



# AMICO

[www.amico.org](http://www.amico.org)

**Open concepts:**  
museum digital documentation  
for education through  
The AMICO Library™

ichim01, Milano  
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## What is AMICO?

- independent, not-for-profit consortium of institutions with collections of art
- founded fall 1997
- published The AMICO Library in July 1999
- mission: enable educational use of museum multimedia documentation

## Reflections on Sustainability

- Member Museums
- Distribution to educational users
- Universities as subscribers to electronic resources
- Schools and Public Libraries ...
- End users and their needs
- Intellectual Property Rights Holders' Requirements
- Sustaining consortial activity
- Evolution of the electronic scholarly environment

## Where are we?

- **AMICO Library released in July 1999**
  - Now has 75,000+ works
  - 150+ University subscribers with over 1.5 million undergraduates
  - UK-wide subscription for Higher Education through the JJSC launched 2001
  - Primary and Secondary School Testbed 2000-2002
- **AMICO Membership grown by 50%**
  - From 22 founding members to 33
  - First European Member joined 2001
- **Professional staff of ~5 paid for through subscription and membership dues**

## Sustaining Museum Participation

- **Challenges**
  - Museum culture doesn't support long-term collaboration
  - Ongoing contributions of content to the AMICO Library challenging
  - Thin technology support and staff
  - Few tools to export/share data
- **AMICO Response**
  - Build collaborations within museum professional groups
  - Flexible information architecture - minimal core with extensibility
  - Develop program to implement common standards
  - Collaborate with systems vendors to facilitate interchange

## Sustaining Distribution

- **Challenges**
  - No distributor reaches universities, schools and public libraries equally well
  - Experienced primarily with text
  - Developing new audiences not a priority
  - Increased use is a cost not a benefit
- **AMICO Response**
  - Many distribution channels tailored to audience
  - Articulate user requirements and encourage feedback for image and multimedia use
  - Marketing directly to new and existing subscribers

## Building Subscriptions

- **Challenges**
  - Uniform licenses meet resistance; everyone wants to renegotiate!
  - Procurement process differs everywhere
  - Multi-disciplinary resource has no single advocate within subscribing institution
- **AMICO Response**
  - Public licenses negotiated with Members can't be changed
  - Multi-pronged marketing to many disciplinary groups
  - Encourage cross-departmental collaboration in interested institutions

## Schools and Public Libraries

- **Challenges**
  - 91,000 school districts in the USA alone!
  - Different curricular requirements at every level
  - No single distribution channel or purchasing office
- **AMICO Response**
  - State-wide and National communications
  - Building tool-set to enable linkage of AMICO Library to lesson plans and curriculum
  - Developing relations with resource providers across the sector

## Building Use

- **Challenges**
  - Humanities faculty not well supported technically
  - Teaching methods are entrenched
  - Resistant to "paid" electronic resources
  - Students want rich, deep multi-media for everything
- **AMICO Response**
  - Model uses and Assignments shared
  - Tools for teaching specified - License is delivery method independent
  - Demonstrate value of coordinated resource, and costs of creating them.
  - Adding multimedia through alliances with content holders like Antenna Audio

## Satisfying Rights Holders

- **Challenges**
  - Many layers of rights in museum multimedia documentation
  - Users demand full coverage including contemporary art
  - Common terms essential to ensure utility
- **AMICO Response**
  - All rights pre-cleared - artists, photographers, authors, actors, musicians, narrators ...
  - AMICO pays royalty for rights to use © works (negotiated with rights society)
  - Licenses with fixed terms required by third-party rights holders

## Satisfying Members

- **Challenges**
  - Maintaining momentum is difficult
  - Members need to see tangible benefits regularly
  - Collective ownership essential to maintain level of commitment
  - Director-level engagement on Board waning
- **AMICO Response**
  - Regular communications, email lists and web sites, even in print!
  - Access to The AMICO Library benefit of Membership
  - Statistics about use distributed regularly
  - Senior staff involvement encouraged as policy issues resolved

## Building Resources

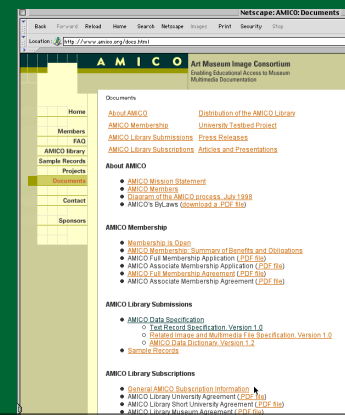
- **Challenges**
  - Integrating multiple "titles" in electronic resources still more ideology than reality
  - Metadata methods focused on discovery don't address knowledge representation and information use
  - The "best" is still the enemy of the "good"
- **AMICO Response**
  - Ongoing incremental work in areas where we can make a difference

## More info?

Art Museum  
Image Consortium

[www.amico.org](http://www.amico.org)

[info@amico.org](mailto:info@amico.org)



## 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

SOLID | VOID

## AMICO Works

Sarcophagus  
Egyptian, Possibly from Thebes  
Art Institute of Chicago  
<fielded text catalog record>

<image> 24 bit TIF	<image> 24 bit TIF	<image> 8 bit TIF	<multimedia> QTVR	<text> ASCII
Metadata: reproduction full view	Metadata: reproduction detail	Metadata: reproduction x-ray	Metadata: reproduction Cat Scan	Metadata: condition report

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re-attached. 15

Works in the AMICO Library may be  
text, image or multimedia.