

# 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

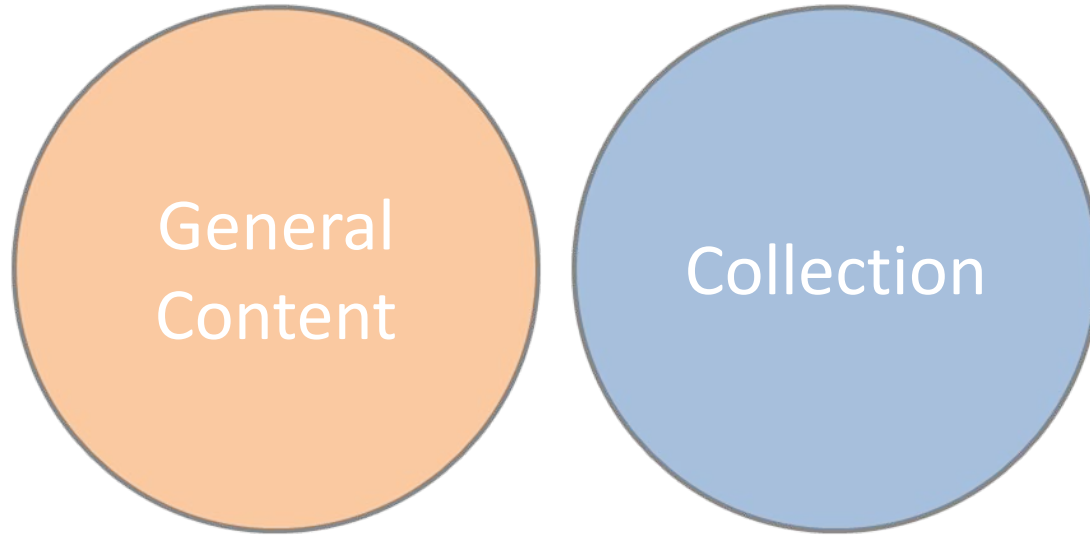
- Brand experience
- Resource
- Invitation
- Connection
- Revenue generation

# Requirements



General  
Content

# Requirements



# Requirements



General  
Content

Collection

Exhibitions

# Requirements



General  
Content

Collection

Exhibitions

Calendar

# Requirements



General  
Content

Collection

Exhibitions

Calendar

Users



# Requirements



General  
Content

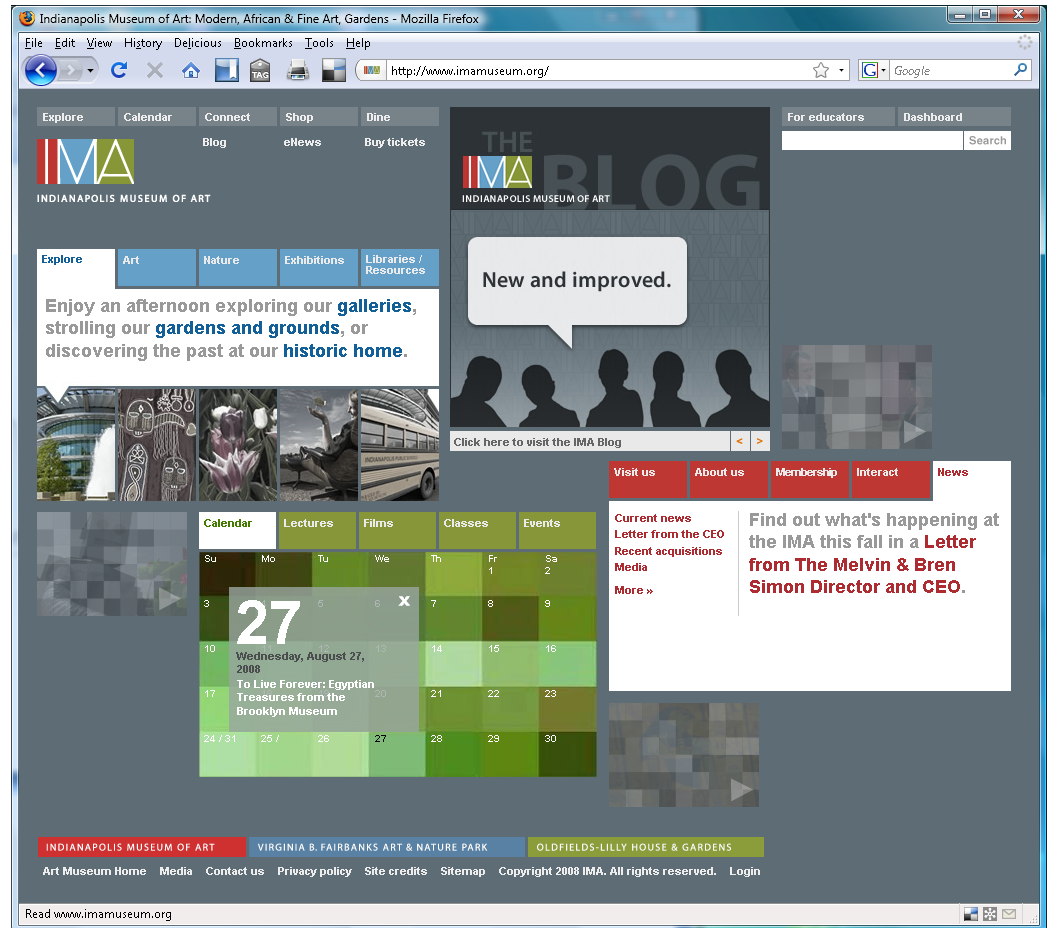
Collection

Exhibitions

Calendar

Users

Shop



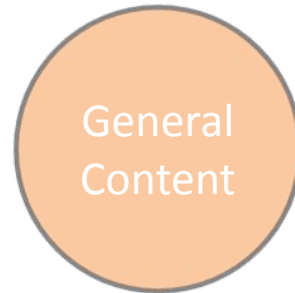
# IMA

<http://www.ima.org>

<http://drupal.org/node/188312>

At a glance –

IMA

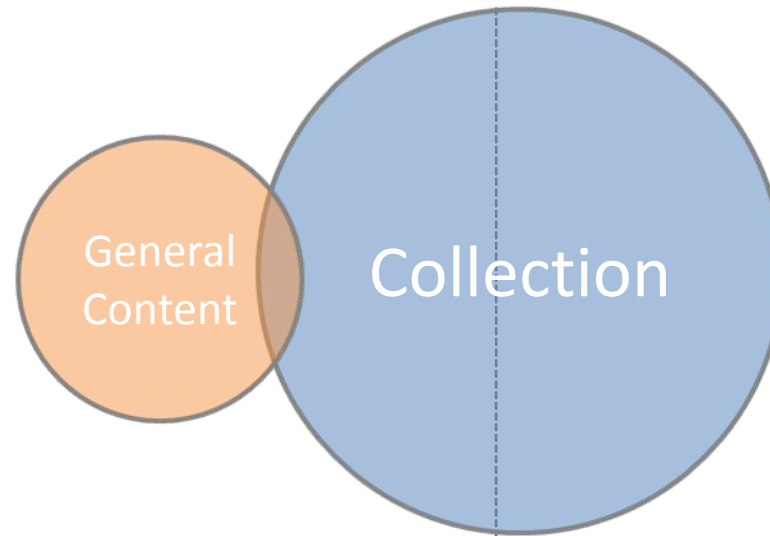


Drupal 5

Non-Drupal

At a glance –

IMA

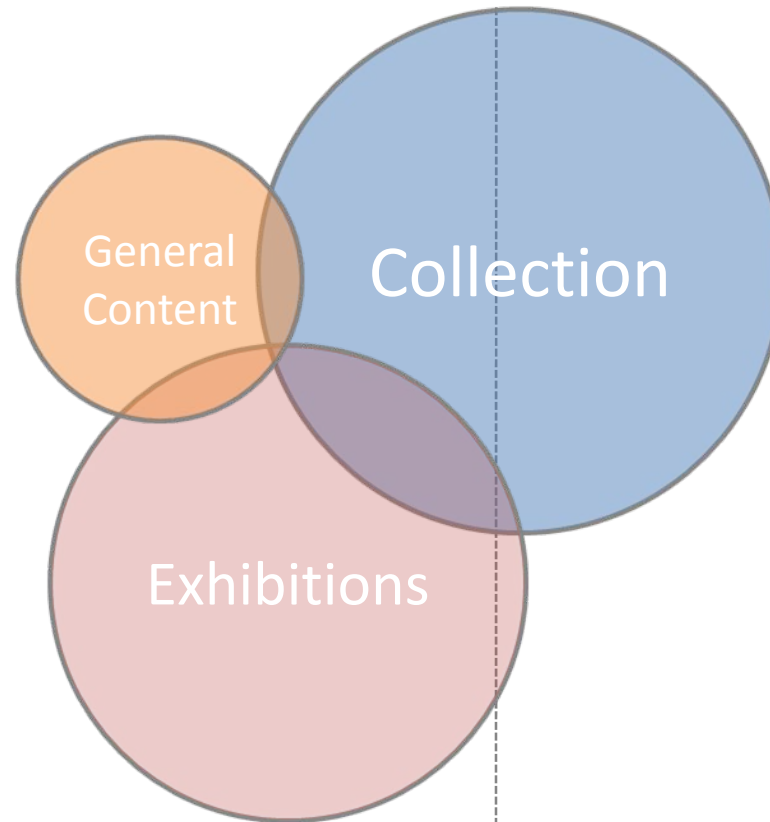


Drupal 5

Non-Drupal

At a glance –

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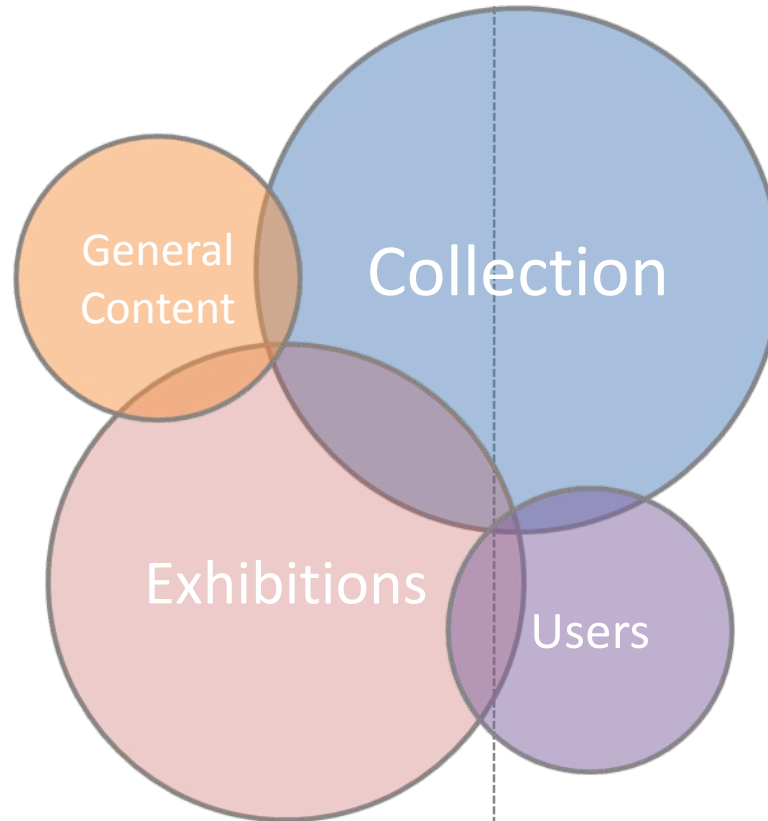


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Non-Drupal

At a glance –

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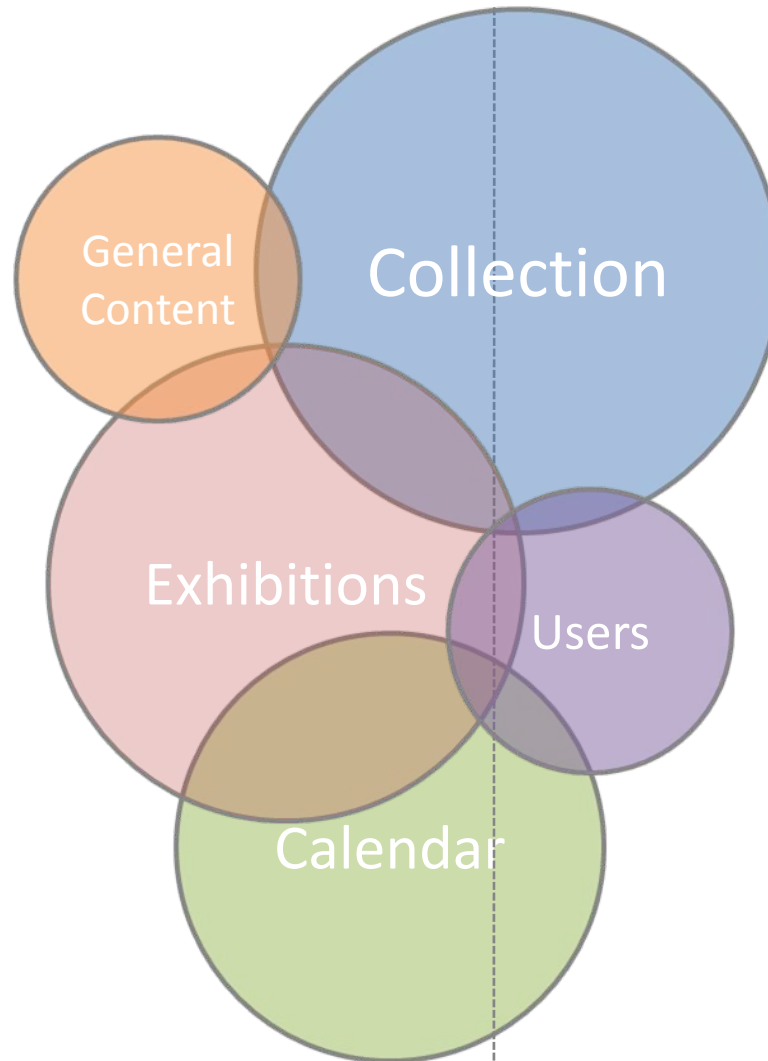


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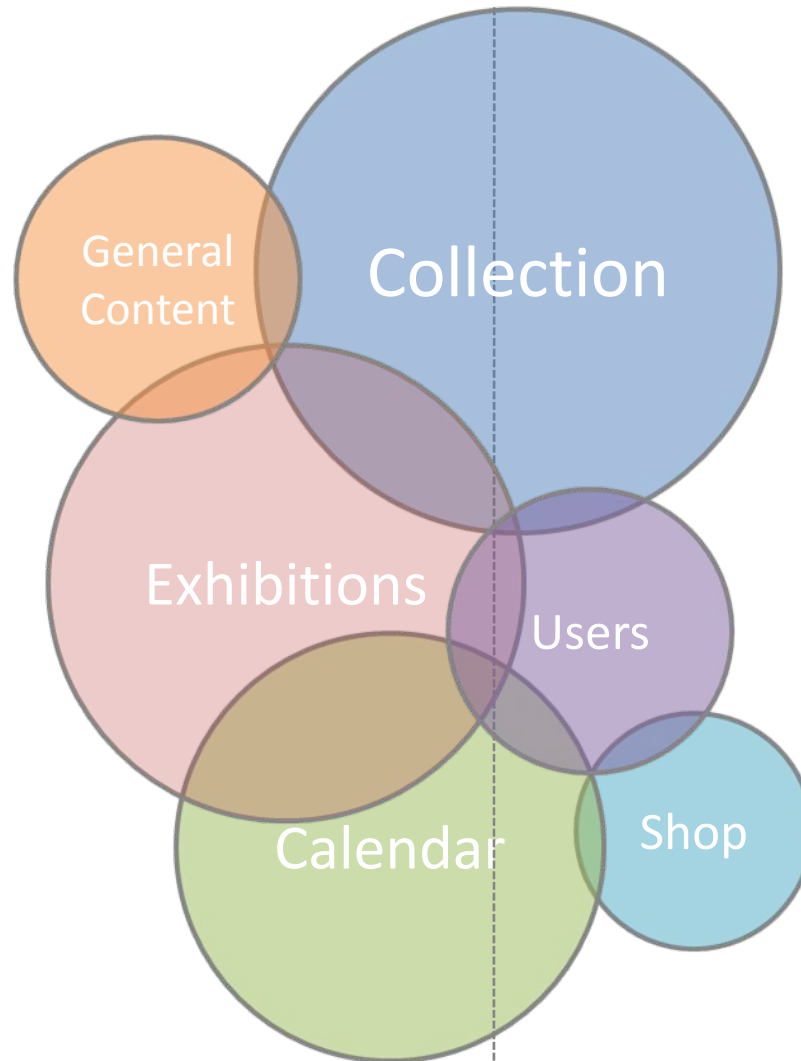


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At a glance –

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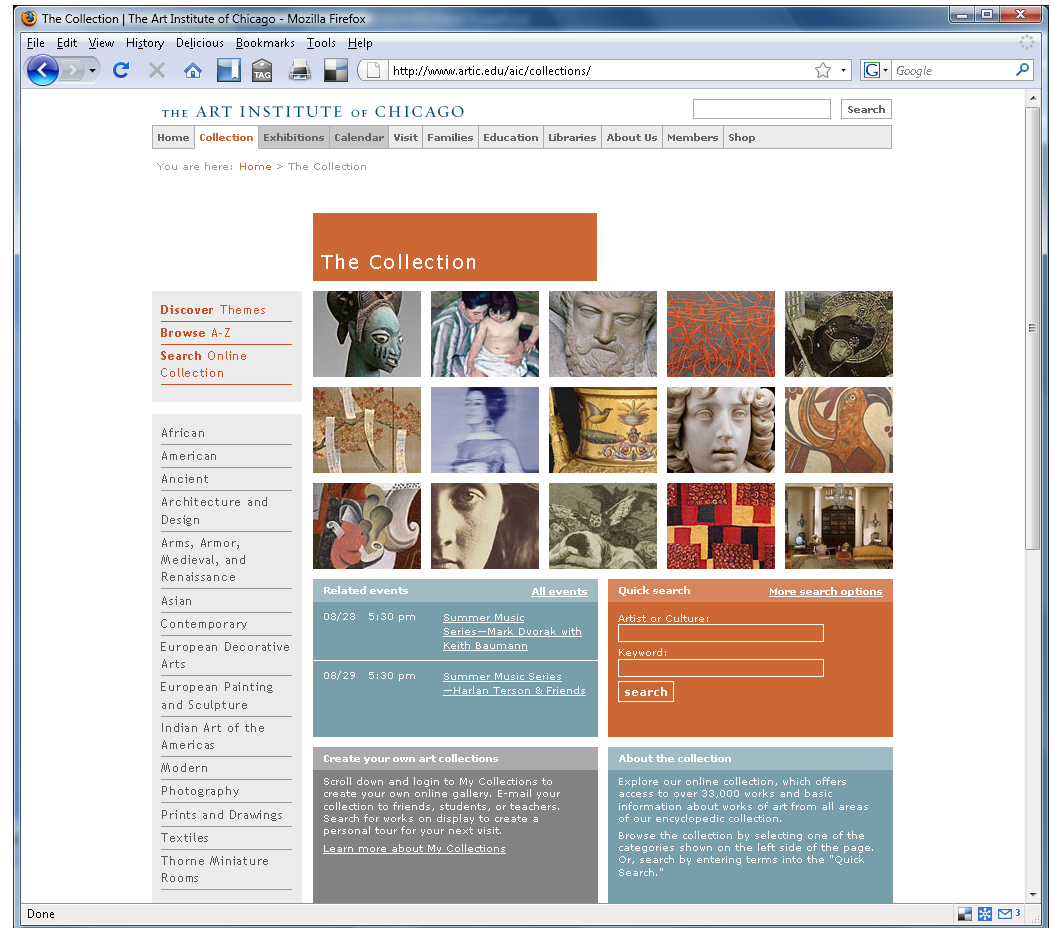
Drupal 5

Non-Drupal



Let's take a closer look...

[www.ima.museum](http://www.ima.museum)



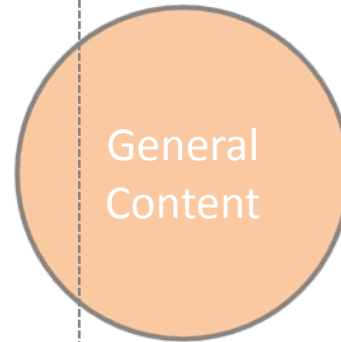
# ART INSTITUTE OF CHICAGO

<http://www.artic.edu/aic/collections/>

<http://www.drupal.org/node/>

At a glance –

# ART INSTITUTE OF CHICAGO

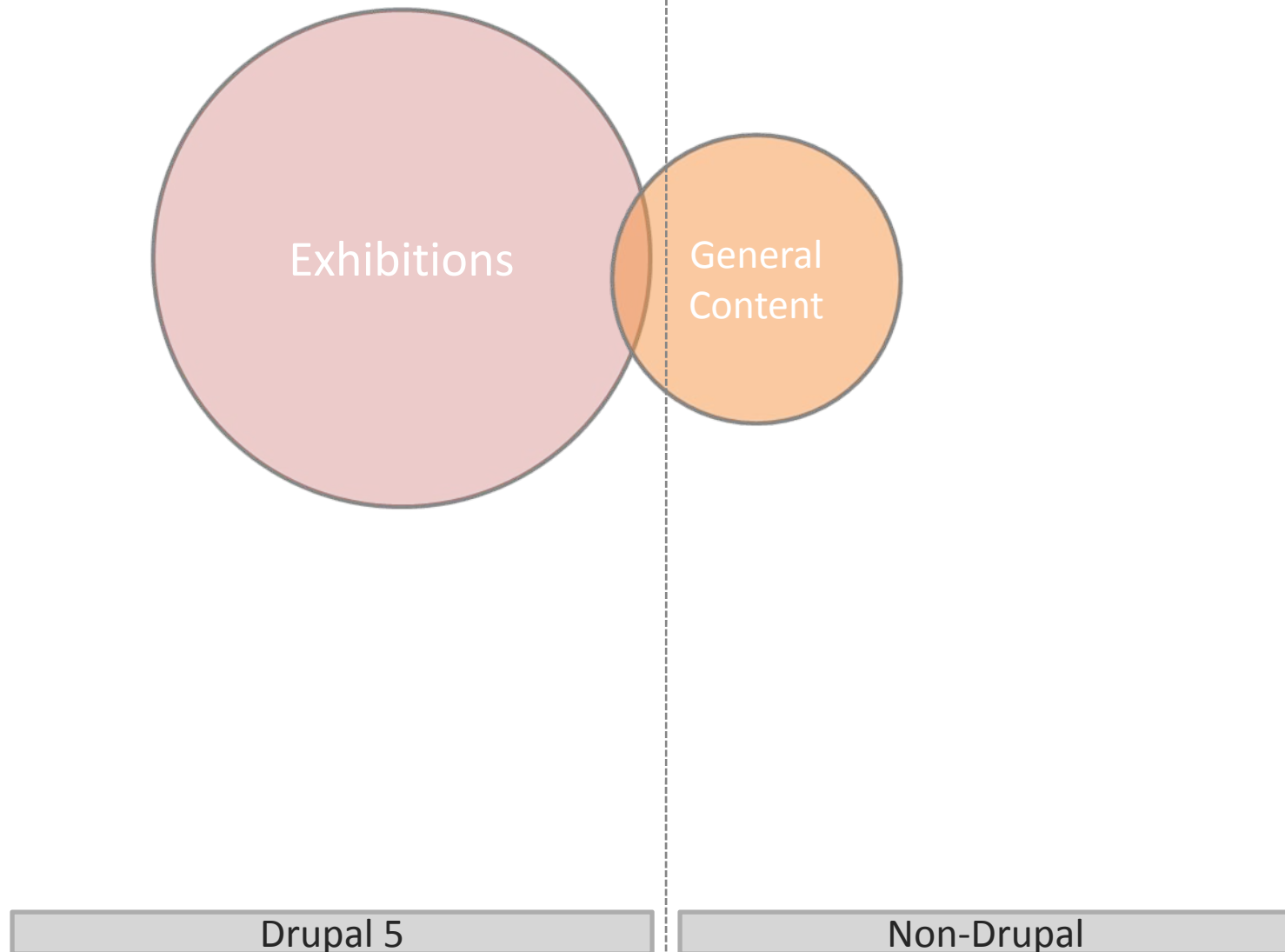


Drupal 5

Non-Drupal

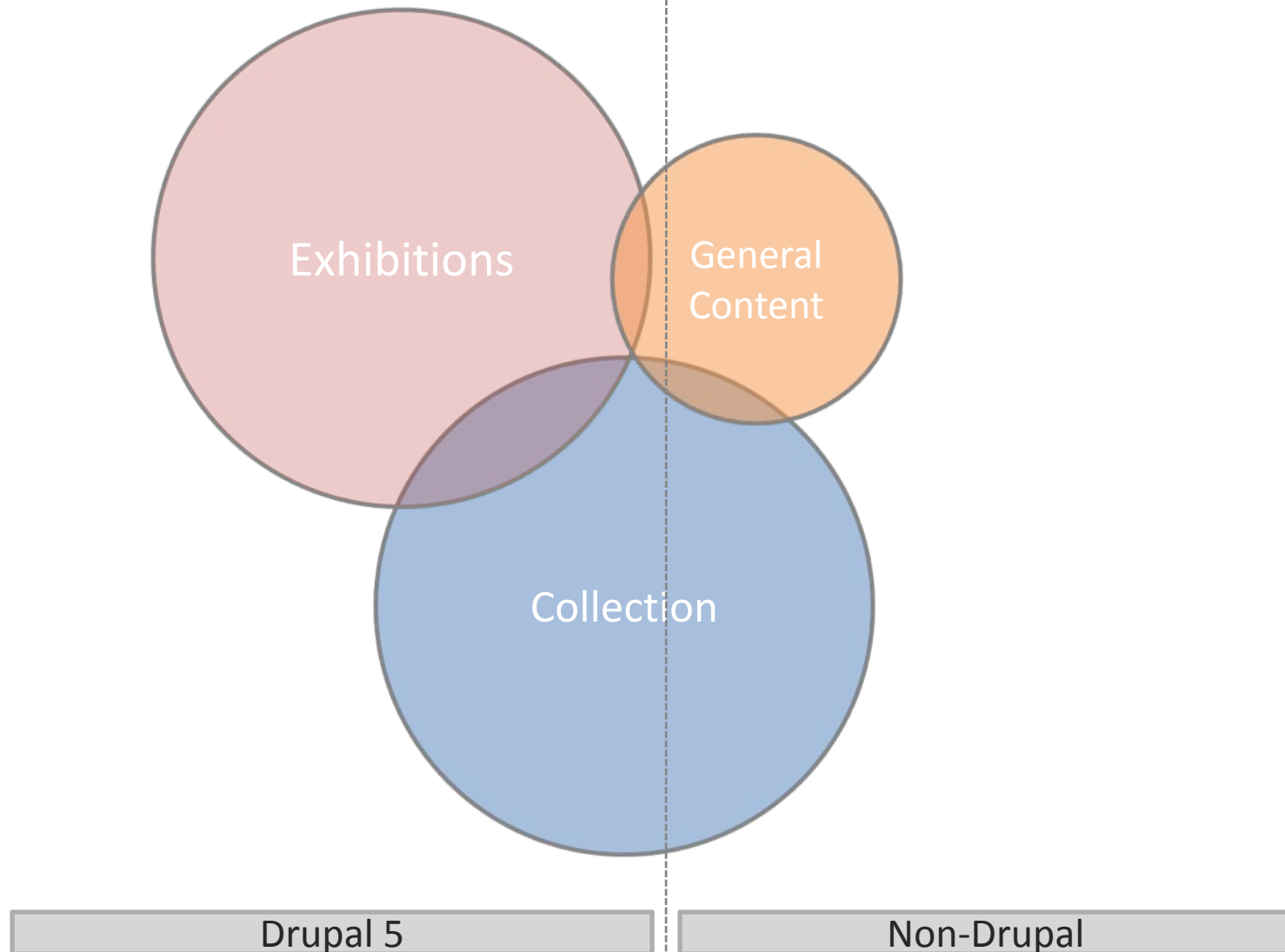
At a glance –

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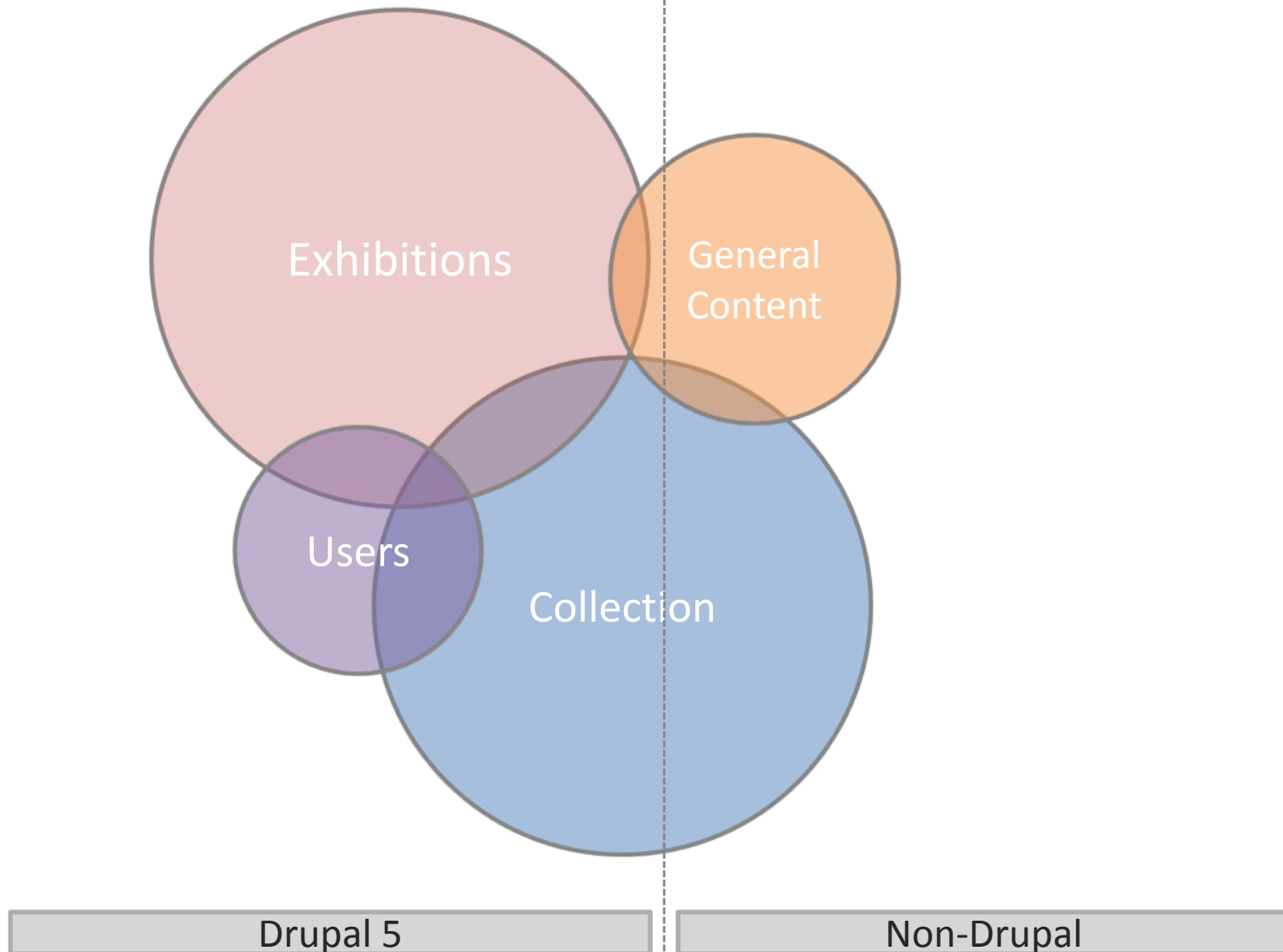
At a glance –

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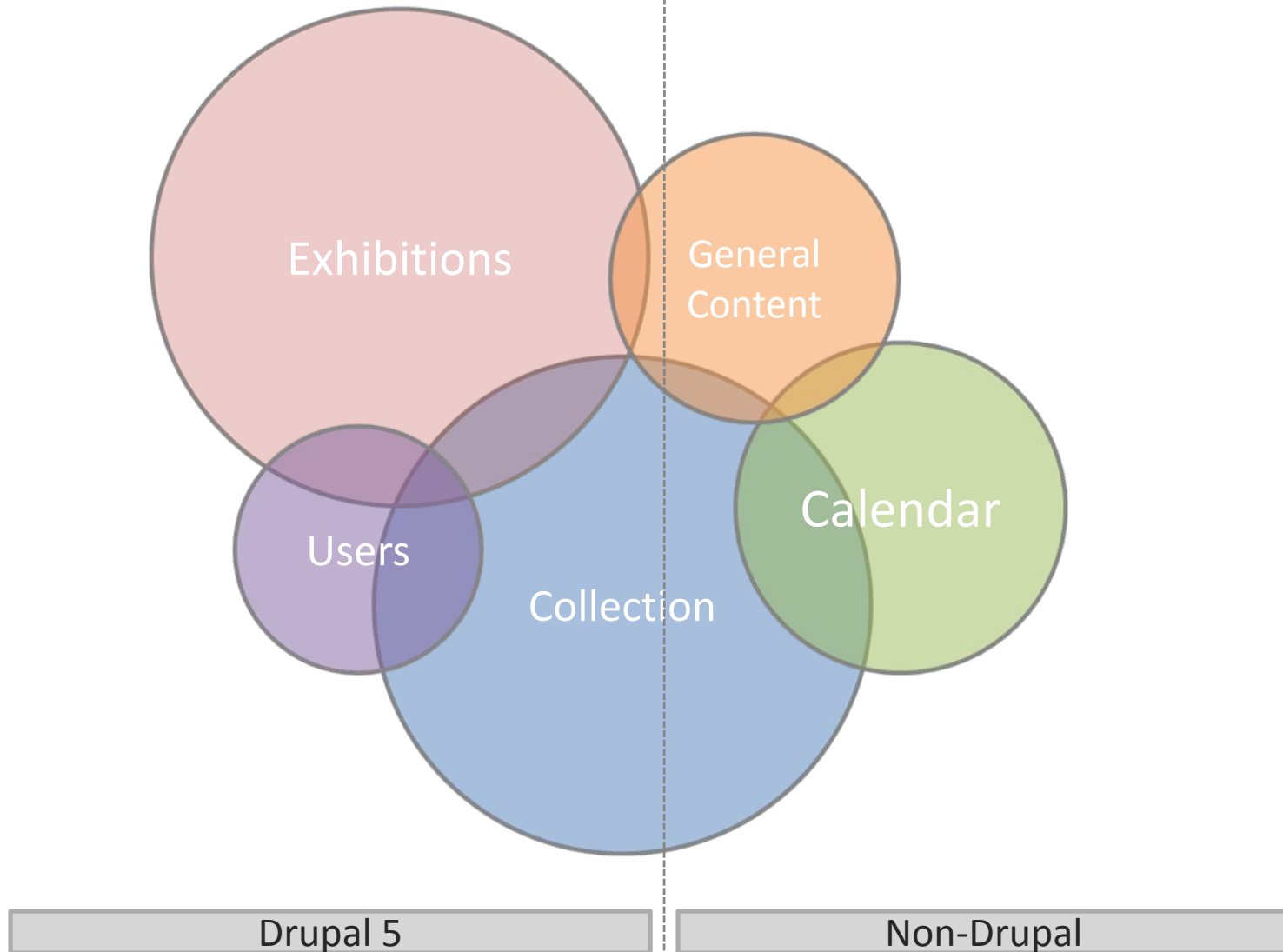
At a glance –

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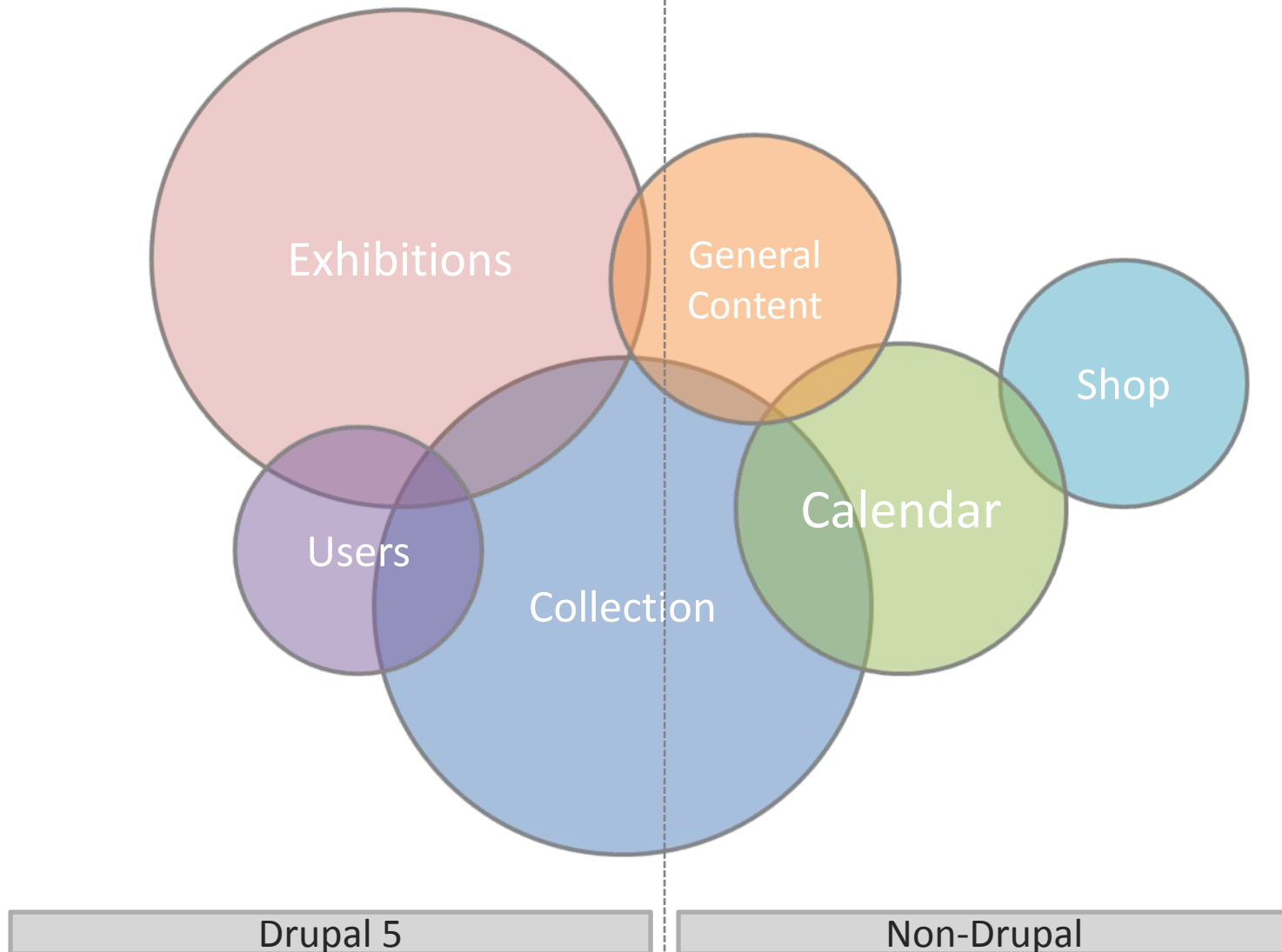
At a glance –

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At a glance –

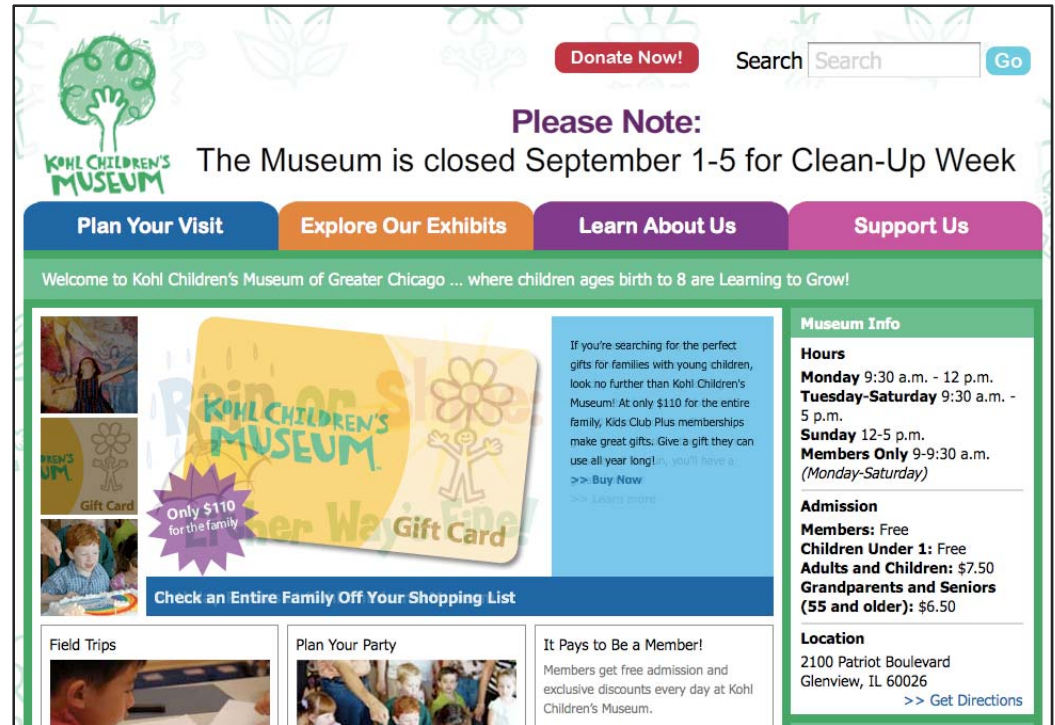
# ART INSTITUTE OF CHICAGO





Let's take a closer look...

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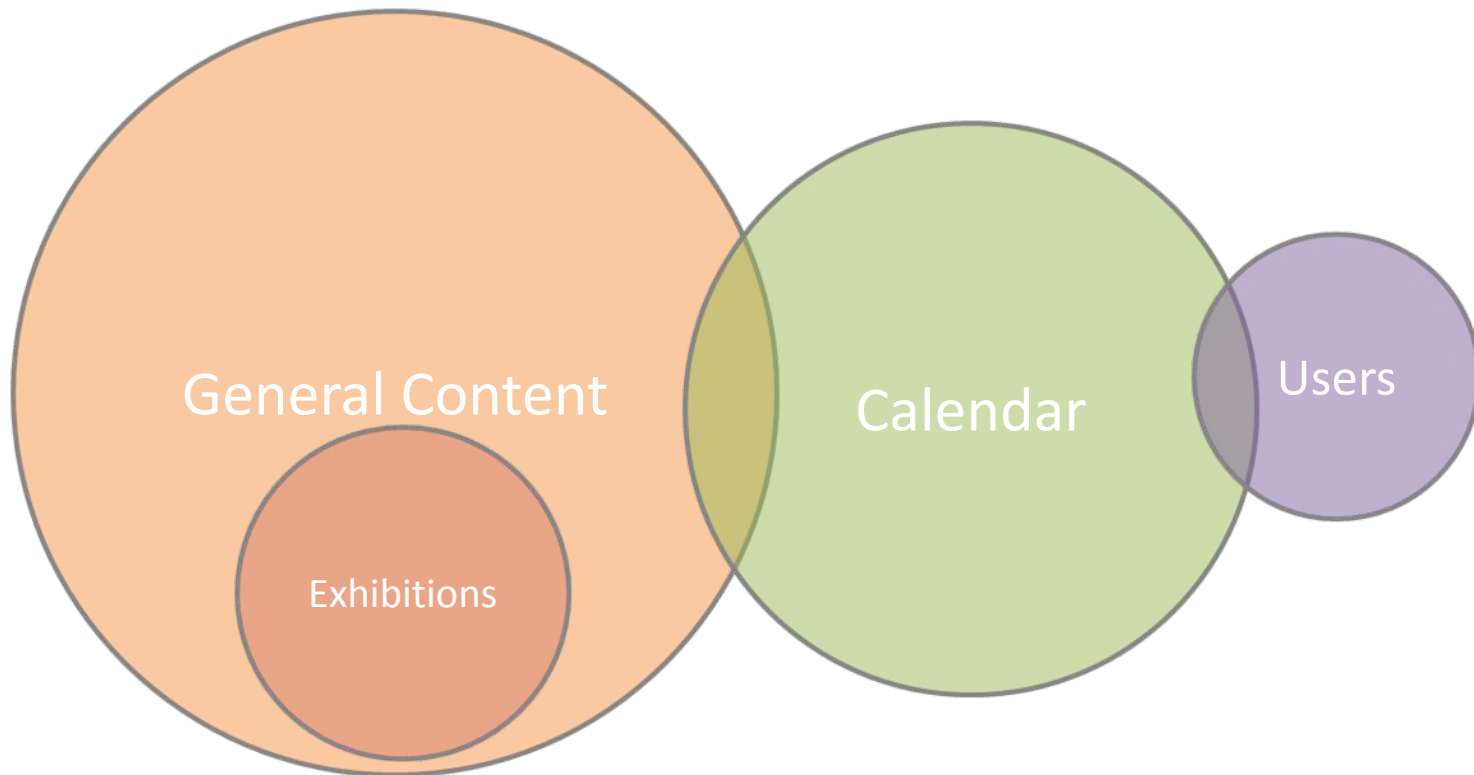


# KOHL CHILDREN'S MUSEUM OF GREATER CHICAGOLAND

<http://www.kohlchildrensmuseum.org>

At a glance –

# KOHL CHILDREN'S MUSEUM





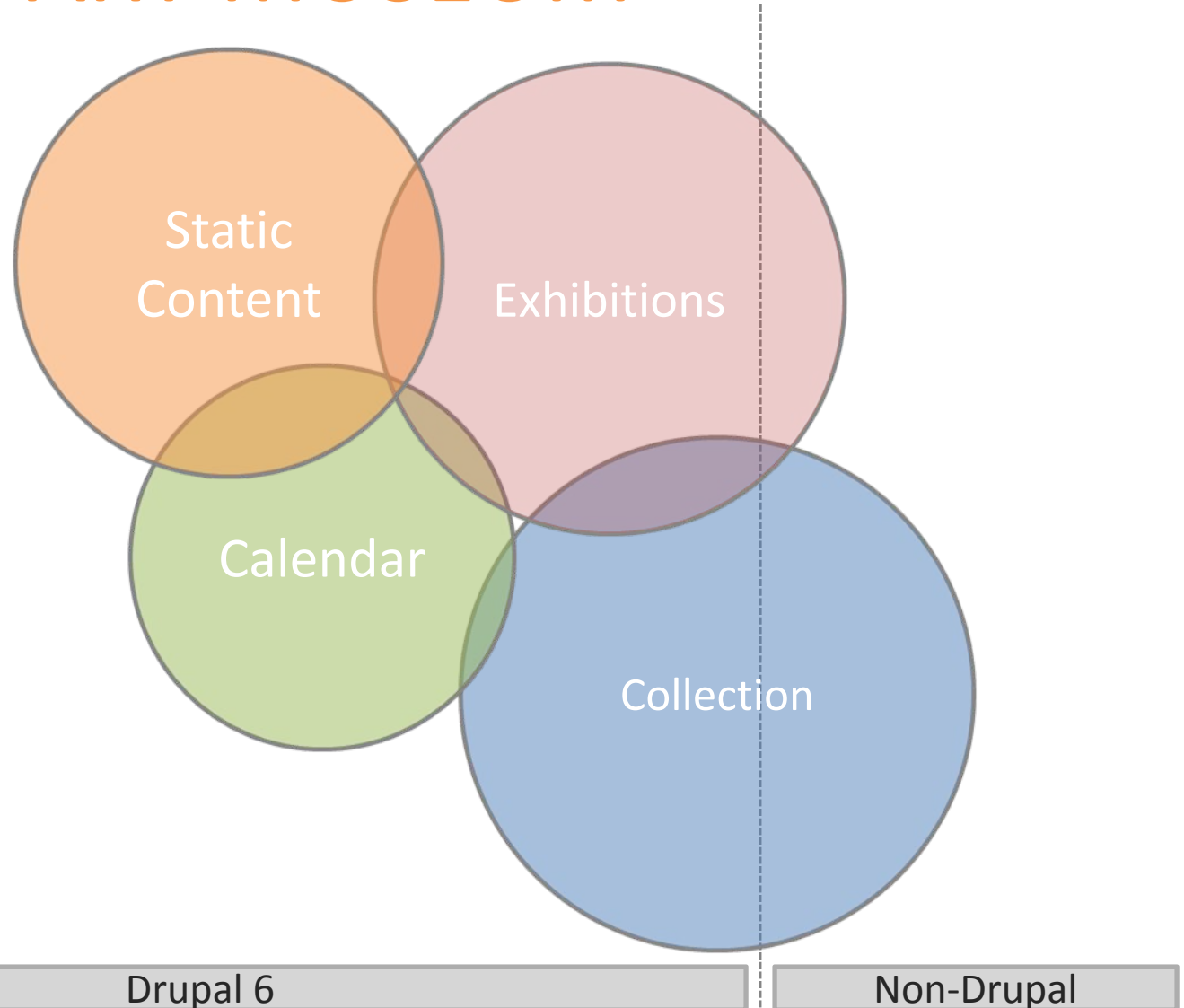
?

# MILDRED LANE KEMPER ART MUSEUM

Launching Q2 2009

At a glance –

# KEMPER ART MUSEUM



Looking ahead –

## 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?