Drupal for Museums
Case Studies on Strategy and Implementation

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Overview

• Chocolate is upstairs (go there!)
• What we’re going to talk about:
  – Overview of strategy and requirements
  – Overlay those requirements on 4 museums
  – Implementation examples
• What we’re not going to talk about:
  – Design, Theming, Process
Strategic roles

- Brand experience
- Resource
- Invitation
- Connection
- Revenue generation
Requirements

General Content
Requirements

General Content

Collection
Requirements

General Content

Collection

Exhibitions
Requirements

- General Content
- Collection
- Exhibitions
- Calendar
Requirements

General Content
Collection
Exhibitions
Calendar
Users
Requirements

- General Content
- Collection
- Exhibitions
- Calendar
- Users
- Shop
IMA
http://www ima org
http://drupal org/node/188312
At a glance –
IMA

General Content

Drupal 5  |  Non-Drupal
At a glance –

IMA

Collection

General Content

Drupal 5

Non-Drupal
At a glance –

IMA
At a glance –

IMA

- General Content
- Exhibitions
- Calendar
- Collection
- Users

Drupal 5 | Non-Drupal
At a glance –
IMA

- General Content
- Exhibitions
- Calendar
- Users
- Shop

Drupal 5
Non-Drupal
Let’s take a closer look...
www.imamuseum.com
ART INSTITUTE OF CHICAGO
http://www.artic.edu/aic/collections/
http://www.drupal.org/node/
At a glance –

ART INSTITUTE OF CHICAGO

General Content

Drupal 5 | Non-Drupal
At a glance –

ART INSTITUTE OF CHICAGO

Exhibitions

General Content

Drupal 5

Non-Drupal
At a glance –

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Collection

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At a glance –

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Users

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Calendar

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Non-Drupal
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ART INSTITUTE OF CHICAGO

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General Content

Users

Collection

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Shop

Drupal 5

Non-Drupal
Let’s take a closer look...
www.artic.edu/aic/collections
At a glance –

KOHL CHILDREN’S MUSEUM

General Content

Calendar

Exhibitions

Users

Drupal 5
At a glance –

KEMPER ART MUSEUM

Static Content

Exhibitions

Calendar

Collection

Drupal 6
Non-Drupal
SO NOW WHAT?

• Mobile sites
  – RFID integration for audio tours with proprietary devices
  – Download podcasts or other resources from gallery
• CRM integration (real-time or two-way)
• Way-finding systems
  – Personal tours with maps
Thanks!
Any questions?