

AMICO

Collaborative cultural resource creation: the example of Art Museum Image Consortium

Leadership Conference on Access to Special Collections
North Carolina, March 1, 2000

What is AMICO?

- independent, not-for-profit, consortium of institutions with collections of art
- **Mission: enable educational access to museum multimedia documentation**

AMICO as an Example

- building multimedia digital libraries requires new methods and strategies
- facing social, economic, legal and technological challenges
- integrating people, institutions and systems

Why AMICO?

- encourage broad use of museum collections
- efficiently administer educational licenses
- facilitate interchange of experience and ideas
- build links among museums and users

AMICO's Challenges

- **Community Building**
 - Why would we collaborate?
- **Content**
 - What will we compile?
- **Documentation**
 - How will it be described?
- **Intellectual Property**
 - Do we have the rights?
What rights can we give?
- **Technology**
 - How do we digitize, and provide access to it?
 - What delivery methods should we use?
- **Use**
 - Who wants it, and what will they do with it?
- **Economics**
 - Can we pay for it?

Shared by all creators of collective information resources

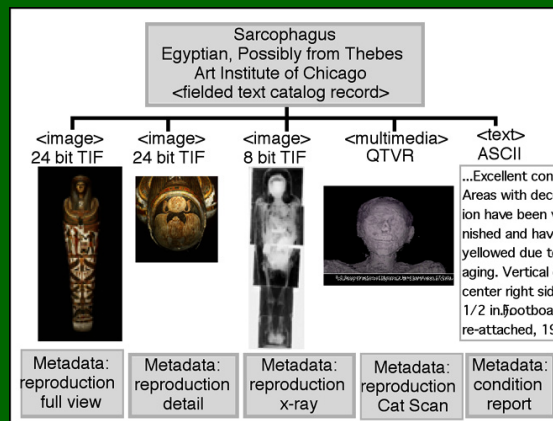
AMICO Members

- **planned and founded Consortium**
 - established Sept. 1997; now 31+ members
 - new members welcome, worldwide
- **pay dues**
 - 2,500 - 5,000 \$US based on budget
- **govern consortium and program**
 - Board and Executive Committee
 - Committees: editorial, technical, rights, users
- **contribute to the Library**
 - text, image, multimedia
- **use the Library**
 - in galleries, library, research ...

AMICO

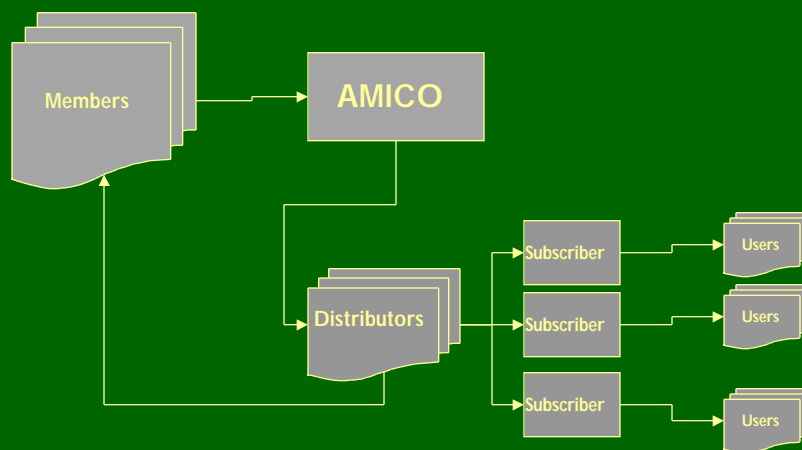
- **assists members**
 - provide advice, training and support
 - develop specifications, best practices
- **manages agreements**
 - artists rights, distributors, licenses
- **compiles Library**
 - verifies data formats, vocabulary
 - enhances indexing and authority control
 - validates image and multimedia files
 - ensures record structure, links
 - transfers Library to distributors

AMICO Works



Works in the AMICO Library are documented by a catalog record, and image and an image metadata record. Other multimedia may also be included.

Creating and Delivering the AMICO Library



AMICO Distributors

- **AMICO Thumbnail Catalog**
 - on Web for public access
- **Research Libraries Group (RLG)**
 - university access
- **State-wide Consortia**
 - under development in OH, CA
- **Other Distributors likely**
 - Primary & Secondary Schools, Public Libraries and International users
- **Different access for distinct communities**

**AMICO Web
Thumbnail
Catalog**

search.amico.org

Free online
brochure

Search Result

AMICO at RLG

- **Research Libraries Group**
 - not-for-profit library information network
- **offer abstracting and indexing, archival records, bibliographic records, cultural resources**
- **limited learning curve for existing users**
- **24/7 support and service**

Eureka® The AMICO Library

Home for RHD keyboard carolina AHDKOT Creator Word gentle
15 items sorted by ester — To display more information and a larger image, select a thumbnail image.

Export Notebook Feedback Help AMICO

AMICO @ RLG

BACK
SIMPLE SEARCH
ADVANCED SEARCH
HISTORY
OPTIONS

EXIT
SEND

Search Result

Subscription Service
Trial Access Available

10. Sickert, Walter Richard
Carolina, 1903-1904
Oil on canvas — 49.0 x 38.0 cm (18 1/8 x 15 in.)
Anonymous Gift
Museum of Fine Arts, Boston
[Rights](#)

11. Davis, Theodore Russell
In the Carolina Swamps -- The Advance Guard.
Pen — 165 x 202 mm (6 1/2 x 8 in.)
M. and M. Barol Collection of American Watercolors and Drawings, 1900-1975
Museum of Fine Arts, Boston
[Rights](#)

12. Harold Garrison
WATER GATE OR GOVERNMENT MACHINE NO. 3, 1974
Ballpoint pen and ink and felt-tipped pen and ink on carved wood with leather, metal, and coated wire — 13 3/4 x 15 x 3 1/2 in. (34.8 x 38.0 x 9.0 cm.)
Gift of Herbert Waide Hemphill, Jr. and museum purchase made possible by Ralph Cross Johnson
National Museum of American Art
Copyright National Museum of American Art, Smithsonian Institution
[Rights](#)

13. Attributed to the Thomas J. Davies Pottery
Face Vessel, C. 1862-70
Glazed stoneware — Height 9 3/4 inches
Gift of Edward Russell Jones
Philadelphia Museum of Art
[Rights](#)

Netscape: Harold Garrison - WATER GATE OR GOVERNMENT MACHINE NO. 3

Eureka® The AMICO Library
Harold Garrison WATER GATE OR GOVERNMENT MACHINE NO. 3

SAVE

Copyright National Museum of American Art

Creator
Harold Garrison (American)
Born 1923
Born near Weaverville, North Carolina.

Work
WATER GATE OR GOVERNMENT MACHINE NO. 3, Title title, 1974
13 3/4 x 15 x 3 1/2 in. (34.8 x 38.0 x 9.0 cm.)
Sculpture
Ballpoint pen and ink and felt-tipped pen and ink on carved wood with leather, metal, and coated wire

Ownership
Smithsonian American Art Museum, Washington, DC
Gift of Herbert Waide Hemphill, Jr. and museum purchase made possible by Ralph Cross Johnson
Copyright National Museum of American Art, Smithsonian Institution
[Rights](#)
Accession Number: 1989.85.248

Record Identification
NMAA.1989.85.248

and coated wire — 13 3/4 x
h Cross Johnson

13. Attributed to the Thomas J. Davies Pottery
Face Vessel, C. 1862-70
Glazed stoneware — Height 9 3/4 inches
Gift of Edward Russell Jones
Philadelphia Museum of Art
[Rights](#)

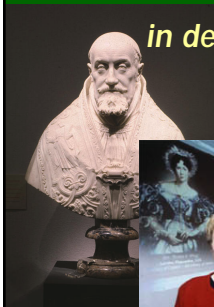
AMICO Users

- integrate image content throughout curriculum
- use content in local and networked systems
- need help imagining how to use new resources

AMICO Users

Art History

in depth study

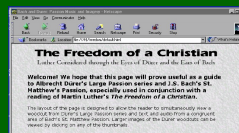


Art Studio

compare and analyze



Cultural History



Library

online review

*classroom
projection*



student assignments

Technical Studies

*printing and
imaging*

Issues: Content

- **collections development**
 - at 50,000 works “more holes than cheese”
- **consistent documentation**
 - text, image, multimedia
- **critical mass**
 - of what, for whom?
- **breadth v.s. depth**
 - lots of things, or lots about a few things?
- **persistence**
 - access over time to same works

Issues: Documentation

- **describing works of art**
 - separate display data from access data
- **editorial consistency**
 - shared authority files and indexing rules
 - field level data parsing (for dates, terms)
 - existing tools aren't enough (~30% of Names not in ULAN)
- **multimedia metadata standards**
 - descriptions of associated media files
- **cross-resource discovery**
 - links to other resources such as abstracting and indexing services, and full texts online

Issues: Technology

- **Members**
 - collections management, image capture, audio, video, multimedia, publications systems
- **AMICO**
 - contribution management, image multimedia, and text validation, member and distributor support systems
- **Distributors**
 - library access interfaces, collections indexing systems
- **Subscribers**
 - local on-campus systems, OPACs, Web pages, etc.
- **Users**
 - own analytical, research, study systems

Issues: More Technology

- **multimedia formats and structures**
- **consistent and unique resource naming**
- **verification and maintenance of links**
 - each AMICO work is a multi-part object
- **consistent capture standards**
 - comparable results across collections
- **systems security and user authentication**
- **authenticity of digital resources**

Issues: Intellectual Property

- consistent terms and conditions
- distinct licenses for user communities
- international licenses
- artists rights (ARS)
- technological v.s. social and legal means of protection

Issues: Economics

- **self supporting not-for-profit**
 - cost-recovery required
 - not dependent on grant funding for core activities
 - long-term sustainability a key goal
- **all institutional participants have stake**
 - no money returned to members
 - subscription fees support activities of the consortium
 - incentives for distributors & subscribers to develop tools and add value
- **access free at point of use**

Issues: Community Building

- **shared mission enables collaboration**
 - educational focus
- **consistent terms for participants**
 - common, transparent, formula-based agreements
- **open multi-way communications**
 - public specifications: technical and data
 - known license terms
 - open member discussions
- **shared risks and benefits**
 - members collaborate
 - users share experiences
 - all build expertise

More info?

Art Museum Image Consortium
www.amico.org

info@amico.org

The screenshot shows the Netscape browser window displaying the AMICO.org Home Page. The browser's address bar shows the URL <http://www.amico.org/home.html>. The page features a navigation menu on the left with links for Home, Members, FAQ, AMICO Library, Sample Records, Projects, Documents, Contact, and Sponsors. The main content area includes the AMICO logo, a navigation menu, and several sections: 'Art Museum Image Consortium' with a mission statement, 'Positions Available' for Technical Director and Library Editor, a search bar for the Thumbnail Catalog, and a 'What's New' section with several news items. The AMICO logo is a stylized 'A' and 'M' in a square. The 'What's New' section includes links to news items such as 'AMICO and OhioLINK Reach An Agreement on Statewide Distribution of the AMICO Library' and 'AMICO Library now available: Two new Members join the Consortium'.