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

Chefs' Table session
Table Number: 8
Table Session: 3
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

2 - 3 people have an account on Rijksstudio
Do you want to go to the Rijksmuseum? Go early... ;-)

Developed the website in a SCRUM way: you make something for a short period (say, 2 weeks) then you decide what to do and where to go next. It's done in a "waterfall" way
It allows you to focus on what the end-user wants

One year ago the Rijksstudio was launched: 150.000 digitized artworks are free to use, even for commercial uses.

Average duration of visit: 15 minutes
People like to play with the collection, save stuff

   most important: Rijks thinks it's everyone's collection
   Bring the collection close to the audience
   focus on concept with added value for users
   WHAT people are REALLY doing online? Pinterest, Facebook, ... and focus
      on that

   At the beginning: web or app? An app-style website

   High-brow organisation: it is important to have a simple website

   We live in a visual world: images are everywhere
   We also saw the upcoming of "visual social media": pinterest, instagram

   New usergroup: "the culture snacker": likes to share pictres of himself and
      share them online

focus on simplicity

focus on the image

Focus on user enagagement: make your own collections, in a pinterest style (you can even pick details of paintings: e.g. moustaches in "movember" - and thus be close to what moves the audience at the moment)

You can make your own masterpieces - also bring the collection outside and put it on ... well... your car? the Rijksmuseum shop also digs into that

focus on what's relevant for the user with SCRUM:
  Most important concept: "being close to the user"

introduction of people at the table and posing questions

interested in the tagging, what happens with it?

what is the connection of the website (all digital) and the physical - where is hardly any digital?

do you have to state the Rijksmuseum name when you use it? (copyright question)

facebook / twitter concept?

process organisation?

do you track the use of the collection? how? how do you stay in that sweet spot and keep up to date?

are culture snackers are not a problem? what if culture gets distorted?

could you explain more about user satisfaction tests?

how did you convince the people at the Rijks about the Rijksstudio?

what about social inclusion?

topics, filtered from the questions above:

USERS

engagement: users can upload their own images, user generated content is made visible, there is also a contest for users to win (design contest) --> a way to make it more visible

user / demand driven: popular images are used to make products from for the Rijksmuseum Store

If users take the images and make something that could offend art lovers, that would not be a problem for the Rijksmuseum. As long as they use the Rijksmuseum Image and not something from Google.

Technique

Tagging was available, but misused by schoolkids and thus taken down or not made available anymore. There is a sort of visual tagging, done by users by making their own collections. But the kind of tags they were getting, were useless for the Rijksmuseum. It didn't work, so according to the SCRUM method, tags had to go in the way they were. Could be they come back, but in another form and not now.

static images: the collection of the Rijksmuseum is great for zooming in. There are a lot of images with a lot of details.

social inclusion: not really on the agenda of the Rijksmuseum - they orientate themselves rather on IKEA or Nike or H&M. Simple, but strong concepts. That's the way the Rijksmuseum built its brand. Goal is it to bring the collection to the people, wherever they are (online) but also in daily life: had a campaign with paintings on milk cartons. To appear in unusual places.

do special topics per week lead to more exposure on facebook / twitter? there is a collection of the week on facebook, there is a newsletter. but there is not a target group distinction as such. there used to be a community plan, but it didn't make it in the end. There was engegement with communities to convince them to come to the Rijksstudio to make stuff, but that is happening now without encouragement.

the website developped from the concept, not from the conent.

Copyright
people don't have to state the images were taken from the Rijksmuseum on t-shirts or anything, but they have to make a contribution for the content if used tin an app. But it's not allowed to state "this is a Rijksmuseum app"; just the content is provided by the Rijksmuseum. That is important.

Digital vs. Physical space
There is no digital presentation in the Rijksmuseum itself. But that's actually the same concept as on the website: it is a very visual museum. Art is in the centre of what is done, in the museum as well as online. Let the art shine.