



embracing the opportunity of the digital world

Federico Milani

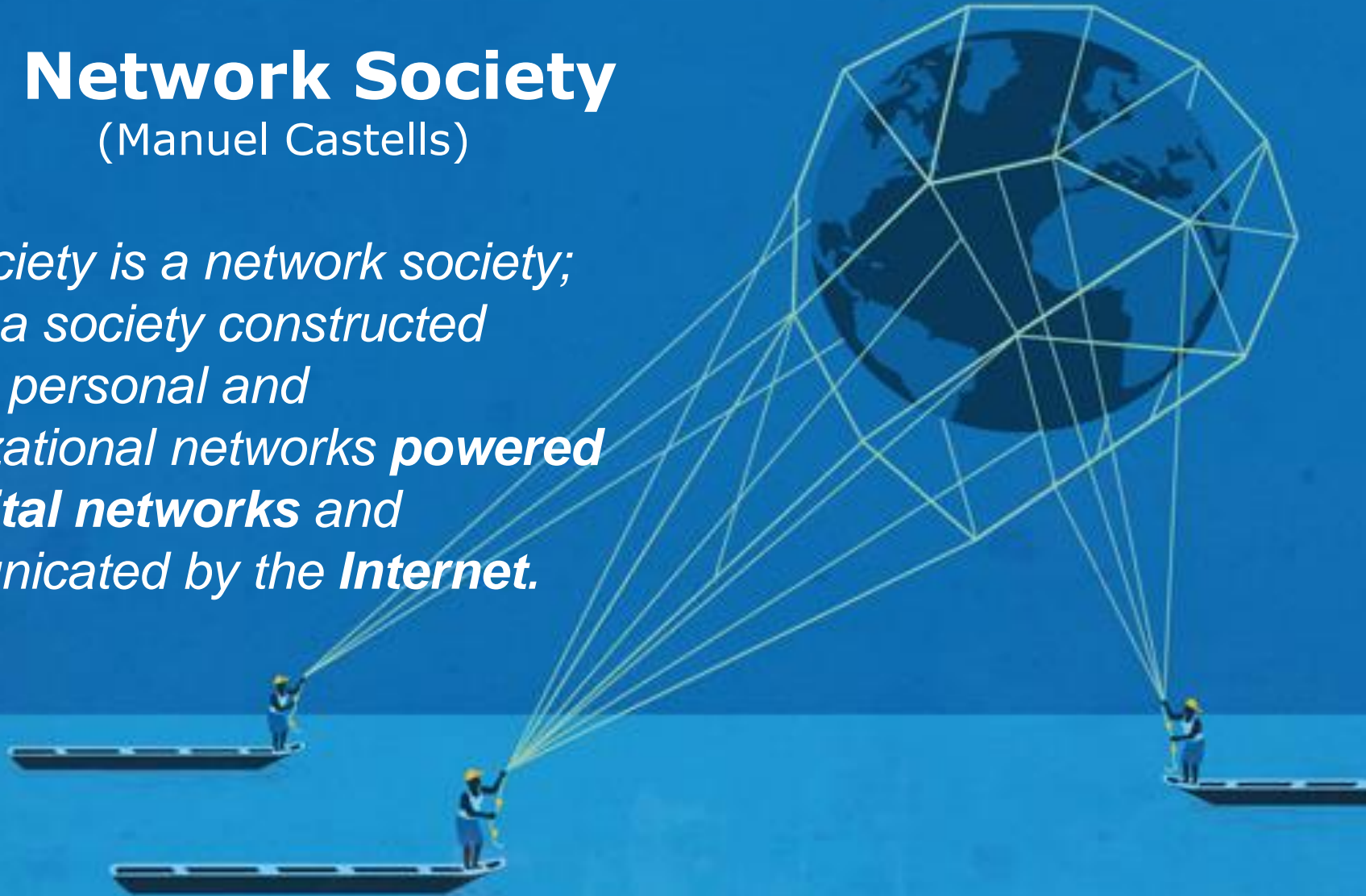
DG CONNECT- Creativity Unit



A Network Society

(Manuel Castells)

*Our society is a network society;
that is, a society constructed
around personal and
organizational networks **powered
by digital networks** and
communicated by the **Internet**.*



experience life...



**experience
cultural
heritage...**



cultural heritage through digitisation



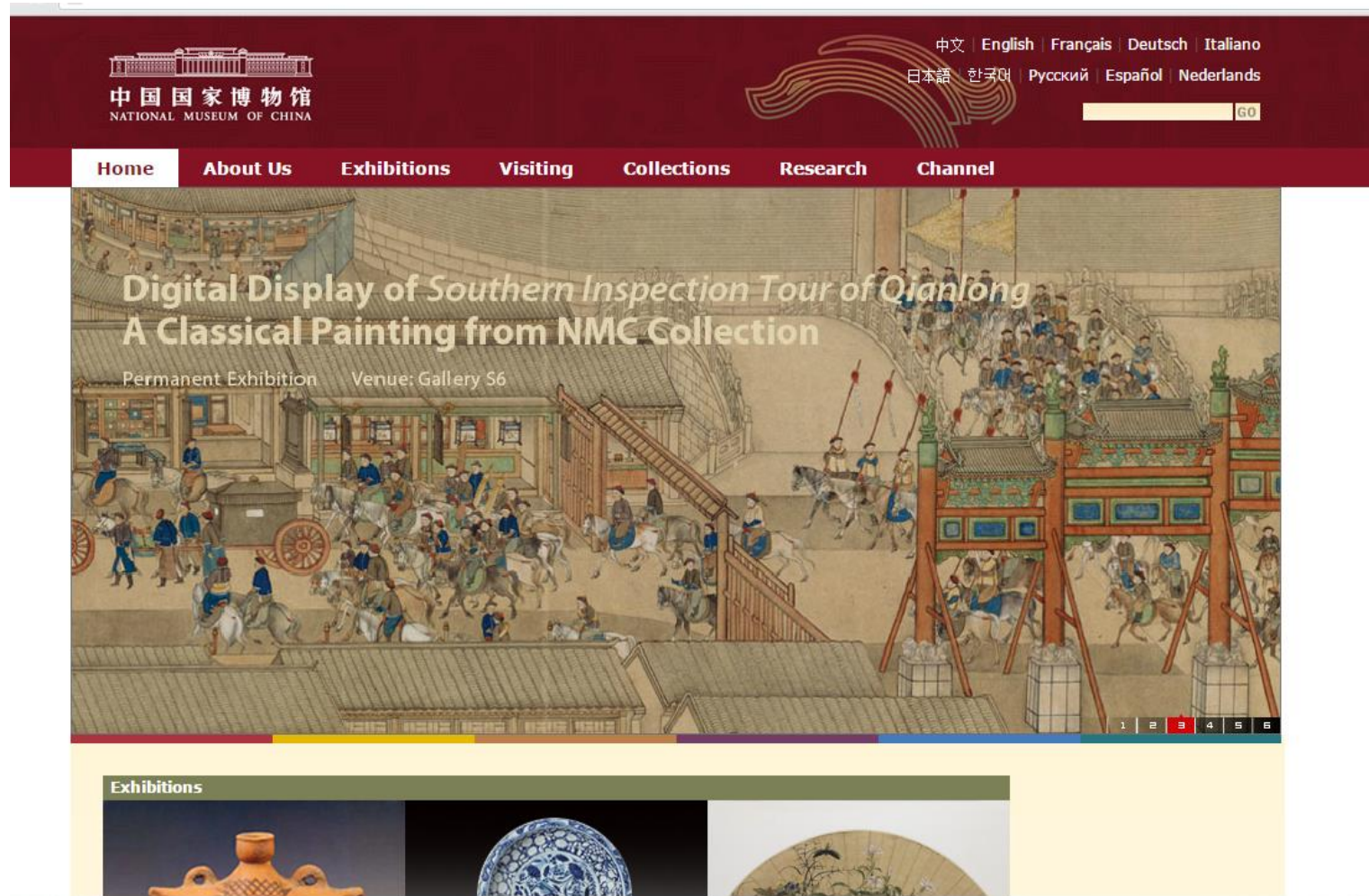
anytime - anywhere

40%
of tourism is cultural

Preparing for a trip...



The National Museum of China



The screenshot shows the official website of the National Museum of China. The header is dark red with the museum's name in Chinese (中国国家博物馆) and English (NATIONAL MUSEUM OF CHINA) on the left, and a language selection menu on the right. The menu includes options for 中文, English, Français, Deutsch, Italiano, 日本語, 한국어, Русский, Español, and Nederlands, followed by a 'GO' button. Below the header is a navigation bar with links: Home, About Us, Exhibitions, Visiting, Collections, Research, and Channel. The main content area features a large, detailed classical Chinese painting of a historical scene, titled 'Digital Display of Southern Inspection Tour of Qianlong' and 'A Classical Painting from NMC Collection'. Below the title, it states 'Permanent Exhibition' and 'Venue: Gallery S6'. At the bottom of the page, there is a section titled 'Exhibitions' with three small images: a terracotta vessel, a blue and white ceramic bowl, and a traditional Chinese fan painting.

中国国家博物馆
NATIONAL MUSEUM OF CHINA

中文 | English | Français | Deutsch | Italiano
日本語 | 한국어 | Русский | Español | Nederlands

GO

Home | About Us | Exhibitions | Visiting | Collections | Research | Channel

Digital Display of Southern Inspection Tour of Qianlong
A Classical Painting from NMC Collection

Permanent Exhibition | Venue: Gallery S6

Exhibitions

TOP 20 MUSEUMS WORLDWIDE

Rank	Museum and Location	% change	2014	2013	Admission
1	LOUVRE, Paris, France	-0.4%	9,300,000	9,334,000	Paid
2	NATIONAL MUSEUM OF CHINA, Beijing, China	2.4%	7,630,000	7,450,000	Free
3	NATIONAL MUSEUM OF NATURAL HISTORY, Washington, D.C.	-8.8%	7,300,000	8,000,000	Free
4	NATIONAL AIR AND SPACE MUSEUM, Washington, D.C.	-3.9%	6,700,000	6,970,000	Free
5	BRITISH MUSEUM, London, U.K.	-0.1%	6,695,000	6,701,000	Free
6	NATIONAL GALLERY, London, U.K.	6.4%	6,417,000	6,031,000	Free
7	THE METROPOLITAN MUSEUM OF ART, New York, NY	0.0%	6,280,000	6,280,000	Paid
8	VATICAN MUSEUMS, Vatican, Vatican	13.2%	6,177,000	5,459,000	Paid
9	TATE MODERN, London, U.K.	18.4%	5,785,000	4,885,000	Free
10	NATIONAL PALACE MUSEUM (TAIWAN), Taipei, Taiwan	22.4%	5,402,000	4,412,000	Paid

Rank	Museum and Location	% change	2014	2013	Admission
11	NATURAL HISTORY MUSEUM, London, U.K.	2.6%	5,388,000	5,250,000	Paid
12	AMERICAN MUSEUM OF NATURAL HISTORY, New York, NY	0.0%	5,000,000	5,000,000	Free
13	SHANGHAI SCIENCE & TECHNOLOGY MUSEUM, Shanghai, China	17.9%	4,220,000	3,580,000	Paid
14	NATIONAL MUSEUM OF AMERICAN HISTORY, Washington, D.C.	-18.4%	4,000,000	4,900,000	Free
15	NATIONAL GALLERY OF ART, Washington, D.C.	-5.1%	3,892,000	4,100,000	Free
16	NATIONAL MUSEUM OF KOREA, Seoul, South Korea	15.9%	3,537,000	3,053,000	Paid
17	MUSEE D'ORSAY, Paris, France	0.5%	3,500,000	3,482,000	Paid
18	CENTRE POMPIDOU, Paris, France	-7.9%	3,450,000	3,745,000	Free
19	SCIENCE MUSEUM (SOUTH KENSINGTON), London, U.K.	1.2%	3,356,000	3,317,000	Paid
20	NATIONAL FOLK MUSEUM OF KOREA, Seoul, South Korea	20.9%	3,271,000	2,706,000	Paid
TOTAL		1.6%	107,300,000	105,582,000	

Figure 4B

The importance of the digital presence

- *Portal in 10 languages*
- *ALEXA ranking*
- *N. of followers in wechat*
- *Presence of the museum in other social media*

The British Museum

 Category Rank ^①


Reference > Libraries and Museu... [Edit](#)

#34 



Discover a new gallery

Marvel at Renaissance treasures from the Waddesdon Bequest.

 [View some of the collection](#)



Collection online

Search over 3.5 million objects from the Museum collection.

[Search collection online >](#)



What's on

Discover special exhibitions, events and displays in the Museum.

[All exhibitions and displays >](#)



European
Commission

The Metropolitan Museum of Art



THE METROPOLITAN MUSEUM OF ART

[Visit](#) [Exhibitions](#) [Collection](#) [Events](#) [Learn](#) [Research](#) [Give and Join](#) [About the Museum](#) [Blogs](#) [Shop](#)

[Home](#) > [Collection](#) > [The Collection Online](#)

Category Rank ⓘ

[Reference](#) > [Libraries and Museum...](#) [Edit](#)

#10

The Collection Online / 418,142 records

Search The Collection Online



Ways to browse

ARTIST / MAKER / CULTURE

OBJECT TYPE / MATERIAL

GEOGRAPHIC LOCATION

DATE / ERA

DEPARTMENT



Frederic Remington



Lucas Cranach the Elder



ATHENA PLUS

Access to cultural heritage
networks for Europeana

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AthenaPlus is a CIP best practice network started in March 2013 and ending in August 2015. The consortium is composed by 40 partners from 21 Member States countries.

The principal objectives of the AthenaPlus project are to:

- ❑ **Contribute** more than 3.6 millions metadata records to Europeana, from both the public and private sectors, focusing mainly on museums content, with key cultural stakeholders (ministries and responsible government agencies, libraries, archives, leading research centres, SMEs).
- ❑ **Improve** search, retrieval and re-use of Europeana's content, bettering multilingual terminology management, SKOS export and publication tool/API for Content Providers;
- ❑ **Experiment** with enriched metadata their re-use adapted for users with different needs (tourists, schools, scholars) by means of tools that support the development of virtual exhibitions, tourist and didactic applications, to be integrated into Europeana repositories and the repositories of national aggregators or individual Content Providers.

DOWNLOAD THE PDF FACTSHEET OF THE PROJECT IN YOUR LANGUAGE

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italia** UN PATRIMONIO
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- Spettacolo
- Tradizioni popolari

- Letteratura

"Raffaello, Parmigianino, Barocci", sguardi incrociati

Ai Musei Capitolini di Roma una mostra che approfondisce l'influenza di Sanzio sugli altri due pittori attraverso un confronto tra disegni, stampe e una selezione mirata di dipinti: gli autoritratti

FOTO T= Raffaello T= Parmigianino T= Federico Barocci



La banca dati dei luoghi della cultura

« Ottobre 2015 »

Europeana

The European Digital Library

Add a search term



europeana

Explore 44,725,947 artworks, artefacts, books, videos and sounds from across Europe.

Insects and Fruit, Jan van Kessel
Rijksmuseum
Public Domain

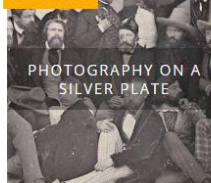
CHANNEL



EXHIBITION



EXHIBITION



EXHIBITION



FEATURED SITE



WHAT'S NEW

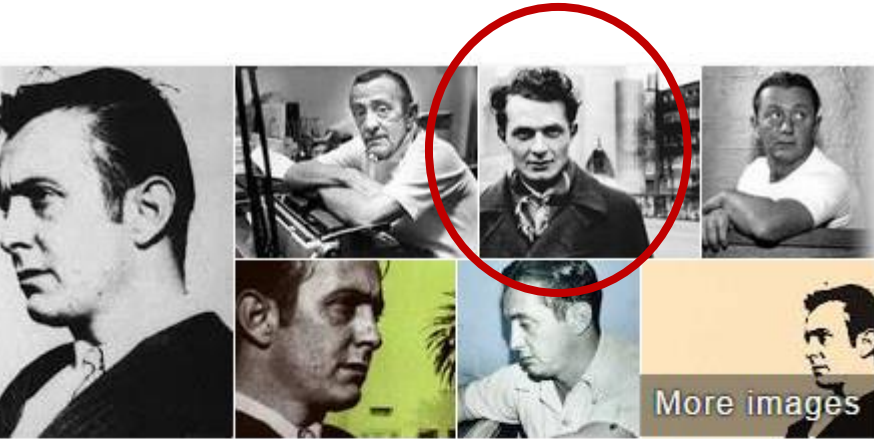


<http://www.europeana.eu>

Continue to build on...

- Expertise
- Knowledge
- Trust
- Reliability

Stephen Spender



John Fante

Novelist

John Fante was an American novelist, short story writer and screenwriter of Italian descent. His 1939 work *Ask the Dust*, a semi-autobiographical novel about life in and around Los Angeles, California, ... [Wikipedia](#)

Born: April 8, 1909, [Denver, CO](#)

Died: May 8, 1983, [Los Angeles, CA](#)

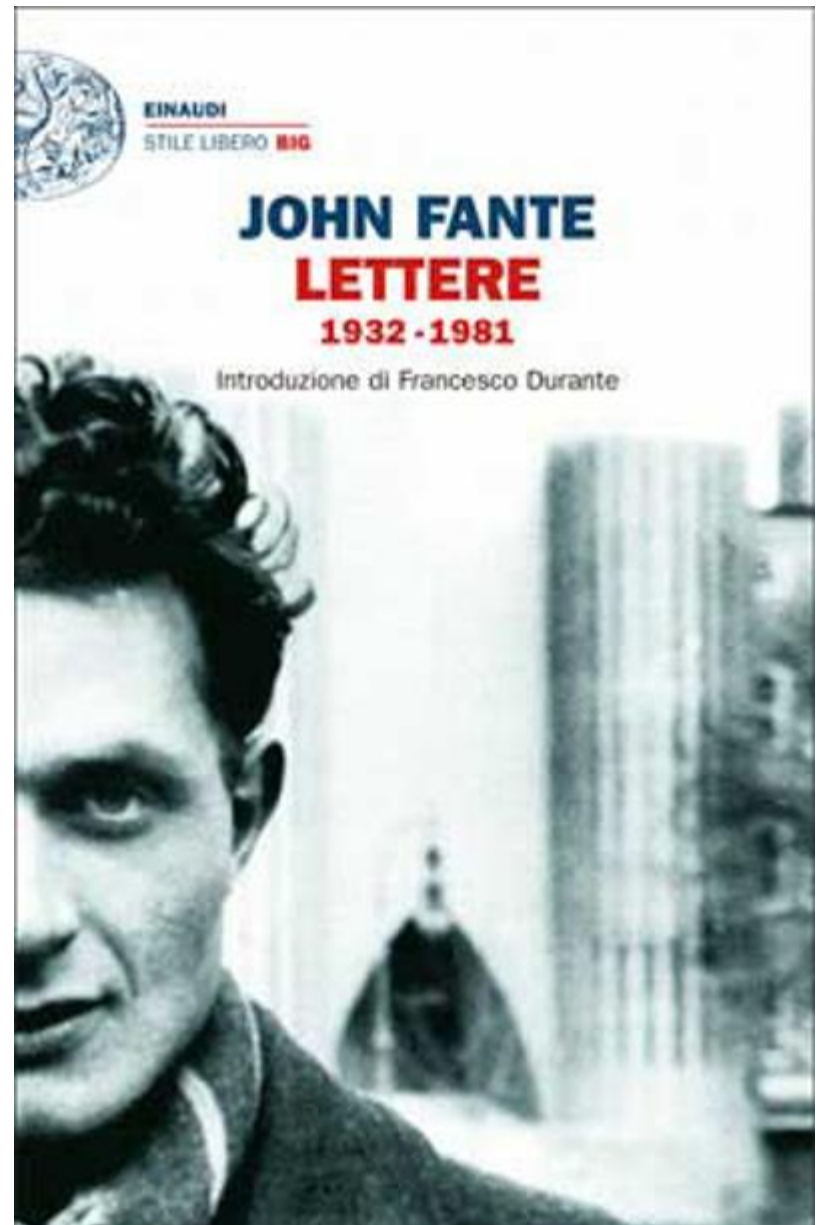
Children: [Dan Fante](#)

Movies: [Ask the Dust](#), [Walk on the Wild Side](#), [My Man and I](#), [More](#)

Parents: [Nicola Fante](#), [Mary Capolungo](#)

Books

[View 20+ more](#)



Great job!



**...but still
a lot to do!**

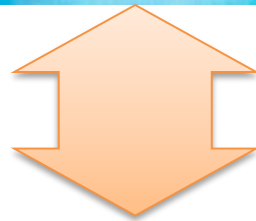
- **more data**
- **better data**
- **more provider**
- **more users**

Let us use
our digital
resources to
better
understand
and better
explain our
culture!



THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION

HORIZON 2020



Societal Challenge 6
Work programme 2016-2017

*Understanding Europe
promoting the European
public and cultural space*

CULT-COOP Topics

CULT-COOP-2017-6	Participatory approaches and social innovation in culture
CULT-COOP-2017-7	Cultural heritage of European coastal and maritime regions
CULT-COOP-2016-8	Virtual Museums and Social Platform on European digital heritage, memory, identity and cultural interaction
CULT-COOP-2017-9	European cultural heritage, access and analysis for a richer interpretation of the past
CULT-COOP-2017-10	Culture, integration and European public space
CULT-COOP-2017-11	Understanding the transformation of European public administrations

Grazie

<https://ec.europa.eu/programmes/horizon2020/en/draft-work-programmes-2016-17>