



TheTech

International Museum Day May 18, 2008



February 2008



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The Idea

- Celebrate International Museum Day in the virtual Tech Museum of Innovation in Second Life



Pictured: Tech Museum president Peter Friess (avatar) standing in front of The Tech Museum of Innovation in Second Life



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The Theme

- This year's theme for International Museums Day (IMD) is "Museums as Agents of Social Change & Development"
- Excellent tie-in to The Tech's use of the Second Life (SL) 3D virtual world to create a new paradigm for the development of museum content. The Tech is an agent of social change by:
 - Using the Second Life platform as a tool for developing new exhibit content
 - The Tech is turning select SL exhibits into real life exhibits in its Museum
 - Current focus: Exhibits for a new gallery on *Art, Film & Music*
 - Inviting people from around the world to contribute exhibition content
 - Other museum professionals, artists, musicians, education professionals, students, Second Life residents, etc.
 - Encouraging/enabling collaboration between people to take an idea from conception to reality



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The Celebration in Second Life

- A 24-hour celebration of IMD in The Tech in Second Life, hosted by a variety of museum professionals from around the world
- The celebration will include:
 - Museum tour & background on The Tech Virtual project as a model for other museums
 - Creating virtual exhibits that relate to IMD theme
 - Live design sessions and exhibit critiques
 - Talks/lectures related to this year's theme
 - Videos in the virtual IMAX theater
 - Concerts, movies, dancing



Pictured: Exhibit design meet-up in The Tech's Parkside Hall exhibit design workshop



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IMD: Behind the Scenes

- While IMD can be held entirely in The Tech's virtual museum and exhibit workshop, the event will be staffed by multiple museum professionals from the major time zones around the world
- Each event-day museum host will be represented by an avatar and be very familiar with Second Life
 - Training sessions in SL will be held ahead of time to ensure a smooth transition from one host to another
 - The Tech will coordinate the final SL staffing schedule
 - Specific activities can be planned for each host so the time is structured (if desired; more on this closer to IMD)
- Up to 50 people/avatars can be on The Tech island at one time
 - Many more can participate at the same time by watching with a colleague who is in SL and projecting their virtual experience on a screen or in an auditorium



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ICOM Activities Leading Up to May 18th

- Identify ICOM member organizations that already have a presence in Second Life
 - Virtual museums or buildings
 - Individual museum professionals that have avatars
- Provide The Tech with ICOM and IMD-related exhibit materials to put in The Tech in Second Life starting in March
- Work with The Tech to organize a series of events (starting mid-March) in Second Life for ICOM members intended to help them “Get Ready for International Museums Day”
 - Introduction to The Tech Virtual, Second Life, and how to participate
 - How to create an avatar
 - How to create a virtual exhibit
 - How to host IMD in The Tech in Second Life
 - Etc.
- ICOM to encourage members to review and participate in existing SL projects in The Tech Virtual (www.thetechvirtual.org), or propose new projects



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Participating in the Celebration

- Requirements for participating IN Second Life:
 - A high-speed Internet connection (DSL, cable, or T1)
 - A fairly modern computer with the Second Life software pre-loaded
 - A Second Life avatar
 - The Tech offers info on “How to Get Started” at <http://thetechvirtual.org/help/how-to/how-to-get-started-with-second-life>
- Requirements for watching the celebration in real-time without being in Second Life
 - An Internet connection and web browser
 - NOTE: In this scenario, a live video of the IMD celebration in Second Life would be streamed over the Internet for people to watch (not interactive)



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Bridging the Digital Divide

- For those ICOM members that do not have ready access to a computer or a high-speed Internet connection, options will include:
 - Watching the video of IMD festivities in The Tech in Second Life (after May 18th)
 - Video CD/DVD of opening ceremonies and IMD events to be included in ICOM magazine mailing
 - Requesting/receiving information *before* May 18th in print or on CD/DVD with information on what's happening in Second Life on IMD, including photos
 - Using this information, create experiences in your museum that mirrors Second Life activities
 - ICOM facilitate making connections between online and offline members so that offline members can contribute ideas and exhibit designs to the Second Life effort



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Web Links for ICOM Members to Check Out

- The Tech Virtual web site: <http://thetechvirtual.org/>
- The Tech in Second Life (slurl): <http://tinyurl.com/3x7bf7>
- How to contact The Tech Virtual team: info@thetechvirtual.org
- VoiceThread presentation about what The Tech is doing in Second Life: <http://voicethread.com/share/43705/>
- The Tech Virtual on The Tech's main web site: <http://www.thetech.org/techvirtual/>



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The Tech's Team

Peter Friess
President
P: +1 (408) 795-6115
Email: pfriess@thetech.org

Greg Brown
VP of Content Development
P: +1 (408) 795-6245
Email: gregb@thetech.org

Lisa Croel
Sr. Dir. of Marketing & Comm.
P: +1 (408) 795-6219
Email: lcroel@thetech.org

Nina Simon
The Tech Virtual Curator
P: +1 (408) 795-6267
Email: nsimon@thetech.org
Second Life: Avi Marquez

Robert Stephenson
The Tech Virtual Curator
P: +1 (408) 795-6162
Email: rstephenson@thetech.org
Second Life: Stephe Roux