

## VACF

### Virtual Arts Centre of the Future



*The challenges and opportunities of digitalisation and eulture for cultural institutions are numerous, both in the area of the growing range of cultural carriers, art- and presentation forms and in the area of communication and interaction with the public. The main goal of this IBBT-project is researching and constructing a prototype for the Virtual Arts Centre of the Future . Kunstencentrum Vooruit functions as a pilot, but the model will be applicable and expandable towards the*

*broad cultural sector. The aim of VACF is the development of three strongly integrated demonstrators: a web platform, a 3D environment and a decentralised collective Customer Relationship Management application (CRM).*

#### **Web platform**

This website will offer cultural content in an innovative way and stimulate both communication and participation. The focus will not only lie on the digitalisation of the existing production/collection, but also on the collecting and offering of digitally born artforms. The major challenge will be the development of an interpretative layer which delivers content dynamically and tailored to the needs of various target groups. Moreover, all the actors involved will have the opportunity to provide their own content and interact with each other (through the fostering of an online community). This will allow all participants to play a participating/creation-enabling role as well. Based upon all input, farreaching personalisation can be achieved. In addition, the cultural institution is provided with the opportunity to learn more about its public and is able to increase the public's involvement with the institution.

#### **Customer Relationship Management application (CRM)**

Improved knowledge about the public, and the possibility of personalised communication this entails, is also the aim behind the development of an innovative CRM application. Currently CRM tools are not often used within the cultural sphere. Data mining on data collected within the platform will, besides offering a more efficient communication mechanism (through the use of action-tools), also lead to a more refined knowledge of current cultural participants and possibly also to the detection of new target audiences. With this CRM-prototype, the project wishes to develop a model that can be used within the broader cultural sector.



#### **3D-environment**

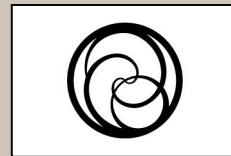
The 3D-platform is aiming to immerse the visitor into an interactive exhibition platform as well as to create a social meetingplace for virtual art experience. Projects will be put on display where e.g. projects will be offered that can only exist within this virtual context. The platform will also allow several cultural institutions to be linked together virtually. By moving through this virtual environment, the visitor builds up a cultural identity, which will generate useful data for both portal and the CRM application.



# IBBT

The integration of these demonstrators into one digital platform is the major innovative step of this project. Ensuring interoperability will be a primary objective in the development of the individual prototypes. Their development will be supported by profound user research. In addition, the legal framework and possible business models will be researched.

In collaboration with :



## IBBT Research Groups

KU Leuven CUO	<a href="http://www.kuleuven.be/cuo">http://www.kuleuven.be/cuo</a>
KU Leuven ICRI	<a href="http://www.icri.be">http://www.icri.be</a>
Ugent MICT	<a href="http://www.mict.ugent.be">http://www.mict.ugent.be</a>
UHasselt EDM	<a href="http://edm.uhasselt.be">http://edm.uhasselt.be</a>
VUB SMIT	<a href="http://smit.vub.ac.be">http://smit.vub.ac.be</a>

Project website <http://projects.ibbt.be/vacf>