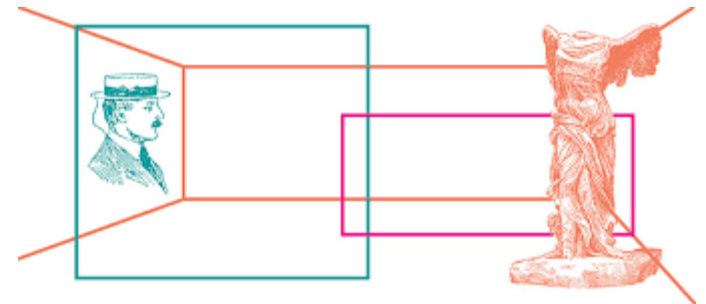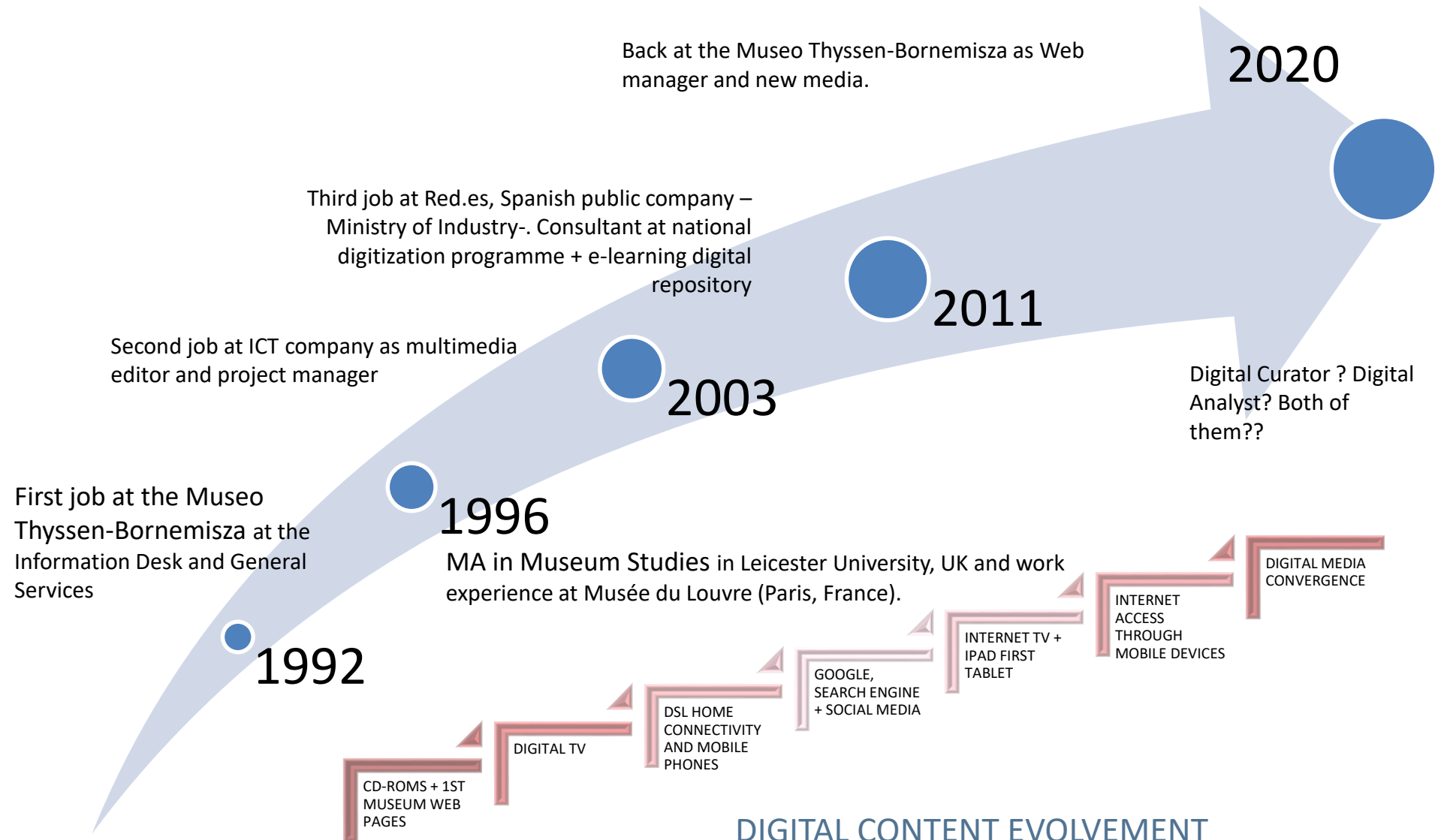# FROM WEB MANAGER TO DIGITAL CURATOR

+Digital Future: Competences for the Cultural Sector
Oporto, 18th April 2018

Ana Alvarez, Museo Thyssen-Bornemisza (Madrid)
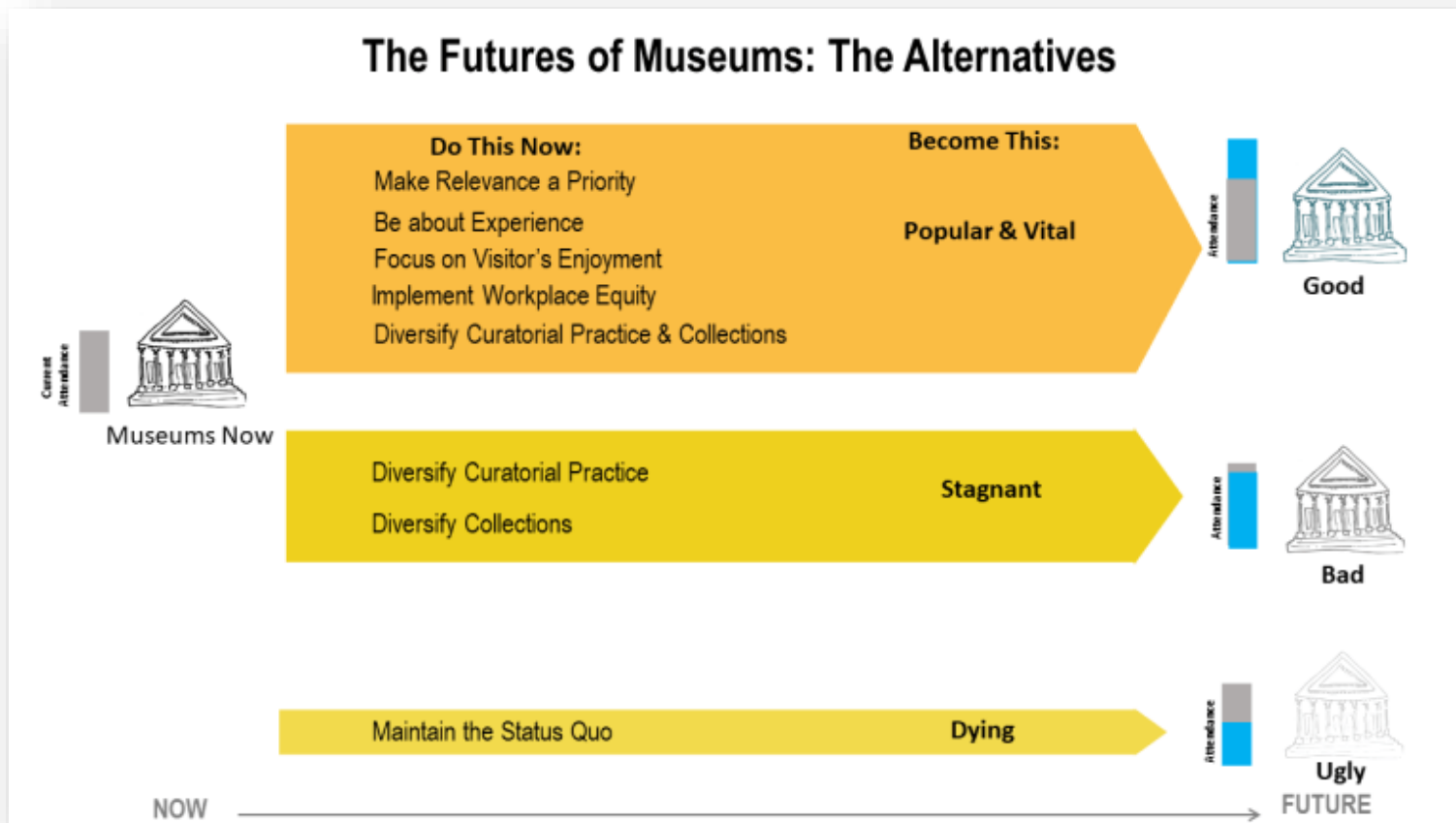
Career evolvement timeline

Back at the Museo Thyssen-Bornemisza as Web manager and new media.

2020

Third job at Red.es, Spanish public company – Ministry of Industry-. Consultant at national digitization programme + e-learning digital repository

2011

Second job at ICT company as multimedia editor and project manager

2003

Digital Curator ? Digital Analyst? Both of them??

First job at the Museo Thyssen-Bornemisza at the Information Desk and General Services

1996

MA in Museum Studies in Leicester University, UK and work experience at Musée du Louvre (Paris, France).

1992

DIGITAL MEDIA CONVERGENCE

INTERNET ACCESS THROUGH MOBILE DEVICES

INTERNET TV + IPAD FIRST TABLET

GOOGLE, SEARCH ENGINE + SOCIAL MEDIA

DSL HOME CONNECTIVITY AND MOBILE PHONES

DIGITAL TV

CD-ROMS + 1ST MUSEUM WEB PAGES

DIGITAL CONTENT EVOLEMENT

On the verge of massive digital transformation

Digital is not anymore a choice for museums to offer "new" experiences but digital transformation strategies are key to remain competitive and be relevant

The Futures of Museums: The Alternatives

Do This Now:
Make Relevance a Priority
Be about Experience
Focus on Visitor's Enjoyment
Implement Workplace Equity
Diversify Curatorial Practice & Collections

Become This:
Popular & Vital

Good

Museums Now
Current Attendance

Diversify Curatorial Practice
Diversify Collections

Stagnant

Bad

Maintain the Status Quo

Dying

Ugly

NOW → FUTURE

On the verge of massive digital transformation

❖ Cultural institutions (GLAM) have been working in **digitization** since 90's. From digital images, collection management software to websites, apps and interactive displays.

❖ **Digital services** are now demanded by our visitors in order to compete in the leisure industry.

❖ Communication and advertising have been changed by **social media and online ads**. Videos, storytelling, podcasts, 360º multimedia, influencer strategies are vital.

❖ **Digital repositories** need to be set up to manage and preserve and allow reuse of this knowledge. Digital media convergence can be an opportunity for cultural institutions which can provide content and license it.

❖ Policies regarding public cultural institutions are demanding accountability and transparency and promoting reuse of PSI, so **data** has become important issue.

#digitaltransformation

As a web manager

- Museo Thyssen-Bornemisza: a quick profile
  - From 2011 - 2013 Online projects
  - 2015 – present
- Profile, knowledge and skills developed
- Training

25 AÑOS MUSEO NACIONAL THYSSEN-BORNEMISZA

640 artists

1.000 works of art

8 centuries

+ 6000 Museum Friends

1.000.000 visitors per year

+ 100.000 contacts

+ 250.000 followers

+ 500.000 followers
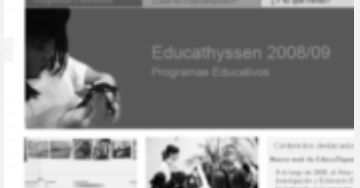
Museo Thyssen-Bornemisza
Online since 1998

1998

2001

2005

2008

Two main websites

Museothyssen.org

Educatthyssen.org

E-Commerce

Ticketing

Online shop

Content in other webs

Art Project
powered by Google

...
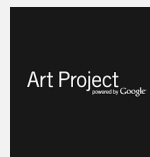
Museo Thyssen-Bornemisza Digital projects from 2013

Digital Strategy

Digital Plan

Strategic consultancy 2015-2016

Apps & Publications From 2013
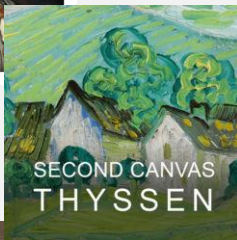
New websites released 2017

Museothyssen.org
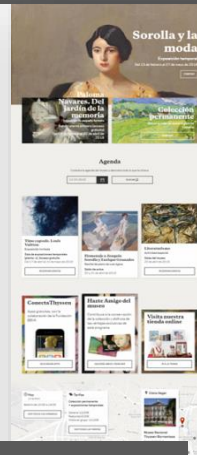
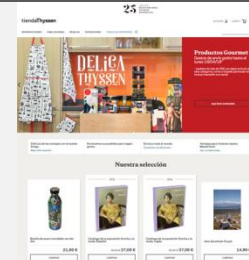**Educathyssen.org**

E-Commerce

Ticketing website 2018

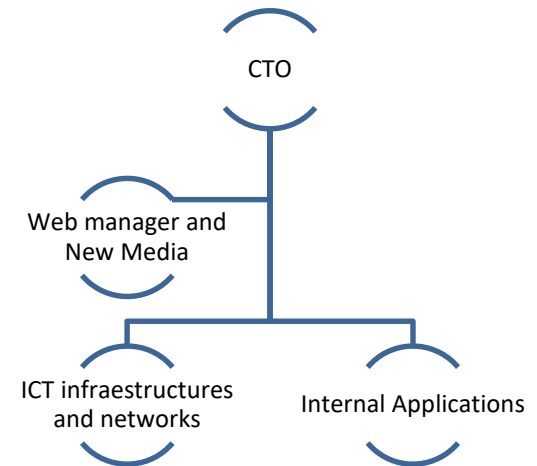**New Online shop Website 2017**

Open Data 2014

Profile: Knowledge, skills and training

- Web manager position within museum organization: Technology Department
- CTO profile combines academic qualification in ICT and Business Administration

- Started as web manager but rapidly evolved into a Digital role which could be assimilated into Digital Strategy Manager <u>without</u> some of the technical tasks included
- Knowledge in digital strategy, content architecture, UX, IPR issues, digitalization, collection management, museum information standards and open data basics
- E-skills: Needs identification along with others described at the Mu.sA profile
- Transferable competences: Team working, resilience and coaching skills have been key to get other areas of the museum involved
- Training has been either by courses and workshops provided from HR Dpt. (Google Analytics, Open Data, Digital evaluation, Managerial skills..), attending events related to museums & digital (Museum Next, Europeana workshops, national events) and from projects with external providers

From web manager to ...

- Working at a new strategic plan (2018-2022)
- Need to reinforce digital team
- Challenges: striving for a continuous development for digital publishing (web, apps and social media), digital evaluation, open data and reuse of public sector information (PSI), DAM repositories, digital preservation, digital content for TV and internet convergence
- Digital Curatorship requires a formal training but is the natural step

Credit: Jørgen Stamp

How will museums be relevant in a time of change?

- Due to limited budget, museums should avoid proprietary technology, get involved in sustainable and long-term projects, be careful with legal restrictions due to use personal data by third-parties or themselves and increase networking.

Digital roles should also have a critical view of technology

Can museum experience provide an opportunity to enjoy a tech-free and inspiring moment?

References & Credits

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- Data management and curation education and training at http://www.dcc.ac.uk/training/data-management-courses-and-training

- Price, Kati and James, Dafydd. "Structuring for digital success: A global survey of how museums and other cultural organizations resource, fund, and structure their digital teams and activity." *MW18: MW 2018*. Published January 31, 2018. Consulted April 16, 2018. https://mw18.mwconf.org/paper/structuring-for-digital-success-a-global-survey-of-how-museums-and-other-cultural-organisations-resource-fund-and-structure-their-digital-teams-and-activity/

Credits
- Seema Rao, 8/2/2018 "The Future of Art Museum: The Alternative possibilities" Brilliant Idea Studio
- #Digitaltransformation from https://enterprisersproject.com/article/2017/7/10-digital-transformation-must-reads
- Illustration of Data manager © Jørgen Stamp, published under a Creative Commons Attribution 2.5 Denmark License
- http://ecflabs.org/lab/rethinking-audiences/image/kids-museums-and-phones-are-they-bored-or-excited

THANK YOU