AMICO

Collaborative cultural resource creation: the example of Art Museum Image Consortium

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North Carolina, March 1, 2000

What is AMICO?

- independent, not-for-profit, consortium of institutions with collections of art
- Mission: enable educational access to museum multimedia documentation
AMIC O as an Example

- building multimedia digital libraries requires new methods and strategies
- facing social, economic, legal and technological challenges
- integrating people, institutions and systems

Why AMICO?

- encourage broad use of museum collections
- efficiently administer educational licenses
- facilitate interchange of experience and ideas
- build links among museums and users
AMICO's Challenges

- **Community Building**
  - Why would we collaborate?

- **Content**
  - What will we compile?

- **Documentation**
  - How will it be described?

- **Intellectual Property**
  - Do we have the rights?
  - What rights can we give?

Shared by all creators of collective information resources

AMICO Members

- **planned and founded Consortium**
  - established Sept. 1997; now 31+ members
  - new members welcome, worldwide

- **pay dues**
  - 2,500 - 5,000 $US based on budget

- **govern consortium and program**
  - Board and Executive Committee
  - Committees: editorial, technical, rights, users

- **contribute to the Library**
  - text, image, multimedia

- **use the Library**
  - in galleries, library, research ...
**AMICO**

- **assists members**
  - provide advice, training and support
  - develop specifications, best practices
- **manages agreements**
  - artists rights, distributors, licenses
- **compiles Library**
  - verifies data formats, vocabulary
  - enhances indexing and authority control
  - validates image and multimedia files
  - ensures record structure, links
  - transfers Library to distributors

**AMICO Works**

Works in the AMICO Library are documented by a catalog record, and image and an image metadata record. Other multimedia may also be included.
Creating and Delivering the AMICO Library

AMICO Distributors

- AMICO Thumbnail Catalog
  - on Web for public access
- Research Libraries Group (RLG)
  - university access
- State-wide Consortia
  - under development in OH, CA
- Other Distributors likely
  - Primary & Secondary Schools, Public Libraries and International users
- Different access for distinct communities
AMICO Web
Thumbnail Catalog
search.amico.org

Free online brochure

AMICO at RLG

- Research Libraries Group
  - not-for-profit library information network
- offer abstracting and indexing, archival records, bibliographic records, cultural resources
- limited learning curve for existing users
- 24/7 support and service
AMICO Subscribers

- educational institutions
  - universities, colleges, schools, libraries, museums
- annual fee for unlimited access to growing library
- license specifies users and uses
  - faculty, staff, students, researchers, walk-in users and distance education
  - non-commercial, educational uses: presentations, papers, theses, lectures, local systems
AMICO Users

• integrate image content throughout curriculum
• use content in local and networked systems
• need help imagining how to use new resources

AMICO Users

Art History in depth study

Art Studio compare and analyze

Cultural History

Library online review

Technical Studies printing and imaging

classroom projection

student assignments
Issues: Content

• collections development
  – at 50,000 works “more holes than cheese”
• consistent documentation
  – text, image, multimedia
• critical mass
  – of what, for whom?
• breadth v.s. depth
  – lots of things, or lots about a few things?
• persistence
  – access over time to same works

Issues: Documentation

• describing works of art
  – separate display data from access data
• editorial consistency
  – shared authority files and indexing rules
  – field level data parsing (for dates, terms)
  – existing tools aren’t enough (~30% of Names not in ULAN)
• multimedia metadata standards
  – descriptions of associated media files
• cross-resource discovery
  – links to other resources such as abstracting and indexing services, and full texts online
Issues: Technology

• Members
  - collections management, image capture, audio, video, multimedia, publications systems

• AMICO
  - contribution management, image multimedia, and text validation, member and distributor support systems

• Distributors
  - library access interfaces, collections indexing systems

• Subscribers
  - local on-campus systems, OPACs, Web pages, etc.

• Users
  - own analytical, research, study systems

Issues: More Technology

• multimedia formats and structures
• consistent and unique resource naming
• verification and maintenance of links
  - each AMICO work is a multi-part object
• consistent capture standards
  - comparable results across collections
• systems security and user authentication
• authenticity of digital resources
Issues: Intellectual Property

- consistent terms and conditions
- distinct licenses for user communities
- international licenses
- artists rights (ARS)
- technological v.s. social and legal means of protection

Issues: Economics

- self supporting not-for-profit
  - cost-recovery required
  - not dependent on grant funding for core activities
  - long-term sustainability a key goal
- all institutional participants have stake
  - no money returned to members
  - subscription fees support activities of the consortium
  - incentives for distributors & subscribers to develop tools and add value
- access free at point of use
Issues: Community Building

• shared mission enables collaboration
  - educational focus

• consistent terms for participants
  - common, transparent, formula-based agreements

• open multi-way communications
  - public specifications: technical and data
  - known license terms
  - open member discussions

• shared risks and benefits
  - members collaborate
  - users share experiences
  - all build expertise

More info?
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