Project Acronym: euromuse

Project Title: euromuse.net

Contract Number: C046229

Starting date: 01.01.2008   Ending date: 31.12.2010

Deliverable Number: D4.5

Title of the Deliverable: Interim report on Deployment Activities in Belgium and Finland

Task/WP related to the Deliverable: WP4

Type (Internal or Restricted or Public): Public

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Contractual Date of Delivery to the CEC: T0+24 (December 2009)

Actual Date of Delivery to the CEC: 31 December 2009

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1. Executive Summary

euromuse.net is a public access portal providing multilingual information on museums and their exhibitions within Europe. The euromuse.net project initially deploys the existing service (http://www.euromuse.net) to support and strengthen existing connections between the general public interested in museums and exhibitions, the professional tourism sector and museum professionals.

This report describes part of the deployment activities carried out during the second Milestone. It focuses on the deployment activities by the two new partner organisations which joined the project consortium in the beginning of 2009. This was due to a withdrawing partner (KHM).

The entry of the two new organisations, namely Openbaar Kunstbezit Vlaanderen (OKV) from Belgium and Suomen Museoliitto (SML) from Finland…
2. Deployment activities by Openbaar Kunstbezit Vlaanderen (OKV)

2.1. The organisation Openbaar Kunstbezit Vlaanderen (OKV)

Since the foundation in 1963 the Openbaar Kunstbezit Vlaanderen (OKV) works for museums and public collections. OKV is a public institution about museum collections and museum activities and wants to encourage visit public collections and exhibitions.

2.2. Museums

OKV runs a website (www.tento.be) and a database about all museums and exhibitions from the region of Flanders with around 400 museums.
Due to its mission to be a service for museums in the Flanders region, OKV is constantly in contact with all the museums in Flanders. OKV runs the webportal www.tento.be (Screenshot). Besides this, OKV publishes several print publications, e.g. the “OKV magazine” about developments, events and activities in the Flemish museums, which also includes the kind of information on the museums and exhibitions, which is relevant for euromuse.net.

A mapping has been done between euromuse.net and the Flemish database. The database has been adapted to the euromuse.net format and is now connected to euromuse.net to publish the Flemish exhibition information. OKV maintains the data of the Flemish database and keeps the information on museums and exhibitions up to date.

2.3. Translation of the euromuse.net portal to Dutch language

The euromuse.net website interface has been translated into Dutch language by OKV to enhance its coverage also to further European countries. Besides easier access for Dutch speaking people, the portals content can easier be indexed by search engines.

At the end of 2009 the euromuse.net website interface is available in eight languages, which are English, German, Italian, Spanish, Portuguese, Dutch, Finnish and French.

2.4. Museums from the Flanders region on euromuse.net

The following museums have already joined euromuse.net in 2009 and their information is available on the euromuse.net portal.

From Antwerp
Koninklijk Museum voor Schone Kunsten Antwerpen (Dutch)
Royal Museum of Fine Arts Antwerp (English)

Museum van Hedendaagse Kunst Antwerpen (Dutch)
Antwerp Museum of Contemporary Art (MuHKA) (English)

Rubenshuis (Dutch)
The Rubens House (English)

From Brussels
Antoine Wierzmuseum (Dutch)
The Wiertz Museum (English)

Constatin Meuniermeuseum (Dutch)
The Constantin Meunier Museum (English)

Hallepoort (Dutch)
Porte de Hal (English)

Jubelparkmuseum (Dutch)
Cinquantenaire Museum (English)

Musea van het Verre Oosten (Dutch)
Museums of the Far East (English)
Musee Magritte Museum (Dutch)
Musee Magritte Museum (English)

Museum voor Moderne Kunst (Dutch)
Museum of Modern Art (English)

Museum voor Oude Kunst (Dutch)
The Museum of Ancient Art (English)

Muziekinstrumentenmuseum (Dutch)
Musical Instruments Museum (English)

**From Bruges:**
Groeninge Museum (Dutch)
Groeninge Museum (English)

**From Tervuren**
Koninklijk Museum voor Midden-Afrika (Dutch)
Royal Museum for Central Africa (English)

**From Ghent**
Museum voor Schone Kunsten Gent (Dutch)
Museum of Fine Arts Ghent (English)

S.M.A.K. Stedelijk Museum voor Actuele Kunst (Dutch)
S.M.A.K. (English)

More museums will be published on euromuse.net in the beginning of 2010 step by step.

### 2.5. Tourism

First talks between OKV and CultuurNet have been organised. CultuurNet Vlaanderen (Brussels, 2002) specialises in cultural marketing. At the request of the Flemish authorities, this organisation tries to give people access to cultural offers. It runs a database with information on cultural events. Chances of co-operations will be checked out in the beginning of the next year.

### 2.6. Further events, conferences, fairs

The euromuse.net project and portal has been presented within the OKVs stand at the Antwerp bookfair (30/10-11/11/09) with around 175,000 visitors. Also the euromuse.net poster has been presented at the fair (see two images below). The OKV magazine has published an article about euromuse.net and an advertisement for the portal in its latest edition.
Images: The OKV stand at the Antwerp bookfair
3. Deployment activities by Suomen Museoliitto (SML)

3.1. The organisation Suomen Museoliitto (SML)

The main task of Suomen Museoliitto (Finnish Museums Associations) is to support the interests of museums and to represent the sector on common issues. The Finnish Museums Association offers training in innovative skills and practical services for their members. The main activities are training, information and publishing, software development projects and consultancy.

3.2. Museums

The Finnish Museums Association runs a database on 919 Finnish museums and a second database on 385 upcoming events and exhibitions of Finnish professionally run museums*, (members of the Finnish Museums Association). The Finnish museums are encouraged to update their exhibition information to Finnish Museums Association's exhibition calendar. By connecting this database with euromuse.net the exhibition information will be shown also on euromuse.net.

In 2009 member museums of the Finnish Museums Association have been informed about the euromuse.net project via emailing list "Museoposti" and members' bulletin "Julius" and also via conferences and meetings mentioned in dissemination report.
A list about the most important museums in Finland has been created with those museums which should join euromuse.net (see below). The basic information about these museums and information about their exhibitions will be transferred automatically to euromuse.net from the beginning of 2010. A bridge between euromuse.net and the SML databases will be built up as soon as the SML database has been modified to suit the euromuse.net technology. After finishing adaptations of the SMLs databases, the selected Finnish museums will enter euromuse.net.

The Finnish National Gallery is already available on euromuse.net. The adaptations of the database have been finished.

3.3. Finnish museums joining the euromuse.net via Finnish Museums Association:

1st Finnish museum on euromuse.net since February 2009:

Finnish National Gallery Helsinki

Finnish museums on euromuse.net (currently joining and entering information)

The National Museum of Finland Helsinki
Finnish Museum of Natural History Helsinki

Finnish museums joining euromuse.net in the first months of 2010

**Regional Art Museums**

Helsinki City Art Museum Helsinki
Hämeenlinna Art Museum Hämeenlinna
Joensuu Art Museum Joensuu
Jyväskylä Art Museum Jyväskylä
Kemi Art Museum Kemi
Kuopio Art Museum Kuopio
Lahti City Museum, Lahti Art Museum Lahti
Mikkeli City Museums, Mikkeli Art Museum Mikkeli
Nelimarkka museum and Nelimarkka Residence Alajärvi
Ostrobothnian Museum and
Terranova-Kvarkens Nature Centre Vaasa
Oulu City Art Museum Oulu
Pori Art Museum Pori
Rovaniemi Art Museum Rovaniemi
South Karelia Art Museum Lappeenranta
Tampere Art Museum Tampere
Turku Art Museum Turku

**Other Art Museums**

Amos Anderson Art Museum Helsinki
EMMA - Espoo Museum of Modern Art Espoo
Didrichsen Museum of Art and Culture Helsinki

Grant Agreement c046229 (euromuse.net)
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Gallen-Kallela Museum     Espoo
Salo Art Museum Veturitalli  Salo
Sara Hildén Art Museum     Tampere
Serlachius-museum Gösta     Mänttä
The Aine Art Museum        Tornio
Särestöniemi Museum        Kaukonen
Visavuori Museum           Tarttila
Wäinö Aaltonen Museum of Art Turku

Regional Museums
Helsinki City Museum       Helsinki
Hämeenlinna Historical Museum Hämeenlinna
Kainuu Museum              Kajaani
Kuopio Cultural History Museum Kuopio
Kuopio Natural History Museum Kuopio
Lahti City Museum          Lahti
Museum of Central Finland  Jyväskylä
Museum of Northern Ostrobothnia Oulu
North Karelian Museum      Joensuu
Ostrobothnian Museum and Terranova-Kvarkens Vaasa
Nature Centre              Savonlinna
Porvoo Museum, The Historical Museum Porvoo
Provincial Museum of Southern Ostrobothnia Seinäjoki
Satakunta Museum          Pori
Savonlinna Provincial Museum Savonlinna
South Karelia Museum       Lappeenranta
Tampere Museums Vapriikki Tampere
The K.H.Renlund Museum     Kokkola
The Museum Centre of Turku  Turku
The Museum of Kymenlaakso Kotka
The Provincial Museum of Lapland Rovaniemi
Tornionlaakso Museum       Tornio

Other Museums
Aboa Vetus & Ars Nova -museum Turku
Espoo City Museum          Espoo
Hvitträsk                  Luoma
Louhisaari Manor           Askainen
Rauma Museum               Rauma

National Special Museums
Design Museum               Helsinki
Finnish Aviation Museum     Vantaa
Finnish Railway Museum     Hyvinkää
Forum Marinum              Turku
Military Museum            Helsinki
Museum of Finnish Architecture Helsinki
Museum of Technology       Helsinki
Sámi Museum Siida          Inari
The Automobile and Road Museum Mobilia  Kangasala
The Craft Museum of Finland  Jyväskylä
The Finnish Glass Museum  Riihimäki
The Finnish Labour Museum Westas  Tampere
The Finnish Museum of Photography  Helsinki
The Sports Museum of Finland  Helsinki
Theatre Museum  Helsinki

Other Special Museums
Ainola - The home of Jean Sibelius  Järvenpää
Lusto - The Finnish Forest Museum  Punkaharju
The Lenin Museum  Tampere
The Mannerheim Museum  Helsinki
Verla Mill Museum  Verla

3.4. Translation of the euromuse.net portal to Finnish language

The euromuse.net website interface has been translated into the Finnish language by Suomen Museoliitto (SML) to enhance its coverage also to further European countries. Besides easier access for Dutch speaking people, the portal’s content can easier be indexed by search engines.

3.5. Tourism

Tourism services will be contacted after the information about the Finnish museums has been uploaded to euromuse.net portal. The first contacts will be established in January 2010 during Nordic Travel Fair in Helsinki.

The Finnish Museums Association is co-operating also with the Finnish Tourist Board and the operator of the visitfinland.com portal, the main tourism portal for Finland. The organisation is in charge of producing information about museums and their exhibitions for the portal.
4. Involvement in the overall deployment strategy

The integration of the two new partners demonstrates characteristically the enhanced deployment strategy for euromuse.net with complementing elements.

In the first year of the project the euromuse.net project group focused on gaining single museums to join the service. What has not been considered in the project’s beginning, but seems to develop into fruitful co-operations is the existence of local, regional and national museum and exhibition portals. Both new partners, Openbaar Kunstbezit Vlaanderen (OKV) as well as the Finnish Museum Association (SML) run their own web portal, which is developed to be a regional service for the museums situated in their relevant area. Part of their mission is to strengthen the public relation effort of their member museums, which allows co-operations on a European level. That is why the co-operation and participation in the euromuse.net is a win-win-relationship between OKV/SML and the euromuse.net service. While one can easily reach widespread audiences, the other one benefits by provided data on a high quality level and direct contact to the museums. In addition to these effective co-operations, further co-operations with other portals will be sought while at the same time also major individual museums are invited to join euromuse.net.
5. **Outlook on Milestone IV**

With the ongoing involvement of OKV and SML, both organisations have grown into the project. Both will take over additional tasks besides running the Deployment sites in their countries. When the integration of Belgian and Finnish museums will be finished within the first three month of 2010, OKV will enhance its deployment activities to further Belgian, Dutch and Luxembourgian museums. SML will do the same for the Scandinavian region. Beside that, both are involved in the euromuse.net dissemination activities.