Museum Computer Network
Rewriting Art History with Art Detective

Cristiano Bianchi, Keepthinking
Minneapolis 7 November 2015
About us
Who we are

› Digital applications for arts and culture
  › user experience design
  › information architecture
  › digital strategy
  › user experience
  › design
  › development

› Integrated information management software
Our customers

Global presence
About us
How do we score?

› Awards
  › MUSE
  › D&AD
› Top 20 design agencies UK (2015)
› Top 10 independent agencies London (2015)
Context
What is Art Detective?

Expert Network  Crowd Sourcing
Context

Your Art ecosystem

[Logos of various organizations: pcf, BBC, YOUR PAINTINGS, ART UK, ART DETECTIVE]
Our role
What did we do?

› Overall Collections Management System
› All technology
› All design
› All implementation
The Public Catalogue Foundation is opening up art in public collections for enjoyment, learning and research. We are a registered charity. No. 1096185
Digitisation and printed catalogues
There are 212,797 paintings for you to search

- Joseph Beuys
- Alfred Manessier
A St Ives Fisherman
Sydney Elmer Schofield
Alice (1602–1666), Lady Bedell, ...
Peter Ley (attributed to)
## Context Tagger

### Top 10 taggers in the last 7 days / Since the beginning

<table>
<thead>
<tr>
<th>Position</th>
<th>4 Weeks ago</th>
<th>Screen Name</th>
<th>Paintings</th>
<th>Level</th>
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### Project news

- **#MuseumWeek**
  - 23 Mar 2015
- **Artist in Focus: George Lance**
  - 23 Mar 2015
- **Happy Birthday Art Detective!**
  - 23 Mar 2015
- **Creative Industries Federation**
  - 23 Mar 2015
- **John Kampfner on the Creative Industries Federation**
  - 23 Mar 2015
- **Waterloo Zoo – The Hunt is On!**
  - 23 Mar 2015

### Tagger levels

- **Green (3526)**: 0 to 4 paintings
- **Yellow (4515)**: 5 to 49 paintings
- **Red (1473)**: 50 to 249 paintings
- **Blue (194)**: 250 to 499 paintings
- **Gold (96)**: 500 to 999 paintings
- **Master (83)**: over 1000 paintings

### Our newest taggers

- **Gareth** (1 painting tagged)
- **ke!63** (13 paintings tagged)
- **DianeMary** (18 paintings tagged)
- **alanblackwell** (6 paintings tagged)
Context
Licensing Portal

WELCOME TO THE ART UK PERMISSIONS PORTAL

Find out more about the project here.

If you have not received an email with your login details, please contact us.

LOGIN

At each login you will be asked to verify your details, and to agree to the site’s Terms and Conditions.

Email

Password

Forgotten your password?

LOG IN
Context
The numbers

- 216,000
- 45,000
- 2,700,000
- 3,300
- 12,000
- 6,100,000
Welcome to Art Detective

Is this painting by Bartholomew Dandridge?

Through Art Detective anyone with specialist knowledge can help public art collections across the United Kingdom. Find out how you can get involved. Click here if you represent a public art collection.
User journeys
Careful crafted workflows

Login
- Login form
  - Validation: Yes
    - Display error message
    - Login user
      - Stay where you are

Forgot password
- Forgot password form
  - Validation: Yes
    - Create user
      - Send email with token
      - Display feedback message
    - Email token
      - Reset password form
        - Validation: Yes
          - Display error message
          - Reset password
            - Stay where you are / redirect to homepage
        - Reset password form
          - Validation: No
            - Display error message

I’m new here
- Full registration form
  - Validation: Yes
    - Create user
      - Send email to verify email address
      - Display feedback message
    - Verify email address
      - Login user
        - Stay where you are / redirect to homepage
    - Verification failed
      - Display error message
User journeys

Role-based actions
Early stages
Results (after three months)

- 5,300
- 2,829
- 188 (100 active)
- 289
Check it out
It’s live

http://thepcf.org.uk/artdetective

Overall Winner Best of the Web 2015
Silver MUSE Award 2015
Thank you.

http://www.keepthinking.it

@keepthinking_uk