



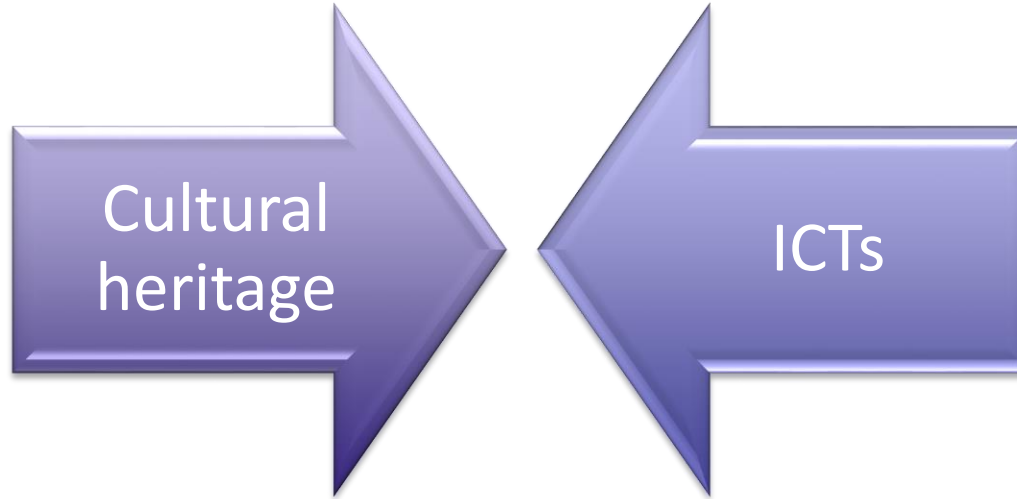
First eCult Summer Stage

Linking a bipolar world: eCult Ambassadors

Dr. Margaretha Mazura, EMF
1st eCult Summer Stage. 28 May 2014, Maribor



A Bipolar World



***“Bipolar world”:** bipolar in the sense of opposite, but also, like in magnets, attracting each other. Together, they can create the magic of unifying the beauty of technology with the beauty of culture.*

eCult Ambassador

or Consultant or Broker

Examples of relevant professions

Expert in Cultural Heritage, museology, art etc. And ideally ICT knowledge and understanding; museum staff or independent

Summary statement

The eCult Ambassador analyses museums' and visitors' needs depending on target group and purpose; s/he suggests strategies, defines and specifies solutions, and evaluates installed solutions.

Mission

To identify the best-suited solutions, according to the museums' and visitors needs, requirements and financial resources and deliver advice based on a consistent, repeatable and measurable model of best practices.

eCult Ambassadors' Tasks

- **Dialogue:** speak both languages
- **Engagement:** involve all stakeholders, in particular museum staff and target audience
- **Strategy:** define a technology strategy that fits the collection needs and museum purpose
- **Advice:** on potential, feasible solutions



Summer Stage & follow-up

→ Summer Stage = two days of hands-on training = just the beginning!

WHAT NEXT?

→ **Webinars** to inform eCult Ambassadors about new developments in technologies for cultural heritage

→ On-line **Use Case Scenarios** for a better understanding on the preactical use of technologies

→ **Showcase eCult Ambassadors with success stories:**
MAXICULTURE event end November 2014

→, **2nd Summer Stage** = Winter Stage in Athens, December 2014

→ **eCult Ambassadors Community:** to work together!



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**First Summer Stage
for eCult Ambassadors**
28 - 29 May 2014
Maribor, Slovenia



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