

2018

MUSEUMS IN THE DIGITAL WORLD
LES MUSÉES À L'ÈRE NUMÉRIQUE

CIMUSET
IATM

PROGRAMME

Welcome from the President of CIMUSET

Dear colleagues, friends and CIMUSET members,

I have the great pleasure to welcome you to the 46th CIMUSET annual conference in Ottawa. We are very happy to have this year a joint conference with IATM and Ingenium – Canada's Museums of Science and Innovation.

Since its creation in 1972, ICOM-CIMUSET continues to carry out a programme of activities related to the preservation of the cultural heritage within science and technology and dissemination of knowledge within this field. Our important purpose is to provide a forum for communication, co-operation and information exchange between museums, professional workers and others concerned with preservation of the cultural heritage within science and technology and dissemination of knowledge of the technical and scientific heritage.

We also support the aims and objectives of the International Council of Museums (ICOM).

This conference is based around a topical theme which concerns, not only scientific and technical museums, but all museum's community in the world. "Museums in a Digital World" is a highly topical issue which will, no doubt, stimulate a particular interest among all participants.

This conference will be an opportunity to our colleagues to discuss and exchange their ideas and their experiences and reflections. This meeting will be also a real forum dedicated to the study of the different aspects of technical and scientific heritage and an important opportunity for our colleague to promote their museums and science centres.

I hope that 2018 CIMUSET conference will be an intense moment of sharing and exchanges and an opportunity to discover the richness and diversity of the Canadian cultural heritage.

Yours sincerely,

Ech cherki DAHMALI
CIMUSET Chairperson

Welcome from the President of IATM

Dear Colleagues and IATM Members,

It is with great pleasure that I welcome you to my home town of Ottawa for the 2018 IATM conference. This year is a special year as we celebrate IATM's 50th anniversary.

As the museum industry continues to explore the vastness of the opportunities in the virtual realm, this year's conference promises to further expand our notions of the digital museum. The programme is filled with engaging keynote speakers, panels, presentations and workshops. IATM Members will also have the unique opportunity to a specially curated visit ExpoRail – the Canadian Railway Museum.

IATM is pleased to continue its long standing tradition of providing excellent networking and professional development opportunities to its members. This year's special 2018 joint conference with ICOM-CIMSUET will provide even more opportunities to share knowledge and expertise with our museum colleagues from around the world.

I wish you all an excellent conference, and look forward to helping you discover Canada's National Capital, Ottawa.

With warm regards,

Stephen Quick
President, IATM

Welcome from the President and CEO of Ingenium

Dear Colleagues,

Welcome to Ottawa and to the joint CIMUSET–IATM 2018 Conference.

My colleagues and I at Ingenium – Canada’s Museums of Science and Innovation are pleased to host CIMUSET’s and IATM’s annual conferences this year.

The conference theme of *Museums in a Digital World* speaks directly to every museum professional as we find ourselves living in two worlds – the real and the virtual.

The goal of the Conference is to help you to bridge the gap between the two.

The strengths and advantages of digital – immediate access and worldwide reach, engagement, and participation – allow us to easily venture outside our four walls to enhance our relationships with our existing audiences and develop new connections and networks.

The City of Ottawa is in Canada’s Capital Region which spans the Ottawa River to include la Ville de Gatineau in the province of Quebec. The entire Region is a cultural and historical delight. You will not be disappointed if you arrive before the Conference or stay after.

Congratulations and thank you to the conference planning committee for an exceptional program that promises thought-provoking educational sessions, compelling keynotes, congenial social events, and fascinating outings and excursions.

My Ingenium colleagues and I wish you a rewarding conference and a pleasant stay in Ottawa. I look forward to meeting you while you are here.

Christina Tessier,
President and CEO
Ingenium – Canada’s Museums of Science and Innovation

Conference theme

In a world of Alibaba, Netflix, Facebook and WhatsApp, where do museums fit in? Consumers want immediate, unfettered access to content; they want to participate; and they want to be engaged. The rise of mobile, the cloud and the internet of things has made digitization the core driver of digital disruption and it effects every industry, including museums. Those that are embracing the movement are moving forward. Those who ignore it are suffering the consequences. How are museums embracing the digital disruption movement?

The digital world will never be able to replace the artifact, the real thing. The challenge for museums is how do we engage on digital platforms, and have the users engage with their scientific and technological past, present and ultimately, their future.

Your host museums



Canada Aviation and Space Museum (CASM)

11 Aviation Parkway, Ottawa, ON

www.IngeniumCanada.org

The Canada Aviation and Space Museum focuses on aviation in Canada within an international context – from its beginnings in 1909 to today. As Canada’s contribution to aviation expanded to include aerospace technology, the museum’s collection and mandate grew to include space flight. The collection itself consists of more than 130 aircraft and artifacts (propellers, engines) from both civil and military service. It gives particular, but not exclusive, reference to Canadian achievements. The most extensive aviation collection in Canada, it is also considered one of the finest aviation museums in the world.



Canada Science and Technology Museum (CSTM)

1867 St Laurent Boulevard, Ottawa, ON

www.IngeniumCanada.org

On November 17, 2017, the Canada Science and Technology Museum marked a pivotal moment in its history. The museum reopened its doors to the public, starting a fresh chapter following a three-year closure and an \$80.5-million renewal of its entire building, which originally opened in 1967. The new museum features more than 7,400 m² (80,000 sq. ft.) of completely redesigned space, including a temporary exhibition hall to accommodate travelling exhibitions from around the world. Combining everything visitors liked about the previous incarnation—locomotives and the Crazy Kitchen—with more artifacts and interactives that will surely become new favourites, the museum tells Canada’s innovation story in an immersive, educational, and fun way.



Canada Agriculture and Food Museum (CAFM)

901 Prince of Wales Drive, Ottawa, ON

www.IngeniumCanada.org

Located on a national heritage site, the Canada Agriculture and Food Museum is the world’s only working farm in the heart of a capital city. The museum offers visitors a unique opportunity to see diverse breeds of farm animals—important to past and present Canadian agriculture—and to learn about the food they eat. In addition to breeds common to Canadian agriculture, such as Holstein dairy cows and Angus beef cows, the museum also has Canadienne and Milking Shorthorn dairy cows, and Tamworth pigs. Many other breeds of dairy and beef cattle, pigs, sheep, horses, poultry, goats, rabbits and even honeybees round out the collection. Museum programs and exhibitions are related to Canada’s agricultural heritage, food literacy, and the benefits and relationship of agricultural science and technology to Canadians’ everyday lives

SUNDAY, OCTOBER 14: IATM Participants

Canada Science and Technology Museum

17:00 – 19:00	IATM Meeting This casual evening event is an occasion to meet or reconnect with fellow IATM members and supporters. Light canapés and cash bar is included.
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MONDAY, OCTOBER 15

Canada Aviation and Space Museum

<p>9:00 – 9:15</p>	<p>Opening Remarks Chris Kitzan, <i>Canada Aviation and Space Museum</i>; Christina Tessier, <i>Ingenium – Canada’s Museums of Science and Innovation</i>; Ech cherki Dahmali, <i>CIMUSET</i>; Stephen Quick, <i>IATM</i></p>
<p>9:15 – 10:00</p>	<p>Keynote Speaker Sylvain Laporte, <i>Canadian Space Agency</i></p> <p>Sylvain Laporte became President of the Canadian Space Agency in March 2015. He is committed to advancing Canada’s presence in space through the satellite, exploration and astronaut missions in the service of science and innovation. From 2011 to 2015 Sylvain was Chief Executive Officer of the Canadian Intellectual Property Office. Prior to this, he held the position of Executive Director, Industrial Technologies Office at Industry Canada, where he was responsible for managing financial contribution programs in research and development for the aerospace, defence, security and space industries. Sylvain first joined Industry Canada in March 2007 as the Chief Informatics Officer. Before joining the public service, Sylvain held several positions at the Canada Post Corporation in the marketing, retail, logistics and information technology sectors. Sylvain earned a bachelor’s degree in computer science and a master’s degree in computer engineering from the Royal Military College of Canada. He served with the Canadian Armed Forces for over 20 years, gaining experience as an aerospace engineer in diverse areas, from engineering and maintenance to human resource management. Sylvain is passionate about leveraging space to inspire Canadian youth to pursue careers in science, technology, engineering and mathematics. Sylvain is a certified sommelier. He is married, has three children and has embarked with great enthusiasm in his new role of grandfather.</p>
<p>10:00 – 11:00</p>	<p>Opening the Vaults – Digital Asset Management in a Museum Context Kristy von Moos and Adele Torrance, <i>Ingenium – Canada’s Museums of Science and Innovation</i></p> <p>In 2016, Ingenium implemented a Digital Asset Management (DAM) system, with the aims of eventually organizing all media assets within the corporation (photos, video, audio), and making subsets available to the public. This presentation will discuss how Ingenium is using the DAM to promote access to archival collections, support museum activities, manage corporate digital asset use and creation (workflows, facilitating reuse), along with the challenges of undertaking such a project, both technologically and in a museum setting. Using the DAM has led us to think in a more focused way about providing access in digital space to our collections; it is part of a larger shift in approach centred on open access and digital citizenship.</p> <p>Digital Collections – New Possibilities, New Challenges Mikko Nykänen, <i>Finnish Postal Museum</i></p> <p>Digitizing museum collections opens new possibilities for research but at the same time it poses new challenges for museums. When planning for the digitization of collections, we need to assess carefully the possible benefits and risks. In the presentation the pros and cons of digitization will be highlighted through two current examples. First, we will look at a development-phase tool for automatic recognition of historical handwritten texts, Transkribus. Secondly we will see how data protection is an issue that needs to be taken into account especially with digital material.</p>
<p>11:00 – 11:30</p>	<p>BREAK with refreshments</p>
<p>11:30 – 12:30</p>	<p>Rethinking the Role of the Science Museum: The Collective Process of Remaking the Danish National Museum of Science & Technology Jacob Thorek Jensen, <i>Danish National Museum of Science & Technology</i></p> <p>This presentation will share experiences and knowledge on how we are reshaping the science museum by making it more socially and culturally inclusive. We are focusing on the cultural</p>

	<p>producing processes that take place during citizens' interaction with the physical museum or through online platforms. In doing so, we are coming up with new core narratives for the museum - taking its starting point from issues and problems related to people and society today. This also includes rethinking how we interact with our users and non-users to reflect and deal with topics relevant for different kinds of citizens.</p>
	<p>A “Slow Museum” in the Digital Age? Markita Franulic, <i>Technical Museum Nikola Tesla</i></p> <p>This presentation will examine how to connect the present state of the Museum (including social, economic and professional circumstances) with requirements of the public in the digital age. It will include the presentation of several projects that reflect the aspect of the digital museum as well as the examples of the aspect of a “slow museum” and will attempt to connect these two aspects. How does one affirm the existing values, collections and communication tools of a “slow museum” and be a museum of the digital age? – that is the question to which the presentation does not give an answer but will present ideas and projects that may lead to a solution for the strategic planning of “the museum for the 21st century”.</p>
	<p>In the Jungle of the Digital World Marina Bergström, <i>Finnish Railway Museum</i></p> <p>We want to be present in the digital lives of our customers, and think we need to be. The government, our funders and customers expect us to provide material, information and entertainment online – in our exhibitions and outside of them. We are a small museum with no expertise in digital content. Is there a way to deal with the digital jungle? Luckily, we have at least some ‘national’ solutions in Finland and some other co-operation; the Finnish Museum Association, The National Board of Antiquities, The National Library, some foundations, and our own transport and communication museums’ network Trafiikki have done great work in some digital fields to help us gain our goals.</p>
<p>12:30 – 13:30</p>	<p>LUNCH (included)</p>
<p>13:30 – 14:30</p>	<p>Digitalization of Museum Collections and Archive Funds of the Slovak Museum of Nature Protection and Speleology Danka Šubová, <i>Slovak Museum of Nature Protection and Speleology</i> Co-author: Ján Šperka, <i>Slovak Museum of Nature Protection and Speleology</i></p> <p>Digitalization of collections and fonds of the Slovak Museum of Nature Protection and Speleology was realized within 2 projects that were financially supported by the European Union, the Ministry of Culture of the Slovak Republic, and the Ministry of Environment of the Slovak Republic. Museum collections were digitalized by the national project Digital Museum in the all-Slovak digitalization centre. Within these 2 projects there were totally digitalized 497,792 museum collection items of 15 collections from 8 science branches, and were made 633,853 scans of archive collections and documents of 8 collections, and 2 fonds. This presentation will dive into the details of the projects.</p> <p>Digitalisation and Sharing of the Collection of the Cracow Saltworks Museum in Wieliczka – Theory and Practice Kinga Stabrawa-Powęska, <i>Cracow Saltworks Museum In Wieliczka</i></p> <p>Digitalisation as a modern instrument is intended for the documentation of collections, and at the same time serves to popularize knowledge about them. The case of Wieliczka shows that the digitalisation process dynamics depend largely on the type of facility and the place where it is located. The development of modern communication technologies has opened new perspectives, including offers concerning access to accumulated data. In spite of the difficulties arising from the mine’s particular characteristics, the Museum not only digitalises objects – it also makes them accessible. One of the examples of that may be participation in a project devoted to popularisation of collections, such as Małopolska’s Virtual Museums.</p> <p>Sounds of Changes – A Silent Heritage? Irena Marusic, <i>Technical Museum of Slovenia</i></p> <p>Sound has always been a part of our work and everyday life. Therefore, it is an important aspect of experiencing, exploring, reconstructing and understanding different landscapes,</p>

	<p>environments and our cultural heritage. Although sound is (or perhaps because it is) such a natural part of life, it is seldom caught, let alone recorded and documented. For this reason, six European museums decided to take the initiative to try to change this. Since 2013 we have been involved in two projects, supported by EU funds: Work With Sounds and Sounds of Changes. Both projects will contribute to preservation of this often overlooked intangible heritage and enable its integrated presentation in the future.</p>
14:30 – 15:30	<p>Transport Collections in a Changing Cultural Landscape</p> <p>Sharon Babaian and Fiona Smith Hale, <i>Ingenium – Canada’s Museums of Science and Innovation</i>; Jim Cullen, <i>Consultant</i></p> <p>Transport museums and collections are part of a rapidly changing cultural landscape. Their core functions remain the same – to collect, conserve, document, and interpret the material, textual, and oral history of transportation – but the context in which they carry them out is shifting. Demographic change, evolving educational norms and standards, new approaches to scholarship in transport history and museology, new communications technologies, and evolving attitudes to diversity, accessibility, accountability, sustainability, public value, and social inclusion are re-shaping the ways that museum professionals think about and do their jobs. This session will explore some of the ways in which museum professionals are confronting and embracing these challenges.</p>
15:30 – 16:00	BREAK with refreshments
16:00 – 17:00	<p>Rover Engagement: Museum Networks and Digital Space</p> <p>Chris Kitzan, <i>Canada Aviation and Space Museum</i>, Dushan Horvat and Allissia Le Hénaff, <i>Algonquin College</i>; Ewan Reid, <i>Mission Control Space Services Inc.</i></p> <p>Like the digital world they are competing with, museums need to be connectors to flourish. Connecting past, present and future. Connecting into the digital world in which we live. But most importantly, connecting communities and individuals. Isolation behind the walls is no longer an option. This panel discussion will provide an overview of the Aero/Space and Mobility network that the Canada Aviation and Space Museum is helping to build in collaboration with government, industry and academic organizations. Motivated by different objectives, but brought together by a common vision, the panelists will focus on the development of two collaborative digital pilot projects featuring space rovers -- as vehicles for capturing, influencing and engaging youthful wanderers.</p>
17:00 – 18:00	<p>Tour of the Canada Aviation and Space Museum</p> <p>This tour will give delegates the opportunity to explore the museum’s extensive aircraft collection, learn about Canada’s fascinating aeronautical and aerospace history, and converse with curators and interpretative staff.</p>
18:00 – 20:30	<p>Opening Dinner</p> <p>Delegates are invited to enjoy a drink and three course plated meal amid the airplanes. Cash bar.</p>

TUESDAY, OCTOBER 16

Canada Science and Technology Museum

9:00 – 9:10	<p>Opening Remarks Christina Tessier, <i>Ingenium – Canada’s Museums of Science and Innovation</i></p>
9:10 – 10:00	<p>Invasion of the Digital Humanities – or why this might be a useful thing for your museum Shawn Graham, Carleton University</p> <p>Shawn Graham is a digital archaeologist interested in methods, teaching and generative art and games. He is currently Associate Professor of Digital Humanities in the Department of History at Carleton University, and also a Carleton University Provost’s Teaching Fellow. His major research project at the moment, ‘The Bone Trade’, uses computer vision to map out the visual tropes, social networks, and cultural impact of the buying and selling of human remains over social media. He is founder and editor of the open access journal, <i>Epoiesen: A Journal for Creative Engagement in History and Archaeology</i>. He is also the lead author on a collaborative open access textbook with live computational environment for the teaching of digital archaeology, o-date.github.io.</p>
10:00 – 10:45	<p>New applications in the exhibitions of the Finnish Postal Museum <i>Kimmo Antila, Finnish Postal Museum</i></p> <p>I will present some case studies on the digital and physical exhibition solutions produced by the Finnish Postal Museum during the years 2014-2018 after the relocating and rebuilding of the museum. I shall give some examples on our criteria for the applications and their interfaces. I will share the successes and failures in these projects and present some cost effective ways to produce augmented reality applications, new interfaces and RFID applications for our use.</p> <p>The Digital Touch: Exploring Tactile Experiences in Medicine and Museums David Pantalony, <i>Ingenium – Canada’s Museums of Science and Innovation</i></p> <p>As part of the newly opened Canada Science and Technology Museum, we created an exhibit centered on medicine and the five senses. Visitors explore the role played by touch, smell, sight, hearing and taste in medicine of the past, present and future. During the winter of 2018, I taught a Digital Humanities seminar based on the touch section of the medical exhibit. Using 3D digital tools, students learned to scan the artifacts on display, as well as process, print and reinterpret these digital 3D objects at the UOttawa maker space. This case study brings together multisensory exhibits, digital skills, and teaching in museums and collections.</p>
10:45 – 11:00	<p>Collection Conservation Centre: Thinking Inside the Box Monique Horth and Fern Proulx <i>Ingenium – Canada’s Museums of Science and Innovation</i></p> <p>Currently under construction, Ingenium’s new Collections Conservation Centre – which will be nearly 36,000 m² – will house hundreds of thousands of nationally-significant artifacts, emblematic of Canadian ingenuity and our everyday experiences. The facility will include a library and archive, several conservation labs, and workshops. In addition to these, the Collection Conservation Centre will also be home to the new Digital Innovation Lab and Research Institute. In these two spaces, Ingenium hopes to work with colleagues from around the world on innovative and inspiring projects.</p>
<p>BREAK with refreshments</p>	
11:30 – 12:30	<p>Gamification within the Framework of Modern Museum Environment Natalia Y. Kazakova, <i>A.N. Kosygin Russian State University</i></p> <p>A newly-coined but already quite widely-spread term "gamification" means applying fundamental principles and elements of game design in non-game context in order to channel a person’s attentions to create an immersive experience. The introduction of this approach enriches the learning process or internalization of cultural values by submerging a gamer in an</p>

	<p>amicable and exciting game environment, thus facilitating the acquisition of new information. Although it is also technically possible to introduce physical elements of games in museums or various display areas, the digital game environment seems to be a much more viable option when it comes to enriching cross-cultural experience in an effective and enjoyable fashion.</p>		
	<p>Museums and Games – Reaching the next Level!</p> <p>Annie Jacques and Renée Racicot, <i>Ingenium – Canada’s Museums of Science and Innovation</i></p> <p>Digital products – whether they be video games, apps, or interactive exhibits – extend the limits of what can be presented and enhances the visitor experience at multiple levels. Yet the gaming experience is not only limited to the museum floor, as these digital products allow institutions to broaden their reach and disseminate content to users around the world. This presentation features game case studies from Ingenium that look at the use of new technologies and mainstream platforms that demonstrate how video games can be used in many diverse areas of museum practice. Following the presentation, participants will have the opportunity to try a selection of video games and discuss the challenges and opportunities surrounding the use of these digital products.</p>		
<p>12:30 – 13:30</p>	<p>LUNCH (included)</p>		
<p>13:30 – 17:00</p>	<p>Study tour: Old and New Technologies in Canada’s Capital City</p> <p><i>Bytown Museum and National Gallery of Canada</i></p> <p>Built in 1832, the Rideau Canal spans 202 km to connect the Ottawa River with Lake Ontario and the Saint Lawrence River. With an impressive network of 45 locks, the construction of the canal was a feat of engineering. Guides from the Bytown Museum will share their knowledge and stories of this iconic waterway and UNESCO World Heritage Site. At the National Gallery of Canada, delegates will discover the exhibit <i>Anthropocene</i>, a multi-disciplinary show that uses film, photography and new technologies to explore the impact of humans on Earth. Gallery staff share their experiences in planning and mounting this ambitious exhibit.</p> <table border="0" data-bbox="418 1079 1214 1163"> <tr> <td data-bbox="418 1079 748 1163"> <p>National Gallery of Canada 380 Sussex Drive, Ottawa, ON www.gallery.ca</p> </td> <td data-bbox="932 1079 1214 1163"> <p>Bytown Museum 1 Canal Lane, Ottawa, ON www.bytownmuseum.com</p> </td> </tr> </table>	<p>National Gallery of Canada 380 Sussex Drive, Ottawa, ON www.gallery.ca</p>	<p>Bytown Museum 1 Canal Lane, Ottawa, ON www.bytownmuseum.com</p>
<p>National Gallery of Canada 380 Sussex Drive, Ottawa, ON www.gallery.ca</p>	<p>Bytown Museum 1 Canal Lane, Ottawa, ON www.bytownmuseum.com</p>		
<p>17:00 – 18:00</p>	<p>Visit the Canada Agriculture and Food Museum</p> <p>In the heart of the City of Ottawa, the Canada Agriculture and Food Museum is a uniquely urban working farm. Delegates will have the opportunity to explore the barns, meet the animals, and visit the exhibits.</p>		
<p>18:00 – 20:30</p>	<p>Reception at the Canada Agriculture and Food Museum</p> <p>An evening centred on Canadian and indigenous food, delegates are invited to learn about and taste local delicacies at this reception. Cash bar.</p>		

WEDNESDAY, OCTOBER 17: CIMUSET Participants

Canada Science and Technology Museum

9:00 – 10:00	<p>Keynote Speaker: The museum and the green daily life: Example from the Municipality of Aarhus, Denmark</p> <p>Jytte Thorndahl, <i>The Danish Museum of Energy</i></p> <p>Sustainability and green changeover are buzz words for development, not only in Denmark but also internationally. National governments, local governments and municipalities all have plans for the green changeover. But how do the citizens handle their daily life in a green and sustainable way? This is a research project that I have been carrying out for the Danish Museum of Energy in the municipality of Aarhus – which has the second largest city in Denmark. In the paper I will tell about the results of more than 30 qualitative interviews about the citizens' daily life with heating, electricity, use of water, food, transport, reuse and knowledge about the green change over. The results will be used in future exhibitions at the museum.</p> <p>Jytte Thorndahl is the former President of CIMUSET (2010-2016). She is responsible for Collection and Research at the National Museum of Energy in Denmark since 1987, and Vice-director of this museum between 1988 and 2017. She has a magister Artium of Social Anthropology, from the University of Aarhus in 1977, with graduated studies from Cornell University, Ithaca New York, USA 1974-1975. She was a lecturer and teaching assistant at Social Anthropology Department of Aarhus University and external examiner at the Saxo Institute (European and general Ethnology), University of Copenhagen. Between 1985-1987 she was associated in curatorial activities at Moesgaard Museum in Århus with the exhibition 'The Dane and the noble Savage' (Danskeren og den ædle vilde). In 2016, she was officially approved by Ministry of Culture in Denmark as "Researcher in Cultural History". Jytte THORND AHL is an author of 11 books and more than 50 articles about Social Anthropology and history of science & technology. Jytte Thorndahl was the head of the organising committee of the 36th CIMUSET conference in Denmark (25th – 31st August 2008).</p>
10:00 – 11:30	<p>AR Technology Application in Science and Technology Museum - 'Roaming in Science and Technology Museum' of China Science and Technology Museum as an Example</p> <p>Qianqian Hao, <i>China Science and Technology Museum</i></p> <p>This presentation uses the app 'Roaming in Science and Technology Museum' of China Science and Technology Museum as an example of how the exhibition hall 'Science Paradise' utilizes AR technology to achieve strong participation, interaction and sharing. It summarizes operation problems and lessons learned, such as a reluctance to download apps, more sophisticated AR scene design, and interaction increasing game design etc. Finally, this paper analyzes several application scenarios of AR technology in science and technology museums such as AR museum guiding, virtual instructors, exhibits' full-display, interactive operation of exhibits, AR virtual games, AR culture and creative products, and so on.</p> <p>Three 'R' in Science Wagon</p> <p>Zhichao Jia, <i>China Science and Technology Museum</i></p> <p>As an important component of China's modern science and technology museum system, Science Wagon plays an important role in China's Rural Vitalization Strategy and the development of rural science literacy. The China Science and Technology Museum (CSTM) uses Science Wagon to carry out science communication work in rural areas. In order for the rural public to connect with leading technology, CSTM has made some exhibits using virtual reality (VR), augmented reality (AR), and mixed reality (MR) technologies, such as AR Jacob's Ladder and MR 'Jiaolong' (China's manned deep-sea submersible). This presentation will introduce the application of VR, AR, and MR technologies in Science Wagon.</p>

	<p>From Employee-centric to User-centric, Migrating 4 Distinct Museum Websites Together Under One Name</p> <p>Lauren DiVito, <i>Ingenium – Canada’s Museums of Science and Innovation</i></p> <p>In 2017, the Canada Science and Technology Museums Corporation rebranded as Ingenium —Canada’s Museums of Science and Innovation. Ingenium and its three museums —the Canada Agriculture and Food Museum, Canada Aviation and Space Museum, and the Canada Science and Technology Museum —celebrate creativity, discovery, and human ingenuity, focusing on the stories of people. With this user-centric shift came the need to consolidate 4 separate websites under one banner while preserving each museum’s unique identity. Working within a tight timeline, our aim was to restructure existing content to increase visitor experience and create stronger cross-promotional opportunities, all while emphasizing accessible and inclusive design. This presentation will include a discussion around our process, agile methodologies, challenges, failures, successes, and our roadmap for the future.</p>
	<p>Digital Technologies in Museum Activity – the Learned Lessons</p> <p>Nina Borisova, <i>The A.S.Popov Central Museum of Communications</i></p> <p>The A.S. Popov Central Museum of Communications (St. Petersburg, Russia) founded in 1872 faced a large-scale reconstruction at the beginning of the 2000s. It became the beginning of a complex introduction of digital technologies. We recognized many advantages of digitalization (electronic base of museum objects, automation, new life of expositions, etc.), but have faced also problems, such as frequent need for change of software products, projective and other equipment; a problem with preservation of the digital materials due to the obsolescence of the carriers; the computerization of exposition space and its transformation into a game zone (at the expense of demonstration of historical collections) is not always really popular with museum’s visitors.</p>
11:30 – 12:00	BREAK with refreshments
12:00 – 13:00	CIMUSET Annual General Meeting
13:00 – 17:00	FREE AFTERNOON
17:00 – 18:00	<p>Tour of the Canada Science and Technology Museum</p> <p>After an unexpected closure in 2014, the Canada Science and Technology Museum reopened in November 2017. This private tour of the all-new museum will share the story of its rebuilding and will give delegates the opportunity to dive into Canada’s scientific and technological history.</p>
18:00 – 20:30	<p>Closing Dinner</p> <p>This evening will open with a reception amid the museum’s impressive trains. Delegates are then invited to enjoy a three course plated meal. Cash bar.</p>

WEDNESDAY, OCTOBER 17: IATM Participants

Excursion Day

9:00 – 18:30	<p>Excursion to Exporail</p> <p>IATM delegates will travel to nearby St-Constant for a specially-designed tour of Exporail, the Canadian Railway Museum.</p> <p>Exporail, the Canadian Railway Museum 110 Saint-Pierre Street, Saint-Constant, Quebec www.exporail.org</p>
18:30 – 20:30	<p>Closing Dinner</p> <p>This evening will open with a reception amid the museum’s impressive trains. Delegates are then invited to enjoy a three course plated meal. Cash bar.</p>

THURSDAY, OCTOBER 18

Excursion Day

8:00 – 19:00	<p>Excursion to Montreal</p> <p>Take a trip to where the city of Montreal was founded. Delegates will enjoy a day filled with walking into the historic past of Montreal and stepping into inspiring future generations to explore science, technology, engineering and mathematics. The first stop in Montreal will be at the Pointe-à-Callière Museum, a national archeological and historic site. Pointe-à-Callière presents centuries of history from the settlements of Canada's Indigenous People to the present day. Located on a spot occupied by humans for more than a thousand years and on the very site where Montréal was founded, the Museum is home to some remarkable architectural ruins. Delegates will be given a special tour of the museum with a focus on the <i>Hello Montreal: Bell's Historical Collections</i> exhibition and the immersive multimedia experience of the <i>Memory Collector</i>. After having the opportunity to explore Old Montreal on their own, delegates will then have a guided tour of the Montreal Science Centre. The Montreal Science Centre's mission is to foster the next generation of scientists, researchers, engineers, technologists by sharing its passion for science with today's youth. The focus of the tour will be the travelling exhibition <i>Indigenous Ingenuity</i>. This highly interactive exhibition demonstrates the tremendous ingenuity and vital contribution of Canada's Indigenous People to today's society.</p> <table border="0"><tr><td data-bbox="418 835 764 934">Pointe-à-Callière Museum 350 Place Royale, Montréal, QC pacmusee.qc.ca <i>Arrival time: 10 :00</i></td><td data-bbox="930 835 1336 934">Montreal Science Centre 2 de la Commune St W, Montréal, QC centredessciencesdemontreal.com <i>Arrival time: 14 :00</i></td></tr></table>	Pointe-à-Callière Museum 350 Place Royale, Montréal, QC pacmusee.qc.ca <i>Arrival time: 10 :00</i>	Montreal Science Centre 2 de la Commune St W, Montréal, QC centredessciencesdemontreal.com <i>Arrival time: 14 :00</i>
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Bus schedule

MONDAY	8:00 Hampton Inn	8:30 CASM
	8:00 Holiday Inn	8:30 CASM
	20:30 CASM	20:45 Hampton Inn
	20:30 CASM	20:45 Holiday Inn
TUESDAY	8:15 Hampton Inn	8:30 CSTM
	8:15 Holiday Inn	8:30 CSTM
	13:30 CSTM	14:00 National Gallery of Canada
	13:30 CSTM	14:00 National Gallery of Canada
	16:30 National Gallery of Canada	17:00 CAFM
	16:30 National Gallery of Canada	17:00 CAFM
	20:30 CAFM	20:45 Hampton Inn
	20:30 CAFM	20:45 Holiday Inn
WEDNESDAY	8:00 Hampton Inn	8:30 CSTM
	8:15 Holiday Inn	
	13:15 CSTM	13:00 Holiday Inn 13:10 Hampton Inn
	16:30 Hampton Inn	17:00 CSTM
	16:45 Holiday Inn	
	20:45 CSTM	21:00 Holiday Inn 21:10 Hampton Inn
	<i>IATM Excursion</i> 9:00 Hampton Inn	11:15 Exporail
	9:15 Holiday Inn	
	15:30 Exporail	18:30 CSTM
	THURSDAY	8:00 Hampton Inn
8:10 Holiday Inn		
17:00 Montreal		19:00 Holiday Inn 19:10 Hampton Inn

Hotels

Holiday Inn: Ottawa East

1199 Joseph Cyr Street, Ottawa, Ontario
www.ihg.com/holidayinn/hotels

Hampton Inn by Hilton Ottawa

100 Coventry Road, Ottawa, Ontario
www.hamptoninn3.hilton.com

Ottawa

Getting Around the City of Ottawa

- Blue Line Taxi: 613-238-1111
- Uber: <https://www.uber.com/en/ca/>
- OC Transpo: <http://www.octranspo.com/>

Hospitals

- The Ottawa Hospital: <http://www.ottawahospital.on.ca/>
501 Smyth Rd, Ottawa
- Montfort Hospital: <https://hopitalmontfort.com/en/Home>
713 Montreal Rd, Ottawa

Museums in Ottawa

- The Diefenbunker Museum: <https://diefenbunker.ca/en/>
- Canadian War Museum: <https://www.warmuseum.ca/>
- Canadian Museum of History: <https://www.historymuseum.ca/>
- Canadian Museum of Nature: <https://nature.ca/en/home>

Site visits

- Gatineau Park: <http://ncc-ccn.gc.ca/places-to-visit/gatineau-park>
- Royal Canadian Mint: <https://www.mint.ca/store/template/home.jsp>
- Notre-Dame Cathedral: <https://notredameottawa.com/>
- Rideau Hall: <https://www.gg.ca/document.aspx?id=94>
- Parliament Hill: <https://visit.parl.ca/index-e.html>

Leisure and Entertainment

- Lansdowne Park: <https://ottawafarmersmarket.ca/lansdowne-park-ottawa/>
- Byward Market: <http://byward-market.com/en/home/>
- St. Laurent Centre: <http://stlaurentshoppingcentre.com/>
- Rideau Centre: <https://www.cfshops.com/rideau-centre.html>
- Casino Lac-Leamy: <https://casinos.lotoquebec.com/en/lacleamy/home>
- The National Art Centre: <https://nac-cna.ca/en/>

Top Ten Restaurants in Ottawa

- https://www.tripadvisor.ca/Restaurants-g155004-Ottawa_Ontario.html



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|-------------------------------------|---|---------------------------------------|
| 1. Canada Aviation and Space Museum | 2. Canada Science and Technology Museum | 3. Canada Agriculture and Food Museum |
| 4. National Gallery of Canada | 5. Bytown Museum | 6. Parliament Hill |
| 7. Hampton Inn | 8. Holiday Inn | |