



Digital Strategies for Heritage (DISH) 2013 *2 & 3 December 2013, De Doelen Rotterdam*

Chefs' Table session

Table Number: 8

Table Session: 2

Table Host: Peter Gorgels

Title: How to develop a concept like Rijksstudio

Introduction

Rijksstudio is one year old. Many culture professionals have questions about the ideas behind Rijksstudio and how the museum developed the concept, the website and the campaign. At this table everyone is invited to submit their questions and discuss relevant topics.

A very important part of Rijksstudio is 'focus'. We used the 'scrum'-development method to focus on what is relevant for the endusers and to maintain focus from the start until the end of the project.

The Table

Peter Gorgels, the chef de table, introduces Rijksstudio in two minutes. He will present the different elements of Rijksstudio.

The table guests are invited to introduce themselves and their main current or future project, and to select 2 topics of interest they want to talk about, related to their work, active audiences and to Rijksstudio.

These topics are categorized and prioritized. The most popular topics or categories will be discussed at the table.

Possible topics

- Mission
- Usertrends
- Applications and tools / Solutionism
- Development process
- Scrum
- Organization

- Websites and apps
- Focus
- The power of the Image
- Visual image culture
- Concept
- Innovation, the good and the bad
- Innovation, succesfactors?
- Online/offline

Discussion

Again at table 8 and will be trying something different. Just quotes now. PS Very bad internet connection so will be tuning in and out regularly. "Strategy of the Rijksstudio: Our collection belongs to everyone, so we want to share it outside our own domain, reflecting user trends, rather than our own ideas about the collection." "Rijksstudio want to provide an esthetic experience online, with a focus on images" "Using a project method like Scrum helped focussing on the users needs

A selection of questions from the participants:

"What happend to the curators, since everything is on there?"

"What decisions were taken on the design and the application?"

"How to create revenue with an open collection?"

"How to make a collection of the Rijksmuseum sexy?"

[Apologies to the readers of this live blog: Internet keeps failing, so will keep notes off line and try to provide a summary afterwards]

Main topics for discussion (not surprisingly):

1. designing the concept and involving the users
2. copyrights
3. business models for open content

A problem for other institutions are copyrights, Rijksmuseum has a big advantage, because they have a large collection that is part of the public domain.

Dealing with user feedback: users share the Rijksstudio content on other media, so their actions are immediately visible.

"How would you define the success of the Rijksstudio, is it the collection?"

"It is mainly to be relevant for a wide audience, also those who are not able to visit the museum, to engage them as well."

"Would this concept work for other museums?"

"Peter: look at the users needs first." "Opening up data alone is not enough, you need to invite users to engage as well

On balancing costs and revenue:

Digitising costs a lot of money, external funding was needed. The Rijksmuseum tries to be open for everybody, so the collection is also open for reuse for professional use.

The digital collection is part of one concept which also include marketing campaigns, attracting more visitors to the museum itself. The Rijksmuseum tries to bring the collection to the people, whether it is online or onsite.

It's not possible yet to measure the impact of the digital collection on the amount of onsite visits.