Introduction to WWMM – WorldWideMetaMuseum
(This document is the **ANNEX A** of the Request for the participation in the WorldWideMetaMuseum)

WWMM offers every museum the possibility of freely and simply creating a high quality virtual museum in a very visible context. It aims at promoting the cultural role of the museums and making the knowledge of their patrimony easier by offering the visitors new interaction possibilities.

What is WWMM?

- It is a free online tool for the creation of virtual visiting paths to the museums' heritage.
- It is a shared archive and a search engine for images of museums.
- It is a portal to the museums, that promotes the image of each museum and its area.
- It is a tool that promotes the cultural role of the museum opening its contents to the free and active knowledge building.
- It is a tool that stimulates the processes of active knowledge, finding countless applications in the study, the research, the teaching, and cultural tourism.
- It is a continuously growing museum of museums.

Why is WWMM so much different from a standard virtual museum?

- WWMM offers more visibility to the museums. The museums can make their contents known to a wider audience in comparison to an "individual" virtual museum.
- WWMM removes the economic and technological obstacles that limit museums online high quality presence by providing a free software platform and simple management tools.
- WWMM is a living museum, that grows up steadily. The project actively promotes the joining of new museums and the realization of new stories through images linking them and making their patrimony visible to everybody. The visitors themselves are turned into narrators of stories through images contributing to the museum growth with their intelligence and imagination.
- WWMM offers a new experience to the visitor: the museum to be used. The interaction with a standard virtual museum usually consists merely in following pre-set paths, In WWMM is much more rich and articulated, since it is possible to search through the whole patrimony of images, to select them and to create new stories through images.
- WWMM is virtual in every sense. It is not only the digital reproduction of a real museum, but it represents a "museum that is not there". A story through images can be made up images from museums a long way one from the other, but the skill of who tells the story makes the difference creating an ideal bond.

And what about who already has a Web site?

- WWMM offers his services free of charge both to the museums that don't have the resources to publish, and above all to update, a proper virtual museum and to those that have already displayed or are about to display online a more or less conspicuous part of their patrimony.
- WWMM is not therefore necessarily an alternative to an "individual" site (or to a more complex virtual museum online) . On the contrary one can integrate and expand it increasing its visibility, through search and stories' authoring functions, with unlimited space for images and texts, with an easy autonomous administration of the contents.
- The personal page that every museum has inside WWMM and the possible virtual museum can moreover be linked together.

How is WWMM used?

Do you represent a museum, an archive, a collection?

1) Insert online your images in the WWMM database. You can autonomously manage your image files, adding an unlimited number of it, removing them, replacing them or inserting captions and descriptions increasing their usability by the end users.

2) Create visit paths, that are defined in WWMM "stories through images". You can create as many stories through images as you want, selecting the images from your database, ordering them as you like and inserting a text for every image. In this way you can apply to different types of public, for instance creating a tale for the little ones, a path for tourists and another one having a scientific or historical character.

Are you interested in finding of museums' images?

- The WWMM database is made up of images coming from every museum or archive collections participating in the project, and is steadily growing. Different methods can be used to find the images: the search engine or the table of contents of the museums or the index of the stories through images. You can save the images you are interested in and access them through a personal page

Do you want to realize some stories through images?

- You can put them together and publish them joining your text to the images of the museums.

Are you a teacher?

- You have countless possibilities to promote the cognitive skills of your students integrating the preparation and the following thorough analysis of the visit to a museum, in a multidisciplinary approach such as writing, research, data comparison and elaboration, use of the computer, online or frontal group activities, contextualized study of a foreign language, etc. etc.

Are you a local government body?
- You can integrate your area improvement policy with a cultural tourism proposal, suggesting visit routes to the museums of your area.

Who carries out WWMM?

WWMM has been conceived and realized by the italian non-profit association I-Museum ONLUS with the support and the initial contribution of the Universities of Milan-Bicocca (Faculty of Sociology) and of Bergamo.

How to support WWMM?

It is possible to support WWMM financially by contributing with a donation to the development of the "area projects ", through which the inclusion in WWMM of those museums sharing a territory or a thematic area is favoured. The supporter's name (private, local government body or society) will be tied up to the project, will appear among the sponsors of WWMM and will always be quoted on the occasion of the presentations of the project.

How to know more about WWMM?

Francesco Ghidoli (Project's Director)
francesco.ghidoli@wwmm.org
+39 349 8158689

http://www.wwmm.org