A Duet of Ancient Artifacts with Modern Technology at the National Palace Museum

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Outline

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Introduction

• Today, museums not only serve functions of storage, display, research and education, but also must be a medium in economic development and play an important role in the knowledge-based economy.

• The emergence of a knowledge-based economy has caused businesses to place greater focus on content and creativity, further highlighting the significant role of cultural content in economic development.
Introduction

• Information technologies serve to promote the product and encourage development of digital content industries.

• The digitization of museum collections is one of the most promising ways to solve problem of managing the difficult environment, provides the solution to remove obstacles, and also enhances the museum’s role as a provider of services, education, and cultural exchange.
Opportunity and Challenge

The turning point of digitization through three aspects:

• The global trend of developing digital-content industries

• The acceptance of government policy. The National Project, ”Challenge 2008: Digital Taiwan”

• The practical commercial needs of the Museum itself
Opportunity and Challenge

Challenges:

- Struggling to get the necessary funds from the central government for digitization
- Simultaneously carrying out the appropriated budget along with having to take responsibility for other tasks and facing various levels of pressure
- Acquiring digitization specialists and training them within the regulations set up in the government employment system and the subsequent inability to effectively do so
Opportunity and Challenge

Challenges:

- The difference in understanding digitization by the employees entrusted with such tasks
- Difficulty in communication between departments.
- Difficulty in achieving a consensus in the goals of digitization
- The problem of managing temporary employees on digital projects
- The recent discovery of a severe issue with the lack of artistic and cultural understanding by information technology specialists in general.
Strategies

Principal missions:

• Effectively supporting studies and research
• Developing a digital museum and utilizing value-added applications
• Effectively supporting online exhibitions
• Focusing on services, value, and promotion
• Effectively supporting an environment of stress-free and efficient learning of cultural, historical and artistic information
Strategies

Figure 1: Tiers of Digitization Development Strategy
Strategies

The three-tier digitization strategy

- Tier I (downstream): Digital Archives
- Tier II (midstream): Digital Museum
- Tier III (upstream): Digital-Learning, Knowledge-Based Economy and Cultural Artifact Promotion and Education
Stages of Digitization Development

Four main stages:

1. The Seeding Stage (1999 ~ 2000)
4. The Propagation Stage (2007 and later)
Stages of Digitization Development

- **The Seeding Stage (1999 ~ 2000)**
  - The cooperated project with IBM (1999)
    - Constructing a preliminary system framework and creating a small volume of high-resolution files
  - The digital museum project (2000)
    - Developed a production series, ‘The Beauty of Cultural Artifacts in the National Palace Museum’
Stages of Digitization Development

- The Germination Stage (2001 ~ 2003)
  - Digital Initiative Project (2001)
  - 「The Digital Archives National Technology Project- Research and Development of the National Palace Museum Cultural Artifacts Digital Archiving system 」 (2002)
  - 「Internet Culture Creation & Development Project- Construction and Utilization of the National Palace Museum Digital Museum」 (2002)
Stages of Digitization Development

• The Growth Stage (2004 ~ 2007)
Stages of Digitization Development

• The Propagation Stage (2007 and later)
  – Complete digitization of collections
  – Develop a standardized operation for managing digital museum
  – Promote various digital valued-add products
  – Create an e-learning environment for the public
Major Achievements

- Completion of basic information on 7,300 antiquities, 3,700 works of painting and calligraphy, 2,900 rare books, and 115,000 palace memorials as well as the establishment of high-resolution image files (up to Sep. 2004)

- Presentation of 650,000 National Palace Museum imperial objects available through the Internet for searching, while image files can be viewed and printed at the Museum library

- Establishment of the “3D Virtual Collection Exhibition System and its Documentary Film”
The 3D Virtual Collection Exhibition System and Its Documentary

The five selected objects

Objects’ CF

Documentary
Major Achievements

- Establishment of a multilingual website
- Completion of seven digital museum themes introducing the finest of various forms of Chinese art and culture
- Publication of more than ten high-quality multimedia digital DVD
The National Palace Museum World Wide Web
Languages in Chinese, English, Japanese, Korean, German, French and Spanish

NATIONAL PALACE MUSEUM

• 故宮網站得獎訊息 Awards
• 故宮換新裝 The National Palace Museum's Makeover
• 本院「紀念參觀券」使用事宜 Special Memorial Entrance
• 「SMD國際博物館館長高峰會議」暨「F@mp.2004 國際博物館與文化資產多媒體展示及競賽會議」
  “Summit of International Museum Directors: New Images, New Strategies” and "Festival Audiovisual International Musees & Patrimoine"
Theme-based Web Pages for the National Palace Digital Museum
Literary Images: Chinese Literature in Painting and Calligraphy

Theme-based Web Pages for the National Palace Digital Museum
The Fashionable, the Antiquarian

AVICOM Award, "Prix Multimedi'Art of Silver\" 【 CD-ROM Category 】
The published thematic CD-ROMs
Age of the Great Khan reflects the dynamic presentation of the original exhibition.

It explores the artistic masterpieces and social practices of the Mongol Yuan dynasty from various perspectives.
Convergence of Radiance

AAM MUSE Awards 2004, Silver, 【Collection Database or Reference】
Major Achievements

• Design and publication of books, catalogues, pictures, digital discs, cards, and ties with styles based on objects unique to the National Palace Museum as well as the promotion of e-commerce

• Expansion of value-added applications and promotions: designing and issuing value-added commercial products

• Establishment of an e-commerce website to promote the Museum’s value-added products
Publication of books
National Palace Museum e-Shop

http://e-shop.npm.myepson.com.tw
Major Achievements

• Establishment of the ”Digital Guide System” and art galleries of reproductions at the Taipei Metro Stations and the airport terminals
• Establishment of the “NPM On-line Learning System ” web Site
• The NPM Online Game
The Digital Guide System

The Digital Guide system is an experimental system, a user-friendly digital guide that offers three different modes defined by guide content, guide functions and mobile guide.
Cultural Artifact Art Gallery

Ex: Chiang Kai-Shek International Airport, Terminal One
The Web Site of the National Palace Museum On-line Learning System has been published since February 18th, 2004.

http://elearning.npm.gov.tw
The NPM On-line Game

- The NPM on-line game is called “Sheng Ch‘i Huo Hsien .”
- It’s planed to be available to the public in March, 2005.
Conclusion

Digitization of cultural heritage will have a great impact on society:

• Improvements to exhibition, education, research, management and publication.
• Protection and promotion of artifacts.
• Enrichment of cultural heritage.
• Enhancement of economic development.
Conclusion

However, there are some issues to resolve:

• Integration of upstream and downstream digital content
• Acquisition of funding to support the process
• Technological and cultural resource
• Employment restrictions and regulation
• Immature development of key digital technologies
• Legal and I.P. restrictions and regulations
Conclusion

The digitization process at the National Palace Museum has:
– Demonstrated the benefits of digitalization
– Highlighted some key issues of this process
– Shown opportunities for other museums to follow

We hope you have enjoyed the experience of digitalization in the national palace museum.
The end

Thank you!

National Palace Museum