

E-Museums: Investing for the Future

FARIDAH NOOR MOHD NOOR

University of Malaya,
MALAYSIA

Chair, APAN eCulture Working
Group

PNC 2011 Bangkok

Definition of Museums

- The Federal Government in the Museum and Library Services Act
- The International Council of Museums (ICOM)
- American Association of Museums

The Federal Government in the Museum and Library Services Act

A public or private nonprofit agency or institution organized on a permanent basis for essentially **educational or aesthetic purposes**, which, utilizing a professional staff, owns or utilizes tangible objects, cares for them, and **exhibits** them to the public on a **regular basis**.

The International Council of Museums (ICOM)

- "A non-profitmaking, permanent institution in the **service of society** and of its development, and **open to the public**, which acquires, conserves, researches, communicates and exhibits, for purposes of study, education and enjoyment, **material evidence of people and their environment.**"

American Association of Museums

"Museums, as essential **contributors to our educational infrastructure**, play a critical role in **engaging the public** in environmental issues, with a unique ability to connect all Americans to the great 21st century challenge of ensuring a sustainable planet for generations to come. The American Association of Museums will encourage our member institutions to put their scholarship and creativity behind Earth Day and its 40th anniversary."

Ford W. Bell

President, American Association of Museums

(<http://www.earthday.org/goals-museums-and-art-venues>)

How museums contribute

“unique contribution to the public by collecting, preserving, and **interpreting** the things of this world.”

AAM - American Association of Museums
<http://www.aam-us.org>

eMuseums

Similar functions and more

- Provide similar functions of a [physical] museum **and more:**
 - Provide “unique service” to the society **virtually**
 - Open for public viewing regularly **24/7**
 - Exhibit contents **across borders**
 - Provide **digital proof** of people and their surroundings
 - Educate using aesthetic **images (2D and 3 D)**

The need for eMuseums

- Repositories of digital images of cultural assets
- Keepers of precious records of heritage
- Help sustain link of the historical past through the images of these items.

How do they do it?

- Possible today with the present technology for digitalisation
- Showcase of digitised artefacts
- Add music, color and dg magic to engage their visitors, and for return visits

Existing emuseums

- An overview of available emuseums in the region will be part of the presentation.
- eMuseums in the making

Pass on the eMusuem Spirit

- **eMuseum movement** could help create G2G awareness as the voice of individuals are often not heard by countries that have yet to realise the importance and relevance of e-museums for the future
- Link up and share resources
- Partnership/sister eMusuems

Important to have a mirror site of artefacts

- Avoid total loss of physical artefacts
- DG images can go on exchange or tour
- Cross border exchange of culture and information
- Virtual tourism for internet surfers and travellers

Future scenarios of emusems

- A consortium of emusems
- Work as repositories of each other's bank of digital images
- Sustain the link of the historical past through the images of these items.

**Support your local museum to be
an eMuseum**

Terima kasih
eculturefan@yahoo.com

Thanks for listening.