

## Who | Institutional Profile

<b>Institution</b>	<u>Museumsmanagement Niederösterreich GmbH</u>
<b>Location</b>	St. Pölten, Austria
<b>Short Description</b>	The Museumsmanagement Niederösterreich (MMNOE) is a service institution for regional museums in the state of Lower Austria and hosts an online object catalogue ( <a href="#">DIPkatalog</a> ). The Digital Warmth project is implemented in cooperation with the <a href="#">Kaiser-Franz Josef Museum</a> , a voluntary museum in Baden.
<b>Ownership</b>	Public
<b>Size</b>	Addressing 750 museums in the region (mostly operated by volunteers)

<b>Approach to Digital</b>	<p><b>Input by Christa Zahlbruckner, Museumsmanagement Niederösterreich and Ulrike Kuchner</b></p> <p>We at MMNOE have increased the awareness for digital transformations over the past two years and we see the benefits as well as the challenges of the digital world, especially for voluntary-run regional museums. Therefore, we try to professionalise and support museums staff in their digital transformation and approach.</p> <p>Our goal is that all regional museums supported by MMNOE will include an aspect of digital agenda in their museum concepts. We work towards ensuring that every regional museum becomes fully aware of the benefits of operating in a digital environment. In working with them, we highlight the already existing use of their digital work and communication channels. This includes their web presence, as well as the internal processes and communication with audiences. We have learned that while a digital strategy does not solve all problems, it addresses many. Thus, we are now encouraging institutions to include digital transformation in their own museum strategies and visions.</p>
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## What | Case

<b>Project Title</b>	Digital Warmth with Tiled Stoves – <a href="#">DIP.world</a>
<b>Timeframe</b>	developed in 2022-2023 - ongoing

## Concept & Approach

The idea for DIP.world was actually born at a Kulturhackton event. It was triggered by the questions and reflection on how we can create new ways to access the online object catalogue [DIPkatalog](#) and how the interest of special collections can link together different peer groups (science community, volunteers, museum workers, interested parties, audience)?

Therefore, we aimed to create a new digital interface in addition to the list view of the DIPkatalog and to offer a possibility to add personal notes or information to the objects.

DIPkatalog is based on different museum collections. As a result, the Digital Warmth project arose from and was based on collaboration of various partners (Ulrike Kuchner, scientist, Rainer Simon, digital developer and the regional museums community).

The Museumsmanagement Niederösterreich hosts the DIPkatalog to give regional museums the opportunity to be digitally present. Therefore, digital objects from different museums and locations get to be shown in it, and it was always an interesting aspect to render visible the regional location and possible connections. That's why the starting point of our visualisation was to locate the objects on a digital map – the DIP.world.

### DIP.WORLD: ENTDECKEN UND KOMMENTIEREN

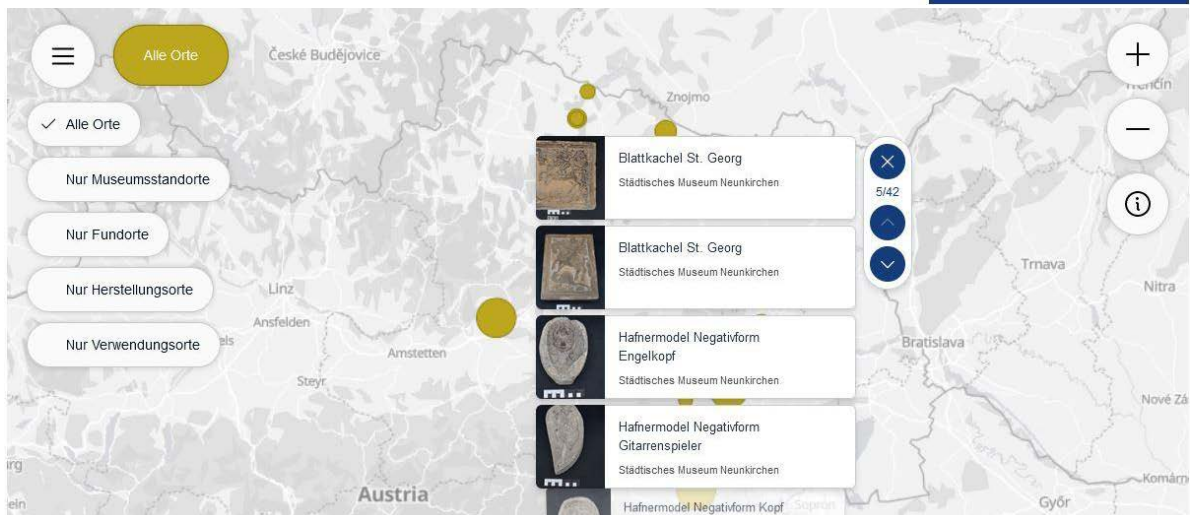


Kacheln und Kachelofenobjekte sind in vielen Sammlungen Niederösterreichs zu finden. Entdecken Sie hier auch deren Herstellungs- und Verwendungsorte! Mit einem Klick auf den Standort sehen Sie dazu passende Objekte und weitere Details im [DIPKATALOG.noemuseen](#).

- ▶ Sie wissen mehr zu einem bestimmten Ort oder haben eine Frage zu einem Objekt? Wir freuen uns auf Ihren Kommentar!
- ▶ Sie haben Kacheln oder Kachelofenobjekte? Wir nehmen diese gerne auf: [DIP.world Teilnahme!](#)

Was ist die DIP.world? Wie kann ich mich beteiligen?

Lesen Sie mehr unter: ["Digital Warmth - Designs that keep you warm"](#)



DIPworld, online object map, Museumsmanagement Niederösterreich

The objects and the topic chosen for the map represented the collection of tiles and oven objects. This prompted the name of the project - Digital Warmth - as tiled stoves create a pleasant warmth and personal atmosphere. They are also generally associated with a specific location. To this day, tile stoves are a common feature in many homes in Austria and its neighbouring countries. However, in the past, they were in use in abundance; both as a necessity and as an ornamental feature. Today, the tiles can be found in stoves in a variety of environments, from moderate homes to staterooms and castles. Their study enables us to explore links between the present and past socio-economic stature of tile stove owners as well as historical production routes and their art historical evolutions. With this in mind, we want to connect personal meaning and memories with the (historical) objects, while integrating this interest and information with researchers and into museum collections.

Next to the extensive tile collection of the Kaiser Franz Josef Museum, DIP.world (like the DIPkatalog) presents objects from numerous regional museums in Lower Austria.

The DIP.world is available online and onsite at the special exhibition 'Digitale Wärme – Die Geschichte der Ofenkachel' at the Kaiser Franz Josef Museum in Baden.

# DIGITALE WÄRME

## DIGITAL WARMTH

DIPkatalog, object detail, Museumsmanagement Niederösterreich

In addition to placing objects on the online map, DIP.world also includes a communication level. The audience has the opportunity to add information to individual objects and to make personal comments. This possibility of participation is also combined with an open call as part of which all citizens are invited to send photos of their personal tiled stoves or tiles. In the future, this should create a separate Citizen Scientist collection and link the historical cultural heritage and today's living environment.

### Benefits & Impact

- DIP.world is a long-term digital infrastructure and available for all regional museums in the state. The museums are invited to contribute their online collections and benefit from the joint platform. It is planned to open the topic and not only focus on tile objects.
- Digital Warmth is a use case and great example for further projects, not only for projects implemented in-house by the MMNOE but also for museums themselves or service institutions of other states.
- Motivation to digitalise collections!
- The open call to all regional museums as well as the example of objects in the DIP.world increased the motivation in the museums to organise and digitalise their own collections.
- Data enrichment and participation of regional museums
- The project and permanent structure increase the available online data as well as the number of participating museums.
- Interest from the research community
- Artists responding to historical collections
- Connection of regional museums
- Addressing new audience groups
- Interest in follow-up projects and cooperation (Museum Niederösterreich)

### Limits & Drawbacks

- Limited possibilities to lead the actual actions and workflows of the regional museums. All museums use the offered structure in their own way and need individual support for digital agenda.
- Usually, no direct audience approach
- The regular target group of the Museumsmanagement (addressed via the website, newsletter, social media and all channels) is the museum's community itself

(professionals, volunteers, museum staff). So the performance and traffic on DIP.world will also rely on the museums and how they integrate it in their communication.

- Technical limits
- To begin with, the idea was that users are also able to edit object photos of the DIP.world as well as upload and add their own photos. This feature has not been integrated. The comment function now allows only a message in text form.
- The main reason is not just the additional programming, but we decided that the metadata should not be changed by external users. It should also be clear which data is provided by the museums and which is added by external users (experts or citizen scientists).

## Future Prospects

- Addition of new technical features
- After the phase of stabilizing the structure and establishing the use by museums, the technical infrastructure was expanded. It is likely that additional features (comment functions with responses, uploads, mailings, calls for action, etc.) would be interesting.
- Tiles and more
- It is planned to not focus only on tile collections but to add a wider range of topics. The digital workflows (additional filter options) might therefore be expanded.
- In further projects, different target groups could be specifically addressed (for example, schools, craftsmen, Citizen Scientists, regional communities etc.) These projects or open calls could also be initiated by individual museums or researchers. The MMNOE now offers an infrastructure and platform with the DIP.world.

## Key Take-Aways

- The project became a great learning experience for the data process and provided needed workflows.
- The project highlighted the importance of data quality (meta data for different filter and search options).
- It was a good approach to start with one topic or specific collections.
- Working with partners from many different areas was often challenging but also rewarding and opened many new doors and possibilities.
- The participation in the DOORS programme (including all workshops, information, individual support, and exchange) was a great experience and benefit for our personal work skills and competences. (In terms of digital management tools as well as project management within a digital setting, great use cases, the exchange with comparable partners and pointing out inspirational future steps by professionals).
- The DOORS programme was also a great motivation: to think outside the box, to see opportunities and take new challenges and always think ahead for future topics, collaborations and possibilities.

## Involved Parties

### Project partners

- [Museumsmanagement Niederösterreich GmbH](#) (project management)
- [Kaiser Franz Josef Museum Baden](#) (project management)
- [Rainer Simon \(AIT\)](#) (web development)
- [Ulrike Kuchner](#), University of Nottingham
- Priv. Doz. Dr. Alice Kaltenberger, Universität Innsbruck
- [Hiroki digital](#) (web agency)

### Exhibition cooperation

- [no-mad-designers](#) (graphics)
- [Roland Hille](#) (artist)
- [Lebenshilfe Werkstätte Baden Guttenbrunnerstraße](#) (inclusion through art)

### DIP.world:museums

- [Kaiser Franz Josef Museum Baden](#)
- [Krahuletz Museum Eggenburg](#)
- [Museum Retz](#)
- [Museum St. Peter an der Sperr](#)
- [Palais Wild](#)
- [Sammlung Maria Hanůsková](#)
- [Schaubetrieb Ofenkachelmanufaktur Erndt](#)
- [Stadtmuseum Korneuburg](#)
- [Städtisches Museum Neunkirchen](#)
- [Triestingtaler Heimatmuseum](#)





Museum Baden Exhibition Digital Warmth, Museumsmanagement Niederösterreich



Museum Baden Exhibition Digital Warmth, Museumsmanagement Niederösterreich

### DIPworld

**Machen Sie mit:**  
Haben Sie einen alten Kachelofen oder einzelne Ofenkachel? Kommentieren Sie online und werden sie Teil der DIPworld!

Die Objekte werden auf einer digitalen Karte verortet und es kann nach Sammlung oder auch Verwendungs- und Herstellungsort gefiltert werden.

www.noemuseen.at/dipworldnoemuseen

Die DIPworld ermöglicht es, Objekte in neue Kontexte zu setzen, Orte, Geschichten und Prozesse zu verbinden und den Austausch zwischen Museen, Forschenden und Publikum zu erleichtern. Beteiligen Sie sich aktiv an aktuellen Forschungsinteressen und Fragen rund um die Ofenkachel!

Magelofen Detail halber Breite und Böschung  
Schaubetrieb Ofenkachelmanufaktur Erndt

Negativform Detail Ofenkacheln und -schichten  
Schaubetrieb Ofenkachelmanufaktur Erndt

Negativform Detail 2 Ofenkacheln und 1 Blüte  
Schaubetrieb Ofenkachelmanufaktur Erndt

Negativform Detail Ofenkacheln mit Mosaik  
Schaubetrieb Ofenkachelmanufaktur Erndt

Magelofen Detail Ofenkacheln mit 2 Akten und 3 Fliesen  
Schaubetrieb Ofenkachelmanufaktur Erndt

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KULTUR NIEDERÖSTERREICH

HERAUSGEGEBEN VON MUSEUMSMANAGEMENT NIEDERÖSTERREICH

museumsmanagement

DD QRS Digitaler Raum für Österreich

Invitation to participate in and explore the DIPworld, Museumsmanagement Niederösterreich

Ich will ein Museum **BESUCHEN**

Ich habe ein **MUSEUM**

Ich will mich **FORTBILDEN**

Ich will mich **ENGAGIEREN**

Wir über **UNS**

## NEGATIVFORM DETAIL ROCAILLEMOTIV

**Negativform Detail Rocaillemotiv.** Links und rechts ist jeweils 1 große Rocaille dargestellt. Diese sind leicht mit rocailartigen Blattmotiven verbunden, die abgerundet sind, sodass sie eine abgeschlossene ovale Form bilden.

<b>Inventarnummer</b>	SE416
<b>Sammlung</b>	Schaubetrieb Ofenkachelmanufaktur Erndt
<b>Teilsammlung</b>	Negativformen
<b>Schlagworte</b>	Handwerk-Industrie-Handel, Kachelofenteile, Kachelöfen
<b>Material</b>	Gips
<b>Höhe</b>	31.5 cm
<b>Breite</b>	45.8 cm
<b>Tiefe</b>	4.8 cm
<b>Teile</b>	1
<b>Entstehungszeit</b>	20. Jahrhundert
<b>Objektyp</b>	Museumsobjekt
<b>Lizenzbedingung</b>	CC0 1.0 Universell - freie Weiternutzung

SE 416

[ZURÜCK ZUR LISTE](#)

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DIPkatalog, object detail, Museumsmanagement Niederösterreich