

# Using ICT

We are developing interactive, learning and administrative services to improve access to collections.

Bolton Museum & Art Gallery and Manchester City Galleries are both currently working on online access projects.



**Tullie House Museum & Art Gallery's Audience Development Officer is using electronic marketing to keep visitors informed with a monthly e-newsletter, with updates about exhibitions, events and future projects.**

New technology is also changing the way staff work, offering opportunities for staff development and organisational thinking. The Whitworth Art Gallery has an IT Officer working on learning and interactive services and exploring shared systems for collections management and Internet publishing.

ICT is being used to great effect in collections management. The Harris Museum & Art Gallery's Collections' Care Manager is improving the way collections are organised and documented. Manchester Museum's Collective Conversations is a ground-breaking approach to creating different stories about objects in the collections.

"When you start work as a curator you step inside a centuries old tradition. When you work in a virtual museum, you have no precedent. That's what's exciting and difficult about it." Online Gallery Curator, Manchester Art Gallery.

"We're so used to direct access to objects, we forget how exciting unmediated access to them can be for the public. Giving visitors this insight helps them to care more about the survival of the Museum and its collections." Curator, Manchester Museum

"Thanks for your newsletter. It was well set out and easy to find upcoming events. After reading it, we attended the lecture day on March 5<sup>th</sup>, which was excellent on all levels." Visitor feedback for e-newsletter, Tullie House Museum & Art Gallery.