directions

TA 3 Documentation

TA 4 Dimensions

TA 5 Demand

TA 6 Discovery

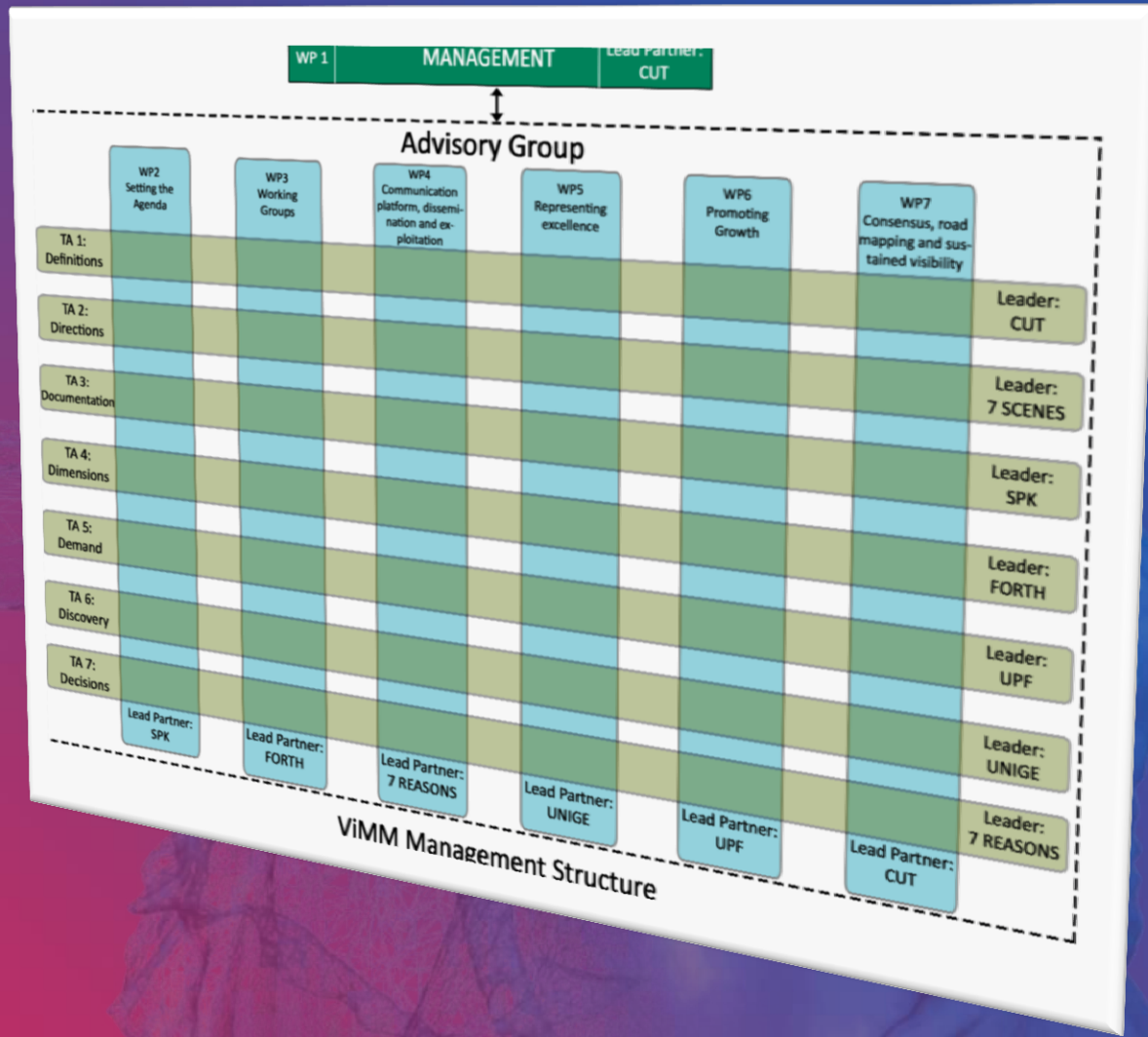
TA 7 Decisions

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



# ViMM structural matrix

7 Partners  
7 Thematic Areas  
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*

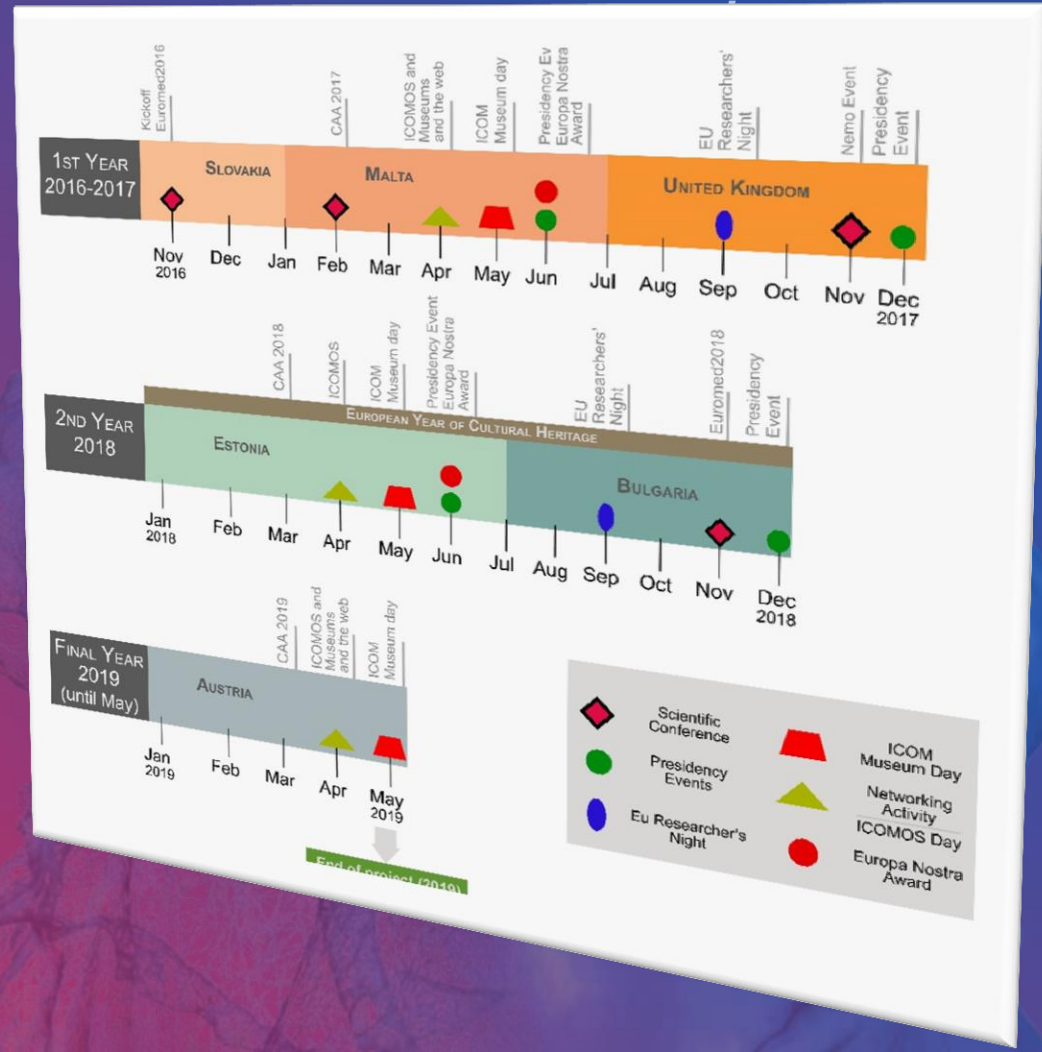
**IA11:** *Assist stakeholders by designing and testing a decision making process for multimodal museum*

**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*

# EVENTS

In addition to organising its own international conference, ViMM partners and Advisory Group members will participate in and present at a wide range of sectoral conferences and meetings where stakeholders in VM/DCH are represented.



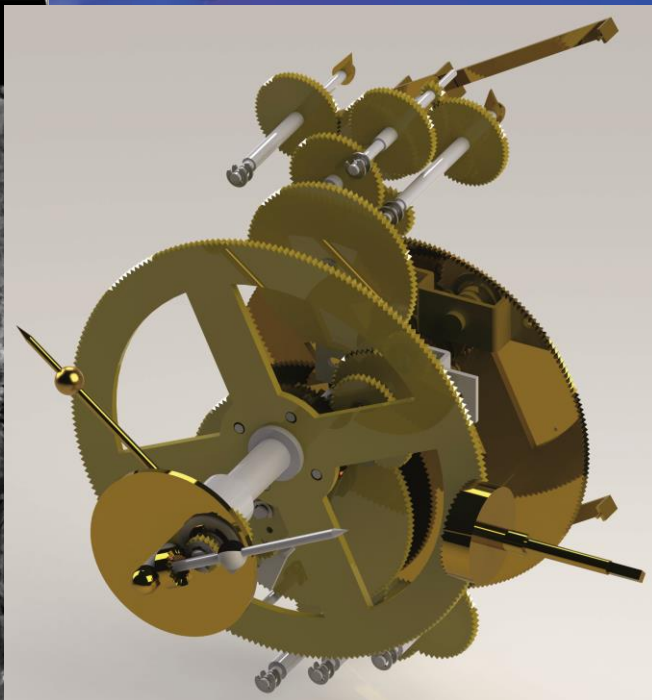


## Preparation for the set-up and establishment of a national Agency on DCH:

- National coordination
- Take over the tasks related to the CH digitalisation, archiving, presentation and preservation
- Represent CY in all issues related to DCH
- ME Regional Hub



# Europeana 3D Task Force Group



Join the community

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

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